

**THE REPUBLIC OF TURKEY
BAHCESEHIR UNIVERSITY**

**ESTABLISHING AN OWN BRAND
LOCALLY AND BRING IT TO A
INTERNATIONAL / GLOBAL BRAND**

Master's Thesis

DİLARA KARAYAZI ÖKSÜM

İSTANBUL, 2019

**THE REPUBLIC OF TURKEY
BAHCESEHIR UNIVERSITY**

**GRADUATE SCHOOL OF SOCIAL SCIENCES
ENTREPRENEURSHIP AND INNOVATION MANAGEMENT**

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İSTANBUL, 2019

T.C.
BAHÇEŞEHİR ÜNİVERSİTESİ

SOSYAL BİLİMLER ENSTİTÜSÜ

..... YÜKSEK LİSANS PROGRAMI

Tezin Adı:

Öğrencinin Adı Soyadı:

Tez Savunma Tarihi:

Bu tezin Yüksek Lisans tezi olarak gerekli şartları yerine getirmiş olduğu Sosyal Bilimler Enstitüsü tarafından onaylanmıştır.

Doç. Dr. Burak KÜNTAY
Enstitü Müdürü

Bu tezin Yüksek Lisans tezi olarak gerekli şartları yerine getirmiş olduğunu onaylarım.

Program Koordinatörü

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ACKNOWLEDGEMENTS

I would like to express my sincere gratitude to my thesis advisor Dr. İsmet Burçak Vatansever for his great support, patience and guidance. I developed my talents by his advices in the preparation process of this study.

Finally, I owe a huge thank you to my parents who have experienced all of the ups and downs of my research with me.

İstanbul, 2019

Dilara Karayazı Öksüm



ABSTRACT

ESTABLISHING AN OWN BRAND LOCALLY AND BRING IT TO A INTERNATIONAL / GLOBAL BRAND

Dilara Karayazı Öksüm

Entrepreneurship and Innovation Management Master's Program

Thesis Supervisor: Dr. İsmet Burçak Vatansever Durmaz

June 2019, 66 Pages

Nowadays, due to the rapid developments on information technology and new economic order, the development of global markets and foreign trade as a result of the changes in every field, increase the product variety in line with consumer demands. One of the most important ways for enterprises to stand against their rivals in the national environment to not only in the national level, but also in the international arena is that they form their own brands. Businesses; brand identity, brand positioning and brand marketing communication activities, brand creation process by creating a difference in their products, consumers can provide loyalty. In this context, the aim of the study is to examine the process of making brand into a global brand. The method of the study is a document review technique which is one of the qualitative research methods. Moving the Fabricca Design brand from a local level to a global level has been examined within the scope of the literature, and as a result of the research, it has been observed that the methods applied in the literature are effective in the growth process of the brand.

Keywords: Brand, Brand Identity, Brand Positioning, Brand Management, Globalization

ÖZET

ULUSAL DÜZLEMDE KURDUĞUNUZ MARKANIZI ULUSLARARASI/GLOBAL MARKA HALİNE GETİRMEK

Dilara Karayazı Öksüm

Girişimcilik ve İnovasyon Yönetimi Yüksek Lisans Programı

Tez Danışmanı: Dr. İsmet Burçak Vatansever Durmaz

Haziran 2019, 66 Sayfa

Günümüzde bilgi teknolojisindeki hızlı gelişmeler ve yeni ekonomik düzen nedeniyle her alandaki değişiklikler sonucunda küresel pazarlarının ve dış ticaretin gelişmesi, tüketici taleplerinin doğrultusunda ürün çeşitliliğinin artmasını sağlamaktadır. İşletmelerin rekabet ortamında, yalnızca ülke içinde ulusal düzlemde sınırlı kalmayıp uluslararası da rakiplerine karşı ayakta durması için en önemli yollarından biri kendi markalarını oluşturmalarıdır. İşletmeler marka kimliği, markanın konumlandırılması ve markanın pazarlama iletişimi faaliyetleri gibi marka oluşturma süreci ile ürünlerinde farklılık oluşturarak tüketicilerin bağlılığını sağlayabilmektedirler. Bu bağlamdan yola çıkılarak araştırmanın amacı, ulusal düzlemde kurulan markanın uluslararası global marka haline getirilme sürecinin incelenmesidir. Araştırmanın yöntemi, nitel araştırma yöntemlerinden doküman incelemesi tekniği olup, araştırmanın amacı kapsamında ele alınan ulusal düzlemde yer alan işletmenin uluslararası global marka haline gelme sürecinin yansımaları incelenerek değerlendirilmiştir. Fabricca Design markasının yerel bir seviyeden küresel bir düzeye taşınması literatür kapsamında incelenmiş ve araştırma sonucunda literatürde uygulanan yöntemlerin büyüme sürecinde etkili olduğu görülmüştür.

Anahtar Kelimeler: Marka, Marka Kimliği, Marka Konumlandırma, Marka Yönetimi, Küreselleşme.

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ABBREVIATIONS

EU : European Union

NAFTA: North American Free Trade Agreement

USP : Unique Sales Proposal

PR : Public Relation

TAM : Total Available Market

SAM : Serviceable Available Market

SOM :Serviceable Obtainable Market



1. INTRODUCTION

Today, with the development of globalization and foreign trade, competition is not limited only within the country and companies have to make their goods and services stand out against their international rivals. Under intense competition, companies develop various strategies to meet the needs and expectations of consumers. Businesses aim to maintain market shares, differentiate their products and services and achieve superiority over their competitors in order to achieve their objectives such as making profits and providing continuity. One of the most important tools used by companies to achieve these goals is to create a brand. Brand emphasizes the difference of a product according to competing products and satisfies the customers not only in the functional sense, but also in the emotional sense. Therefore, in order to reach target markets and to maintain competitive advantage today, the importance of brand building is increasing.

The aim of this study is to examine the process of converting a local brand to a global brand. As a result of this study, which is researched with document review method, it is the most important step to define a brand's identity correctly and to create a correct 360-degree marketing strategy in order to carry a brand to global level. The result indicate that when a local brand reaches saturation in terms of recognition and sales, it should invest in opening up new markets to grow its target audience and sales volume.

From a financial point of view, brand creates a value in itself as an invisible asset. It is known that the companies which have the most known brands of the world have a brand value over the balance sheet values. Having a brand is a long-term, detailed and difficult process to create a brand with many advantages to companies. Generally, brands that are known only as a name, symbol and logo are actually much more than these. These elements emphasize only the visual aspect of brand, whereas in brand creation process, brands are considered as structures constructed from scratch.

The way in which local brands exist in global markets is associated with effective, efficient, contemporary and rational use of promotion strategies. Brand management in the global market holds an important place in marketing activities. It is about proactively presenting, planning, implementing and supervising proactively before and after the top management.

The prerequisite for being a global brand depends on the planning, implementation and supervision of brand management framework. The creation of brand is of great importance. Identifying the slogan, message and brand name appropriate to the global markets and then creating brand personality, identity, and even the compliance of brand with the promotion strategies of the product in the packaging. All these criteria are parts of a whole.

In this context, the aim of the study is to examine the process of making a local brand into a global brand. The method of the study is a document review technique which is one of the qualitative research methods.

The introduction part of the study consists of the general objective and the scope of the study. Second part is the literature review, which consist of Brand related concepts, such as brand identity, brand personality, brand image, brand associations, brand awareness, brand loyalty, brand value and attitude towards brand. Importance of brand positioning and the concept of international brands are also covered in this section.

Third section is about data and methodology used for this study. Findings using the datas found and methodology used has been covered in fourth section. Finally, fifth section covers the outcome and conclusion of the study.

2. LITERATURE REVIEW

This section presents the basic definitions of this study; brand, brand building process, global branding process and the process of transformation from local brand to global brand.

2.1 OVERVIEW OF BRAND CONCEPT

It is the focal point of brand, marketing and advertising activities that affect and shape the consumer and consumer's purchasing decision, and particularly distinguish between tangible products. The importance of brand is emphasized by the fact that the majority of marketing policies should be based on the definition of the product by the consumers, the communication with the consumer in advertising applications and the purpose of introducing the product to the consumers. In this direction, the feature that allows the product to be noticed from the similar ones is expressed as brand (Ries and Ries 2000, pp. 6-7).

Brandr is the origin of the word; it means a trail left by a hot iron. This meaning has changed over time in the form of goods with a certain name or sign. Definitions about brand concept also show the change and development of loaded meaning. Some of the definitions suggest that this concept is limited by visual elements, and that some of the abstract features and values as well as the visual elements constitute the essence of brand (Tosun, 2010:7).

According to the definition of the American Marketing Association; a name, term, sign, symbol, or other indication is that a vendor's product is distinctive from the others. This definition refers to the priority of brand in terms of both the sellers and buyers. In this context, the key to creating a brand that distinguishes one product from another is to be able to select names, symbols, signs, etc. In other words, brand differentiates the product from competitors by means of indicators (Tosun 2010, p. 7).

Brand is the name, term, symbol, figure, or combination of the goods of the producers or the sellers that distinguishes it from the goods of others. In addition, brand is a broadly comprehensive term and many things that determine property are covered by brand. In

fact, commodity producers have long used their stamps, logos or signs to separate their products from other products. Do names add an additional value to any thing they are given? The name here includes a potential that implies product quality, flavor, soundness, or competitive advantage in the category in terms of commercial marketing. Undoubtedly, the naming of the products was the expression of the pride of the producers about their products (Aktuglu 2004, p.11).

Gertrude Setin has defined brand as a brand. A brand name is nothing more than a word in the mind, albeit a special word. A brand is a name, usually with a special name and all special names. Any special name is a brand. You're a brand (Ries and Ries 2000, pp. 12-13).

According to Kotler, brand is a promise and quality guarantee that the manufacturer and the seller will continuously present certain features and benefits to the consumers (Tosun 2010, pp. 10-11):

- i. *Quality*: A brand symbolizes the qualities of a product. For example, the Volvo brand; Reminds you of qualities such as trust, prestige.
- ii. *Benefits*: The extension of qualifications usually includes benefits to the consumer. For example, the safety nature of Volvo makes the user feel comfortable in a car.
- iii. *Values*: The values offered by brand to the consumer are generally the values that belong to brand. For example, prestige and trust are the values that Volvo marks offer.
- iv. *Culture*: The values adopted by brand are an extension of the culture of the country, which is often emphasized.
- v. *Personality*: Brand must have a variety of personal characteristics that are specific to a human being. For example, young, dynamic, cheerful.
- vi. *User*: A brand incorporates clues about who is using it. For example, the idea that Porsche is being used by the young son of a wealthy family, rather than an old and narrow income person.

Morgan suggests that brand has the following four elements (Tosun, 2010:13):

- i. There are buyer and seller,
- ii. It has a distinctive name, symbol or sign.
- iii. It creates positive or negative impressions in the minds of consumers, for reasons beyond the real features of the product. They have values that are created rather than spontaneous.

The growing importance of brand in terms of manufacturers and the market is valid among consumers. In today's competitive environment, brand has important functions within the consumers. Brand has a guiding function in terms of both the information processing process and the trust of the product. For this reason, the name or visual identity of the product goes well beyond identifying the product. For consumers, brand is the easiest way to get to know a product. As long as they are satisfied with the product and meet their needs, they help them to avoid the product. Brand shows the origin of the product and carries the quality assurance and guarantee. It has become the symbol of quality for consumers. For example, Honda can ride in the car, attach the Swatch watch, wear Calvin Klein products, etc. They are a privilege (Erdil and Uzun 2009, pp. 29-30).

Most fundamentally, brand summarizes the functional and emotional characteristics of the product for consumers, helps to remember the information in memory and the purchase decision. Brand name creates a short time call in memory and reduces the stresses of consumers, especially those who are under time pressure. Nevertheless, brand offers a continuous quality guarantee in the selection of consumers among alternatives; it also reduces the risk to consumers. This feature of brand can be defined as a contract between the company and the consumer. This leads to a more complex market and competition conditions in which consumer preferences are becoming more difficult to direct. Brand has been an extremely important phenomenon for both consumers and producers (Fournier 1998, pp: 344-345).

Consumers create the essence of brand understanding. Because the basic source behind the decisions of a brand is the characteristics, requirements and desires of the consumers.

A brand that is structured by ignoring existing and potential consumers is very weak. Brand that identifies the manufacturers of a product causes consumers to impose certain responsibilities on the manufacturers due to this feature (Aaker, 1996:20-21).

