

**T.C.  
ISTANBUL AYDIN UNIVERSITY  
INSTITUTE OF GRADUATE STUDIES**



**THE EFFECT OF BRAND STRENGTH ON CONSUMERS BEHAVIOR  
DURING COVID-19: AN EMPIRICAL STUDY**

**MASTER'S THESIS**

**Diala Khaled Haroun Al. KHUSHMAN**

**Department of Business  
Business Administration Program**

**AUGUST, 2022**



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**AUGUST, 2022**

**APPROVAL PAGE**



## **DECLARATION**

I hereby declare with respect that the study titled with “The Effect Of Brand Strength On Consumers Behavior During Covid-19: An Empirical Study” has been written by myself following the academic rules and ethical conduct. I also declare that all materials benefited in this thesis consist of the mentioned resources in the reference list. I verify all these with my honor.

Diala Khaled Haroun Al. KHUSHMAN

## **FOREWORD**

I want to express my gratitude to Dr. Üyesi Tayfun Tuncay Tosun for his unceasing support, motivation, and encouragement of me as well as for continuing to provide me with rich information and his experience to enhance my thesis. I dedicate this thesis to my dear family, who has always been my biggest supporters. My mother and father sacrificed a lot for me, and I will always be grateful to them. I'd also like to thank my lovely friend "Isra'a Abu Hudiab" and her husband "Ayhan Bishkin," my overseas friends, sisters, and brothers, who have always encouraged me to do my best to succeed. As well as for everybody who reads this study and finds it useful. Finally, I hope that my master's degree will mark the start of a successful and professional life... thanks for all.

July, 2022

Diala Khaled Haroun Al.KHUSHMAN

# **THE EFFECT OF BRAND STRENGTH ON CONSUMERS BEHAVIOR DURING COVID-19: AN EMPIRICAL STUDY**

## **ABSTRACT**

The Economic sectors and global trade movements around the world have been significantly affected since the outbreak of Covid-19 was announced. As a result of these effects, many companies have changed their marketing tactics and developed new digital products and solutions for consumer groups. This gives a competitive advantage in an attractive online environment and has a significant impact on the value of the brand as it provides the opportunity to acquire customers electronically. In this study, "Fox Brand Collection", a new Jordanian brand that increased its earnings during the Covid-19 period in Jordan, is analyzed. The analysis results demonstrate that the vast majority of consumers express their admiration for the quality and luxury of a new Jordanian brand, "Fox Brand Collection", and that this new brand takes into account the needs of its customers. This research offers that the focus of future academic studies in this area should strengthen electronic advertising campaigns in attracting brand-generated emotions and feelings by demonstrating the brand's relevance to the individual's lifestyle and its ability to express the consumer's personality and provide the customer a high status "Elegance and Confidence".

**Keywords:** Covid-19, Brand awareness, Brand loyalty, Purchase Decision, Brand trust, "Fox Brand Collection", Jordan

# COVID-19 SÜRECİNDE MARKA GÜCÜNÜN TÜKETİCİ DAVRANIŞLARINA ETKİSİ: AMPİRİK BİR ÇALIŞMA

## ÖZET

Covid-19'un yayılmaya başladığının açıklanmasından bu yana dünya çapında ekonomik sektörler ve küresel ticaret hareketleri önemli ölçüde etkilenmiştir. Bu etkilerin sonucunda birçok şirket, pazarlama taktiklerini değiştirmiş, tüketici grupları için yeni dijital ürünler ve çözümlerler geliştirmiştir. Bu, cazip bir çevrimiçi ortamda rekabet avantajı kazandırır ve elektronik olarak müşteri kazanma fırsatı sağladığı için markanın değeri üzerinde önemli bir etki yaratır. Bu çalışmada, Ürdün'de Covid-19 döneminde kazançlarını artıran yeni bir Ürdün markası olan "Fox Brand Collection" analiz edilmiştir. Analiz sonuçları, tüketicilerin büyük çoğunluğunun yeni bir Ürdün markası olan "Fox Brand Collection"nin kalitesine ve lüksüne olan hayranlığını dile getirdiğini ve bu yeni markanın müşterilerinin ihtiyaçlarını dikkate aldığını gösteriyor. Bu araştırma, bu alanda gelecekteki akademik çalışmaların odak noktasının, markanın bireyin yaşam tarzına uygunluğunu ve tüketicinin kişiliğini ifade etme ve müşteriye yüksek bir statü "Zarafet ve Güven" verme yeteneğini göstererek, marka tarafından üretilen duygu ve hisleri çekmede elektronik reklam kampanyalarının güçlendirilmesini önermektedir.

**Anahtar Kelimeler:** Covid-19, Marka bilinirliği, Marka sadakati, Satın Alma Kararı, Marka güveni, "Fox Brand Collection", Ürdün



## TABLE OF CONTENT

<b>DECLARATION</b> .....	<b>i</b>
<b>FOREWORD</b> .....	<b>ii</b>
<b>ABSTRACT</b> .....	<b>iii</b>
<b>ÖZET</b> .....	<b>iv</b>
<b>TABLE OF CONTENT</b> .....	<b>v</b>
<b>ABBREVIATIONS</b> .....	<b>viii</b>
<b>LIST OF TABLES</b> .....	<b>ix</b>
<b>LIST OF FIGURES</b> .....	<b>x</b>
<b>I. INTRODUCTION</b> .....	<b>1</b>
A. Statement Of The Problem.....	2
B. Purpose Of The Study .....	3
C. Research Questions .....	4
D. Significance Of The Study .....	4
E. Assumptions.....	4
F. Limitations .....	5
<b>II. LITERATURE REVIEW</b> .....	<b>7</b>
A. The Origin & Development of the Brand .....	7
B. Loyalty to the Brand in Light of the Covid-19 .....	9
C. Competitive Intelligence in Increasing the Strength of the Brand.....	11
1. Competitive Technology Intelligence .....	12
2. Marketing/ Market Intelligence.....	13
3. Business Intelligence.....	14
D. The Political, Social & Economic Crisis Facing the Brand:.....	14
E. Characteristics & Causes of the Marketing Crisis affecting the Building of Brand Value: .....	15
1. The Effect of Brand Value on Consumer Behavior:.....	17
2. The Effect of Price Level on Consumer Behavior:.....	18
3. The Effect of Electronic Advertising on Consumer Behavior:.....	19

<b>III. THEORETICAL PART .....</b>	<b>22</b>
A. Brand Strength .....	22
1. Brand Equity .....	22
a. Definition of Brand Equity .....	22
b. Understanding of Brand Equity .....	23
c. Brand Equity Effect on Profit Margins .....	25
d. Real World Examples of Brand Equity.....	26
2. Factors Contributing to Brand Strength .....	27
a. Brand Awareness .....	27
b. Brand Perception.....	28
c. Brand Loyalty.....	28
d. Brand Association .....	29
3. Types of Branding.....	30
a. Product Branding .....	30
b. Corporate Branding.....	30
c. Personal Branding .....	31
d. Cultural Branding.....	32
e. Co-branding .....	32
f. Ethical Branding.....	33
g. Emotional Branding .....	34
4. Importance of Brand Strength.....	35
a. Recognition Improvement.....	36
b. Creating Trust.....	37
c. Supporting Advertising .....	38
d. Building Financial Value .....	38
B. Consumer Behavior.....	40
1. Definition of consumer behavior .....	40
2. Types of Consumer Behavior.....	41
3. Factors Influencing Consumer Behavior .....	42
a. Marketing Campaign.....	42
b. Economic Condition .....	42
c. Personal Preferences .....	43
d. Group Influence .....	44
e. Purchasing Power.....	45

C.	The Impact of Covid-19 on Consumer Behavior.....	45
1.	Covid-19 Background.....	45
a.	Covid-19 Background in The World.....	46
b.	Covid-19 Background in Jordan. ....	47
2.	The Impact of Covid-19 on consumer behavior towards the brand.....	49
a.	The Impact of Covid-19 on Social Environment .....	50
b.	The Impact of Covid-19 on "Fox Brand Collection" .....	51
<b>IV.</b>	<b>METHODOLOGY AND TECHNIQUES .....</b>	<b>54</b>
A.	Data Collection.....	54
B.	Sample Selection.....	55
C.	Data Analysis .....	55
1.	Demographic Characteristics .....	55
a.	Brand Customer Satisfaction Result: .....	56
b.	Impact of Covid-19 on Consumer Behavior: .....	57
c.	Differences in The Customer Satisfaction Level Based On Customers Characteristics: .....	59
d.	Differences in Impact of Covid-19 On Consumer Behavior Based On Customers Characteristics:.....	61
e.	Predictability of Customer Satisfaction Level Regression Results:.....	63
f.	Predictability of the Covid-19 Impact Regression Results: .....	65
<b>V.</b>	<b>CONCLUSION.....</b>	<b>68</b>
<b>VI.</b>	<b>REFERENCES.....</b>	<b>72</b>
	<b>APPENDIX .....</b>	<b>84</b>
	<b>RESUME.....</b>	<b>93</b>

## **ABBREVIATIONS**

- BI** : Business Intelligence
- CMO** :Chief Marketing Officer
- CSR** : corporate social responsibility
- CTI** : Competitive Technology Intelligence
- ERB** : Extra-role behavior
- FBC** : Fox Brand Collection
- IRB** : In-role behavior
- JCM** : Job Characteristics Model
- KPI** : key performance indicator
- MI** : Marketing Intelligence
- MPS** : Motivating Potential Score
- OCB** : Organization Citizenship Behavior
- ROI** : Return of Investment

