

Designing of a conceptual pattern of brand equity in the automotive industry: Foundation data theory approach

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Abstract

Brand equity is one of the assets that maintain the value of the company and the loyalty of customers to follow, therefore, is important for corporate success. The purpose of this research is to design a conceptual model of brand equity in the automotive industry. In order to conduct the analysis process, the analysis of data theory was used by relying on the [17] method. This analysis is based on the implementation process based on three steps analysis of open codes; Axial coding analysis and selective coding analysis such as [32]. The reason for using this approach was that due to effective functions in relation to the phenomenon studied, the special value of the brand, although criteria in past research were created, these criteria did not have the necessary effectiveness within the framework of a coherent and integrated theoretical approach in the automotive industry. To conduct this approach, 13 experts of commercial management experts who had a good scientific level were used to conduct an interview. In other words, the research point of 13 reached theoretical saturation, the point that is based on the interview process. Performed interviews at the beginning of it, because concepts did not have specific integrity and in interviews, 5 to 7, interviews were performed by the approximate dimension of the model, interviews were carried out half open and based on that, the coherent framework of the conceptual model of brand value in the automotive industry was carried out.

Keywords: Brand Equity, Pattern, Automotive Industry
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1 Introduction

The business environment in the world has witnessed many changes in recent years, among these changes, we can mention the change of attitude of companies from tangible assets to intangible assets. Therefore, the intangible asset valuation process is very important for companies [6]. A brand without awareness is just a word on a product. The purpose of investing in advertising is to reveal the meaning of the brand and spread it as much as possible. For people to try the offered products. [1] defines brand awareness as the potential buyer's ability to recognize or remember a brand name from a specific product category. Brand awareness refers to the power of the brand in memory, that is, for how easy it is for the consumer to remember the brand. Brand recall is the most common method of evaluating brand awareness. On the one hand, the brand concept is effective in many fields. As a result of stabilization of globalization, industrialization, the competitive environment in local markets and this competitive growth has changed from the

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product dimension to the inter-city and even inter-country dimension. Therefore, the view that countries are also brands has emerged. As a result of this change, having a strong brand image with fewer goods and employees it has gained more value and the products that are produced in the third world countries with the name T currently produced, they are sold at much higher prices in these countries. Although local companies produce products with similar quality and design, they are not able to compete with their global competitors who have a strong brand image. The solution for countries to protect their local brands and face global competition is regional or country branding. Today, competition among countries is experienced and brand values and images of countries are also reflected in their products. Due to the global competition, countries are trying to build a brand and invest in this field so that the product they produce can surpass their strong competitors at the international level [15]. On this basis, [20], believes that brand awareness can increase the desire towards the brand as a segment, a selected form, and even a set of interest. Recognition refers to the correct differentiation of a brand from other brands by customers, and recall refers to the ability to retrieve the brand from memory when it is presented with a guide. There is a wide range of different brands in the market, on one side of which are well-known brands for consumers, and on the other side, there are brands that customers know little about. The special value of the brand happens when the customer has a high level of awareness and closeness with the brand and keeps strong and unique associations of the brand in his mind [5]. On the other hand, in tough competition conditions successful organizations that can satisfy their customers and create strong brands for their products [18]. In addition, presence in the global market requires quality and appropriate price, but continued presence in the global market requires having a brand for this continuity of presence, the brand must be perceived as valuable by customers; thus, the power of the brand lies in what customers have learned, felt, seen or heard about the brand during their time and experiences, which can not be easily copied by competitors [21].

In fact, as a result of industrialization that began with the industrial revolution and the expansion of mass production, domestic products replaced packaged products, and factories placed a number of special symbols and signs on their products to differentiate their products. After a while, when the activities of the companies increased and they faced problems in terms of cost, they searched for ways to reduce costs and went to cheap labor from foreign countries as the most practical solution to this problem. Therefore, the importance given to production gave way to marketing and brand value. Finally, in the current process of globalization, brand value is a bigger challenge for managers than before. Due to its intangibility, creating brand value is considered a basic step of marketing strategies in manufacturing companies, including the automotive sector. After more than half a century, automobile manufacturing in Iran is considered to be the largest industry in the country after the oil and gas industries, which plays a major role in the gross domestic product and job creation with the production of about one million cars per year. During this half-century, Iran's automobile factories have tried to rebuild their product brands as well as their corporate brands many times, but many of these cases have been done by trial and error, and in the marketing department of these companies, there is less evidence of studies in this field. It should be noted that doing brand reconstruction is associated with high risk and is also very expensive [26]. Knowing that high costs and uncompetitive prices are one of the problems of the automobile industry is, the necessity of doing this research becomes more and more obvious. In fact, strong brand essence and good market positioning are effective in brand strategy designed for target consumer segments. The brand and its perceived value influence the decision-making process during the buying behavior of consumers. This issue represents an identifier and differentiation of different types of competing products that facilitates consumer choice. The decision-making process during the buying behavior of consumers of a certain generation group may often have the same characteristics and expect a similar understanding of the sources of brand value. Automotive is designing a conceptual model of special brand value in the automotive industry. The optimal way to create such a model is to take advantage of the valuable opinions of business management experts so that a coherent framework of the conceptual model of brand equity in the automotive industry can be created based on that. Therefore, this issue is examined in this article.