For brands, it is necessary to reduce the various risks on their behalf. Brand's image, promise, and benefits considered; operational risk (product performance is not sufficient), financial risk (product no money paid), physical risk (product use threatens health), social risk (use of product disturbing person), psychological risk (use of product adversely affects user's psychology) and reduces the temporal risk (time spent as a result of dissatisfaction with the use of the product). In other words, the consumer thinks that due to the confidence in brand, he doesn't enter the above mentioned risks. In short, branded products enable consumers to feel more comfortable and happy with the symbolic meanings they install, as well as reducing their mental and physical effort to choose from consumers' products and brand inflation. People talk about brands, even small children meet their favorite brands. Most consumers prefer to buy branded products and services because they will get many benefits. A brand has many benefits to offer to the consumer. These are (Kapferer 1992, pp: 42-44):

- i. Brands provide recognition and create preferences,
- ii. Brands make decision-making easier,
- iii. Brands are a trusting element. Provides quality assurance and reduces perceived risk,
- iv. Brands help consumers to express themselves,
- v. Brands offer friendship and pleasure.

Many companies competing in global markets understand the importance of being a brand or a brand owner and intensified their initiatives in this regard. A brand identified with a quality product is one of the most valuable assets a company can have. For this reason, firms are striving to show brand management and brand care, to present their unique and consistent brand identity (Uztuğ 2003, pp: 13-14).

In terms of enterprises, the importance of being a brand owner, especially nowadays, has

many benefits. Today, the existence of a company is directly proportional to the success of marketing the products it produces. Chernatony and McWilliam argue that brand significantly facilitates the business processes of businesses due to the product's identity, line expansion and all other improvements. The specific characteristics of each brand (name, color, logo, character, etc.) make it easier for companies to protect their brands on the legal platform. For example, brand name is registered with the trade name right; production processes can be protected by patent, various designs can be protected by copyright. These legal protection opportunities ensure that the investments made by the companies in their brands are secured and therefore brands are an important source of business. Unbranded products, in this sense, is quite difficult to protect (Uztuğ 2003, pp: 13-14).

It is clear that a strong brand means high sales with high market share. Today, brand has become a salable value in the financial context. Another important point is that strong brands create loyalty in consumers. Brand loyalty has become vital for companies in the disorganized media environment and in increasingly severe competition conditions. In addition, a strong brand provides a platform for the company's new products, as well as increasing brand resiliency against competitive attacks. The key to achieving these benefits for the business is the creation of a strong brand. Differential values to be added on behalf of a strong brand are also possible (Uztuğ 2003, p. 18).

The benefits of brand for enterprises can be listed as follows (Erdil and Uzun 2009, pp. 35-36):

- i. It helps to promote and is effective in creating demand,
- ii. Ensures the establishment of the product and the product image,
- iii. Brand increases the sales and competitiveness of the company,
- iv. A brand that has already been successful in the market and identified with quality facilitates the addition of new products to the product line,
- v. A successful brand in the markets follows a separate price strategy from its competitors.
- vi. A successful brand in the market prevents intermediaries from placing prices at a price different from the market price,

- vii. The trademark is registered and obtains a legal position and provides assurance to brand owner.

2.2 BRAND RELATED CONCEPTS

2.2.1 Brand Identity

The rapid development of technology in the middle of the nineteenth century, the increase in the number of literacy and the rise in the standards of life created the idea of branded products in emerging markets for the first mass. The basic thinking of brand product was quite simple, but very original. What is a question here is to attribute a particular property to a household product, a mass product almost separated from other manufacturers, using an interesting name, a package and an advertisement (Dereli and Baykasoğlu 2007, p. 63).

Brand identity should be considered as a basic concept in the whole structure of brand. Accordingly, brand identity is a framework for determining the meaning, orientation and purpose for brand. The concept of brand identity keeps all aspects of brand; he cares very much about brand. Brand identity can be considered as a basic concept in the development of brand in a competitive environment and a profitable growth (Olins 1990, pp. 180-181).

Brand identity is generally a formation that reflects the integrated management of all the works that a brand will have or will do. The concept of brand identity was first used by Kapferer in 1986. The importance of this concept in terms of brands and its approach have caused the debate on ğı brand identity sahip in a short time both in the literature and in practice. Brand identity understanding includes everything that makes a brand meaningful and unique. According to this understanding, brand includes the elements required by brand identity as well as the functional characteristics of a product (Jamal and Goode 2000, pp. 490-491).

Identity consists of controllable elements such as an essential essence, positioning, brand name, logo, message and experience of a company, product or service. Hence, it can be changed over time. Once the identity has been established, companies seek to create brand with communication activities, such as advertising, promotion and public relations, to

attract the attention of the target audience. That is, before consumers have a direct experience with brand, companies try to create their brand identity in the minds of consumers. Brand identity is the structuring of words, images, ideas and invitations that constitute consumers' perceptions of brand. Brand identity is the meaning of brand (Ind 2003, pp. 25-27).

Aaker (1996) defines its brand identity as a unique set of brand associations. These representations represent brand axis, beliefs or quality. Include the promise of corporate members' promise for customers. Brand identity develops the value proposition, which includes functional, emotional or self-expression benefits, and establishes the relationship between brands and customers (Aaker 1996, pp. 105-108).

According to Kapferer, brand identity can be revealed with a six-prism (Kapferer 1992, pp. 45-48):

- i. Brand is an integrity of its objective features, it is a quality that comes to the mind of the person when it is asked, or that is concealed and is almost undetectable. For example, Coca Cola is the first thing that comes to the mind when it comes to red packaged cold drinks or when Magnum is asked, it reminds me of a beautiful ice cream.
- ii. Brand is a personality and has a unique character. The mode of communication of product and service activities assigns a certain type of personality to brand. For example, Peugeot is conservative, Citroen represents ideals, or Pepsi is the choice of the new generation.
- iii. Brand is a cultural unity. Each product consists of a certain culture and is the physical embodiment of the support of this culture. In this context, culture is a value system that is the source of the inspiration and energy of brand. For example, while Mercedes reflects regular and steady German culture, Coca Cola is a true American.
- iv. Brand provides a framework for relationships and often creates opportunities for shopping between people. For example, Yves Saint Laurent is brand of seduction, because the relationship between men and women has a high position value in the communication of this brand under the detection threshold.

- v. Brand can also have a spontaneous connection / coordination. When people are asked about specific types of cars, they are spontaneously supplied with receiving tubes for each brand. For example, this car is for the rich, for this car match, this car is for family fathers.
- vi. Brand is a desired one. Just as the connection is the external mirror of the target group, the desired image is the inner mirror. For example, many of Porsche's customers buy this car to prove something to them.
- vii. These six dots define brand identity and development possibilities. The identity prism shows that these six points are constructed as a structured whole and one point reflects the other.
- viii. Brand identity is seen as a strategic tool for brand creation and management by both practitioners and academics. Creating a strong brand is related to the design and execution of a brand identity design. Creating a brand identity requires a more dimensional framework than customers say what they want or perceive.

2.1.2 Brand Personality

Brand personality; it can be defined as a link between brand and consumer in a very simple way and is interpreted as a feature that the consumer can quickly identify and express a brand. Brand personality is a part of the physical characteristics surrounding brand's structure and it is the ideas that can express brand and express brand and can tell the consumer something about brand. Brand personality is seen as a very important concept in ensuring that brand differs from its competitors. Thus, as assessed by terms such as brand, age, social - economic class and gender; hot sensitive, related to some typical personality characteristics such as related. For example, Marlboro Light tends to be feminine when compared to masculine Marlboro. Since Arçelik has been in the market for a long time, it can be perceived as an old brand. The concept of brand personality explains the transfer of adjectives, such as contemporary, young, intellectual, conservative, old, to brands, as human characteristics that are called with a brand (Arnold 1992, pp. 4-5).

It is a brand personality that distinguishes a brand from its competitors in terms of demographic, social, cultural, emotional and cognitive characteristics. Brand personality enables consumers to express themselves as well as meet their identity requirements. This

formation facilitates a relationship between brand and the consumer. In other words; brand personality is that brand has a number of characteristics attributed to human beings. Brand personality, which can be defined as the whole of concrete and abstract characteristics of the human, makes a significant contribution to a brand in terms of enriching meaning, being different from competitors and directing communication works (Tosun 2010, p. 68).

In the literature, brand personality is defined in different ways by different authors. These definitions are as follows (Erdil and Uzun 2009, pp: 91-92):

- i. A group of values is a tone of voice and an attitude of the mind. (King, 1973)
- ii. The degree to which consumers perceive a brand to have various human qualities and characteristics. (Alt and Grigg, 1988)
- iii. Classically, the personality of a person is the way to perceive brand. (Batra, 1993)
- iv. Personality includes a different combination of symbolic values and functional attributes. (Hankinson and Cowking, 1993)
- v. Brand personality, human characteristics, shows the basic characteristics of brand out of experience. (Restall and Gordon, 1993)
- vi. The personality of a brand marks all the features of brand above the basic feature and function of brand. (Tennant, 1994)
- vii. Trademark personality shows the emotional reactions of customers to a product and the company. (Triplett, 1994)
- viii. Human characteristics attributed to brand. (Blackston, 1995)
- ix. The face of a brand facing away; expresses the characteristics that are most closely related to human characteristics. (Upshaw, 1995)
- x. The personalization of a brand that demonstrates how the main emotional characteristics of brand are planned and, more importantly, how consumers react to it. (The Research Business, 1996)
- xi. It is the whole of human characteristics related to a brand. (Aaker, 1997)
- xii. A metaphorical aspect for the emotional relationship that exists between a consumer and a brand. (Gordon, 1996)

Consumers can easily think about brands with some famous people and themselves. Although human and brand personalities can share a similar conceptualization, they differ in their form. The perception of the personality characteristics of a person among the people takes place by looking at his / her behavior, beliefs, attitudes, physical appearance and demographic characteristics. Personality perception of a brand is also directly or indirectly affected by brand's communication with consumers. In this sense, the personality of a brand is shaped by marketing communication practices such as product related qualities, product category calls, brand name, symbol, advertising style, price and distribution channel (Bell 2005, pp. 20-22).

In order to create a strong brand personality, the consumer audience in the target market of the product should be analyzed, information about values, beliefs and lifestyles should be obtained. Because a brand is recognized in the target market for a long time and is recognized by its identity. Accordingly, these factors need to be taken into consideration in the analysis of the target markets of the products to enter the market. Because consumers in the early period instead of a new brand psychologically as they feel close to brand they choose (Dunn and Davis 2003, pp. 35-36).

People have different brands that serve the same purpose against different product groups as they have friends who have different roles in their lives. Because brands operate in this way, consumers want to identify their own values, emotions and characteristics with brands. In other words, consumer personality and brand personality must be compatible with each other. In fact, brand choices of consumers are considered as a direct indicator of personal values or lifestyles (Uztuğ 2003, pp. 41-42).

2.1.3 Brand Image

Brand image is one of the most basic and known concepts traditionally associated with brand. In the 1950s, David Ogilvy described a brand as the consumer's thinking about the product and defined brand image. The elements and concepts that make up brand image appear to have a multi-dimensional identification framework. Brand image can be identified as the complete picture of brand in the mind of the consumer. The elements that affect the formation of this image are brand recognition, brand attitude and the confidence

in the quality of brand. Brand image consists of the perceptions reflected on brand depending on the calls in the consumer memory (İsmail and Spinelli 2012, pp. 386-388).

According to Evans and Berman, brand image includes consumer perceptions of certain brands. Brand image is a mirror reflecting the existing product or the personality of that brand. People's thoughts, feelings and expectations about a brand. A brand image, the strong and weak points of brand, positive and negative aspects such as the control of consumer can be controlled mostly. These perceptions occur over time as a result of experiences directly or indirectly with brand. Therefore, consumers' perceptions form the image. As perceptions change, the image changes (Hung 2008, pp. 242-243).

In the purchasing decisions of consumers, brand image plays a role instead of physical features. This also applies to products that are at maturity. Murphy identified the life span of a brand. The first stage is a special case that is different in the market. The second is a competitive stage in which brand's functional characteristics meet competitors. Third, brand is the stage of life during the period of life. At this stage, instead of different product and functional advantages, symbolic values, ie brand image, are more important to differentiate brand from competitors. If we take Cola wars; Both Coca-Cola and Pepsi are marketed on an image-based basis. Coca-Cola is traditional, carries American values. Pepsi is the choice of the new generation. Both products are very similar in many ways. However, the images related to brand are very different (Anselmsson 2014, pp. 101-102).