## LIST OF TABLES

Table 1: Sample Demographic Characteristics (N = 122) .....	56
Table 2: Brand Customer Satisfaction Result: .....	57
Table 3: Brand Customer Satisfaction during Covid-19.....	58
Table 4: Differences in the Brand Customer Satisfaction level based on gender and working status: .....	60
Table 5: Differences in the Customer Satisfaction Level Based On Age Group, Salary and Qualification: .....	61
Table 6: Differences in the Customer Satisfaction Level based on Gender and Working status: .....	62
Table 7: Differences in the Customer Satisfaction Level Based On Age Group, Salary and Qualification .....	63
Table 8: Predictors of Compliance with Infection Control Precaution Regarding Covid-19: .....	65
Table 9: Predictors of Compliance with Infection Control Precaution Regarding Covid-19: .....	66

## LIST OF FIGURES

Figure 1: The Cycle of Technology Intelligence .....	13
Figure 2: Aaker's brand equity model .....	25
Figure 3: A contextual model of ethical purchasing .....	33
Figure 4: Maslow's Hierarchy of Needs.....	35
Figure 5: Framework for impulse buying behavior .....	44
Figure 6: A supply chain view of well-being.....	45
Figure 7: Framework of the study impact of COVID-19.....	47
Figure 8: Jordan's Economic Growth Rate by Using Quarterly Data for (2018/2019 Q1 - 2019/2020 Q4).....	49
Figure 9: Immediate Impact of Covid-19 on Consumption Behavior .....	51
Figure 10: Quality of your fox product changes. ....	59

## **I. INTRODUCTION**

Since Corona's inception, the entire world has subjected to a barrage of bad events, including social isolation, company declines, capital losses, remote working, and restricted travel. The world has seen a change in the way companies work, a change in the way remittances made in small, medium and micro businesses in poor countries, where they have been unable to repay their loans. As a result, these businesses have had to act fast to mitigate the effects of Covid-19. (Craven, 2020).

On the consumer side, consumer behavior is a crucial and continual decision-making process that involves the search, purchase, usage, and disposal of items and services in order to assess their composition (Valaskova, 2015).

Therefore, the impact of consumer behavior through two dimensions, namely the geographical dimension and the time dimension, these two dimensions affect the creation of consumer habits, including what should consume, when to consume, and where to consume. In the case of Covid-19, customers often rely on other people's information in order to relieve anxiety caused by death threats (Jamwal, 2020).

According to (Sheth, 2020), there are four major factors that can influence consumer behavior: "economic factors," such as the overall fall in the value of the dollar or the amount of individual income and the magnitude of financial expenditures. There are also "natural factors" that are difficult to overcome, like as earthquakes, hurricanes, and global diseases such as the Covid-19 outbreak. Customers who receive death threats will be influence by information provided by the organization to which they belong, and their consumer behavior will frequently be irrational and consistent. In addition to these two critical criteria, technological and political factors have a significant impact on customer choice. (Sheth, 2020).

In terms of brand strength, three pillars and foundations must consider when calculating the brand strength index: brand investment, brand property rights and assurance, and brand financial return (Wiedmann, 2018). On the other hand, the strength of the brand has three dimensions such as brand familiarity, brand remark

ability, and brand attitude. Therefore, the previous literature supports all brands that achieve these three dimensions that make a brand is exceptional, unique, distinctive, and has its own standards that not found in others. (Wymer, 2015).

Therefore, the branding is not a new concept for academics or the corporate sector. Brands can trace all the way back to the Stone Age, when hunters utilized distinct "brands" of weapons to succeed in their hunts (Almquist, 2000).

On other hand, brands similar to those we see now, on the other hand, began to emerge in the 16th century. Josiah Wedgwood, Rose Bertin, a French fashion designer, developed some of the first well-known trademarks (Burke, 1997).

Since the 18th century in England and France, there has been a substantial increase of branding knowledge, strategies, and ideologies. Due to the expansion of advertisements in mass media in the middle of the twentieth century, modern branding concepts had their genesis and evolutionary beginnings. If a company's product or service perceived to be comparable to that of its competitors, customers will always choose the less expensive or more convenient choice; for this reason, it is crucial to develop a performance for a company's brand. Buyers' perceptions of a brand's worthiness for a higher price are an indicator that consumers value it more than competing products. Whatever a brand's name, emblem, or other characteristics may be, they all have an effect on the choice of consumers. (Farquhar, 1995). The brand is also considered by the company as a distinctive promise to its customers that connects a product or service. Therefore, it was necessary to create a link between the brand and the customers, so that the Brand identity establishes a relationship with the target as a distinct collection of brand connotations. (Doyle, 2006)

Thus, the focus of this study is to determine whether consumers' behavior influenced by the brand strength during the Covid-19 or not. Specifically, the purpose of this study is to explore the extent to which the brand strength and equity impact dominate and control consumers' behavior during the Covid-19 (Haralayya, 2021).

#### **A. Statement Of The Problem**

The fundamental issue is that the brand faced with swings in commercial marketplaces, the challenge of electronic promotion, an increase in individual



requirements, and a variety of similar products. As a result, facing the consumer with a distinctive, recognized, and eye-catching logo frequently results in a major competitive advantage that investors find difficult to evaluate or copy.

## **B. Purpose Of The Study**

Investigating how brand equity and strength affect consumer behavior during the Covid-19 is the goal of the current study. More specifically, this study examines the influence of brand awareness, perception, loyalty, association, and all the factors that contribute to strengthening the brand, and how they affect purchasing decisions among consumers.

In this study, it is crucial to understand the customer's preferences for the Jordanian brand "Fox Collection Brand," as well as the variables that may cause the customer to change the purchase decision. It is also crucial to understand how the new brand in Jordan will affect how to "electronically entice" customers while they are at home.

The study conducted via Questionnaire for "the Fox collection"- Jordanian brand on social media presence of businesses, with participants being regular consumers in Jordan.

Investigating the role of brand strength and how it affects consumer behavior is critical for a number of reasons, the most important of which are:

- ✓ Awareness of "the value of a brand", and how to create an excellent opportunity to succeed in the face of Covid-19,
- ✓ Determining the factors that affect consumer behavior and determining why a new brand that has never tried before chosen,
- ✓ Recognizing the consumer's perspective during the Covid-19,
- ✓ Gaining insight into how the business operates during COVID-19 and how it manages to escape the fire of danger while maintaining the power of its brand,
- ✓ Find out the specifics of the relationship between the independent and dependent variables.

### **C. Research Questions**

Because of technology advancements and increased rivalry for brand power to survive and excel, I forced to consider three fundamental questions:

- ✓ Is the consumer's attitude toward their favorite brand positive or negative?
- ✓ In view of the current crisis "Covid-19", does brand promotion via the Internet play a part in defining the consumer's thoughts, convictions and selecting?
- ✓ What are some of the crises that have an impact on the development of brand value?

### **D. Significance Of The Study**

The current study will add to the body of knowledge on brand equity and consumer behavior in Jordan. In particular, it is significant for sellers, companies and businessmen and women who seek the improvement of marketing industry. Therefore, the study sample represents an honest and equal representation of the original community and from the category of Jordanian businesspersons, pioneers and lovers of the Jordanian brand. The sample obtained in two ways: the first was by customers and shop visitors during the buying process. The second method is through customers who follow websites that promote the Jordanian brand, due to the importance of Internet users' opinions on how easy it is to sell the goods electronically during the crisis era with the state's total prohibition.

### **E. Assumptions**

- Every person has a certain method of communication and a favorite kind of Internet application.
- A positive hypothetical relationship exists between the usage of social media by people to discover or search for new goods and services that fulfill their needs and the electronic promotion of luxury brands.
- Social media has a significant impact on purchasing decisions.

## **F. Limitations**

As with most research projects, there are several limitations to the current study. This study faced difficulty in obtaining accurate data on the part of all consumers in Jordan due to the geographical distance and limited time.

- **Sample Size**

A limited sample of representative consumers made, so the number of respondents is insufficient. The total sample size of 140 participants by customer survey, out of 140 questionnaires distributed, only 122 returned.

- **Prior Studies**

Despite its limitations, many research papers addressing the topic on one side, whether brand or consumer behavior, have discussed during Covid-19. In this research, many previous studies have made significant contributions to the literature that has credited with knowledge and science that mainly focus on the influence of brand on consumer behavior and product choice used, such as:

- "The effect of brand on consumer purchase decision: A case study" of "Zain Company of Telecommunications in Jordan published on international Journal of Advanced Science and Technology, 2022.
- "The impact of brand experiences, brand equity and corporate branding on brand loyalty: Evidence from Jordan". Published on International journal of academic research in accounting, finance and management sciences; 2017.

### **1.1. Summary & Overview**

In order to fill in the gaps, found in the literature chapter, this study would explain how consumers perceive the impact of brand strength on their loyalty, awareness, perception and communication.

The aim of the theoretical part was to familiarize the reader with topics related to customer behavior and brand strength. Old and new studies, as well as books, relied upon to determine the brand Strength and how its affect to change the purchase of decision.

In the analytical part, the statistical method used to analyze the data using the SPSS program. It reviewed the methods and procedures used to collect the data required to complete the study, in addition to explaining the summary of the results in the last chapter of this research.