2 Research background and theoretical foundations

In the current global competitive market, the brand associated with the product or service belongs to one of the vital factors in managing customer relationships and thus contributes to the success of the company. The reason is that in the market, consumers can choose from a large number of product alternatives, which leads to more difficult decisions. Therefore, the brand as a symbol of quality and value plays an important role in the decision-making process [33]. In manufacturing companies, due to its special characteristics, especially intangibility, the creation of brand value represents a fundamental step in marketing strategies [11, 22]. The decision-making process during the purchasing behavior of consumers of a particular generation group may often have similar characteristics and expect similar perceptions of sources of brand value. Therefore, the nature of a strong brand and a good position in the market lies on an effective brand strategy appropriate to the target segments of consumers [10]. Based on this, the company

should decide on how many sectors to focus on and which sector is most interesting to it. Therefore, this company has the prospect of creating a quality reputation through the correct concept and effective brand management, which helps to increase the trust of its customers. In the target market, brand value is the memory of each potential consumer. What consumers are aware of in their brand experience can help them choose the brand again in the future and strengthen their relationships. Based on the above, it can be said that since ancient times, brand has been one of the ways to distinguish companies and their products. Many researchers have dealt with the issue of brand value and its sources from different perspectives. According to [2], brand value is a set of assets or liabilities associated with a brand name and a symbol that adds or detracts from the value provided by a product or service. The most important value categories include brand awareness, brand loyalty, perceived quality, and brand associations. On the other hand, [20] consistently understands the brand from the consumer's point of view. While the previous definition deals with brand equity as a business value, this definition focuses on consumers' response to target brand marketing through positive associations and a different image compared to similar products. Keller also argues that brand equity consists of only two dimensions: brand awareness and brand image. [30] combine behavioral and financial aspects of brand value in one definition. They suggest that brand equity consists of two components: brand strength and brand value. Brand strength refers to the sum of associations and behavioral responses of customers, distributors, and parent company in response to brand communications. Brand equity is the financial consequence of a company's ability to harness brand power. Similarly, [23], suggest that brand value should be measured from two different perspectives, financial and customer. The financial perspective of brand value is based on the value of financial assets. On the other hand, the value of a customer-based brand can be measured based on five basic dimensions: performance, value, social image, credibility and commitment. [7], it is necessary to reevaluate the traditional model of brand value in favor of consumer perception, considering four dimensions of sources of brand value: quality, preference, social influence and sustainability. Following this study, [19], dealt with the mediating roles of brand relationship quality and customer relationship quality on brand benefits and brand loyalty in retail services. [16], they highlight brand awareness as the essence of perceived brand value. On the contrary, [27], previous sources of identification of brand value by Acker summarize it as images, attitudes, attributes and benefits. In recent years, many researches and scientific publications have defined different levels of further development of brand management, depending on which of the basic characteristics of its value is emphasized. At the same time, it maintains a partial approach to modify the concepts of brand management as a possible way to overcome the shortcomings of the same theoretical models in the creation and management of brand value.

On the other hand, brand equity emerged in the 1980s; and since then, it has been one of the main priorities of marketing research for marketing managers. [3], Brand equity includes the different reaction of customers between a branded product and an unbranded product, when both of them have a common level of stimuli. Marketing and product characteristics [36]. Also, it can be stated that brand equity plays a strategic role in helping brand managers to obtain competitive equity; and when it is measured correctly, it is an appropriate indicator and criterion. To evaluate the long-term impact of marketing decisions [34]. Different researchers proposed different models for brand equity, some of which are briefly mentioned here. [24], to a research with addressed the evaluation of the moderating role of brand equity, intellectual capital and social capital in luxury hotels in China. To highlight the importance of rational and intellectual, the authors first introduce a moderated mediation model to investigate the relationships between intellectual capital, organizational relationships and human capital. Social capital provides valuable guidance it presents the case of hospitality industry management and empirical evidence for the Chinese hospitality sector. As expected, there are relations between intellectual and intellectual capital, and relational capital may affect human capital through organizational capital. [29], conducted a research titled conceptualization of consumer-based brand equity and direct service experience in the airline sector. The intense competition that takes place in the airline sector requires a suitable strategy for simultaneous branding, although the contemporary models of brand equity have been approved and tested in the field of service branding, but they are not very compatible with the airline sector. These models are more suitable for product-dominant brands, because they ignore the important roles of direct user experience and brand durability in creating airline brand equity. [14] have studied the impact of perceived value in the use of mobile phone application technologies on the improvement of brand equity in Refah Bank. The statistical population of the research included all the customers of Refah Bank in Alborz province, which according to the Karjesi-Morgan table, 385 people were selected as a sample due to the unlimited size of the population. The findings of the research showed that individual innovation, individual fit, perceived risk and novelty of the new service have a significant effect on the perceived value. Also, the perceived value has a positive and significant effect on the special value of the brand with the mediating role of customer satisfaction and customer commitment. In addition, age moderates the effect of customer satisfaction and customer commitment on brand equity. [4], investigated the mediating role of brand awareness and brand image in the relationship between awareness of advertisements and brand equity. For this purpose, standard questionnaires of advertising awareness, brand awareness, brand value and

brand image have been used. The statistical population was all the customers of Meroj sports brand in Iran. The validity of the questionnaires was confirmed by 5 expert professors. The reliability of the questionnaires was also higher than 0.8. Smart-PLS software was used to analyze the data. According to the results, the research model has a moderate fit, awareness of advertisements directly influenced the variables of brand awareness, brand image and brand equity. Also, awareness of advertisements indirectly affected brand equity through brand awareness and brand image. Managers of sports brands should note that becoming a brand in an industry is a way; It is endless and requires research and application of relevant sciences, pay attention and understand the importance of brand value and its impact on customer loyalty, investigate and invest in factors that affect it such as advertising, creating brand awareness and brand image. [31], carried out a research on the effect of brand value in the insurance industry on the loyalty of the customers of prominent brands in the insurance industry in the city of Mashhad. The results of the analysis of the research hypotheses showed that:

- 1) brand equity in the insurance industry has a positive and significant effect on the loyalty of the customers of prominent brands in the insurance industry in Mashhad.
- 2) The effect of brand association in the insurance industry on the loyalty of prominent insurance industry brands in the city of Mashhad. It is positive and meaningful.
- 3) Brand awareness in the insurance industry has a positive and significant effect on the loyalty of the customers of prominent insurance industry brands in the city of Mashhad.
- 4) The perceived quality of the brand in the insurance industry has a positive and significant effect on the loyalty of the customers of prominent brands in the insurance industry in the city of Mashhad.