Brand image is seen as the sum of emotional and aesthetic impressions about the product in consumers. In order to determine brand image, the consumer's buying behavior should be emphasized as well as the various features such as what brand calls and reminds the consumers. Each brand is based on a specific product and they are being integrated into brand. However, it is important to note that a branded product must be compatible with the consumer's benefits (Anselmsson, et al. 2014, pp. 90-102).

2.1.4 Brand Awareness

It is the ability of brand to be selected from the product category given to the consumer to remember brand. Briefly, it is expressed as the expression of brand's asset power in the mind of the consumer. The concept of brand awareness involves the recognition of brand recognition and brand recognition as the strength of brand's track record in consumer memory. Awareness is a prerequisite for the creation of perceptions and ideas about brand. Brand awareness levels used in the measurement of awareness can be grouped under (Erdil and Uzun 2009, pp:111-113):

- i. Recognition (Have you ever heard of X?)
- ii. Remember (Which car brands do you remember?)
- iii. The first brand to remember (Top of mind)
- iv. Brand dominance (single brand remembered in product group)
- v. Brand information (Is the location of brand known?)
- vi. Brand opinion (Does it have an idea about brand?)

Brand awareness includes brand recognition and recall. Brand recognition includes people who are able to recognize people by seeing or hearing brand differently than others after being informed about brand. Logos, slogans, names, emblems, as well as visual identification elements, usually makes it easier to recognize. For example, when a t-shirt with a crocodile picture on the collar in a shop window is seen, a denomination of Lacoste means recognition of brand. Brand recall is the arrival of a brand that is capable of realizing that function when a function of a particular product is needed (Aaker 1996, pp. 114-115).

There is a clear relationship between awareness and purchase. Because people do not want to buy anything they do not know about. When consumers tend to purchase a product, if they are not a loyal buyer of a brand, they make a mental assessment by bringing up various alternative brands that function as the same. The presence of awareness increases the chance of brand to be among brands considered. For example, a person in need of a car, loyalty to a brand if he does not, considering the characteristics of more than one car with the characteristics he tries to make an evaluation between them. In order

to enter this group, brand awareness must be created in the consumer (Severi and Ling 2013, pp. 135-136).

2.1.5 Brand Associations

Aaker is defined as the heart and soul of brand, which is defined as the connection with brand in the mind. The source of the added value, which is the most important of the foundation of branding, consists in many cases of the associations in the consumer's memory (Aaker 1996, p. 120).

Brand associations are various expressions related to brand, which include the meaning of brand for consumers and are linked to brand information area in their memory. Brand associations are of great importance for both brand managers and consumers. Brand managers use brand associations in brand positioning and brand expansion to create positive feelings for brand and to propose the benefits of using that brand in addition to selling a specific brand. Consumers, brand associations; they use information about brand to process, organize, remember and use it as a support for the purchase decision. The associations are deducted from the application and communication practices of brand together with the concrete and physical characteristics of the product. The associations types include, directly or indirectly, the qualifications and benefits associated with the product. For example, the frequent appearance of brand in advertisements may create a call for a strong brand perception in consumers (Low and Lamb 2000, p. 351).

A brand associations is to connect with brand in the mind. For this reason, a symbol such as the Golden Belt is established with the McDonaldis brand. In Marlboro, a character like Marlboro Man is established. Arçelik has tried to create a mental connection with the character of Çelik. A brand image is the whole of the calls. It is generally organized in a meaningful way and the calls are divided into meaningful groups. For example, this grouping may be a set of children, a service set, or a food set. McDonalds can be grouped as a mental picture as the Golden Belt, Ronald McDonald, hamburger and french fries (Baldinger and Rubinson 1996, pp: 22-24).

Brand associations to a business; differentiation, facilitating information processing, creating reason for purchase, creating positive impressions and brand expansion. As is known, the soundness of consumer-brand relationship is the basis of the continuity of enterprises' profits. In other words, the high quality and quantity of the loyal customers of a brand ensures the maximization of the profit of brand to which brand belongs. In the soundness of the relationship between the consumer and brand, the implications have a great influence. Because brand's associations are very effective in determining brand choice that consumers will choose from among a large number of similar brands. The main reason why brand associations are so effective is that the combination of existing associations related to brand in the consumer memory creates brand image (Uztuğ 2003, p:31).

The basic value of a brand name is mostly a set of associations, meaning for people. They symbolize the ground for associations, purchasing decisions and brand loyalty. There are many possible calls and a number of ways they can create value. The ways in which calls create value for the company and its customers include: helping to access information, differentiating brand, creating reason for purchasing, creating positive attitudes / feelings and laying the foundation for enlargements (Tosun 2010, p:114).

2.1.6 Brand Loyalty

The concept of brand loyalty can be defined as the power of the consumer's belief in brand. Information about brand plays a key role in shaping consumers' choice of products / brands. The fact that consumers perceive and affect the characteristics of a brand in a brand causes an increase in loyalty to that brand (Subramaniam, et al. 2014: p. 68).

Brand loyalty can be defined as the measurement of the intention to resell the same brand for consumers who are satisfied with a particular brand. However, it is not right to keep brand loyalty as equivalent to buying a brand. Because buying a brand over and over again may be an extension of routine buying as well as loyalty. Especially in products that are quickly consumed and have the quality of goods easily, consumers may tend to purchase the same brands without connecting to a brand. According to Jacoby, who is the

pioneer of the people who define brand loyalty. brand loyalty is a function of a psychological process, which is a non-reflexive behavior that is realized over time by a decision-making unit of a brand among multiple brand groups. According to this definition, the necessary conditions for loyalty are (Erdil and Uzun 2009, pp:196-197):

- i. No coincidence,
- ii. Behavioral response,
- iii. Realization over time,
- iv. Realization by a decision-making unit,
- v. Choosing a brand from a set of brands,
- vi. Being a psychological process.

According to Wilkie, brand loyalty is a positive consideration for a particular brand and intends to buy. Mellens, Dekimpe and Steenkamp argue that it is brand loyalty that consumers have a tendency to buy a brand in line with their experiences. Jacoby and Chesnut argue that brand loyalty is a biased response and a psychological process that is carried out by specific decision-making units for a brand from many brands. Consumers' commitment to a particular brand is the tendency to choose a certain brand and reject others among competitors. If the consumer does not purchase any other brand than a brand, full loyalty can be mentioned (Aktuğlu 2004, p:39).

The distinction between buyers is usually made loyal and not loyal. However, a distinction has also been made between non-loyal buyers. This distinction is prone to be customer and is carried out as dynamic-brand buyers Bu. These fundamental distinctions emerge as seven types of consumers in their research. These (Aaker 2009, pp: 69-70):

- i. Long-term commitment (buy a brand only),
- ii. Short-term commitment (the use of more than one brand, each for a short or long period),
- iii. Dynamic-variable (purchase of various brands after another),
- iv. Selective during shopping (usually during purchase, selection between limited brands),
- v. Price-oriented purchase (many different brands are negotiable),

- vi. Price-based shop brand purchase (Basically generic or custom-made brand purchasing),
- vii. Light users (those who buy the purchase pattern too little to measure) and others are listed.

Rational or psychological reasons play a role in consumers' dependence on brand. Loyalty can occur due to many rational reasons such as quality, function, availability, price, service conditions, and cheerfulness. In addition, adherence to a particular brand can be caused by the influence of many psychological factors that the consumer himself does not know. Whatever the reason, brand loyalty reveals a loyal customer group that constantly buys that brand and doesn't think much of buying other brands. Consumers with brand loyalty are very satisfied with this brand and show a constant interest in brand (Hung 2008, p. 245).

2.1.7 Brand Value

The concept of brand value developed in 1980s and gained importance in 1990s; It is defined as brand being perceived as a manageable asset. Brand value is also known as the accumulation of goodwill and positive effects. In this respect, it can be stated that brand value concept, which is also defined as a whole of the characteristics of brand, is used in three different terms (Dereli and Baykasoğlu 2007, pp. 205-206):

- i. Total value of brand as a separable asset when sold or shown in inventory,
- ii. A measure of the power of consumers' connection to brand,
- iii. It is the definition of the consumer's branding and beliefs about brand.

A brand value according to David Aaker; a set of assets and responsibilities associated with a brand, brand name and symbol, which increases or decreases the value that a product or service provides to a firm and / or firm's customers. As can be understood from the definition, many concepts such as the goods under the ownership of the firm, the location of the firm, the securities and real estates such as technical equipment, the benefits that brand offers to the customers, the promises they convey, the quality perception and the transfer of knowledge come to mind. The assets and responsibilities of Aaker's brand

value can be grouped into five main categories. These five main categories (Aktuğlu 2004, p. 39);

- i. Brand loyalty,
- ii. Name recognition,
- iii. Perceived quality,
- iv. Brand connotations in addition to perceived quality,
- v. Other brand assets, patents, trademarks, channel relationships etc.

These assets and responsibilities of brands influence the process of learning a brand better, and learning the characteristics of brand. This enables individuals to create an attitude for brand preference by adding the purchasing process. Brand value arises from customers' confidence in their brands. This trust; the choice between the customer and brand, loyalty and the company in the future under brand name to offer new products to increase their willingness to buy a relationship provides (Doyle 2003, p. 49).

As technological differences decrease, the importance of branding is increasing. Therefore, creating brand value today has become one of the most important challenges. In this regard, giving importance to consumer expectations is at the forefront. In the world of marketing, there is a common view that only successful brands can survive in the future. For this reason, marketing communication has a big role in creating brand value and protecting it (Aktuğlu 2004, p. 41).

As a result, it can achieve competitive advantage in the market with other assets belonging to the company which owns brand. As a result of the interaction between these elements which constitute brand Value (Uztuğ 2003, pp. 35-38);

- i. The consumer is conscious and offered value to the consumer by processing and interpreting the information presented by brand, securing the purchase decision and creating a sense of satisfaction.
- ii. It adds value to the firm by providing the competence and effectiveness of marketing programs, brand loyalty, prices / margins, brand expansion, commercial superiority and competitive advantage.

2.1.8 Attitude Toward Brand

The attitude towards brand can be defined as the general assessment of the consumer by brand. The attitude towards brand can be seen as the main goal of impressive communication efforts for brand. The concept of attitude, which is directly related to marketing communication, primarily advertising, is explained by three components, cognitive, emotional and behavioral. Information and beliefs about a person's attitude object, cognitive; their actions and behaviors about the object of emotional and attitude they feel are also defined as behaviors. Based on these three components, the attitude is a broad and abstract interpretation and a summary assessment. In this context, the general evaluation of the consumer for the benefit and recognition, interest and knowledge of brand is expressed with attitude. On the other hand, the attitude can be seen as a call between the object (branded product) and the evaluation of the object held in memory (Uztuğ 2003, pp. 32-33).

Among the available information in the person's memory and the messages he receives, the multiplicity and the length of the connections he has established for brand is a factor that increases the power of brand calls. In addition to the compliance of the information in the messages with brand and the information in the person's memory, increasing the intensity of the amount and duration of the contacts established by the persons is the consistency of the information series in the time they are presented. Brand symbols, brand attributes and the benefits of brand are used intensively in the process of creating attitudes. Symbols that characterize brand and the symbols of consumers within the scope of the personal values and meanings that consumers put on brand are effective in the formation of attitude. In order to create attitudes, symbols, qualities and benefits must be communicated to consumers through various communication messages, often synthesized (Czellar 2003, pp. 100-101).

In order to create an intended brand attitude, it is necessary to conduct a multi-dimensional analysis of consumers and examine the work of competitors. The qualifications and benefits of brand should be made available to them by transforming them into a package that will meet the demands and requirements of consumers in a different way than the competitors. The messages focused on creating attitudes should be prepared within the

scope of brand having the competitive advantage of brand because they have the relevant brand and having the characteristics to sustain this advantage. In other words, messages should position brand in a way that is unique to consumers' minds. In order to be able to call this difference, various benefits related to the product should be communicated to consumers through appropriate symbols. Emphasizing subjective features, such as user type, reason and condition, facilitates differentiation and facilitates attitude formation. Messages transmitted through various symbols need to influence consumers in four main points in order to be effective in attitude creation (Nkwocha, et al. 2005, pp. 55-61):

- i. Consumers should find the messages to be meaningful in terms of functional, symbolic and / or experiential aspects,
- ii. Consumers should think that they are specific to brand by finding the messages that are different from the messages of the competitors,
- iii. Consumers should believe that the message reflects the actual performance of brand by finding the convincing ones in the messages,
- iv. Consumers should think that the rational or emotional performance promised by brand will no longer be valid.

