Abstract

The Purpose of this study is evaluating the effect of sanctions and custom duties and other limitations of national Iran’s brand equity on exports. Rising of global competitions and necessity of attentions on issues of international marketing, led to conduction of many researches on these fields. Main purpose of this study is assessing the role of origin Country as national brand on the leather industry export. The data of this research collected through survey Questionnaire. Questionnaire sent by e-mail for Leather customers in abroad. The results showed that all three factors of brand equity in the statistical community have no effect on exports. Other factors Such as customs duties and sanctions are also barriers to impact of brand equity. Manufacturers avoided releasing Emails of foreign customer (importers of leather, Iran). The questionnaire placed at their disposal, so they personally would email it to their customers. This study showed that the sanctions, political issues, economic banking laws in each country, will affect brand equity seriously. Practical implications: with special attention to the manufacturer’s brand equity and its dimensions, we can increase export.

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Index Terms

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