3 Research materials and methods

In terms of the result, this research is considered as part of developmental research, because by presenting a conceptual model of brand equity, it seeks to better understand the dimensions of the model in the automotive industry, in addition to the theoretical development of theoretical frameworks in this field, firstly, the most influential dimensions of brand equity in the automotive industry. Be analyzed and secondly, the explanation of the model at the level of the target community should be examined to determine validity. In terms of the purpose, this research is a part of exploratory research, because the theoretical coherence in relation to the research topic on the one hand and the lack of presenting an integrated model with the aim of theoretical development in this regard caused this research to follow through the theoretical analysis of the foundation data. To develop theoretical and knowledge-enhancing views in this field. In fact, the research approach of this study is inductive-comparative in terms of data collection logic; because it investigates a phenomenon that there is no comprehensive theory about in the automotive industry or it is not a consensus.

4 Statistical Society

In this research, in order to adhere to the principles of the theory arising from the data, theoretical sampling was used with a targeted approach "to maximize the opportunities to compare events, events, or occurrences" in order to determine how to change a category based on its characteristics and dimensions. Based on this, researchers first tried to select informed people based on listing criteria in order to avoid deviations and wasting time during the interviews. These criteria are:

1. Having scientific experience, both from the perspective of university education and from the perspective of knowing the theories related to the research topic
2. Being surrounded by qualitative research and getting familiar with its interviewing process Based on the above two criteria, first, a list of researchers in the specialized fields in marketing that were available was determined, which was done through searching on reliable scientific and research sites inside and outside the country. Then, emails were sent to at least 26 people through e-mails and explanations related to the objectives of the research, and they were asked to make preparations for the interview if they wish. Out of the total emails sent, 19 emails were answered, of which 13 people were finally selected as interviewees. Therefore, in this analysis, 13 people were present as participants in the analysis section.

Attributes		Qualitative section		
Row	Variable	Levels	Abundance	Frequency
1	gender	Female	4	30.76%
		Man	9	69.23%
		Total	13	100%
2	work experience	under 10 years	4	30.76%
		10 – 15	6	46.15%
		and up 15	3	23.09%
		Total	13	100%
3	Age	40 – 30	4	30.76%
		50 – 40	8	61.53%
		and up 50	1	7.71%
		Total	13	100%

Table 1: Demographic information of participants

5 Demographic information of participants

During the interview process, an attempt was made to identify information related to demographic characteristics. Therefore, according to table (1), the statistics and information of the interviewees are given:

6 Analysis process

In this section, in line with the nature of the goals and questions of the research, the analysis of foundation data theory was used based on [17] method, which includes three phases of open code analysis; Analysis of core codes and analysis of selective codes. Therefore, this analysis process is included in the category of exploratory processes of emerging or emerging approach. The research questions that were accepted in order to start coding the research were stated as follows:

1. What components and factors are the dimensions of brand equity in the field of industry?
2. What are the types of brand equity approaches?
3. What features does the special value of the brand include from the point of view of the theoretical expansion of the model?

Therefore, relying on the path drawn based on the research questions raised, in the following section, some of the initial questions that were raised during open coding have been presented in order to create a more coherent understanding of the beginning of the interview process.

1. What features to create special brand values in the automotive industry can help to create the effectiveness of this industry?
2. What perspective do you envision for sustainability in this industry based on the creation of special brand values?

7 Open coding analysis process

In this research, after conducting each interview, the text of the conversations was used in full, and with their detailed analysis, the concepts related to the purpose of the research were extracted from the paragraphs of the interviews. To increase confidence in the open coding process of the developed concepts, an attempt was made to re-ask the questions in higher interviews to determine the theoretical saturation point. The process of questioning in the interview also examines questions such as: Who? When Where? What? How? Why? Paid. By following such a protocol in the interviews, the analytical processes could be followed in a more consistent manner. At the time of answering the questions, if there was an ambiguous point in the answers of the interviewees, that point of ambiguity is first investigated so that there are no ambiguous points about the relationship between the data and the research topic. So that these ambiguous points were considered to be the cause of questions in the same interview or subsequent

Information related to the index		
Characteristics of the interviewee	gender	Female
	degree of education	Specialized doctorate in business management
	Specialized orientation	Marketing
	Age	years 43

Table 2: Profile of the interviewee (1)

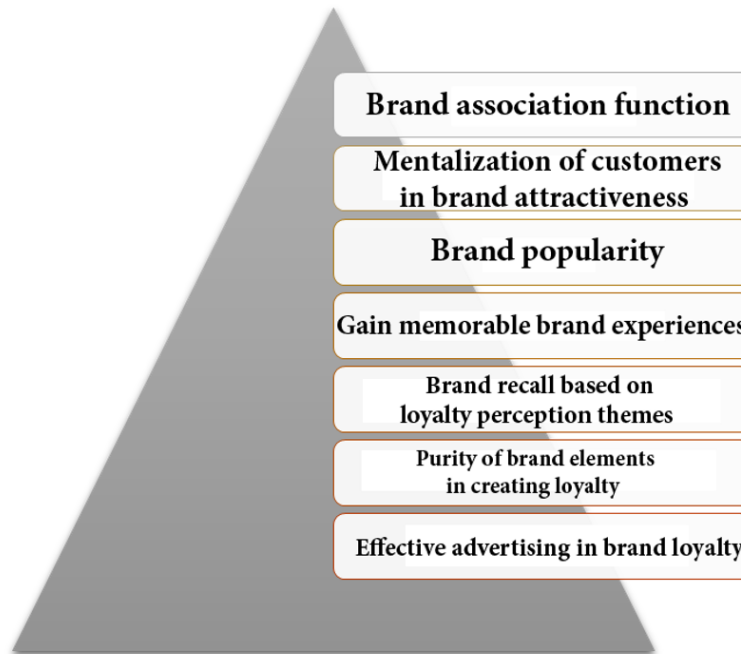


Figure 1: Sub–themes of creating loyalty values

interviews. This process continued until the interviews reached saturation and were empty of new concepts. At this stage, two interviews were conducted to ensure data saturation, and then the interviews were stopped, and only in the later stages of coding, short questions and answers were asked for some cases. The results obtained from the coding stage according to the interviewees are as follows: Next, the concepts of the categories and the conceptual code of the interviewee were collected.