Attitudes towards brand are important for the consumer. These are usefulness, value expression, self-protection and information functions. The attitude towards brand is decisive in both brand-related communication and purchasing intent and behavior. The attitude towards brand can also be seen as part of brand image. In this respect, the attitude is defined as the scope of brand expectations in meeting the specific requirements of the buyer. This scope is decisive for the consumer's intention to purchase brand. Due to this determinism, brand-oriented communication efforts aim at developing a positive attitude towards brand in the consumer (Ahn and Back 2018, p. 459).

2.3 BRAND POSITIONING CONCEPT AND ITS IMPORTANCE

Due to the intensification of competition in the late 1960s, the fact that there was no significant difference between the products and brands caused the enterprises to engage in concrete or abstract differences between their brands and their brands. In the period of such intensification, the concept of positioning first came into being in 1972 with a series

of articles called The Positioning Era written by Jack Trout and Al Ries in the journal Advertising Age. According to Rise and Trout, positioning is a valuable place for brand within the expectations of minds. This activity is not something made to a product. It is something made to the mind of the client. Because brands should be positioned in minds with views. The authors of this definition explain the following (Tosun 2010, pp. 33-34):

- i. Positioning is a study to find a window in the minds of people, and then to open this window, and in this study, the communication done at the right times and conditions contributes greatly.
- ii. Positioning is what you do to consumers' mind rather than what you're doing.
- iii. In order for the positioning to be successful, it is important to be the first to enter the consumer's mind by using a separator before the competitors.

Positioning is considered by some researchers to be the last stage in the historical development of marketing communication after the product and image phases. According to this view, the product period is considered to be a stage in the late 1950s. According to this view, the product period is dominant in the late 1950s and early 1960s. The main characteristics of this universe are that competition is scarce and almost every product is seen as a discovery. At this stage, the strategy of the unique sales proposal (USP) is dominated. In the USP strategy, the features and benefits of the products stand out in the communication themes. It is argued that the period of im- portation is caused by the development of new products against strong brands leading the market. These products, which are new to the market, try to hold on to the market with the images they create, and in the communication efforts, the company images are placed in the focus (Keller 2016, pp. 14-16).

The positioning strategy can be expressed as a product in general and the most important component of brands to be defined by the consumers and to take a specific place in the mind of the consumers according to their competitors. Positioning strategy in brand management is very important. Because the only differentiating element that identifies a brand is the perceived form of brand in the consumer mind, which is constantly supported by communication efforts. From here on, in brand management applications an the position

of a brand; The point of preference of brand along with the prestige of brand can be defined as specifying the competitive content of brand (Davis 2017, p. 45).

Positioning is the image that is thought to be given back to a new product or existing product in order to get a place in the memories of competitors, competitors, non-consumers compared to competing brands. Positioning gives a person a product. It does not depend on the use of the product, but depends on the image that the product creates at the consumer's power. In the area of advertising and marketing, the choice of positioning depends on the product; however, depending on brand communication, advertising, public relations and property can be granted a privilege (Davis 2017, pp. 47-48).

Most companies advertise one or more of the following positions: Best quality, best performance, most reliable, durable, cheapest, most prestigious, best design or model, the easiest to use, most versatile brands can be positioned. Accordingly, the most prestigious Mercedes in the car market, the most secure, Volvo brands can be positioned (Uztuğ 2003, p. 72).

The common feature of the above definitions is that; competitive differentiation of a brand is the realization of this difference in the mind of the consumer. Nowadays, it is quite appropriate for a brand to be successful in meeting the expectations of minds because, in order to be successful, it should provide emotional benefits rather than rational benefits and these benefits must meet consumer needs. In this direction, brand positioning; it is possible to say that when choosing a message from many brand messages faced by the target group, it matches brand to which the message belongs to with a concept in its mind and choosing brand in the context of the concept it matches. In other words, in the categorization structure existing in the human mind, placing brand in the best category and placing it in the first rank in the category classification is indispensable for successful positioning (Uztuğ 2003, pp. 72-73).

Nowadays, the differences between the products and the progress in communication have increased the importance of positioning. Brands in the market are similar to each other over time. In all this competition, brands must be placed in the minds of the consumers in order to be successful. Therefore, the basic approach in brand positioning; not to create

innovation or difference, to redirect the ones in the mind and to reorganize the existing connections. Because our world is not a world of realities but a world of perceptions. Here is the main thing to learn; what the consumer feels about brand. In today's market environments dominated by global competition, the communication between the consumer and brand can be accelerated and the attitude of the consumer towards brand can be accelerated and their attitude can be guided. The most effective method to be used at this stage is brand positioning (Kotler 2003, pp. 61-62).

Brand positioning process should include all marketing personnel in line with brand's vision and be adapted to be able to adapt to all changes in the market. The beginning of brand positioning process is the product itself. Before taking strategic decisions, managers should be well acquainted with their brands. As a result, all the stages of the positioning process must be integrated (Davis 2017, p. 71).

2.3.1 Brand Positioning Strategies

Positioning strategies are concepts that define how competition is to be compete with competitors and identify superiority and characteristics of the target market. Marketers are able to follow many positioning strategies. For example, Lada focuses on Saab performance while focusing on Volvo security at its cheap price. One of the most important stages of brand positioning is to determine the principles of brand positioning. In what ways brand will be differentiated from its competitors and what similarities and advantages will be emphasized constitute the framework of the positioning strategy. The positioning strategies that brands can implement are described below (Loudon and Bitta 1998, pp. 40-48; Tosun 2010, pp. 52-56):

- i. *Positioning by competitor:* To compare the products of a brand with the competitors, to highlight the differences between them. How consumers perceive competing brands, especially in terms of their benefits and brand personality, is one of the most important points to take into consideration when creating brand positioning. There are two important sources of information in analyzing the images of competing brands. The first is the perception of consumers. Another source is the communication applications of competitors. The identity of competing brands,

that is how they want to be perceived. Communication efforts can be observed with strategic tools such as annual reports of these competitors. The core of the positioning strategy is to show a difference and superiority to competitors. Therefore, the strengths, weaknesses, perceptions, benefits offered by competitors directly affect brand positioning.

- ii. *Positioning by product class and features:* Sometimes the positioning strategies of businesses may be related to associating their products with a product class or property, or breaking up such a relationship between them. In this sense, a positioning includes product characteristics and consumer's awareness of the product and the idea of what it will achieve with its purchase or consumption.
- iii. *Price and quality positioning:* The roof of the above mentioned positioning strategies emphasizes the specific benefit of brand that is different from its competitors. However, consumers often want to know the price they will pay for these benefits. In other words, the benefit that the price they will pay to benefit from these specific benefits is directly related to consumers. As can be seen, there is no difference between these two positions. In order to create this difference, it is necessary to make the specific but easily reproducible areas of benefit more comprehensive. This wide scope can be achieved through the combination of specific benefits and price.
- iv. *Positioning to the target market:* The target market setting process is a decision directly determining the positioning. This process follows the steps of defining the potential market, determining the size of market segments and selecting a specific target market. In this sense, positioning can be seen as the natural output of market segmentation. In other words, the positioning describes the communication direction of the partitioning strategy. As one of the key decision areas of marketing strategy, segmentation covers the individual and socio-cultural, consumer behavior of consumers, and the strategic implications for their separation and understanding.

It is possible to talk about various approaches in the segmentation of the market. However, the paths to be followed according to the classical approach can be summarized as follows:

- i. Criteria are set for market segmentation,
- ii. Details and constraints are set for market segmentation,

- iii. The attractiveness and market share of the target market segment are defined,
- iv. Target market is selected,
- v. Effective positioning for the target market is applied,
- vi. The target market-specific marketing mix is defined.

The needs of the target market and consumers are to be taken into account in each monitoring strategy. The difference of this strategy is that it takes the target market as the focal point according to other strategies.

2.4 THE CONCEPT OF INTERNATIONAL BRANDS

As a requirement of today's market structures, businesses aren't late enough to keep up with the dynamic structure and competitive conditions of global market structures. At the very beginning of this work, they have turned to strategic changes in order to accelerate international branding processes and to actively operate in international markets. This process has been tried to be explained by explaining international branding and international market structures (Croft 2003, p:69).

The market consists of people and organizations with requests and needs to be met, purchasing power and the desire to spend it. In short, it can be summarized as the point where supply and demand meet. Target market; a specific group of customers or consumers that the vendor targets in their marketing efforts. According to the purpose of use of goods and services, markets are grouped according to the consumption units that constitute the market in three groups. Industrial markets include commercial enterprises such as wholesalers, retailers, who are really engaged in purchasing, industrial enterprises in agriculture and agricultural enterprises that use it in their own production, and various institutions and organizations, notably the state unit. They can be called industrial buyers, industrial consumers or intermediaries. The consumer market is the market of goods and services purchased by individuals and families for the personal use of individuals and families, whose reasons for buying are based on purpose of their own use (Tarique & Schuller, 2010:130-131).

Global marketing is the process by which a firm focuses its resources and goals on global

market opportunities. With the globalization, the competition elements in the world have also changed. While the traditional competition elements such as labor and raw material abundance are falling back into the world, well-trained manpower, a well-functioning market mechanism, an advanced information structure enabling to reach to the final markets, an improved transportation and communication network has come to the fore. Some of the multinational enterprises have become fully international and have become a unique world company. Now it has exceeded the distinction between domestic and foreign country marketing activity. This business treats the whole world as a single market. It applies the same marketing program in various countries, ie the whole world or the globe (Tarique & Schuler,2010:131-133).

As a part of global marketing, foreign marketing is involved in many organizations. However, the concept of foreign marketing is eliminated. For example, IBM operates worldwide. Product and application managers in the headquarters are responsible for all their products and activities on a global basis. There are markets in different regions of the world, at different stages of development, in different characteristics. The internal market is just one of the world markets that the company can take as a target. They tend to be interested in all world markets with the same interest regardless of internal and external market distinction.

2.4.1 Brand Internalisation

Brand internalisation represents a serious challenge for any organisation. It is an important driver of brand success in retailing where employees notably contribute to the delivery of a company's brand promise. In order for a brand to provide products consistently, it must share the brand's vision and values with employees in each country and ensure that they understand the brand values.

There are two concepts that nurture brand internalization: Pull and Push factors. Pull factors are the attractive features and the reasons why a brand wants to open to the specific market. Push factors are opportunities that support the opening of the brand to the international market.

2.4.2 Concept Of International Market

International markets mean that all markets are outside the borders of the country. This term covers many different markets. Each of these very different markets should be considered and examined separately. Because each market structure is completely different in terms of demographic, economic and behavioral characteristics. In particular, the customs and traditions of the people, the way of life, the structure, climate and natural-physical characteristics of the country require different marketing efforts. Although international markets have some qualifications of national markets, they are far from being extensions of them. They have more complex structure and size. Natural conditions, welfare levels and thus consumer and lifestyle, current marketing institutions, various limitations of the state and behaviors of consumers in general vary from country to country. In addition, international markets consist of units with distinctive marketing qualities, ie national markets. Some of the general characteristics of international markets are (Schuler, et al., 2011:506-516):

- i. Product varieties and supply sources are high,
- ii. Competition is very violent,
- iii. Prices are generally lower than the domestic market,
- iv. Quality, packaging and standardization are important,
- v. Information collection, marketing research is costly,
- vi. Political and institutional factors play a role,
- vii. Country climate, natural resources, physical properties require different product types and packaging,
- viii. Characteristics of the population, income and their distribution and lifestyles require different brand strategies,
- ix. The economic level of each country is different, a product considered as luxury in a country can be seen as cheap in another country,
- x. Consumer behavior, especially the way of purchasing is quite different,
- xi. Small retailers in economically underdeveloped countries are common, and small amounts of frequent purchases are essential,
- xii. Large stores are common in developed countries. Product designs, varieties and qualities in the international market vary. In addition, legal regulations on pricing

and advertising practices are quite different.

xiii. In the market to be entered, local producers are trying to prevent importation in various ways,

xiv. Customs unions and trade blocks were formed: North American Free Trade Agreement (NAFTA) and European Union (EU).

Companies are conducting international marketing activities for these markets. International marketing is the planning and implementation process in multiple countries with regard to the development, pricing, promotion and dissemination of products, services and ideas in order to ensure the relations to achieve business objectives. After taking the necessary researches into consideration, the companies carry out their international marketing activities by taking into account the above mentioned international market features. These markets have become very important especially in recent years and the competition in the market has intensified.

