Critical factors of brand equity in HVAC industry in Iran

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Abstract

The situations of business in global market are changing rapidly and companies strive to differentiate themselves from their competitors. To achieve this goal, one of the most effective ways is differentiation through branding. While the brand and its management have dominated the consumer markets, business to business branding is in the infancy phase.

On the other hand, the amount of money being spent in HVAC (Heating, Ventilation and Air-Conditioning) industry is enormous in recent years in Iran. Furthermore, lots of foreign and local companies are performing in Iran HVAC market. Seeing that the purchasing these heavy industry equipments are intricate, brand plays a critical role in decision making process among buyers. However, the parameters which directly affect on HVAC branding were ambiguous.

Consequently, by discovering and extracting the essential factors of B2B branding, companies can invest on these parameters and bolster their brands. Inasmuch as the parameters are vague and this study is going to discover and rank them, the best research strategy was the Delphi method. It is noteworthy that two panels, Academians and Practitioners, have participated in conducting the Delphi method (totally 37 professionals). Then, the factors should be essayed in order to authenticate. Hence, I have selected six companies (3 local companies and 3 foreign companies) which performing in Iran HVAC market. Next, I asked 6 connoisseurs to rank the companies' brand according their perception. On the other hand, 2 other experts rank the companies according to the extracted factors from conducting Delphi method in previous stage. Seeing that the rankings of different methods were similar, it can be said that the extracted factors are acceptable.

Keywords: HVAC, Brand, B2B, Delphi, Factor, Experts
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# Table of content

Abstract.................................................................................................................................................................... 2

Acknowledgement .................................................................................................................................................. 3

Chapter One: Introduction ................................................................................................................................ 8

1.1 Preface .......................................................................................................................................................... 9
1.2 Problem Definition ..................................................................................................................................... 9
1.3 Background and Research Motivation ....................................................................................................... 12
1.4 The Importance of Branding .................................................................................................................... 13
1.5 Summary ................................................................................................................................................... 17
1.6 Summary ................................................................................................................................................... 17

2 Chapter two: Literature Review .................................................................................................................. 18

2.1 The Exigency of Brand ............................................................................................................................. 19
2.2 Brand Equity ............................................................................................................................................. 20
2.3 Misconception of Brand ........................................................................................................................... 24
2.4 Advantages of Branding .......................................................................................................................... 24
2.5 Differences between B2B and B2C Branding .......................................................................................... 26
2.6 Branding Issues ........................................................................................................................................ 28
  2.6.1 Country of Origin ............................................................................................................................... 28
  2.6.2 Quality ............................................................................................................................................... 29
  2.6.3 Price .................................................................................................................................................. 30
  2.6.4 Technical Services ............................................................................................................................ 30
  2.6.5 Ordering and Delivery Service .......................................................................................................... 30
  2.6.6 Customer Experience Management (CEM) ...................................................................................... 31
  2.6.7 The Presence of Internet and Its Impact on Branding ........................................................................ 32
2.7 Summary ................................................................................................................................................... 35

3 Chapter Three: Research Methodology ..................................................................................................... 36

3.1 Research Purpose ...................................................................................................................................... 36
  3.1.1 Exploratory Research ......................................................................................................................... 37
  3.1.2 Conclusive Research ......................................................................................................................... 39
    3.1.2.1 Descriptive Research .................................................................................................................. 39
      3.1.2.1.1 Cross-Sectional Design ....................................................................................................... 39
      3.1.2.1.2 Longitudinal Design ........................................................................................................... 40
3.1.2.2 Casual Research ................................................................. 40
3.2 Research Approach ............................................................... 40
3.3 Research Strategy ................................................................. 41
3.4 Summary ............................................................................. 45

4 Chapter 4: Data Collection, Analysis................................................................. 46

4.1 Procedure for selecting experts .................................................. 46
4.1.1 Step 1. Prepare a knowledge resource nomination worksheet (KRNW) .......... 47
4.1.2 Step 2. Populating the KRNW with names ........................................ 48
4.1.3 Step 3. Inviting experts to the study .................................................. 48
4.2 Mechanism for administering the questionnaires ............................. 49
4.2.1 Phase 1: Brainstorming ............................................................ 49
4.2.1.1 Questionnaire 1: Initial collection of factors. ............................... 49
4.2.1.2 Questionnaire 2: Validation of solicited parameters ....................... 52
4.2.2 Phase 2: Narrowing down factors .................................................. 52
4.2.2.1 Questionnaire 3: Choosing most important factors ....................... 53
4.2.3 Phase 3: Ranking relevant factors .................................................. 55
4.2.3.1 Questionnaire 4: Ranking the chosen factors ............................... 55
4.3 Validation of Results .................................................................. 65
4.4 Summary ............................................................................. 72

5 Chapter Five: Conclusion........................................................................... 73

5.1 Contribution ........................................................................... 73
5.1.1 Theoretical Contribution .......................................................... 74
5.2 RQ1: What are the critical parameters that affect on brand equity in HVAC industry in Iran? 75
5.3 RQ2: What is the most important factor that directly affect on brand equity in this industry? 75
5.4 RQ3: What is the ranking of these critical factors in HVAC branding in order to invest by the managers? ........................................................................................................... 75
5.5 Managerial Implications ............................................................. 76
5.6 Limitation ............................................................................. 77
5.7 Further Research ..................................................................... 77