8 Axial coding process

After coding all the data in the previous step, the obtained concepts were compared with each other, and the concepts that were meaningfully compatible with each other and indicated a single topic, became a category and a name was considered for them. For the naming of categories, if the category in question had a clear and conceptual name known in theoretical sources or there was a specific standard in relation to it, that name was used to avoid different inferences by people when studying the results. Otherwise, the identified category was named based on the nature of the research components. At this stage, the number of concepts was very large. At this stage, the general look at the categories, their comparison, the question about their relationship based on the basic theoretical criteria and the displacement of the concepts made it possible to arrange them in a special way. In this arrangement of concepts.

Which were related to each other, were placed together and formed a wider collection. With this process, the number of concepts decreased significantly and at the end of this stage, the number of main categories was determined. After determining the main phenomenon, it is time to relate other categories to this category. This is done by using a theoretical model. Based on the results of table (3), a conceptual form based on sub-teams of creating customer loyalty values has been created. As can be seen, based on the conceptual codes created from the open interviews, the main component of creating brand loyalty values was identified. As explained, the similarities in the conceptual codes were merged with each other, and finally, based on the combined concepts, 7 conceptual codes under the title:

Themes	The main component
1. Brand association is the basis for creating loyalty	Creating loyalty values
2. Ability to remember the brand in customers	
3. The quality function of the brand in the mentality of customers	
4. Developing the capacities of customer participation for mentalization	
29. The core of brand effectiveness based on brand popularity	
30. Stimulating loyal values with the help of brand mentality	
31. Creating the experience of using the brand of automotive products	
32. The gradual mechanism of creating experience for customers	
68. The effectiveness of the brand on the mentality of its audience through different methods such as advertising	
69. Using the specificity of cultural symbols	
70. Applying brand specific logo design	
71. Creating brand value associations	
72. mental image of the brand by seeing an image; sniffing; taste	
73. Focus on the shape; Time and content of brand advertising in creating brand recall values	
74. Using media capacities for advertising and creating loyal values	
75. Remembering the brand in the field of loyalty theme	
76. Relying on specialized marketing knowledge for brand loyalty values	
77. Creating situations that create brand popularity in loyal values	
104. stimulating the level of loyalty due to the feeling of a positive experience	
118. Capturing the mentality of customers in brand association	
155. Introducing the brand to the market and customers is a basis for loyalty	
156. Remembering the brand that drives the loyalty of major and minor customers	
157. Freeing the flow of information in the market is a basis for brand loyalty	
158. Making the brand symbolic as a stimulus for loyalty	
160. Brand popularity is a factor in attracting customers	
163. Capturing the mentality of customers in brand attraction compared to other similar brands	
167. Evoking positive memories of buying a specific brand product	
168. Advertising is an effective factor in increasing brand loyalty	
169. Using extensive and effective advertising	
170. Repetition of advertisements and emphasis on brand recall	
171. Themes of understanding brand loyalty in advertising	
172. Understanding the market and customers from the point of view of cultural ecosystems; Social and historical in advertising	
173. The functional coherence of a brand in creating brand loyalty and association	
224. Brand association is the value-creating factor of brand loyalty	
225. Slogans and advertising images of the brand	
226. Visual and audio mentalization of customers	
227. Brand popularity based on functional nature from past to present	
229. Shaping; Timing and content creation of brand advertisements reminding brand values	
230. Media capacities for advertising and creating loyal values	
231. Brand management in the field of loyalty theme	
245. Brand focus on the uniqueness of brand elements	
246. Creating value and special brand for their customers	
256. Making the brand popular as an important part of the functions of culture	
257. Movement of loyal values	

Table 3: Axial coding of creating loyalty values



Figure 2: The main component of inclusive value creation

- Brand association function;
- Mentalization of customers in the attractiveness of the brand;
- Brand popularity;
- Getting memorable brand experiences;
- Brand recall based on loyalty perception themes;
- The specificity of brand elements in creating loyalty;
- Effective advertising in brand loyalty.

Brand loyalty values were determined as the main component of creation. Based on the results of table (4), a conceptual form based on the main component of creating comprehensive brand values has been created. As can be seen, based on the conceptual codes created from the open interviews, the main components of the creation of comprehensive brand values were identified. As explained, the similarities in the conceptual codes were merged with each other, and finally, based on the combined concepts, 7 conceptual codes under the title:

- The perceived quality of the brand among the majority of customers
 - Brand commitment to customer satisfaction
 - Brand identity in creating inclusive values
 - Building trust in the brand in general
 - Making sense of the brand in a coherent and integrated perception
 - Providing quality brand information to customers
 - Interaction with customers and brand feedback
- In the form of the main component of creation, comprehensive brand values were determined.