## **II. LITERATURE REVIEW**

### **A. The Origin & Development of the Brand**

Initially, the brand helped make the product an integral part of marketing, creating a lasting impression in the minds of buyers. With the passage of time, most people are communicating with modern concepts related to the product, especially those products that have a long history and have a distinctive and attractive brand. Since its inception, the brand has developed in contemporary technological ways that made people associate their products with it. (Ries & Ries, 2009)

Therefore, the history of the trademark dates back to around 2000 BC, when it only crossed to indicate ownership. In the past, farmers would tag their livestock to distinguish it from other livestock, and artisans also used tags on goods and handicrafts to indicate where they came from. Then the brand evolved and moved to companies as a way to introduce itself and build a relationship of trust with potential consumers. (Wheeler, 2017).

Therefore, the word "brandr" means "to burn" in a Scandinavian language. since ancient times. By the 1500s, branding cattle to show ownership had become commonplace. From the beginning, branding was all about making an imprint, both literally and metaphorically. (Jevons, 2005) Depending on it, the branding marks were all unique to the cattle property. They were straightforward and instantly recognizable—the tried-and-true pillars of any successful brand. Consider these symbols to be the very first product logos (Starcevic, 2015).

At the turn of the 20th century, technology began to revolutionize ordinary life and increase interest in patents and intellectual property rights in industry and culture. The Wright brothers played an important role in 1903 and set an archetype of ingenuity, innovation and imagination. The new millennium began with the establishment of a number of well-known companies that are now global brands. Coca-Cola (founded in 1886), Colgate (1873), Ford Motor Company (1903), Chanel

(1909), and LEGO (1932) were all pioneers, trendsetters, and brand-builders. (Thakor, 1996).

During this time, the brands marketed in newspapers. With the expansion and speed of printing operations, businesses placed importance on keeping their brand and printing and distributing it as advertising. The advertisements have often been quite instructive, outlining how the items function and what they can do. (Thakor, 1996) Also, the post-World War II era was a turning point. In the United States, car culture, the rise of the middle class, suburbanization, and the advent of television, consider billboards, subway signs, architecture, product packaging, and an increasing number of TV ads, which increased with the introduction of color television in 1953. (Belfanti, 2018).

On the other hand, Companies independently created the Brand Management System. In terms of appearance and function, thousands of products began to compete and the brand's advertising refocused attention in the methods used to attract customers and linked them to psychology. Since the competitors offered the same products, the companies had to find a new ways that attracted with the costumer feelings. (Tadajewski, 2014)

In addition, Marketers develop an emotional connection between their products and their customers using colorful images, attractive graphics, and messages with stimulating content. It made the consumer feel the importance of the product they own and thus shifted the brand's focus from information to a strong emotional connection. (Tadajewski, 2014)

To stay updated, Companies must cater to constantly changing tastes with global developments, and differentiate themselves in an ever-growing sector, businesses needed to freshen up a bit or even take on a new identity as they progressed through the decades. Look at how the Walmart logo has evolved throughout time. It has grown more approachable and contemporary. In addition to the logo, the store has recently changed its employee attire. This is a significant milestone in the rebranding process. (Gorge, 2022)

Therefore, brands must stay ahead of their competitors constantly due to the rapid pace in the emergence of modern brands. Although the brand is well known, all it takes to become more popular is a clever phrase that consumers come into their

lives. Consider L'Oréal's campaign in its famous phrase "Because your worth it" campaign (written in 1973). There's also a clever phrase used by the Folgers (1984) brand, "The best part of waking up is Folgers in your cup!". Each of these logos pushed a famous brand to a more advanced stage. (Beard, 2021)

Accordingly, retailers have a role in promoting brands by providing the product that the consumer frequently chooses and returning products that they demand companies improve their brand after use. As an example, target has teamed with designers, artists, celebrities, and influencers for more than 20 years to stock shelves with unique items that shoppers cannot find anywhere else. There are many better quality branded products that are made for a more compelling retail experience, Thus, merchants have increased the reputation of their own brand as companies are increasingly encouraged to create innovative brands by ordering more new brands. (Nandy, 2020)

Looking ahead, it is vital to remember that we now have a lot more brand options than we did in the past, and a competitor is constantly pursuing someone. In many respects, branding, marketing, and advertising methods have changed since the start of the digital age in the late 1990s and early 2000s. Television advertising outperforms print advertising, while social media advertising outperforms them all. while short ads outperform social media, so in the future, advertisers will become more data-driven as they get more power. (Kucharska, 2019) While technology may absolutely help a company stand out, businesses now face fierce competition that did not exist many years ago. So the reputation of the brand today is based on reviews. Customer reviews on Amazon, Yelp, Google and Face book increasingly have tremendous power in shaping a company's image. Buyers make purchasing decisions based on product reputation ratings. (Wilson, 2012)

## **B. Loyalty to the Brand in Light of the Covid-19**

In just a few months, the Covid-19 epidemic revolutionized the globe, including the way we live, consume, receive treatment, and interact with others. In addition, the national economy, businesses, and labor market all hurt by the lockdown policies of many nations. This backdrop affects the activities of both consumers and businesses. (Causland, 2020)

With the influence, which Covid-19 has had on consumers' life, their need for brands and attitudes about consumption has shifted. In the United States, according to (Knowles, 2020), noted that the internet purchasing time changed significantly during the pandemic period, and they have shopped from brands they had never heard of before. During the pandemic, 46% of people plan to cut back on their spending. New job postings on Sweden's employment market fell by 40%, but the number of unemployed people grew. As a result, it is obvious that environmental changes influenced consumer behavior during the pandemic period. (Hensvik, 2021).

On the other hand, Consumer satisfaction is the degree to which customers satisfied with what they receive in comparison to what they expect. If a consumer is pleased with the service a product provides, he is sure to become a long-term customer. So the customer satisfaction is a feeling of joy or dissatisfaction for someone who occurs after evaluating the performance (results) of the product thought versus the expected performance. Every organization strives to meet the needs of its customers. Consumer satisfaction can boost a company's competitive edge over the competition, in addition to being critical to its survival. When the same demands emerge later, consumers who are satisfied with products and services are more likely to buy them again and reuse services. This means that customer happiness is a vital component in repeat purchases, which account for the majority of the company's revenue (Hertati, 2020).

While Covid-19 appeared to put the world on hold, people still required a variety of items. This was the point at which individuals began to change their minds about their favorite brands and retail outlets. Consumers started shopping online instead of going to the same store they used to, where the stores began to establish electronic stores linked to the store's products and sell them online to maintain their permanent customers. This transformation was important and necessary to reduce financial losses and gain more clients. (Donthu, 2020).

Another reason people changed products was for convenience. A hassle-free shopping experience is what customers want. Whether it is at a store or online, people want to be able to easily and quickly obtain the products they want. Since they lacked a BOPIS option or even an internet presence during the outbreak, many customers stopped shopping at their preferred stores. However, things appear to be



gradually returning to normal, and it is now up to shops and brands to win back their customers and convert them into loyal customers. Let us see how they go about doing it. (Untaru, 2021)

### **C. Competitive Intelligence in Increasing the Strength of the Brand**

Knowledge is a power in business and marketing, which is why so many industry leaders devote significant resources to data collection and analysis. The more you understand your market, the better you will be able to manage the competitive landscape and plan for success. Even though some companies engage much in information collecting and analysis, small and medium-sized enterprises can gain as well. To get started, you do not need a large budget or a dedicated crew. All you have to do now is start looking in the correct areas and thinking critically about what you find. (Barney, 1991)

Currently, The Strategic and Competitive Intelligence Professionals (SCIP) community has one of the most widely used and recognized definitions of Competitive Intelligence: "Competitive intelligence is an ethical program for obtaining, evaluating, and managing external information that have an impact on your company's strategies and operations." In other words, is "the process of increasing a firm's marketplace competitiveness by a greater–yet unequivocally ethical–understanding of its rivals and competitive environment." (Prescott, 1995)

As a result, effective Competitive Intelligence is the ability to learn from a continuous process that includes the legal and ethical collecting of data, rigorous analysis that does not avoid unfavorable conclusions, and the regulated transmission of actionable intelligence to decision makers. Accordingly, to acquire data about a product or business and evaluate it for the objectives of improving your business plan and wisely developing a competitive advantage over rival products, the following information must know (Truong, 2010) :

- consumers, Competitors and Suppliers,
- Products and services,
- Technologies and Industry trends,
- Economic and Political trends,

Accordingly, operating a firm without understanding the terrain and work environment exposes you to risks and causes you to miss possibilities. Therefore, competitive intelligence gives a remedy to these blind spots, which are detrimental to any organization. Perhaps a competitor is releasing a new product that directly competes with your core offering. Without competitive intelligence, you are more likely to overlook market shifts, make mistakes, and suffer failures. (Bergen, 2002)

## **1. Competitive Technology Intelligence**

(CTI) is a specialist field in competitive intelligence that examines intellectual property domains such as patents, literature, and technical knowledge, despite the fact that the first few definitions encompass the entire of the intelligence process; intelligence watch solely focused on gathering technology or technology news. (Lo, 2000)

In addition, CTI uses a variety of sources, including norms, laws, on-demand services, technological news, and competition, but patents are the most prevalent. Several methods and algorithms have created to leverage patents and scientific literature in order to analyze vast amounts of data. (Courtial, 1994)

On the other hand, many types of businesses and industries have utilized technology intelligence. The type of organization that uses CTI, on the other hand, is likely to “technologically focus”; For example, Savioz (2003) proved the success of deploying technological intelligence in various scenarios, including a few small businesses that used CTI. Others detailed CTI processes in a variety of large corporations. Government, non-profit organizations, and technology institutions, as well as private corporations use CTI. CTI utilized to provide technological insights to executives in order to better comprehend technology trends using specialized analysis methodologies. (Muller, 2006)

So far, several methods for establishing a formal CTI activity have proposed. Every CTI activity has several generic processes in common, which can summarize as follows: identifying the need, arranging resources and tasks, acquiring information, analyzing, communicating the results, and reviewing monitoring performance. (Spinola, 2007)

One of the most comprehensive processes described thus far is that proposed by Ashton and Klavans (1997), as seen in Figure 1.