2.4.3 The Reasons Of The Development Of International Markets

Businesses generally prefer to work for the domestic market. Significant reasons for this choice; better understanding of the domestic market, less risk taking, lack of foreign language learning and the need to use foreign currency, export of origin and export to foreign countries, lack of any problems in dealing with customs formalities and lack of competition in the domestic market. However, technological developments and rapidly changing economic and political conditions have made it easier for businesses to market their products to foreign markets as well as their own domestic markets. Access to foreign markets encouraged enterprises to introduce better, cheaper products to the market in an intensifying global competitive environment, while also encouraging new product development. From the beginning of the 1980s onwards, the tendency of the enterprises to open up to international markets, internationalization and even globalization has increased. The main reasons for this are:

- i. The stagnation of domestic markets,
- ii. Government limitations within the country,
- iii. Excessive stocks due to excess production need to be melted,
- iv. Government grants to foreign marketing,

- v. Incentives for global investments in foreign countries,
- vi. Decrease of trade barriers in foreign markets,
- vii. Globalization trend of markets,
- viii. Market segmentation, local brands and small-scale production rather than standardization, standard products and brands globally at large scale, at lower cost, even in the geography of foreign countries,
- ix. Rapid development in transportation and communication
- x. In the face of strong global brands entering into the domestic markets, it can be listed as the necessity of becoming a global brand.

2.5 TRANSFORMATION PROCESS FROM NATIONAL BRAND TO GLOBAL BRAND

The process of transforming a national brand into a global brand is examined in detail below (Conroy 2009, pp. 32-45):

- i. *Developing the Idea of Becoming a Global Brand:* The firm, which has enough position in its own local market, will want to take place in global markets. Global brand idea will lead to strong ties with the enterprise, brand loyalty, brand loyalty among the customers. It is accepted in global (developed) markets with high level of education and income. A brand is attached to these markets in all respects.
- ii. *Choice of the Most Suitable Global Brand for Business:* After the decision to open to the global markets, the company has to create a global brand name which will be accepted in these markets. In order to find the name of brand, it is possible to get help and support from the organizations working on advertising and brand consultancy of the global market in global market. The global brand must be creative and global customers should be creative. It should be at the level of bonding. First, a brand name that will be accepted to ensure loyalty and then brand loyalty to be agreed on. Brand name should be compatible with the symbol and logo. Customers, sales staff, senior management and other staff can benefit from the selection.
- iii. *Economic analysis of brand:* In order to make brand successful in the global market, the estimated sales and estimated costs are calculated and analyzed. Break-even

analysis, profit-loss matrix, investment return model, marketing component model, bayesian decision model, risk analysis model are used. If brand that is calculated to bring a certain profit will continue its stable growth in the long term, a positive decision about brand will be taken and its development will be started. In the return period of the investment, the chance to return the investment / brand will be returned as soon as possible.

- iv. *Global Brand Development*: The idea of the new (global) brand / product comes to the research and development department after it has undergone economic analysis, to be transformed into a physical form. This section focuses on issues such as the physical properties, brand, packaging and image of the goods. It is the stage where it is still converted. The acceptance of the product in the market requires to be compatible with the characteristics of the global market where brand will be presented with all its dimensions. Brand / product can provide significant advantages in the USA, for example, with large scale packaging. Brand name, which will positively affect brand image, will be developed according to the characteristics of the global market in the color and design to be used in brand logo, and brand image and message should be given to the global consumers to show brand the strong brand in the global market and appropriate media tools.

2.6 STRATEGIC BRAND MANAGEMENT PROCESS

Strategic brand management process before the process, strategic management concept is useful to explain the concept of strategic management, business and management in the second half of the 20th century began to be used. Although there has not been a consensus on the concept of strategic management in the said period, it can be said that the strategy is related to mobilizing business resources in order to regulate relations with the company's environment and to gain competitive advantage (Dereli & Baykasoğlu, 2007: 150).

According to Peter Drucker, the main task of its strategic management is to think the mission of a business from start to finish and what is our job, what is to be done, to provide the future results of the determined decisions, in line with the objectives determined by the questions. In essence, the process of strategic management is related to what the business should do and where to go (Tosun, 2010: 169).

Nowadays, brand management and efforts to increase brand value are seen as one of the main elements of competition strategies. It includes decisions about the creation of a brand or protection of a leading brand. However, the decisions regarding brand management are effective when it is developed based on marketing strategies within the framework of the support of other departments within the enterprise. Thus, with an effective brand management process, companies can increase their profitability and productivity by resisting the competitive environment for many years despite the changes in product life curve (Uztuğ, 2003:56-57).

Strategic brand management process includes brand planning, brand organization, brand leadership, brand coordination and supervision (Elliott and Percy 2007, pp. 58-75).

- i. *Brand Planning:* Brand planning is the process of differentiating brand from its competitors, in other words revealing the privilege of brand and directing its management activities in this direction. The company's mission is to achieve brand vision determined by the management of the company, and to reach brand vision determined by the management of the enterprise, it is a whole of the values that the business has in relation to brand. There are three basic options for brand finance companies. Manufacturer brand name means that brand is created and financed by the manufacturer. The product or service, to be available for a fee or share with other businesses licensed by the owner of the rights in question. In the third stage, in order to establish brand structure of the enterprise; brand identity, image and personality must be determined.
- ii. *Brand Organization:* The first step in brand organization is to create a position that carries the responsibility of brands within the organizational structure. As a result of a structure that is realized in this way, brands or products are connected to the managers who are responsible for their performance. Following the creation of the necessary structure for brand management, it is necessary to determine brand portfolio and make brand positioning studies.
- iii. *Brand Coordination and Control:* Coordination activities within the organization, media and the target market to make efforts to ensure communication with different brands in this context, in this context, primarily in all brands to organize their activities under a brand strategy to organize their activities. Another dimension of the business activities is the communication of brand with the market. This activity

becomes more important especially when brands owned by the company are directed to more than one market. For brand control, businesses should first measure brand value. Another study that can be carried out in relation to the regulator is the measurement of market behavior.

Within the scope of strategic brand management, a subject that needs to be addressed is related to international brand management strategies. It is useful to briefly mention these strategies. International brand strategies; Between 1900 and 1965, the local think-local practice was implemented between the years 1965-1990 as a local think-global practice, between 1990-2000 as a global think-local practice and from the 2000s to the local think-local practice. It can be said that the international marketing strategy used in the time period from 2000s up to the present time has turned to head in terms of development.

In this part of the study, in which marketing strategies are examined in general, it is useful to briefly mention the strategies of competition. Competition strategies may also be classified as specific sector boundaries and unclear. However, the information technology and globalization trend, which became widespread in the 1980s, made the sectoral boundaries in the early 1990s thoroughly uncertain. Competitive advantage; enterprises use four core competitiveness strategies in order to achieve all these advantages, while differentiating the business with the customers, vendors, product and service changes, and new competitors. These include product differentiation, focus, tight links between customers and sellers and low cost strategies count

Before branding decision is made, it should be examined whether the product has quality consistency and differentiation. In other words, as long as a product is high quality and different from competing products, successful brands can emerge. Leadership strategy and product differentiation strategies. In the price leadership strategy, the company is trying to be the lowest cost producer in the sector, which it is located in. Factors that can create cost advantage may arise in various ways depending on the sector. In the product differentiation strategy, enterprises are trying to be unique and unique in a number of dimensions such as quality, technological superiority and superior service offered to customers by their customers. The minimum steps a business should take to create a brand can be summarized as follows:

- i. First choose the target market,
- ii. Design a different product for this market,
- iii. To sell and have a different product from others,
- iv. To be able to introduce the product well,
- v. Finding funds somehow,
- vi. To know, search and find the world and the rich markets,
- vii. To have the ability and ability to communicate with people and buyers,
- viii. To be resolute and lucky.

2.7 BRAND DEVELOPMENT PROBLEMS

One of the problems that businesses face in brand development is the difficulty of standardizing brand names in international markets. Hence, businesses operating in international markets often use different brand names for different markets or even market segments. It should be noted that the names of different brands to be used in the target market are not previously registered by another local or international company. European consumers prefer American brands for their quality, dignity and American image. For example, Japanese use postural or female names for car models. Bluebird, Bluebannet, Sunny, Violet, Gloria American car models use more names that symbolize animal and power. For example; Mustang, Cougar, Cutlass. The first sports car Nissan sent to the US was Datsun Fair Lady. When the result was a fiasco, the name was changed to 240Z (Palumbo & Herbig, 2000: 118).

When developing a brand, it is important that the target market be compatible with brand names. Incorrect selection of brand name results in the failure of brand in the target market. In Turkey, brand development problems illustrate follows (Lahiri & Banerjee, 2018:298-300)

- i. *Production Problems:* Technical insufficiency, Supply difficulties, Inadequate R & D, Unqualified Labor Force
- ii. *Marketing Problems:* Abstract values problem, Price pressure, Distribution Market and media channels fragmentation, Lack of research, Country image is an obstacle.

- iii. *Management Issues:* Brand philosophy, dynamics to understand, Lack of vision, Short term evaluation, Staff issues, Prejudiced attitude towards innovation, Lack of information.
- iv. *Financing Issues:* Lack of resources.
- v. *Other Problems:* Easy cooperation with foreign brands, Competition, Contract manufacturing is a lack of production and protection.

Brand may be adversely affected by misconduct, for example by moral or financial misconceptions or misleading penalties due to the wrong actions of the famous persons who are involved in the advertising activities of brand in advertising activities. The wrong public relations activities or negativities to be made in the special events (competitions, concerts, festivals and other events) that are sponsored by the employees negatively affect the development and growth of brand. All these issues cause brand to lose its value in the market and its sales are affected and thus lose its front in the market. The positioning of a brand that lost position in the target market again in the minds of customers again becomes costly sometimes (François et al., 2017:420).

3. DATA AND METHODOLOGY

This section explains objective of the research, methodology, sampling methodology, and data collection methods.

3.1 PURPOSE AND IMPORTANCE OF THE RESEARCH

The aim of the study is to examine the process of making brand into a global brand. This study considers Fabricca Design which is an entrepreneurial fashion jewelry company and how it grows from a small retail business into a fashion brand known in Europe and Dubai.

Importance of this study is that it covers internationalization strategies such as distributing through selected stores and online platforms as well as creating brand recognition using celebrities and designer cooperation activities.

3.2 METHODOLOGY

In this research, the analysis of the reflections of the process of becoming an international global brand in the national level was evaluated and document analysis technique which is one of the qualitative research methods was used. Documents are important sources of information that should be used effectively in qualitative research. Document review covers the analysis of written materials with information on the facts or facts intended to be investigated. Documentation analysis, a procedure used to examine and evaluate documents is very important in qualitative research (Bowen, 2009:27-28).

A descriptive method using qualitative measurement techniques is adopted. Qualitative research aims to determine the meaning of a phenomenon through explanation. It aims to develop concepts that will help you understand natural phenomena by emphasizing participants' meanings, experiences and perspectives. Unlike quantitative research, qualitative research does not use statistical methods but uses actual settings. It does not attempt to determine causal estimation, but tries to understand and demonstrate similar events or conditions (Al-Busaidi, 2008: 11).

Concepts such as reliability, validity, and generalizability are often linked to quantitative research, but qualitative research does not use these concepts. Instead, it uses alternative criteria such as qualitative research, accuracy, consistency and applicability. The real value is to acknowledge that more than one real situation is possible, and the purpose of the researchers is to see the situations correctly without methodological prejudice. Consistency explains the methods that researchers use reliably. Finally, applicability explains that the findings can be used in different situations, contexts and for people (Noble & Smith, 2015:34).

There are a number of steps that can be followed during document review. However, these steps should be considered as a general guideline. Each researcher can reinterpret these phases according to the nature of the research problem, the data they intend to achieve as a result of the document review or the extent to which they want to examine the documents in detail. Document review can be carried out in five main stages: (1) accessing documents. (2) controlling the authenticity. (3) understanding of documents. (4) analyzing the data and (5) using the data (Forster, 1995:22-23).

3.2.1 Data Gathering

Within the scope of the research, the “Fabricca Design” brand, which is the local brand of the researcher conducting this thesis study. The information gathered from the documents provided by the brand and the tools used to analyze online statistics of the brand, such as Google Analytics, Social media statistic programs etc.

3.2.2 Sample Selection

The fashion jewelry market consists of firms that are global including Cartier, Tiffany’s, and Bulgari. These firms have direct retail and authorized distribution in the USA, Europe and Japan with billions of dollars in revenue/year and thousands of employees. The luxury fashion jewelry market is defined by the craftsmanship, expensiveness and uniqueness as well as its elitist characterization. The total luxury goods market globally has doubled in the last ten years and is estimated at \$220 billion. In the past ten years, as much as 40%

of the luxury market has been in Japan as the Japanese have an almost insatiable appetite for luxury name brands (Gumbel, 2007).