Based on the result of table (6), the conceptual form based on the main component the creation of brand social responsibility values has been established. As can be seen, based on the conceptual codes created from the open interviews, the main component of creating brand social responsibility values was identified. As described, the similarities in the conceptual codes were merged with each other, and finally, based on the combined concepts, 5 conceptual codes were created under the title:

Themes	The main component
5. Competitive ability in improving brand quality	Creating inclusive values
6. Identity based on product freshness	
7. Increasing value through car options in brand identification	
8. Development of comprehensive trust of customers in a more coherent way	
9. Creating long-term values in interaction with the brand	
33. Giving meaning to the brand as the special value of automotive products	
34. Brand personalization is the basis for giving meaning to customers' values	
35. Creating systems for providing information services to customers	
36. Development of management information systems in creating inclusive values	
51. Brand credibility is the basis for learning the value of customers	
82. The quality of services perceived by a wide range of customers as the most important principle in the special value of the brand	
83. Basic identity of inclusive values in customers	
84. The function of the brand in valuing commitment to customers	
85. Brand responsibility for customer satisfaction	
86. Maintaining relationships and exchanging information with customers with the aim of building brand trust	
87. The importance of comprehensive value creation in branding	
88. Making the brand meaningful in order to align the brand strategy with the expectations of the customers	
89. Using social and everyday realities in the meaning of the car brand for customers	
125. Matching theory with practice in brand value pluralism	
126. Making the brand perceptible in pluralist values	
127. Giving meaning to the brand based on the development of brand strategies	
128. brand promotion based on name; Slogan and vision	
129. Brand meaningfulness, the approach of making customers' perception of the brand tangible	
130. Cohesive and unified brand identity in the pluralism of brand values	
131. Developing pluralistic brand values as a basis for increasing brand commitment in the long term	
132. Trust in the brand based on the dynamics of interaction with customers and brand feedback	
133. Movement from the whole except brand value creation	
134. The perceived quality of the brand in the pluralistic value orientation of customers	
135. Interaction with customers	

Table 4: Coding-centric creation of inclusive values based on open coding concepts

Themes	The main component
136. Providing feedback to customers for the continuation of pluralistic values	
140. The importance of comprehensive value creation in branding	
141. Making the brand meaningful in order to align the brand strategy with the expectations of the customers	
142. Using social and everyday realities in the meaning of the car brand for customers	
151. Desirable brand identity based on the integrity of quality perception in customers	
152. Added value of brand commitment to customers	
153. The importance of brand to customer satisfaction	
154. Communicating and exchanging information with customers with the aim of building brand trust	
159. Giving meaning to the brand is a factor for creating effective value	
161. perceived service quality in the minds of customers	
162. Brand added value for customers	
166. Free flow of brand agent information to connect customers with the brand	
228. The social status of the brand among customers	
241. Giving brand identity to the interests of customers	
247. Collective values of customers in order to create brand trust	
248. Long-term brand interaction and dependence with customers	

Table 5: continue of table 4

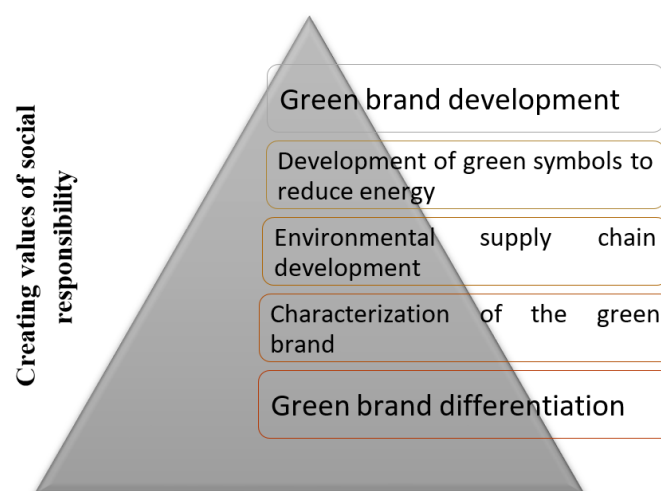


Figure 3: The main components of creating brand social responsibility values

Themes	The main component
10. Focusing on the environmental areas of the brand of automotive products	
11. Brand personality development in the social environment	
12. Creation of energy and fuel reduction values	
16. Capacities of the green supply chain	
17. Compliance with business ethics based on interaction with the distribution of environmental products	
37. Applying enough green knowledge in branding	
38. Focusing on reducing fuel and energy consumption	
39. Focusing on the environmental functions of green automotive products	
40. Forming the brand personality of green products	
41. Mechanisms for creating green differentiation of automobile industry products	
54. Observance of environmental principles in terms of brand social responsibility	
79. Supporting the development of green products to prevent destruction and reduce environmental pollution	
80. Brand differentiation in the green field	
81. The green character of the brand as a dominant function in the competition	
105. The importance of the social dimension of brand value creation, especially in the automotive industry	
106. Using green brand knowledge in the automotive industry	
107. The importance of the environment in the branding of automotive products	
108. Development of green elements of energy consumption	
109. Using the economic capacities of cars in branding	
110. Supply chain development in the field of greenism as an important part of a company's responsible values towards customers and society	
111. Green branding is a basis for distinguishing the brand of automotive products	
112. Using internal knowledge to develop differentiation of green products as social responsibility	
113. The specific effectiveness of the green character of the brand	
114. Obtaining the company's excellent position in green processes	
143. Development of green elements of energy consumption	
144. Using the economic capacities of cars in branding	
148. Using green knowledge due to the presence of environmental consultants	
149. Reducing fuel and energy consumption as an advantage	
150. Environmental effectiveness of green automotive products	
176. Promoting the social values of the brand	
177. The energy of the brand's competitive advantage	
178. The driving energy of a brand's social value in green symbols	
179. Brand personality in a special dimension	
180. The greenness of the brand is the factor of making the brand current in the society	

Table 6: Axial coding of creating social responsibility values based on open coding concepts

Themes	The main component
232. Using green knowledge	
233. Using the advantage of fuel and energy consumption in the car brand	
234. Focusing on the environmental functions of green automotive products	
243. Using supply chain functions with green strategies	
244. Creating a brand personality shape in the automotive sector	
251. Differentiating the brand based on environmental activities	
252. Focusing on new and indigenous knowledge for the development of differentiation of green products	
258. Green supply chain capacities	
259. Compliance with business ethics based on interaction with the distribution of environmental products	