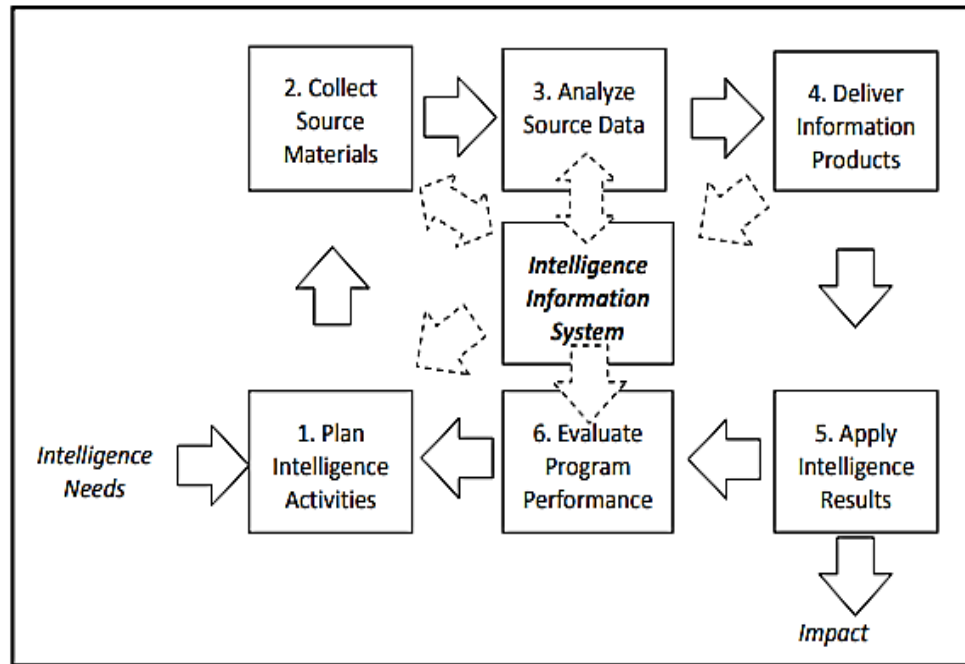


Figure 1: The Cycle of Technology Intelligence

Source: Adapted from Ashton & Klavans (1997)

## 2. Marketing/ Market Intelligence

Since this dominance commonly employed among professionals, marketing intelligence (MI) is a field. Since 1983, the publication "Marketing Intelligence & Planning" has been devoted solely to this field. According to Walle (2001), "Marketing information and research overlap with competition information, which has become a separate activity in organizations and companies by analyzing competitors' behaviors and responding quickly in an offensive or defensive manner".(Duro, 1987).

Kelley (1968; P.56), who credited with introducing intelligence into the discipline of marketing. Where marketing research focuses on solving a specific problem, whereas marketing intelligence focuses on continuously monitoring the market. Although marketing intelligence discussed in the 1960s, a large quantity of research has only lately published. (Crisp, 1969). In addition, Knowing the market needs in an intelligent way is illustrated by the investigation of various definitions of marketing intelligence which: For instance, according to Tan (1999), "Marketing intelligence is the capability to fully know and assess an internally and externally environment in respect to consumers, rivals, markets, and industry in order to enhance tactical and strategic decision-making". (Tan, 1999)

### **3. Business Intelligence**

Despite the fact that BI has a definite definition. In the literature, the phrase "business intelligence" rarely used to characterize CI's. Anecdotal evidence suggests that BI and CI demand very distinct talents from the professional worker. (Du, 2016)

In the past, the word "business intelligence" used interchangeably, "competitive intelligence." Firm intelligence, for example, defined by Grenee as " the processing of past information stored to manage current information in relation to the future environment in which the business will be conducted" Business intelligence, according to Tyson (1986, p.89), is "an analytical process that turns raw data into relevant, accurate, and usable strategic knowledge." (Hannula, 2003)

CI, on the other hand, has largely replaced business intelligence in recent. The researchers state that the most obvious distinction between business intelligence and other concepts of intelligence is that most countries and organizations focus mostly on the outside world, such as Finland, which utilizes CI as an extension of BI. Although Tyson's prior definition can applied to both internal and external sources of information, the focus was on the external environment was most important; hence, internal corporate data not taken into account. (Fleisher, 2015)

On the literature side, there is a dearth of literature concentrating on the relationship between technical business intelligence and analytical procedures in the business and industry environment. (Ratia, 2019)

#### **D. The Political, Social & Economic Crisis Facing the Brand:**

Companies are currently facing economic challenges in their local and global markets. So these firms have to direct their investment and growth plans to maintain financial resources and allocate these resources to deal with the cost of inputs (labor and resources), (customer behavior). However, state politics and strained political relations greatly affect shipping operations and close borders to these companies. Therefore, the political and economic environments have a tremendous impact on the lives of individuals and organizations. Economic policy limits companies' ability to acquire and invest. Similarly, the political environment has direct consequences for both. On the other hand, organizational marketing approaches, particularly brand marketing strategies, can have a big impact. The value of a brand in terms of

customer perception, or brand equity, represents the consumer's positive view of a company and its products, while also allowing businesses to resist negative market pressures such as competition, lower pricing. (Elliott, 2015)

From an economic standpoint, this scenario has a significant impact on businesses and customers. Political crises and their nefarious consequences, such as corruption, have an impact on economic and social development, as do constraints on the ability to spend, invest, and restrict expenditure, as well as the fear of consumer unemployment, to mention a few repercussions. In the psychological domain, business leaders are fully aware of how emotions and expectations influence the financial market. Rumors and attitudes of the primary participants in the economic landscape frequently spark increased or decreased economic activity. Consumers' life ambitions, self-esteem, and personal successes all hampered at such time, which has a psychological impact. (Fan, 2005) so the brand crises are more common in business now than ever before. As in the McDonald's and KFC tainted food scandals, the Volkswagen emissions and environmental pollution crisis, and the labor violations committed by Apple suppliers in underdeveloped nations. (Heerde, 2007)

On the other hand, political crises can be tremendously damaging to the brands concerned. According to Reuters, after the US Environmental Protection Agency ordered Volkswagen to recall almost half a million vehicles, the firm's stock price dropped nearly 20% and the corporation might face hit with significant fines that cause financial loss and harm to its reputation as a brand. (JELEA, 2021)

#### **E. Characteristics & Causes of the Marketing Crisis affecting the Building of Brand Value:**

Brand crises related to product failure have become increasingly common. Marketing-related crises are unique and unexpected, and they can deteriorate the previously established positive relationship between brands and consumers, damaging brand image and brand equity. The brand, the firm, and eventually the category as a whole will suffer short and long-term financial losses because of the consequences. (Hsu, 2016)

In the view of their employees and the wider public, corporate CEO(s) recently emerged as societal thought leaders. According to the Edelman Trust

Barometer, 64% of worldwide consumers describe themselves as “buyers driven by the beliefs propagated by leaders” who will be choosing or changing a brand depending on the attitude of leaders and the interests of CEOs. This significant increase from the 51% self-identified as so in 2017. (Dawar, 2009)

In addition, companies issued sensitive messages, the majority of them were about Covid-19, and many of them were of the trite "We're all in this together" or "We're here for you at this difficult time" sort. Others detailed particular measures performed to reinforce the brand's message and perception within its target demographic. (Edelman, 2008) In other cases, when there was less of a clear connection between a company's actions and the crisis, businesses aimed to enhance the customer, employee, or societal experience in order to enhance their brand. Here are some examples (Bhattacharya, 2004):

- Customers across the country received complimentary masks from Whole Foods.
- Employees working during the pandemic received paid bonuses and other financial rewards from Walmart, H-E-B, and Kroger supermarkets.
- Tito's Handmade Vodka donated to vaccine research.

Accordingly, many businesses have done a variety of meaningful, well-received activities, some of which were or not directly related to the particular suggestions they published during the Covid-19, there appears to be a general understanding that there is a direct link between brand positioning and demonstrable business activities. Some observers, however, have pointed out that company actions occasionally left unexplained. (Batista, 2020)

According to a study conducted during the Covid-19 lockdown, ways of contacting customers have changed. Instead of seeking guidance on government regulations at the beginning of time, they began looking for offers and discounts only a month later. A month later, consumers preferred to use the electronic and telecom sectors. So knowing how the consumer thinks and behaves, it helps companies learn ways to communicate with the customer more effectively. It thus helps forward-thinking companies discover new opportunities before others do. (Eyal, 2014)

During a crisis, some advertisers may want to avoid not only taking a viewpoint, but also any identification with the subject. On the grounds of "brand

safety," some internet advertisers sought to blacklist any mention of their name near Covid-19 reporting, which dominated the news in March and April. This non-response to the situation appears to be a missed opportunity. Marketers seeking to escape controversy in our crisis-driven culture may soon discover that the polarized media sphere has few "safe zones" left for them! (Hensvik, 2021)

In addition, with the present rate of change in consumer markets, this will only become more vital. Every day of our lives, we are all customers. We buy and use items and services on a daily basis to keep us healthy, wealthy, and, if not clever, at least informed: to eat, wear, read, watch, play, and travel in. Consumption is thus an important component of our daily lives. (Schee, 2010)

Accordingly, marketers use a range of data and methods to assess consumer behavior, one of which is "demographic analysis". Such data as age, wealth, and educational level can be used to predict behavior. According to research, millennials respond better to electronic recommendations; Therefore, marketers realize that a traditional billboard campaign is not a good strategy for that age group. Marketers also use surveys and interviews, to find out how often customers buy, how they get their product information, and how they share it with others. (Eyal, 2014).