This study covers Fabricca Design which is a national jewelry brand founded by Dilara Karayazı Öksüm who conducts this thesis study. The brand is Fabricca design, a special handmade design accessory brand inspired by African culture and unique in Turkey. The founder of the brand, the brand's products as a well-known design accessory brand in Turkey in Europe, Dubai and the United States market, to be different, brave and innovative women who love to reach established in order to deliver.

Figure 3.1: Logo and slogan of Fabricca Design



Source: Fabricca Design, (2019)

Today, the rapid development of information and communication technologies has led both businesses and consumers to use internet and web tools. The most important of the Internet and web tools is the social media concept, which allows users to express themselves and communicate with other users. One of the consequence,

,s of this is the concept of social media marketing, a new generation marketing concept based on the interactive participation of consumers in this new media environment. Content in social media tools and applications is shaping consumer buying behavior and social media marketing.

The hypothesis which this study is based on is that a brand can be brought to the international level only with a strong 360-degree marketing strategy.

3.2.3 Data Analysis

The data has been analyzed by rating the datas gathered both from the brand and the tools according to their relevancy based on the topics covered in this study. According to the relevancy rating the document is reviewed personally by the conductor.

3.2.4 Research Limitations

The main limitation in this study is that of lack of data about jewelry industry which is a niche industry for making generalisations. However, this case brings valuable insights to improve understanding in this industry.



4. FINDINGS

The results of the document analysis were analyzed in this part of the study.

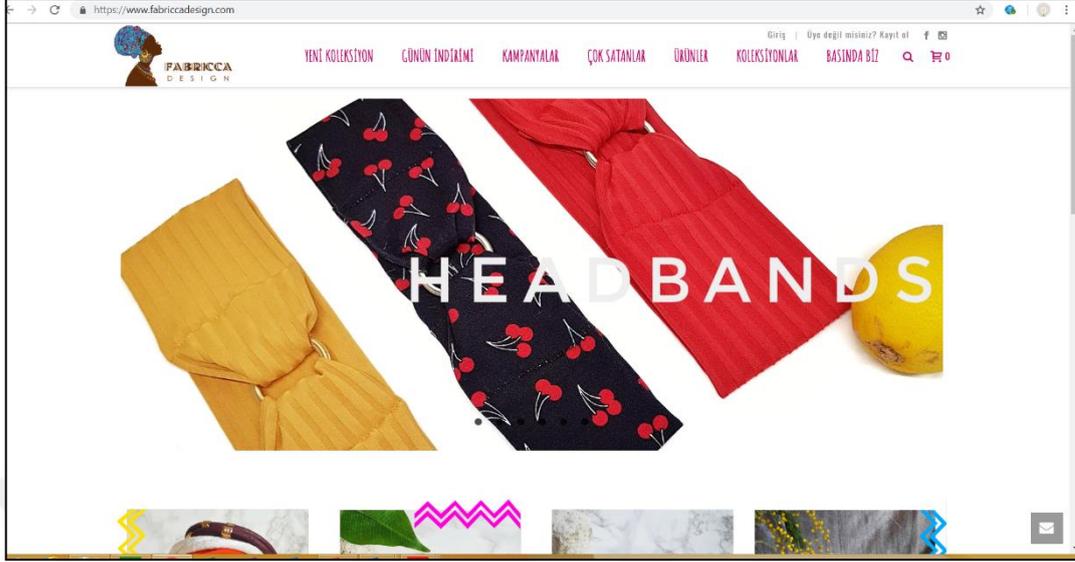
4.1 ORIGIN OF FABRICCA DESIGN BRAND

Shopping, which used to be seen as a physical concept based on the supply of needs, gained a sociological meaning today. People need to buy to eliminate social threats and risk factors. Shopping has become another form of self-identification, special feeling and even self-indulgence rather than a fashion discourse like “shopping gives happiness”. In other words, shopping has emotional benefits as well as physical benefits. Consumers tend to meet their basic hedonistic needs, such as their purchase behavior, or perhaps unwittingly liking and appreciation.

As long as hedonistic needs are not met, he / she can talk about a person who has completed his / her physical needs but has not completed his / her emotional and psychological needs. From this point on, the Fabricca design brand gives consumers the opportunity to carry an accessory designed for them at a relatively affordable price by feeding their desire to feel special and addressing their hedonistic needs.

The brand’s website which can be seen in Figure 4.1 contains the following introductory information about the brand: “Fabricca design brand aware that a complete and flawless style can not be without accessories, since 2014, each of which is different and unique, completely produced with hand workmanship, presents its accessories to its customers. The most important inspiration on this journey is the mystery of African style, where colors and patterns lead. In Fabricca Design Designs Fed on the multi-cultural ethnic and nomadic spirit of Africa, it takes an eclectic image from these concepts and aims to become indispensable to free, self-confident, loving to live and have fun, believing in the energy of colors and using this energy without hesitation in all areas of its life.” (Fabricca Design-Official Website, 2018).

Figure 4.1: Fabricca Design-official website, 2018



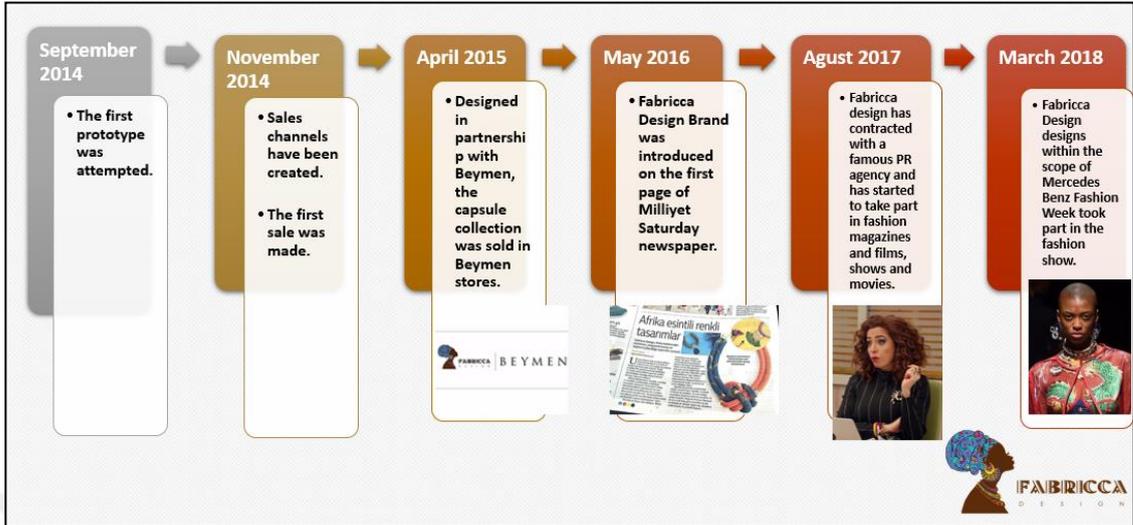
Source: Fabricca Design official website, (2019)

4.2 PROCESS OF FABRICCA DESIGN BRAND

The Fabricca design brand was first launched in September 2014 with a protip study. In November 2014, the brand's sales channels were created and the first sale was made. In April 2015, the Joint designed capsule collection with Beymen went on sale in Beymen stores. In May 2016, Fabricca design brand was introduced on the first page of Milliyet Saturday newspaper. In August 2017, Fabricca design agreed with a famous Public Relation (PR) agency to take part in fashion magazines and films, shows and films. In March 2018, Fabricca Design designs were included in the fashion show as part of the Mercedes Benz Fashion Week.

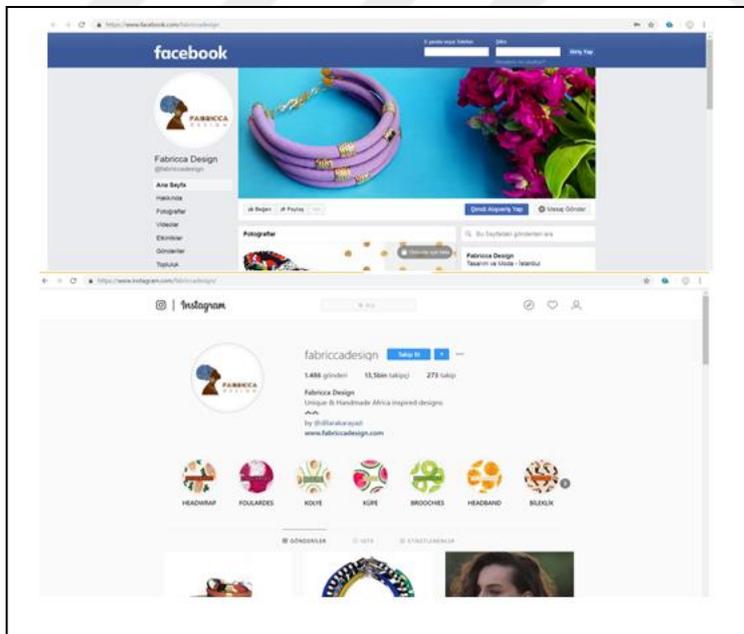
Development process of the brand by years is stated in detail in the following Figure 4.2.

Figure 4.2: Development process of the brand by years



The brand has Facebook¹ and Instagram² social media accounts and actively shares and attracts the attention of the customer as can be seen in Figure 4.3.

Figure 4.3: Social media accounts of “Fabricca Design”



Source: Official social media accounts of Fabricca Design, (2019)

¹ <https://www.facebook.com/fabriccadesign>

² <https://www.instagram.com/fabriccadesign/>

Social media, which has become an indispensable part of everyday life with the developments in information and Communication Technologies, is an extremely important force that affects many areas of life. This platform, where billions of users from all over the world participate voluntarily, plays an important role in the purchasing process, allowing consumers to easily access any information they need about their products and services, as well as providing them with the opportunity to deliver their messages to their target audience at low cost and effectively. It is a fact that consumers are beginning to have more say in the communication age when they can easily meet with the development of goods or services they demand. This leads to increased competition for producers. In this increasingly competitive environment, social media has become very attractive for businesses, gained superiority and attracted the attention of consumers. The attractiveness of social media for businesses is based on the opportunities it offers. With social media, businesses can carry out their marketing activities at a low cost, reach more people, respond quickly to the needs of customers and attract customers by publishing effective messages. These advantages also make social media a necessity for businesses.

In addition to the characteristics of traditional media, social media has characteristics that are different from traditional media, such as interconnected and interacting with each other. Since the content created in the traditional media is one-sided, it is difficult to understand the effect's recycling. However, in social media this situation can be met immediately with instant messages and the impact can be understood more easily. This social media speed and cheaper content compared to traditional media encourages businesses to use this channel. Considering that the cost is the most effective factor in marketing activities, reaching mass audiences in social media with almost zero costs and carrying out marketing activities causes enterprises to carry out marketing activities in social media. The fact that the cost is too low does not only mean that large businesses have a say in the market, but also that new and small businesses need to specify their names and marketing studies published in social circles. When social media is considered as good for businesses, the relationship between producers and consumers has a different meaning. Businesses are gaining loyal customers by delivering faster and faster solutions to their needs with the help of social media. This allows businesses to become brands.

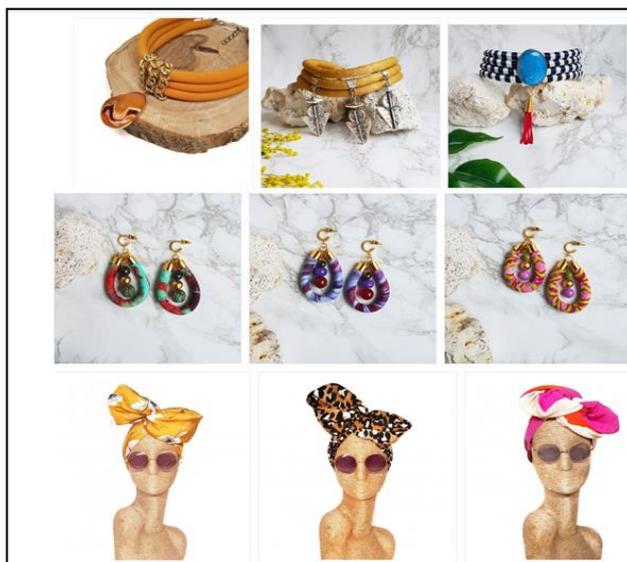
4.3 PRODUCTS

Models carrying African breezes are complemented by fabrics and accessories selected by the customers themselves which can be seen in Figure 4.4. Thus, the customer feels that he is in control. Each product is designed to be planted in the hand. Customers shape the process according to their tastes by choosing between the available options. Thus, each product is made as "customized" in real terms. Thus, while each of them retains authenticity in design with different designs, there is a pleasant shopping experience for the customer who manages the process. All these ingredients are the secret sauce of Fabricca design's success.