Table 7: continue of table 6

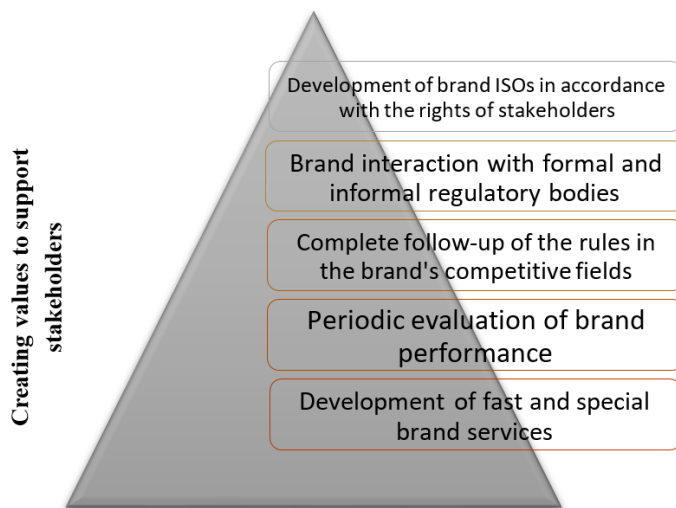


Figure 4: The main component of creating the values of supporting the beneficiaries

- Green brand development
- Development of green symbols to reduce energy
- Development of environmental supply chain
- Personalizing the green brand
- Green brand differentiation

In the form of the main component of creation, the values of social responsibility of the brand were determined. Based on the result of table (8), the conceptual form based on the component .The main creation of values is to support the stakeholders As can be seen, based on the conceptual codes created from the open-ended interviews, the main component related to the creation of stakeholder support values was identified. As described, the similarities in the conceptual codes were merged with each other, and finally, based on the combined concepts, 5 conceptual codes were created under the title:

- Development of brand *ISOs* in accordance with the rights of stakeholders,
- Brand interaction with formal and informal regulatory bodies,
- Complete follow-up of the rules in the brand’s competitive fields,

Themes	The main component
13. Taking advantage of the capacity to protect customers	
14. Observance of the rights of trade unions and auto industry unions	
15. Strengthening motivation in customers based on compliance with customers' rights	reating values to support stakeholders
18. Follow up brand evaluation processes	
19. Maintaining the standards of the Ministry of Industry and Mines	
20. Coordination with regulatory bodies to improve the quality of customer service	
49. Prioritizing the social benefit of the brand value in protecting the interests of the beneficiaries	
50. Acquiring domestic and international standard ISOs and symbols in the field of branding	
52. Passing periodical assessments of brand standards	
53. Close interaction with domestic and international institutions	
55. The importance of ethical supervision in the brand	
78. Emphasizing the brand in terms of showing the interests of stakeholders such as customers; Institutions and groups of people and.	
98. Paying attention to and complying with branding standards	
99. Increasing the brand score based on passing the notification instructions of industry supervisors and relevant institutions	
100. The importance and importance of developing the brand's quality service level	
101. Developing respect for customers' rights	
102. Fast customer service and information feedback	
103. Creating brand respect for customers	
194. The principle of protecting the interests of the beneficiaries, the factor of business ethics	
195. Regulatory laws proposed by relevant brand organizations	
196. brand interaction with official and informal regulatory institutions of moral value orientation capacities	
197. Compliance with brand standards	
198. Passing various <i>ISOs</i> of domestic and international institutions	
199. Effectiveness of ethics and respect for the rights of beneficiaries	
200. Brand evaluation by filling in regulatory evaluation checklists	
201. Obtaining a license for <i>ISOs</i> to respect the rights of beneficiaries	
202. Fuel consumption <i>ISOs</i> ; Car safety level control and ...	
209 Regulatory requirements in protecting the interests of the beneficiaries and especially the customers	
210. Acquiring <i>ISOs</i> such as Euro 4; Euro 6 and ...	
212. Pursuing the rights of trade unions and auto industry unions	
213. Motivating customers based on compliance with customers' rights	
214. Showing brand evaluation processes	
215. Commitment to an important part of institutional and regulatory standards	
216. Obligation to adhere to regulatory bodies to improve the quality of customer service	
240. Continuation of the preparation of external evaluations of brand regulatory bodies	
242. Development of special services for customers due to passing the possible requirements of relevant institutions on the brand	
249. Pursuing laws and regulations related to the automotive industry	
250. brand interaction with institutions to respect the rights of beneficiaries	

Table 8: Coding-centric creation of stakeholder support values based on open coding concepts

Themes	The main component
10. Focusing on the environmental areas of the brand of automotive products	
11. Brand personality development in the social environment	
12. Creation of energy and fuel reduction values	
17. Compliance with business ethics based on interaction with the distribution of environmental products	
42. Use of capacities and cognitive insight in the market	
43. Creating sub-brands in line with the main brand of automotive products	
56. The importance of brand value in development functions	
57. Brand intelligence is the basis for brand development	
58. Linking sub-brands with main brands	
59. Using the development of brand strategies such as consortium and integration	
62. Inducing customer needs through innovation to develop brand knowledge	
90. Matching the function of brand value with brand development	
91. Developing the use of branding knowledge to introduce new products to customers	
92. -Brand development based on customer categories	

Table 9: Coding–centric creation of development values based on open coding concepts

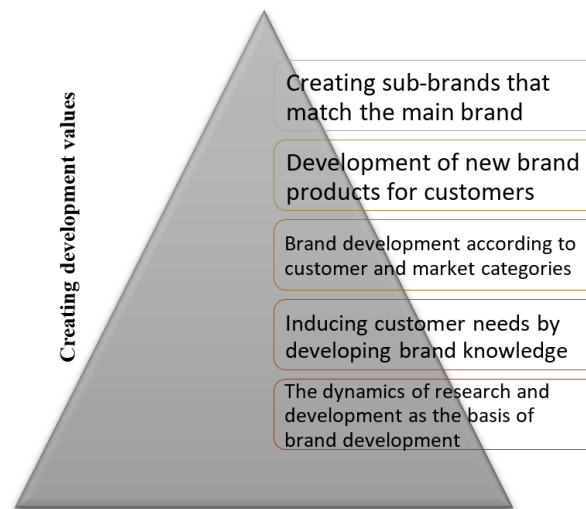


Figure 5: The main component of creating development values

- Periodic evaluation of brand performance,
- Development of fast and special brand services.