References: .................................................................................... 79
List of figures

Figure 2. 1 Brand Equity Model ................................................................. 23

Figure 2. 2 One-to-Many Communication Model for Mass Media .................. 33

Figure 2. 3 A Model for Marketing Communication in a Hypermedia Environment .... 34

Figure 3. 1 Categorization of Research Design .................................................. 37

Figure 4. 1 Ranking the Companies with regard to Quality ................................ 67
Figure 4. 2 Ranking the Companies with regard to Country of Origin ................... 68
Figure 4. 3 Ranking the Companies with regard to Technical Service ................... 69
Figure 4. 4 Ranking the Companies with regard to Former Resume ...................... 69
Figure 4. 5 Ranking the Companies with regard to International Certification ........ 70
Figure 4. 6 Ranking the Companies with regard to Ordering & Delivery Service .... 70
Figure 4. 7 Ranking the Companies with regard to Participating in Exhibitions .......... 71
Figure 4. 8 Ranking the Companies according to Extracted Factors .................... 71

Figure 5. 1 Propounded Model ........................................................................ 74
**List of Tables**

Table 1. 1 Important Researches in B2B Branding

Table 2. 1 Differences between B2C & B2B Branding

Table 3. 1 Disquisitions using Delphi

Table 4. 1 List of Organizations and Pannels

Table 4. 2 Responses to the First Questionnaire (Academian)

Table 4. 3 Responses to the First Questionnaire (Practitioner)

Table 4. 4 Most Important Factors (Academian)

Table 4. 5 Most Important Factors (Practitioner)

Table 4. 6 Interpretation of Kendall's W

Table 4. 7 Academics' First Round Ranking

Table 4. 8 Academics' Second Round Ranking

Table 4. 9 Practitioners' First Round Ranking

Table 4. 10 Practitioners' Second Round Ranking

Table 4. 11 Practitioners' Third Round Ranking

Table 4. 12 Companies’ Ranking according to Experts’ Perception

Table 4. 13 Comparision of Companies Ranking

Table 5. 1 Ranking the Extracted Factors from Academians’ & Practitioners' Point of View
References:


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چکیده پایان نامه

فاکتورهای موثر بر نام و نشان تجاری در صنعت تاسیسات مکانیکی در ایران

بشرایت تجاری در بازار‌های جهانی به سرعت در حال تغییر است و شرکت‌ها می‌کوشند تا خود را نسبت به رقبایشان متمایز سازند. به منظور رسیدن به این هدف، از مهم‌ترین راه‌های موثر در تمایز سازی، برندهای می‌باشند. در حالیکه برند و مدیریت آن در بازار‌های مربوط به مصرف کننده‌های نهایی به حالت اشباع رسیده، برندهای تجاری تجاری (برندینگ صنایع) در مراحل اولیه قرار دارند.

از طرف دیگر، مقادیر مالی در حال افزایش هستند و در صنعت تاسیسات مکانیکی در ایران در سال‌های اخیر بسیار قابل توجه می‌باشد. در ضمن بسیاری از شرکت‌های داخلی و خارجی در بازار تاسیسات مکانیکی ایران در حال فعالیت هستند. از انجایی که مراحل خرد این تجهیزات سنگین، پیچیده است؛ برند یک نقطه حیاتی در مرحله تصمیم‌گیری خرد در بین مشتریان باری می‌کند. بنابراین، با اکتشاف پارامترهای ضروری در برندهای صنعتی، شرکت‌ها می‌توانند روی این فاکتورها سرمایه‌گذاری کنند و برندهای قوی‌تری بسازند. از انجایی که این پارامترها مبهم و ناشناخته و این تحقیق قصد دارد آنها را شناسایی و رتبه بندی نماید، بهترین امتیاز‌های تحقیق روش‌دنبال می‌باشد. شایان ذکر است که در گروه دانشگاه‌های و حرفه‌ای ها، در این تحقیق شرکت کردن (جمع ۳۷ نفر) سپس، به منظور تایید پارامترهای شناخته شده، این فاکتورها می‌باشند. بنابراین شرکت‌های ۳ شرکت انتخاب شدند. این سه شرکت داخلی و ۳ شرکت خارجی. سپس، از ۶ کارشناس خبره خواسته شد تا برند، این شرکت‌ها را بر اساس دریافت ذهنی خودشان رتبه بندی نمایند. از طرف دیگر ۲ کارشناس خبره در چرخه هم‌هان شرکت‌ها را بر
اساس پارامترهای شناخته شده در مراحل قبلی رتبه بندی کردند. از آنجایی که رتبه بندی این ۲ روش مختلف شبیه بودند، می‌توان گفت که فاکتورهای شناسایی شده قابل قبول هستند.

کلید واژه‌های: نام و نشان تجاری، تجارتی، تجاری-تجاری، فاکتور، فاکتور، کارشناسان

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