Products belonging to "Fabricca Design" brand are 6 categories. These are necklaces, earrings, headwamps, headband, bracelet, branches, foulardes, twillies and sets. These products has the following characteristics:

- a) Easy to clean, long life,
- b) Non-allergenic gold plated and metal apparatus,
- c) Lightweight and not neck-tired materials,
- d) Hand-knitted fabric ropes,
- e) Natural stones are unique.

Figure 4.4: Products of "Fabricca Design"



Source: Fabricca Design official website, (2019)

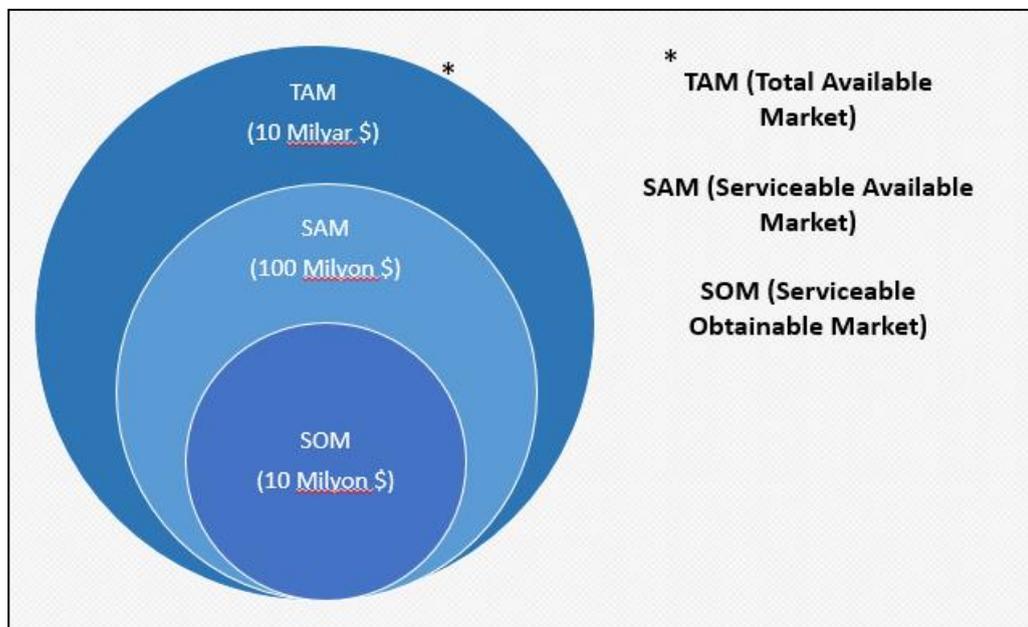
4.4 INCOME MODEL

Here is the income model of the brand that addresses bold and innovative women who like to be different from the style:

- i. According to the evaluation made from Instagram account of brand with current 13.500 followers, 300 thousand people have access, 10 thousand profile visits and thousand followers,
- ii. Monthly site traffic 5,000 individual users,
- iii. 7 out of 10 customers who visit the website buy products,
- iv. Payment option via credit card and money order via website,
- v. Sales through the online / physical platforms where the brand is located,
- vi. Workshops

In the world; Total Available Market (TAM) is 10 Billion Dollars; where its market in Serviceable Available Market (SAM) can be served 100 Million dollars and Serviceable Obtainable Market (SOM) is 10 Million Dollars and is included in Figure 4.5.

Figure 4.5: Market of brand



The brand achieves an average growth of 10-15% every year.

"Fabricca Design" is a brand effort that attempts to incorporate 360 degree branding into

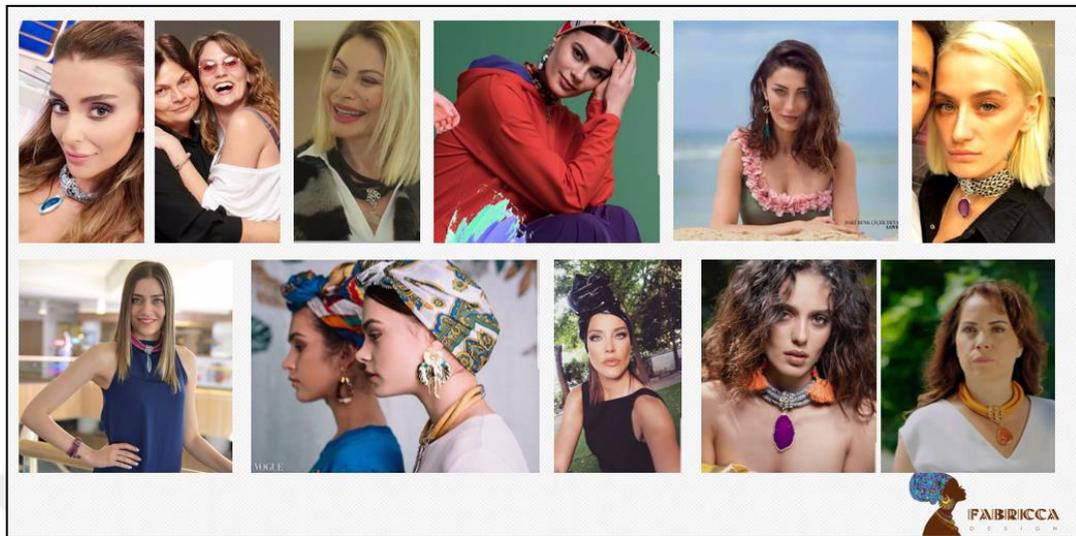
a holistic approach, so that the brand always contacts and becomes visible to customers. In this way, the brand, which creates a unique brand philosophy that focuses on consumers, helps to predict all aspects of consumer needs. The brand, which was established in 2014, constitutes a brand image with 360 degree branding.

Figure 4.6: Brand's growth strategy (360 degree branding)



One of the most important strategies that brands use to attract attention and create awareness in modern advertising is their famous use or star strategy. The use of celebrity or star in advertisements that have a strategy perception that can offer success in the marketing of products and brand positioning efforts in the shortest way and in the most effective way, even though it causes high costs for brands, increases the chances of reaching communication targets greatly. From here, "Fabricca design" brand to attract consumers and create a brand image to use the famous strategy for advertising purposes.

Figure 4.7: Famous use of the "Fabricca Design" brand for advertising



4.5 MARKETING MIX OF FABRICCA DESIGN BRAND

4.5.1 Products

The most important feature and value of Fabricca Design products is that each product is custom made and is in a personal relationship with the owner. Since each design is different, each jewelry is custom made. As a result, customers feel closer to their jewelry and feel like they have taken a piece of art rather than buying a normal jewelry.

Fabricca Design draws inspiration from African history and designs necklaces, earrings and bracelets. All designs are made by hand sewing of fabrics and the source of the name Fabricca comes from the word fabric.

4.5.2 Advertising

Fabricca Design targets A class customers in Turkey, Amsterdam and Dubai and implements advertising strategies. Fabricca Design advertisements published in magazines in Turkey. Besides, it is used in TV series and movies because of advertising activities with PR agency and used by celebrities in events and shows.

Fabricca Design also uses digital marketing methods for advertising activities. By doing

various SEO works on Google, especially on social media such as Instagram and Facebook, it targets a class customer and tries to reach them in every way it can.

4.5.3 Trade Shows

Fabricca Design made a marketing strategy using the awareness of fashion designer Şiyar Akboğa. Şiyar Akboğa used Fabricca Design designs in his fashion show as part of Mercedes Benz Fashion Week. In the years that followed, the two designers collaborated and brought together their creative perspectives and shot many fashion shoots for magazines.

4.5.4 Pricing

The price range of Fabricca Design jewelery is between 70 and 200 Turkish liras. This price range is ideal because the products are handmade, and each product is individually designed. Fabricca Design targets a group of customers who value cultural assets, are interested in fashion and love to be different. Therefore, this price range remains reasonable because the Products are unique and creative and also targeted to a specific customer group.

4.5.5 Distribution

Fabricca Design's distribution strategy is to make consignment and wholesale agreements with designer stores. Thanks to this strategy, the brand started to sell in two stores in Amsterdam and Dubai. There are also overseas sales through the online website of the brand. Currently, Fabricca Design is looking for investors to cooperate in other countries where it sells through its online website.

In addition to store sales, Fabricca Design also cooperates with other online sales platforms with local and global sales.

Fabricca Design has a showroom and workshop in Istanbul. In this showroom, customers can both see and test the products, buy and also participate in workshops organized by the brand and see the construction of the products and design their own jewelery.

Although there is a great opportunity in the US market, the current production capacity

and the fact that high quality handmade products are designed constitute an obstacle for entering the US market. To overcome this, Fabricca Design explores the idea of creating a mass-produced design collection.

4.5.6 Competitors

One of the competitors of Fabricca Design is ready-to-wear stores such as Zara, H&M, which sells accessories. Established in 1975, Zara is the flagship of Inditex (Industria del Dise˜no Textil, SA), a holding company located in Galicia (Northwest Spain). In a relatively short time frame Inditex has become the world's second largest clothing retailer with 2,692 stores spread across 62 countries worldwide by the end of January 2006. (Carmen Lopez, Ying Fan, 2009, pp:280-281)

The store acts not only as a point of sale but also influences the design and speed of production. It is the end and starting point of the business system. Zara's production cycle starts with customers' judgements on the new designs of clothes and accessories and the information collected by staff members who travel to fashion cities, observing people on the streets, browsing publications and visiting the venues that are frequented by their potential customers (Fabrega, 2004).

Another major competitors are accessories stores such as Pandora and Accessorize. Pandora designs, manufactures and markets hand-finished and contemporary jewellery made from high-quality materials at affordable prices. Pandora jewellery is sold in more than 100 countries on six continents through more than 7,700 points of sale, including more than 2,600 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, Pandora employs more than 27,700 people worldwide of whom more than 14,000 are located in Thailand, where the Company manufactures its jewellery. Pandora is publicly listed on the Nasdaq Copenhagen stock exchange in Denmark. In 2017, Pandora's total revenue was approximately EUR 3.1 billion.³

³ <https://www.pandora.net/en-ie/company/about>

With low production costs and an efficient supply chain, Pandora could provide affordable, hand-finished jewellery for the mass market. Pandora's collection grew to include an assortment of rings, necklaces, earrings and watches. Pandora started selling its signature bracelets in 2000 after a patent and several years of development. (Chavie,2016)

Table 4.1: Opportunities and Challenges of Fabricca Design vs. Competitors

	FABRICCA DESIGN	RtW stores (Zara,Mango,H&M)	Jewellery Store (Pandora,Accessorize,..)	Boutique Accessory Stores
Design				
- Uniqueness	+	-	-	+
- Story/Concept	+	-	-	-
- Customization	+	-	- (except Pandora)	-
Quality				
- Handmade	+	-	-	+/-
- Quality of the material	+	-	+	+/-
Price	+	+	-	+
Sales&Distribution	+	+	+	-
Customer friendly	+	+	+/-	+

4.6 BRAND RELATED CONCEPTS ABOUT FABRICCA DESIGN BRAND

A successful branding can be done if there is 360 brand management system, which forces us to focus on brand related concepts as mentioned in section 2.2

4.6.1 Brand Identity

Brand identity is the aggregation of what all you (i.e. an organization) do. It is an organizations mission, personality, promise to the consumers and competitive advantages.⁴ The brand identity of the Fabricca design brand is that each product is unique, each design is handmade and tailor-made. Thus, if brand identity is defined in three words, for the Fabricca Design brand these three words become uniqueness, handmade and custom made.

⁴ <https://www.managementstudyguide.com/brand-identity.htm>

4.6.2 Brand Personality

Brand personality is how a brand speaks and behaves. In other words, Brand personality is a branded human being. In addition, brand personality refers to all the experiences that customers experience with the brand. These characteristic features can be found both by the persons with whom the brand cooperates, as well as advertising packaging etc. through. In this context, if Fabricca Design brand were a person, its characteristic features would be cheerful, brave, fashionable and loving to attract attention. This creates the personality of the Fabricca Design brand.

4.6.3 Brand Image

Brand image is a concept about how customers see the brand. This concept can also be defined as the unique associations that come to mind with the brand of the target audience. Brand image is a brand and products' perception about customers. The motivation behind the brand image concept is that the customer not only buys products / services, but also buys the image that the brand promotes. In this concept, the brand image of the Fabricca Design brand is being uniqueness, colorful and recognizable in the crowd.