At present, consumer behavior must be well understood in order to achieve a successful and effective marketing process. Studying how the consumer makes a specific decision about what he buys and what he needs in terms of products or services requires studying the conditions that the consumer is exposed to. Understanding consumer behavior is critical to anticipating how potential customers will receive a new product or service. It also helps companies find untapped opportunities. (Rosário, 2021)

### **1. The Effect of Brand Value on Consumer Behavior:**

Modern marketing tools have replaced traditional marketing tools, techniques and strategies. Over time, the manufacturer tries to distinguish its products from the products of other manufacturers of the same product. By increasing the focus on product quality and value, thus generating a new marketing dimension and a positive brand reputation. Companies are focusing their goals towards brief advertising, in which the quality of the product, the importance of its components and the method of manufacturing it (Aaker, 2009).

However, if the brand image is inappropriate, it will be detrimental in terms of consumer retention and frequency of purchases. This makes companies spend large amounts of money on advertising in order to maintain their brand image and brand equity management software. Since the brand image is the basis of customer perception, if customer dissatisfaction results after purchase, customer buying behavior changes (Kardes & Cline, 2014).

Accordingly, if the brand image is positive, then there will be a positive impact on consumer decision; Thus, customers will buy the product frequently. The opposite results in significant damages, including reduced brand loyalty and the cost of maintaining the customer for a long time. The long-term customer is beneficial for the company to gain more new customers. When a loyal customer buys goods and services, and there are other brands of the same type of product in the store, they usually choose the one they are familiar with and loyal to. (Gabbott, 1998) In general, the study of consumer actions when it comes to planning, purchasing the product in conjunction with the buying decision by the consumer is illustrated in seven steps (Malik, 2013):

1. Need to acknowledge the product.
2. Product information lookup,
3. A pre-purchase analysis,
4. An alternative in case the product canceled,
5. Consumption following purchase,
6. Post-consumption assessment,
7. Commentary and opinion about the positive or negative product usage,

## **2. The Effect of Price Level on Consumer Behavior:**

The price level perception refers to how inexpensive a company; product, service, or brand appears to a customer. A low price does not only signify inferior quality and little symbolic value, but it also influences value and purchasing intention. When a buyer is unable to determine the quality of a product, the price level can serve as an information signal. (Zielkes, 2020)



By the way, the Inference Theory contends that people use information signals to infer about certain items. When consumers lack appropriate knowledge about the things they are considering acquiring, such assumptions become significant in purchase behavior. It is important to note that according to Inference Theory, in addition to conveying value for money, price level can also imply fairness, perceived value, and brand symbolism. (Peter & Olson, 2010).

On the other hand, the way people perceive prices combines both cognitive and emotional factors. (Louis & Pinlon, 2016). The brand's power can inspire both emotional and rational elements since it is more apparent in the consumer's mind and creates the possibility of charging a higher price, making it less susceptible to price action by rivals. (Anselmsson, 2014)

According to Gouvêa et al. (2018), brands have a significant impact in purchase and sale transactions, with individuals attributing a greater price to the manufacturer brand than the generic brand. De Toni et al. (2014) found that purchase intention is a higher significantly for luxury perfume known brands in both low and high price situations; the perception of quality for perfume known brands is significantly greater than that for unknown brands, regardless of price level, in an experiment with known brand vs. unknown brand and high price vs. low price. As a result, different price levels connected with brand awareness suggest a different method of comprehending the various elements that contribute to pricing image. Customers induced to perceive fairness and greater value and, in some situations, to a higher status by well-known brands linked with a superior price and superior quality. High-priced, high-quality brands connected with a high reputation, which strengthens their self-concept. (Anselmsson, 2014)

### **3. The Effect of Electronic Advertising on Consumer Behavior:**

Because an increasing number of consumers choose to shop online, internet advertising has grown into a multibillion-dollar industry. This paradigm shift, on the other hand, is the result of a turbulent history. This positive shift explains how the brand notion grew, developed, and maintained its place in a world where print, television, and radio were once the only advertising mediums. (Gao, 2020)

In addition, Global Network Navigator was the first commercial website to sell clickable advertising (commonly referred to as "banner advertising") when it

launched in 1993. Heller Ehrman White & McAuliffe, a law firm, bought it. GNN was essentially an online information gateway that included a news center as well as a product catalog. The debut of Double-click, an online ad-related services provider, in 1996 was the next important milestone in the banner advertising sector. This platform provided an altogether new viewpoint on online advertising. (Haralayya, 2021)

Back in the day before the Double-click, the adverts were not ordered or coordinated. Furthermore, before the construction of a website, it was difficult to discover parties interested in purchasing advertising space. (Chukwu, 2014)

With the time development, the online advertising market had already grown to 1 billion USD in 1999. In the late 1990s, as the number of websites, the necessity for search engines grew. Search engines like AltaVista, Lycos, and Info search increased their services around this time. Yahoo also expanded its services beyond merely being a website directory, becoming a search engine and ultimately a web portal. Additionally, social media have changed the electronic advertising market. Online advertising has certainly been more effective in a short period. While reaching a far bigger audience and costing, significantly, less than traditional forms of advertising, electronic advertising usually generates a higher profit margin. It has several advantages that conventional advertising simply cannot fathom. The alternatives available with this new form of advertising are numerous and include video advertising, social media advertising and mobile advertising. (Husain, 2014)

On other hand, the most significant disadvantage is unauthorized advertising, that your marketing materials are instantly available for everyone in the world to duplicate, regardless of the legal implications. Trademarks can copy for illegal financial advantage, as well as to humiliate or ridicule your organization. This is not the case with television commercials, where visual visuals should duplicate rather than electronically replicated. (To, 2007). Accordingly, when customers face death threats, they will guide by the information provided by the organization to which they belong, and their consumer behavior will frequently be illogical and compliant. (Sheth, 2020) Brands can trace all the way back to the Stone Age, when hunters utilized distinct "brands" of weapons to succeed in their hunts (Almquist, 2000). So the brands similar to those we see now, on the other hand, began to emerge in the 16th century. Josiah Wedgwood, an English ceramist, and Rose Bertin, a French

fashion designer, created some of the first well-known trademarks. (Burke, 1997)

According to that, Brands have an important role in e-marketing and corporate strategy. Customers will always choose the cheaper or more accessible option if a company's product or service regarded to be similar to that of its competitors; hence, it is vital to build performance for a company's brand. If buyers believe the brand is deserving of a higher price, it signifies the brand has established itself as superior to others. Whatever a brand's name, symbol, or other qualities are, they all have an impact on the buyers' decision. Ehrenberg (1972) showed that after 40 years of data analysis, product's penetration directly tied to the frequency of electronic purchase. This demonstrates that the well-known brand has a big electronic market share and a high percentage of purchases. As a result, the company's pledge to differentiate itself from competitors and link a good or service with the public's passion and admiration for everything new as a distinct set of brand connotations. (Doyle, 2006)

Thus, the purpose of this study is to observe whether consumer behavior, love, and passion influenced by the strength of the luxury brand during Covid-19, and whether the brand was successful in changing their purchasing decision.

### **III. THEORETICAL PART**

#### **A. Brand Strength**

Because there is a strong relationship with the permanent customer, customers enhance the suppliers' brand ownership in intangible products and services. Branding is an important topic because a strong corporate brand can help a company achieve better levels of performance by enhancing its ability to develop sales without having to spend a lot of money on advertising. Thus, understanding the content and structure of building a brand is important by knowing the company's vision, goals and aspirations for the future. (Aaker., 1996) The most widely acknowledged crucial concepts is brand equity. As building brand equity is an important strategic issue for every company it protects the origin of the product (Atilgan, 2005). As well as the possibility of benefiting from the brand name through the establishment of an extended brand of its own, in addition to increasing revenues and profits by isolating the brand from competitors (Ailawadi, 2003). Understanding the components of brand equity and investing to grow this intangible asset raises brand wealth and raises barriers to competition (Yoo, 2000)

Furthermore, brand ownership delivers significant advantages to producers and managers, allowing the organization to generate vast volume and genuine margins. It provides a stable foundation for the launch of new products and safeguards the brand from competitor attacks (Walgren, 1995).

According to Keller and Lehmann (2003), important characteristics such as trust, customer happiness, brand loyalty, brand awareness, perceived quality play a vital part in assessing and monitoring a brand. (Morgan, 1994)

#### **1. Brand Equity**

##### **a. Definition of Brand Equity**

Brand equity has been defined as a set of associations and behaviors by customers with members of a parent company that allows the brand to generate

greater volume and higher profits. Thus, the brand value is expressed as the "additional value" that the company gives to the product. In one of the most widely cited articles on the subject. It has been defined by Aaker (1992) as the combination of brand assets and responsibilities associated with a brand, its name and symbol that adds or removes from the value that a product provides to a company and its customers. (Leuthesser, 1995)

On the other hand, assets and liabilities must be associated with the brand name and symbol in order to contribute to the brand equity. Some assets may be affected or even lost if the brand name or symbol changes, however, some may move to a new name and symbol to recover from the resulting damages. This is referred to as "the additional value afforded to products and services" by (Kotler, 2009). Accordingly, brand equity is an intangible asset and is only one part of the picture: there are additional in-chain customers, sellers, and external influencers who all own the equity of the brand. (Ambler, 1997).

