

Create a Brand Value Assessment Model to Choosing a Cosmetic Brand in Tehran Combining DEMATEL Techniques and Multi-Stage ANFIS

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Abstract : One of the challenges in manufacturing and service companies to provide a product or service is recognized Brand to consumers in target markets. They provide most of their processes under the same capacity. But the constant threat of devastating internal and external resources to prevent a rise Brands and more companies are recognizing the stages are bankrupt. This paper has tried to identify and analyze effective indicators of brand equity and focuses on indicators and presents a model of intelligent create a model to prevent possible damage. In this study, the identified indicators of brand equity are based on literature study and according to expert opinions, set of indicators By techniques DEMATEL Then to used Multi-Step Adaptive Neural-Fuzzy Inference system (ANFIS) to design a multi-stage intelligent system for assessment of brand equity.

Keywords : brand, cosmetic product, ANFIS, DEMATEL

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