4.6.4 Brand Awareness

Brand awareness is a concept about how familiar the customers are to the brand in daily life and how they know the products. Brand awareness includes two concepts: brand recognition and brand recall. Brand recognition refers to the recognition of the brand when the customer is asked questions about the brand or when customer sees items such as logo, product or brand. The concept of brand recall is that when a customer is given a clue about the brand or when the product category is mentioned, the brand recovers correctly from the memory. Fabricca Design use advertises in digital platforms and use guerilla marketing to build the brand awareness concept in the customer's mind. It cooperates with celebrities and gives products to TV shows and TV

series. Fabricca Design participates in trade shows and most importantly tries to reach potential customers by using word of mouth marketing. there are six key factors that drive what people talk about and share. They are organized in an acronym called STEPPS which stands for:

- i. *Social Currency* - the better something makes people look, the more likely they will be to share it (Berger, Jonah; Milkman, Katherine L, 2012)
- ii. *Triggers* - things that are top of mind (i.e., accessible) are more likely to be tip of tongue (Berger, Jonah; Schwartz, Eric M, 2011)
- iii. *Emotion* - when we care, we share. High arousal emotions increase sharing (Berger, Jonah; Milkman, Katherine L, 2012)
- iv. *Public* - the easier something is to see, the more likely people are to imitate it (Berger, Jonah; Schwartz, Eric M, 2011)
- v. *Practical Value* - people share useful information with each other
- vi. *Stories* - stories carry messages and generate insight throughout the journey

4.6.5 Brand Associations

Brand associations are visuals and icons associated with the brand. For example, blue color with Pepsi, Nokia sound etc. Associations are not the reason to buy, but it adds an unimaginable differentiation and uniqueness. In this context, the brand associations of Fabricca Design brand are the African colors and African woman figure, which is also included in the logo.

4.6.6 Brand Loyalty

Brand Loyalty is where a customer is afraid to buy from another brand and does not trust another brand. It is measured by methods such as word of mouth, repetitive buying, price sensitivity, commitment. Brand-loyal customers want to be part of an organization. Marketing and advertising budgets decrease as loyalty increases because loyal customers start marketing the brand. As loyalty increases, the customer connects to the brand and the competitive movements decrease. Fabricca Design attaches great importance to the loyalty of its customers to the brand. In this context, Fabricca Lovers

Club was established. This organization not only increases the loyalty of the customers, but also all the customers who are members of this organization become brand ambassadors. The customers in this organization are given discounts and special privileges such as special campaigns. As the customers are pleasant and feel like the ambassador of the brand, they can advertise the brand to other potential customers. According to the values measured with the Google Analytics tool, Fabricca Design has a 70% returning customer. This is the rate of customers who shop once on the website of the brand and then shop for the second time. This ratio is quite high in terms of customer loyalty.

4.6.7 Brand Value

Spending on brand value and brand building has become an accepted part of the balance sheet. Expenditures to capitalize brand value and meet brand promotion are budgeted and accounted on the balance sheets and in most cases calculated to reflect the value of a brand's return on investment over time. Brands have a value. Market leadership or profitability of a product or business is proportional to the value of a brand. In this context, the value of the Fabricca Design brand is that it is unique in its market.

4.6.8 Attitude Toward Brand

The attitude towards brand represents the customer's perspective on the brand. This concept is effective in purchasing decisions and brand communications. Although it is a hand-made and have a niche product scale, the customer's point of view of the Fabricca Design brand is that although it has different and valuable hand made products and is accessible and economical due to its reasonable prices.

4.7 INTERNALIZATION PROCESS OF FABRICCA DESIGN BRAND

In this section, the transformation of Fabricca Design from a local brand to a global brand will be examined. After reaching a certain level of saturation in the local sector, the brands aim to open up to global markets and to find new opportunities and to increase their target audience and to increase their sales. Fabricca Design started the branding process as a local brand. In this process, sales continued through online platforms only locally. There

is a person who is responsible for following all the processes of the brand such as production, communication with customers, sales and cargo. In the meantime, the brand has created a 360-degree marketing strategy by analyzing its competitors and following the activities and strategies implemented by them and has incorporated the costs of the activities into the brand budget in order to adapt the ones suitable for the brand. The 360-degree marketing strategy includes digital marketing activities, collaborations with the PR agency, collaborations with other fashion designers, and guerilla marketing as mentioned in the previous sections. A large part of this strategy is the advertising budget given through social media. Nowadays, when the right target audience is caught, social media ads return to brands. Consignment and wholesale agreements were made with the stores selling designer products in the local market. In this way, the brand continued to expand in the digital environment, while physically began to meet customers. Customers had the opportunity to test the products and get in touch with them physically. one of Turkey's largest store design was made with the cooperation Beymen and Beymen a special capsule collection was launched. By following customer movements and analyzing demographic characteristics, customer targeting was made, and Fabricca Design brand became known locally thanks to this accurate targeting. As a result of this recognition, brand awareness began to increase with the activities of sending products to celebrities and using celebrities' products. With this awareness, PR agency and brand collaborations started. After this point, the products were promoted in series and magazines and an interview was made about Fabricca Design in one of the biggest local newspapers. When the brand reached the level of saturation in the local level of awareness and the sales increased thanks to this awareness, Fabricca Design began to invest to open and sell to the foreign market.

A budget was created to make these investments. The following items were included in this budget, which was allocated to promote and sell the brand to the global market:

- i. Social media ads
- ii. Magazine ads
- iii. PR collaborations
- iv. Collaborations with celebrities
- v. Agreements with designer shops

After the budget breakdown was made, work was started for the activities included in the

budget. The city, which will be the first sales in the global market, was chosen as Dubai because of the fashionable and socio-economic situation of the consumer. The UAE is a ready-made market for luxury brands - wealthy citizens and tourism are big drivers for the sector. In fact, Dubai alone accounts for 30% of the Middle East's luxury market. One study found that UAE citizens spend around 30% of their salary, or £ 1,450 a month, on luxury goods. To appeal to this luxury mindset, to emphasize the quality, craftsmanship and status of your brand. The UAE was recently eighth in a list of countries whose consumers are trading up from mid-market brands. So, highlight the luxury aspects of your product and manufacturing processes to prove your superiority.⁵

Audience targeting customers in Dubai was created and advertising started on social media. Designer stores were searched and an agreement was made with Fabricca Design products. At the same time, global sales for Dubai were opened in the first place through the online website. Future plans for the Dubai market include collaborating with celebrities and advertising for the most popular magazines.

Fabricca Design, which wants to target the European market simultaneously while entering the Dubai market, has started to exhibit its products in Amsterdam with a design store in the Netherlands, which is the most mixed in Europe's cultural mix. Social media ads aimed at the audience were launched and a PR agency in Amsterdam was agreed and the products were sent to the agency for the use of foreign series and cooperation with celebrities.

4.7.1. Global Marketing Strategy of Fabricca Design

While customers expect a consistent brand, they also want to make personal and relevant contacts. For this reason, while keeping the brand locally relevant, at the same time, to ensure global brand consistency, brands must constantly find creative ideas.

Glocalization is taking over the world of digital marketing as it blends the global power of brands, products and services with a customized approach.

⁵ <https://www.wordbank.com/uk/blog/international-marketing/consumer-behaviour-in-uae/>

Glocalization is the Global marketing strategy of Fabricca Design brand. Glocal brands can be considered global brand that have worked to localize themselves by creating a strong connection to the local markets that they serve.

For example: In order to stay locally relevant while maintaining a consistent global brand identity, Missguided focuses on retaining a ‘glocal’ strategy. They offer the same brand, the same proposition and the same products, but they tailor it all to make it more locally relevant. In France, Missguided dials up the quality a little bit more, because French consumers are particularly interested in that. In contrast, the primary driver in the United States is impatience to gain goods quite quickly, requiring a focus on speed of delivery.⁶

Fabricca Design products are designed differently for each country according to customers' demands and lifestyles. For example, while the target audience in the Dubai market likes sparkling and flashy designs, customers in Amsterdam market prefer simple, less colorful designs. For this reason, localization of products was made and a different product scale was designed for each country as can be seen in Figure 4.7.

Figure 4.7: Localization of Fabricca Design products



Source: Fabricca Design, (2019)

⁶ <https://www.cmo.com.au/article/583986/going-glocal-how-global-brands-can-meet-local-customer-promises/>

5. CONCLUSION

The aim of this research is to investigate the methods that should be applied to move a local brand to a global brand. In this research conducted with the document review method, when a brand is saturated at the local level in terms of recognition and sales volume, the brand should be moved to global level in order to reach new target audiences and increase sales volume. While taking a brand to the global level, the most important elements are to create the brand's identity correctly and implement a 360-degree marketing strategy. The results show that when these strategies and methods are applied, a brand can be successfully moved to a global brand level.

A brand is a marketing and advertising activity that sells a unique product and influences and shapes the customer's purchasing decision. In this context, a local brand Fabricca Design is examined in this study. As mentioned in the literature review, there are eight important concepts to define a brand well and establish its identity. For Fabricca Design, each of these concepts has been created according to the results of research and customer movements and brand identity has been created. Brand positioning strategies were discussed and local and global strategies of Fabricca Design brand were explained in line with these strategies. The importance of being an international brand is discussed and the concept of global brand is explained.

Marketing is a process of change. The product, service or idea contained in the seller is purchased by the buyer. Thus, products, ideas or services are changing hands. In order to understand how the marketing concept is transformed into marketing communication and integrated marketing communication concepts, it is necessary to follow the developments in marketing concept. The first understanding of marketing is the sovereignty of production. Accordingly, mass production is done and the company aims to increase the production of the customer's influence is not at the forefront. Second understanding is the product phase. In this understanding where good product is dominant, companies attach importance to product quality. The next understanding is the dominance of the sales approach. In this period, the dominant idea, "what will produce" idea. In the following years, both the changes in the world and the understanding of the damages to the companies

have damaged the modern marketing concept.

The marketing strategies of the Fabricca Design brand at both local and global levels are explained and found to be compatible with the literature. In order to open up to much larger markets in the future, it is necessary to enlarge these strategies and move forward the Glocalization strategy adopted by the brand.

The concept of brand increases the reflection of consumers to life standards in accordance with today's marketing strategies. Thus, the so-called phrase, scientific literature and marketing language, adapted to our daily speech language, has found a general use area. This power, which directs consumers' buying behavior, makes them feel all the power in the global markets. Many international organizations operating in the global arena are able to change the lifestyles of a lot of people by influencing the structure of different cultures with the brands they create. This can only be explained by the strength of the values that brands have added to their lives beyond the physical wounds they offer to their consumers. In the competition created by the brand world, no business that has not been branded can be accommodated in the market. These organizations can only survive for a short period of time and eventually disappear.

As a result of the need to strengthen the concept of the brand, the spirit it carries and the image it creates on consumers, and the need to establish a sustainable credibility for the brand, marketers can look at the classic forms of communication such as advertising, promoting sales, and so on. apart from that, it has focused on public relations activities. Those who want to exist in the global market in enterprises must establish brand management for the market. This manager should take an active role in following promotion strategies that will ensure that the product/brand is successful in the movement of the product / brand from the local to the sphere during all lifetimes. There are different life phases of a brand. It's like introduction, growth, maturity, decline and death. Each phase requires different promotion strategies. Characteristics of the brand manager's local markets on an international scale (geographical, demographic, cultural, political, technological, legal), as he knows Economic, he should also know the characteristics of global markets. It should collect and analyze the information by following the global markets on its travels

to these countries as well as collecting information by taking advantage of the opportunities of technology.

Fabricca Design brand has been examined within the scope of all these concepts. Moving the brand from a local level to a global level has been examined within the scope of the literature, and as a result of the research, it has been observed that the methods applied in the literature are effective in the growth process of the brand.

In order for the brand to be successful in the global market, feedback should be received from consumers and satisfaction surveys should be conducted on the product/brand. These surveys can help the company to develop and implement new ideas related to the vision of the future. For example, brands may have problems in providing after-sales services, such issues cause the brand to lose its market share in the global market. Measures to be taken here and the improvement of services will play a major role in keeping the brand in the global market. Customer/consumer product in the market easy, comfortable, affordable product purchasing experience while at the same time, the fun factor should not be ignored. Customer/consumer should be able to enjoy it when buying the brand and establish an emotional connection with the brand.

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Other Resources

<https://www.facebook.com/fabriccadesign>

<https://www.fabriccadesign.com/>

<https://www.instagram.com/fabriccadesign>

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