Therefore, brand ownership has the potential to add value to the company by generating marginal cash flows. For small start-up companies, improving software to acquire new customers or partnering with large companies that have goals and have a large fan base helps to develop these companies also Larger margins are usually possible because brand ownership allows for excellent pricing and less reliance on discounts. Thus, the brand ownership is considered as a starting point for expansion to gain a competitive advantage in the distribution channel.(Mellens, 1996).

## **b. Understanding of Brand Equity**

Tracking or measuring brand ownership can seem challenging. However, several ways for measuring fairness have applied through brand tracking activities. As a result, these metrics can use to monitor a brand, determine a customer's level of brand awareness, track costumer involvement in brand promotion, and more. In addition to consumer impact measures, there are other methods for gauging performance from the perspective of a brand, such as customer research and study of feelings and individual behavior. Goals should evaluate from a branding standpoint by considering several financial aspects, including (Mellens, 1996):

- Corporate Value: When determining brand equity, the corporation taken into account as an asset. Brand equity is what remains after removing the

company's tangible assets from its total worth (Mellens, 1996).

- Revenue potential: The amount of revenues is what the business hopes to achieve. Based on prior statistics and revenues, these revenues anticipated.
- Product Value: An excellent method to assess product value is to contrast a generic product with a branded product. In the case of soap, Unilever can identify whether women favor Dove soap over store-brand soap. Additionally, the business could consider what consumers might favor, such as Coca-Cola versus Pepsi, for instance. (Walgren, 1995)
- Brand Audit: A brand audit can also assist in gaining a better knowledge of the brand's performance. Examining comparison sites, social media platforms, and online analytics to start a brand assessment, gathering this information to discover how people are talking about the company and whether this aligns with the brand's vision. (Walgren, 1995)
- ✓ Brand Equity Association (Aaker's brand equity model):

David Aaker, Professor of Marketing and Brand Consultant, highlights ten characteristics of a brand that can be used to assess its strength. These include differentiation, satisfaction or loyalty, perceived quality, leadership or popularity, perceived value, brand personality, organizational associations, brand awareness, market share, market coverage and distribution. Aaker does not weight or aggregate attributes into the overall score, because he believes any weighting will be arbitrary and will vary between brands and categories. Instead, he recommends tracking each attribute individually. So changing market share, profit margins, consumer recognition of logos and other visual elements, brand language associations made by consumers, consumers' perceptions of quality and others all serve to assess brand ownership. We can influence how people see our brand by building good associations with the products. The concept based on the value of the brand as a firm asset. (Aaker, 2009)

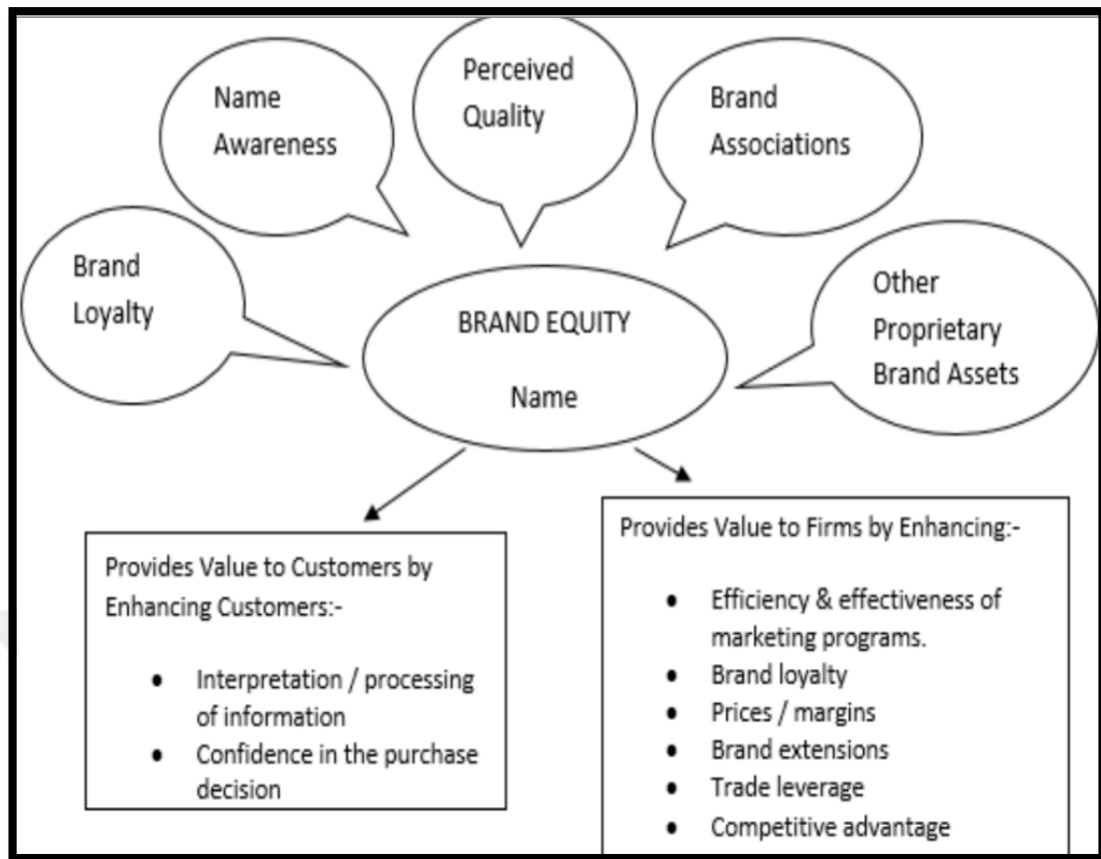


Figure 2: Aaker's brand equity model

Source: (Singh, 2017)

### c. Brand Equity Effect on Profit Margins

When customers identify a brand with a specific degree of quality or prestige, the customer feel the products are high a valuable and they are willing to pay more for this product. However, because its consumers are prepared to pay more, it can charge a greater price to benefit from the price difference. (Doyle, 2006) Since the consumer likes to buy reputable products, when Apple introduces a new product, for example, buyers line up around the product to buy it, despite the fact that there are not big differences compared to other similar products in type and quality. One of the main reasons why Apple products sell so well is that the company has built up a huge amount of equity for the favorite brand. Larger sales volumes are associated with higher profit margins because companies put a certain percentage of the company's costs to sell products. (Stahl, 2012)

The majority of the company's customers own many Apple products. Therefore, retaining the profits of the existing customer enhances profit margins by

reducing the amount of money spent on marketing to achieve the same sales volume; In general, keeping an existing consumer is less expensive than acquiring a new one. As a result, profit margins negatively affect the negative equity of the brand. For example, after BP oil spill, the company lost many customers. BP's profits plummeted almost rapidly, and the company was forced to spend millions of dollars on an intense advertising effort to rehabilitate its image. (Walgren, 1995)

#### **d. Real World Examples of Brand Equity**

All of the businesses practice quality control to guarantee that the customer or consumer receives the best service or product available. Success for a business hinges on its capacity to create and maintain strong brand equity. Customers tend to pick brands that instantly linked with high quality, reliability, and other positive characteristics. This guarantees a business's good sales, growth, and bright future (Lam, 2020).

- Porsche:

This brand maintains its image and reliability in the automotive industry through the use of high-quality, original and unique raw materials. Being a luxury brand, it offers a luxury product and experience to its customers. According to the ranking of global brands, Porsche ranks first in the ranking of car brands compared to other car brands in its class, such as Mercedes-Benz and BMW. (Lam, 2020)

- Tylenol:

Tylenol is a pain reliever drug that has been manufactured by the company since 1955. This drug was the beginning of the manufacture of painkillers and from them achieved the highest sales by consumers, despite the fact that the generic brands Tylenol and acetaminophen are "physically homogenous", consumers who do not know Professionals prefer the Johnson & Johnson brand by about 26%. (Bronnenberg, 2015)

- Kirkland Signature:

Signature brand has grown positively since 2009. This brand includes products such as clothing, coffee, laundry detergent, and foods and beverages. Also includes Kirkland's signature on petrol; Thus, Costco members are entitled to sign off on the product. This company has provided gas at Costco gas stations at a price



lower than the open market. Thus the appeal of Kirkland, backed by the fact that its products are often less expensive than those of other well-known brands. (Biscotti, 2019)

- Coca-Cola:

A company well known as the number one brand in the world, with a value of \$64.4 billion, according to Forbes rankings for 2020, up 9% from 2019. However, consumers view it as a symbol of good times, and a cherished past as this company is the most famous of Among US brands. (Swant, 2020)

- Starbucks:

Starbucks is one of the strongest brands in the world, thanks in part to its loyalty program, which had more than 21 million members in Q1 2021, up to 15% year over year. Starbucks regarded as the world's fifth-most admired company, according to Fortune magazine, because of its commitment to social responsibility. (Chen, 2020)

## **2. Factors Contributing to Brand Strength**

### **a. Brand Awareness**

The ability of the buyer to perceive that the brand belongs to a particular product category. Thus, there is a relationship between the product category and the brand. Brand awareness is a feeling that ranges from feeling uncertain that a brand is known to believing that it is the only one in a product category. Therefore, the impact of brand awareness on brand ownership will vary depending on the situation and the level of awareness achieved. (Bilgin, 2018)

Accordingly, brand recognition requires that customers correctly distinguish the brand as they have seen or heard it before. When given the product category, the needs that the category satisfies, or some other form of inquiry as a cue, the ability of consumers to recall the brand is measured. In other words, brand recall requires that consumers remember the brand correctly from their memory. (Crisp, 1969)

On the other hand, brand image is defined as the consumer's view of the brand depending on the cluster links on which the brand is built and stored in memory. Therefore, the preference, strength and uniqueness of certain brands are three characteristics that characterize brand knowledge and play a major role in

determining the reaction, especially in the circumstances of important decision-making and the frequent sharing of brand data and information among customers. (Bilgin, 2018).