In the form of the main component of creation, the values of supporting the beneficiaries were determined. Based on the results of table (9), a conceptual form based on sub-teams of proposals related to internal control has been created. As can be seen, based on the conceptual codes created from the open interviews, the main component related to the creation of development values was identified. As described, the similarities in the conceptual codes were merged with each other, and finally, based on the combined concepts, 5 codes were created. Creating sub-brands in accordance with the main brand in new markets a concept entitled:

- Development of new brand products for customers
- Brand development according to customer and market categories
- Inducing customer needs by developing brand knowledge
- Dynamics of research and development as the basis of brand development

Themes	The main component
26. Shortening the waiting time and product delivery to customers due to high competitive tension	Creating sustainable competitive values
2. Development of management capacities based on brand demand	
28. Coordinating industry strategies with automotive brand strategies	
44. Continuation of cooperation with companies that produce raw materials to prevent disruption in the production line	
45. The use of reserves of raw materials in proportion to the reduction of diversity in production	
46. Focusing on creating a balance in the market order between the company and customers' expectations	
47. The sustainable functioning of the brand based on possible market estimates in the sale and production of products	
48. Pursuing the strategy of maintaining market balance	
60. Achieving the creation of innovative competitive advantages in the special value of the brand	
61. Minimizing the time to provide services to customers	
63. Coordinating the needs and capacities of the company with the needs of the market and customers	
64. Reaching a level of brand maturity as a basis for sustainable competition	
65. Speeding up the presentation of a new product	
66. Benefiting from the stability and stability of the use of raw materials	
67. Maintaining continuity of communication with intermediaries supplying parts of the automotive industry	
115. Functions of brand management to create brand demand	
116. Making brand functions competitive in the market	
117. Reducing the time to supply a new product to the market	
119. Developing more brand share in the market	
120. Reducing the brand's dependence on intermediaries and suppliers	
122. Acceptance of competition in the branding field of automotive products	
123. Use of product presentation timing strategies	
124. Reducing the waiting time and delay of customers	
137. The basis of brand special value is a function of sustainable brand development	
138. Recognition and localization of the brand in sustainable development	
139. Aligning the brand of automotive products with the needs of customers	
145. Reducing the waiting time of customers for product delivery	
146. Brand demand management	
147. Suitability of industry strategies with brand strategies	
211. Using brand values in the competitive way of brand maturity is the basis of sustainable competition	
218. Quickly presenting new products of a brand	
219. Benefiting from the stability and stability of the use of raw materials	
220. Establishing continuity of relationship with the supplier of automotive industry parts	
221. Speeding up the delivery time of products to customers	
222. Development of management capacities based on brand demand	
223. Adapting the company's brand strategies to the level of market and customer needs	
236. The use of marketing and production department experts to match the production and marketing functions	
253. Making brand functions competitive in the market	
254. Shortening the time to release a new product to the market	
255. Focusing on the sustainability of brand presence in the target market	

Table 10: Coding-centric creation of sustainable competitive values based on open coding

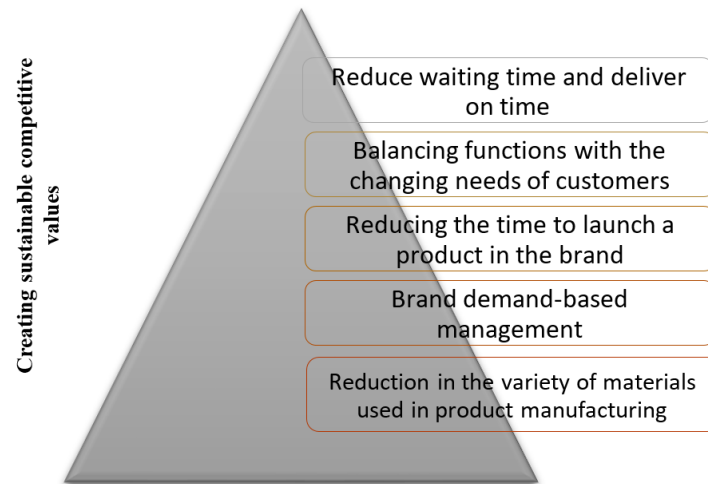


Figure 6: The main component of creating sustainable competitive values

In the form of the main component of creation, development values were determined. Based on the result of table (10), the conceptual form based on the component, the principle of creating sustainable competitive values has been established. As can be seen, based on the conceptual codes created from the open interviews, the main component related to the creation of sustainable competitive values was identified. As described, the similarities in the conceptual codes were merged with each other, and finally, based on the combined concepts, 5 conceptual codes were created under the title:

- Reduce waiting time and deliver on time
- Balancing functions with the changing needs of customers
- Reducing the launch time of a brand product
- Brand demand-based management
- Reduction in the variety of materials used in product manufacturing

They were determined as the main component of creating sustainable competitive values.