### **b. Brand Perception**

When a customer is sufficiently aware of a brand, customer ideas and feelings interact with the brand, resulting in a broad image of the product. Perception is a high-level metric measuring a product's visual and sensory presence. Visual packaging also fosters a strong relationship of trust between the customer and the manufacturer. All of these variables can have an impact on the product's success. (Martinez, 2012).

In addition, Consumer perception can divide into three categories, according to Solomon and Rabolt (2009): Object perception — customers' impressions and images of things and products in the marketplace - Person perception – Consumers' perceptions of individuals depending on their mental health. These are the foundations for creating an opinion of a person's personality and qualities -Physical perception-, which mostly focused on goods and objects. (Bilgin, 2018)

In today's global market, there are many various types of items and commercials to choose it. Consumers always have a few brands to which they pay the greatest attention and which are acceptable to them. They buy some of them on a regular basis and others only on exceptional occasions. They readily distinguish between brands they buy and ones they do not buy. They hope to impact consumers' perceptions of the brand through brand customization. (Jain, 2017)

### **c. Brand Loyalty**

Brand loyalty shows how likely the consumer is to switch to another product. If the brand changes its price or product attributes, it will change the direction of buyer behavior. Companies often change the brand name and image because if customers are not interested in the brand the brand will lose its value, the customer will buy based on features, price and convenience rather than the brand name. (Ballester, 2005). Brand loyalty translates directly into future sales; it is a measure of brand value through consumer experience of a product. In addition, building brand loyalty has a significant impact on brand ownership as brand value is linked to customer trust and all aspects of their behavior must be consistent with their loyalty

to the product.(Taylor, 2004).

On other hand, a company generates brand loyalty by converting its target population into brand ambassadors through a loyalty program for a specific brand. To convert consumers into repeat customers, brands provide a personalized customer experience. Repeat purchases of a product reflect brand loyalty, even when customers have the option of switching to another brand. Companies, on the other hand, desired to expand their brand, which is a smart marketing technique that employs the same brand across different items to boost a company's stock price and financial performance. (Taylor, 2004)

#### **d. Brand Association**

When someone's relationship with a brand is based on many experiences, it will be stronger. It will be more powerful if it is supported by a network of interconnected information about the product. And through conclusions based on previous experiences. These experiences include detailed explanation of product attributes, intangible assets, customer benefits, customer profile, customer lifestyle, product category, competitors, and country/geographic location. (Aaker, 2009)

Accordingly, when choosing a brand name, it is vital that the name promotes a key characteristic or benefit connection that adds to the value of the product (Godwin, 2022).

Therefore, following variables affect how brand associations formed: Customer contact with the organization and its employees (JELEA, 2021):

- Consumer engagement with a staff of the firm,
- Consumer interaction with the advertisements,
- Word-of-mouth publicity,
- Celebrity/big entity affiliation,
- Product quality,
- Competitor products and schemes,
- Product class/category to which the brand belongs,
- POP (Point of Purchase) displays; and so on,

- Price of the brand,

Positive brand connections are created when a product is long-lasting, marketable, and attractive. Customers must be satisfied that the product has the features they need. Accordingly, customers will have a positive impression of the product. Thus, the positive contribution of the brand association to the growth of the goodwill of the company serves to keep competitors out of the market. (Aaker, 2009)

### **3. Types of Branding**

#### **a. Product Branding**

Product branding is concerned with everything that is required to sell a single product to a single customer. If the sale is completed and the customer believes the promise fulfilled or exceeded their expectations, a relationship of trust formed between the product and the customer, laying the groundwork for future purchases and referrals. When a product being produce, the brand either created from scratch or bought from another company that has already established the brand. From the time, the product brand is launched (or purchased) until it sold or retired, there is internally created intangible value being created (or lost). (Anselmsson, 2014)

In terms of product value, brands may have a significant influence on their value. Almost every product line produced by Apple is costlier than the competition. Nonetheless, Apple's customers are happy, to the point that the company has cult-like adherents. Apple customers cannot wait for the next thing to launch, so they can buy it. A product branding strategy gives an otherwise ignored product its own personality. People know what to expect when they buy anything, even if they have not had their personal experience with it. Shoppers believe in a product's brand, particularly the "feel" it exudes, and consider it while browsing for new items. (Abimbola, 2010)

#### **b. Corporate Branding**

The values, sounds, images, and messages of a company are often represented by the brand. Where the company creates a brand to represent the way they want the consumer to see the character and goals of the company. When choosing a corporate brand image, it is essential to frequently include the logo, messaging, image, style and sound in all marketing materials. This distinguishes the company from the

competition and makes it more noticeable among other companies. (Guillén, 2019)

Often, a company's brand serves as a bridge for its values, principle and communications. Corporate brands commonly developed by marketing experts to reflect how they want the business to see. The logo, messaging, image, style, and voice should all often used in all marketing materials when choosing a corporate brand image. Due to this, the business stands out from the competition and is more visible to potential customers. The brand provides a detailed description of the character and characteristics of the product as well as the values and mission of the company. Customers may prefer the product over others because they like the origin of the product, believe in the cause, and share similar values. So using emotional marketing to convince people to believe in a company and commit to it when they can relate to it is the key to the success of any luxury brand. Building deep ties with customers through corporate branding can result in higher customer retention, more impressive referrals, and more revenue. (Rahul, 2020)

### **c. Personal Branding**

Personal branding is the most effective technique to demonstrate one's individuality, specializations, and selling qualities. It comprises all the methods for promoting and establishing a public persona for a company. (Walgren, 1995) According to (Wee, 2000), there are six types of personalities that enhance brand value:

- *Volunteers*: individuals well known to help others people, volunteer their time to humanitarian organizations. This includes Angelina Jolie, Dolly Parton, and Bill Gates (Wee, 2010):
- *Careerists*: These brands prioritize achievement over all else. Individual know to share information and be industry leaders. Elon Musk, Jeff Bezos, and Simon Sinek all fall under this category.
- *Hipsters*: These brands frequently blend compassion and careerism, but they are more concerned with information sharing than with taking action. This brand is where we find everything new and fashionable.
- *Boomerang*: These kinds of businesses share content in order to stir up controversy. They may not agree with the stuff they share, but they like

stirring up controversy.

- *Connectors*: These people enjoy bringing people together and taking satisfaction in creating communities. They are typically innovative and love other people's approval.
- *Selective*: Selective brands only share information with particular groups of people. They are resourceful, and they take the time to curate content for their audience. (Wee, 2010)

#### **d. Cultural Branding**

The culture that a company develops in order to sell its brand in a compelling, consistent and competitive way, known as “cultural branding”. This concept focuses on the ways in which people work together to bring the brand to life for customers. Brand cultures, however, are more than just a reflection of the brand; they are, by definition, a reflection of the individuals who work there as well as the choices and standards of conduct that they have committed to uphold. (Jevons, 2005)

The goal of advertising is to create a distinctive and lasting cultural brand. It is akin to marketing magic. A number of companies with brands close to the mind and heart such as Subaru, Starbucks, Apple and Ben & Jerry have flourished. Each of these companies has a brand that represents more than just cars, coffee, computers or ice cream because they have been fortunate enough to discover a shift in societal norms or have been foresighted enough to define their products to make them successful in the long run. (Waits, 2011).

#### **e. Co-branding**

It is a marketing technique that uses several brand names on a single good or service. Brand partnership refers to a variety of forms of branding collaboration that typically involve the trademarks of at least two companies. Using unique logos, brand identifiers, and color schemes, each corporate brand adds its own strategy to build an integrated brand identity (Kenton, 2020). Co-branding combines market power, and brand recognition in order to persuade consumers to pay them a higher price through this can reduce the likelihood of a product being copied by private-branded competitors. (Mitchell, 2021) Many organizations find that co-branding is an effective way to grow profits, market share and save costs. Based on the distinctive characteristics of each brand. Simply put, the goal of co-branding as a

strategy is to improve market share, revenue streams, and customer awareness. In addition, a co-branded product has a smaller target audience than a single name company product. As the picture you send is more detailed. (Cegarra, 2001)

### f. Ethical Branding

A legacy of morally good and ethical ideals, methods, and behaviors can leave behind by an ethical brand. Furthermore, according to Globe Newswire, behind product quality, ethical practices are the second-highest reason for consumers returning to a brand. These Ethical brands Principals are crucial for marketers because they demonstrate why they should use this branding strategy to help their company survive in such a competitive environment. (Fan, 2005) On the other side, around 62% of purchasers want corporations to take a statement on social issues such as sustainability, transparency, and fair labor standards. The goal of branding is to make the brand stand out from the competition and assist our customers in distinguishing the target brand from the competition. Other branding tactics, such as choosing unique brand colors or fonts, may have already tried by the marketer. Therefore, the figure (3) below shows a contextual model of ethical purchasing can give your branding efforts a boost. Ethical branding makes it easy for a marketer's brand to stand out, as long as it fits well and gets lots of exposure. (Fan, 2005)