9 Selective coding

Defining the main category and relating other categories to this category leads to the formulation of the research model. But the pattern resulting from this process requires deep investigation. In fact, some categories or relationships between them may not have been well monitored in the model resulting from axial coding. For this purpose, in the stage of selective coding, the researcher removes extraneous things and expands and generalizes those categories and relationships that have not been well addressed before. The researcher does this by validating the categories and the relationships defined between them. For this purpose, the researcher constantly refers to books and articles published in the field of research, as well as various examples that people give during the interviews. They have mentioned that he refers and evaluates his ability to explain the formulated model by referring to them and expands and deepens the elements and relationships of this model wherever necessary. At the end of the central coding section, a table of the reasons and roots of the formation of these conditions is mentioned under the title of a theoretical note, which contains the analyst's reflections and thoughts about the research conditions.

10 Conclusions and suggestions

Today, the brand has found a special place and is very important in businesses around the world, including service providers. Many organizations believe that one of their most valuable assets is their product and service brands. Accordingly, the power of brands in simplifying customer decision-making, reducing risk and defining their

Selective coding	Original encodings	Coding Open coding theory	Axial coding			
Themes	components the main	Categories	classification Main			
Brand association function	Creating Loyalty Values	Special brand values regarding customers				
Mentalization of customers in brand attractiveness						
Brand popularity						
Gain memorable brand experiences						
Brand recall based on loyalty perception themes						
The specificity of brand elements in creating loyalty						
Effective advertising in brand loyalty						
The perceived quality of the brand among the majority of customers						
Brand commitment to customer satisfaction						
Brand identity in creating inclusive values						
Building trust in the brand in general	Creating Inclusive Values					
Making sense of the brand in coherent and integrated perception						
Providing quality brand information to customers						
Interaction with customers and brand feedback						
Green brand development				Creating values of social responsibility		disclosure of key items in the audit report
Development of green symbols to reduce energy						
Environmental supply chain development						
Characterization of the green brand						
Green brand differentiation				Creating values of support stakeholders	Special brand values regarding ethics	
Development of brand <i>ISOs</i> in accordance with the rights of stakeholders						
Brand interaction with formal and informal regulatory bodies						
Complete follow-up of the rules in the brand's competitive fields						
Periodic evaluation of brand performance	Creating development values	Special brand values regarding sustainability				
Development of fast and special brand services						
Creating sub-brands in line with the main brand in new markets						
Development of new brand products for customers						
Brand development according to customer and market categories						
Inducing customer needs by developing brand knowledge	Creating sustainable competitive values					
The dynamics of research and development as the basis of brand development						
Reduce waiting time and deliver on time						
Balancing functions with the changing needs of customers						
Reducing the time to launch a product in the brand						
Brand demand-based management						
Reduction in the variety of materials used in product manufacturing						

Table 11: Selective coding of specified axes from open coding

expectations is very valuable. Also, the purpose of branding is to create a favorable mindset to achieve differentiation in the competition. Therefore, the customer's attitude towards the brand as a degree of mental and stable desirability towards the use of services and products plays the main and fundamental role in the value of a brand and creating a sustainable competitive advantage and, consequently, in the long-term success of that brand [35]. Brand equity is the customer/buyer's perception of the overall image of the industrial brand, created through brand associations [8]. Brand associations can be inferred from tangible and intangible characteristics that indicate sources of brand equity [12]. On the one hand, business-to-business markets grow; and throughout the world, due to economic changes and transformations in the market, undergo transformation and change [9]. Consequently, competitive pressure has increased; and firms, alike, face challenges from domestic and international firms [25]. Patterns of technological advances, exchange with the high capacity of information, and the new management of the supply chain, they all stimulate the changing competitive landscape [13]. In fact, in today's competitive market environment, organizations are increasingly faced with the challenges of improving products and knowledge in their services. And perhaps one of the most important failures in this field is the lack of focus on the integration of brand values [28].

In order to carry out the analysis process of this research, the foundation data theory analysis was used, relying on the method of [17]. This approach in the analysis of foundational data theory, although from the basis of the implementation process based on the three steps of open code analysis; Core coding analysis and selective coding analysis are similar to [32] approach, but in terms of modeling approach, it is unsystematic and free of paradigm frameworks in [32] analysis. The reason for using this approach was that due to the existence of effective functions in relation to the phenomenon under investigation, i.e. brand value, although criteria were established in past researches, but these criteria are within the framework of a coherent and integrated theoretical approach in the automotive industry. It did not have the necessary effectiveness and based on this, [17] analysis was used. In order to carry out the process of this approach, 13 experts in business management fields who had a suitable academic resume at the university level were used to conduct interviews. In other words, theoretical saturation was reached at research point 13, which is the basis for terminating the interview process. The interviews were conducted in an open manner at the beginning, because the concepts did not have a certain integrity, and in the interviews 5 to 7 and later, with the determination of the approximate dimensions of the model, the interviews were conducted in a semi-open manner in order to create a coherent framework of the special value conceptual model. The brand took place in the automotive industry. Following are the suggestions related to the obtained results:

- In the form of the first category of special brand value in the automotive industry, it is suggested that automotive companies, in order to create the effectiveness of their brand functions, should try to follow psychological strategies in the field of understanding customers' perceptions and the level of pragmatic decisions of all customers in the market, the level of identification Communicate the brand to the market based on the reflection of the meaning based on their strategies in front of the customers, so that they can strengthen the mentality of the customers to repeat the brand association process. Also, through effective advertising, they should try to visualize the quality of their products by repeating the brand reminder to encourage the customers more mentally, so as to strengthen the trust based on the loyalty of the customers towards the brand.
- In the form of the second category of special value of the brand in the automotive industry, it is suggested that the automotive companies use environmental elements to try to create a common norm level of social concerns in the brand and through investment in the environment sector, while reducing the energy consumption of their products for Customers should turn the use of environmentally friendly products into a value, so that customers will be more motivated to use products based on the professional ethics of their pleasant company in the environmental dimension. On the other hand, it is suggested that automobile companies update their product brands in terms of safety; the health of the car and the reduction of possible costs in the future, try to use the world standards for the production of their products.

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