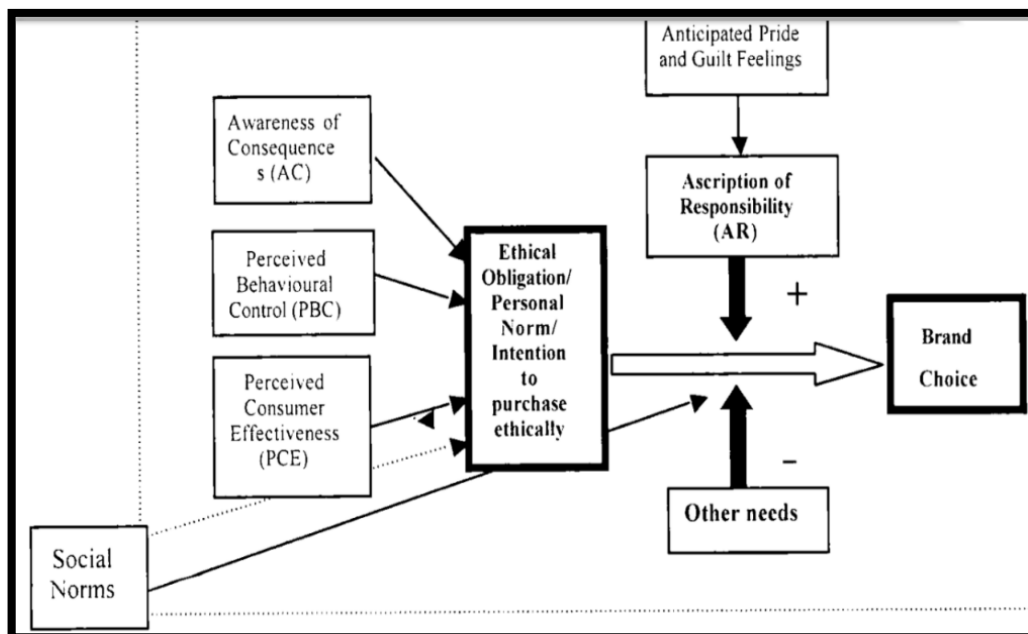


Figure 3: A contextual model of ethical purchasing

Source: (Leppan, 2005)

### **g. Emotional Branding**

This concept explains stimulating a consumer's emotions in order to develop a bond with a brand or product, this accomplished by marketers by giving their consumers content that appeals to their emotions, egos, ambitions, and goals. Marc Gobé theory supported by the observation that emotional connections can develop through interactions between brands and people. Humans' natural desires for love, power, emotional security, and ego pleasure are all subconscious and can be tapped into by emotionally triggered marketing. This strategy can be more than 50% more effective than a non-emotionally tailored advertisement (Permala, 2022).

Customers also are more likely to select brands that have an emotional component, as opposed to competitors who appear to be soulless companies. Most people desire a variety of things. Ego fulfillment, love, emotional security, and power are among them. All of these requirements are unspoken, yet they exist and are waiting to trigger by marketing. It is a fantastic idea to run a succession of emotional ads to keep the emotional tie going. These appeal to the heartstrings first, before promoting the product for sale. Current occurrences, such as lockdowns or pandemics, can sometimes prompt brands to produce meaningful advertising that elicits emotional responses from customers. (Magids, 2015)

In addition, the most critical aspect of brand stability is striking an emotional balance between short-term direct sales and long-term partnerships. At this step, the brand structure must design and group around four primary pillars. The brand's identity, as well as the values that create it, must clearly state. There must be governance to assist marketers in obtaining the information they require to comply with the requirements, as well as a proper delegation of brand development concepts. There must be a clear grasp of how to calculate and analyze the brand's equity, as well as set guidelines for doing so. The famous Maslow's Hierarchy of Needs can be used to appeal to basic emotions. The specific needs of humans to be happy and emotionally healthy are broken down in this hierarchy. (Permala, 2022)

In addition, the pyramid-shaped hierarchy as shown in the figure (4), begins with the most fundamental physical necessities at the bottom. Humans have many basic emotional needs that we seek from others and ourselves. Friendships and personal relationships provide us with a sense of belonging and love (Benson, 2003).



We also require self-actualization and feelings of accomplishment and status. This is a sensation of realizing one's full potential, which frequently incorporates creative requirements. Knowing these basic wants allows the marketer to work on providing some of these items to consumers through brand marketing. (McLeod, 2007)

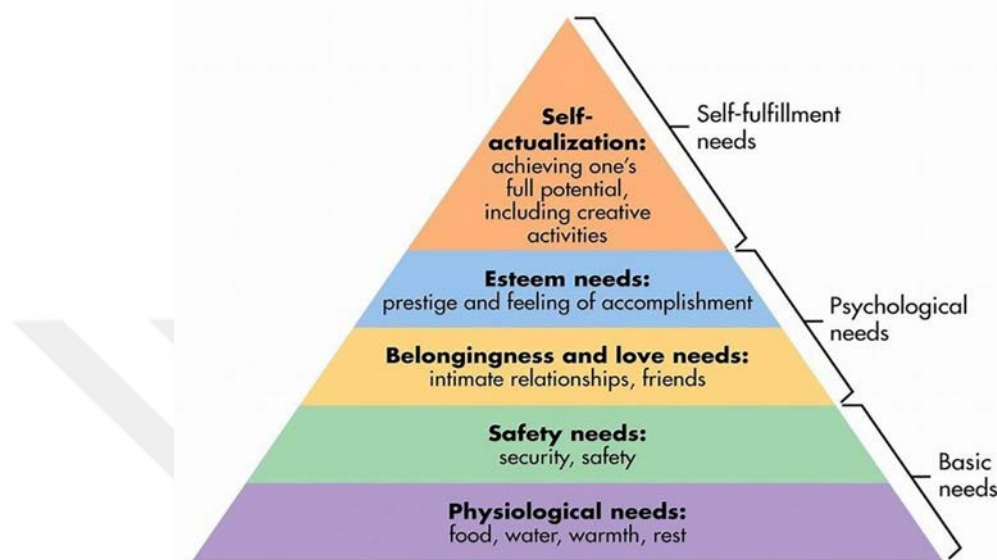


Figure 4: Maslow's Hierarchy of Needs

Source: (McLeod, 2007)

#### 4. Importance of Brand Strength

In today's world, a brand is something that consumers define rather than something that a firm defines. A brand is much more than just a logo, and this is especially true for the company's customers. A brand is a conceptual idea that encompasses many features of a product as well as a wide range of consumer perceptions of it, such as the name, logo, font, colors, and packaging. (Mitchell, 2021)

Even though a vivid and well-built brand provides a strong basis for a company, brand equity is essential to its success. "When people talk about brand equity, they imply the valuation of a brand through the eyes of the public," Furthermore, brand equity is a concept that functions as a framework for appreciating the power of a consumer's emotions in response to a circumstance. (Zaman, 2019)

On the other hand, the major objectives of branding were to increase customer awareness and make it simpler for consumers to identify between similar

products made by different businesses. However, as the idea of branding has developed over time, brand equity has become more crucial in estimating the worth of any company. Some well-known companies, like Google, Adidas, and Pepsi, have tremendous brand equity, which explains their capacity to draw in and retain customers. On the other hand, to put it another way, consumers will always favor the brands to which they are devoted over rival or unbranded goods. Finally, because consumers are willing to pay more for brands they trust, strong brands have the luxury of setting higher prices. (Mitchell, 2021)

#### **a. Recognition Improvement**

Consumers process a lot of brand information on a daily basis from TV, radio, billboards, posters, social media, the internet, cell phones, tablets, newspapers, movies, and other sources in today's frantic technology-driven environment. We use heuristics (mental shortcuts) to help us make purchasing decisions, avoiding the need to deliberate scrutinize every purchase we make, with all of this information thrust in our faces on a regular basis. Brand recognition is the capacity of a customer to recognize a firm based on its visual assets such as its logo, packaging, style, or colors. Higher consumer loyalty, advertising effectiveness, decreased price sensitivity, and more word-of-mouth are all benefits of brand awareness. (Aaker, 2009)

As a result, there are many fantastic methods for raising brand awareness. The most effective of them support the marketer in connecting with customer target audience, winning over consumers, and raising brand recognition. To apply these methods and ensure business success, do the following (Phomkamin, 2021):

- Considering guest blogging:

If a marketer wants to demonstrate a knowledge and competence, as well as indicate that the brand is an industry leader, a blog is a must-have for a firm. He or she might raise their rankings by offering readers blog content that is both informative and engaging. In the end, more individuals will not only be aware of the brand, but will also be able to recognize the aesthetic features. Guest blogging should be encouraged if the company wishes to reach a larger audience. Writing for other industry-related websites allows them to grow traffic, domain authority, and customer confidence, and get new readers. New users can learn about the company

and recognize it in the future by visiting the website. (Aaker, 2009)

- Improving the Rankings:

The best way to demonstrate the website's quality and utility to users is through SEO approach. As a result, marketers can get higher rankings and reach a larger audience of Internet users. They have a great potential to improve user experience, gain new consumers, and develop credibility and brand awareness by assessing and upgrading their SEO approach. (Berman, 2013)

- Implementing Influence Marketing:

Because of the excellent effects, it offers to businesses, influencer marketing has become highly popular. It provides brand awareness and recognition, as well as trust, authority, credibility, and lead creation, to name a few advantages. Big organizations and startups may engage with a larger audience, enhance conversions, grow their following, and form long-term partnerships by collaborating with opinion leaders. (Aaker, 2009)

- Running paid ads on social media:

With over 4 billion social media users, using sponsored advertisements on social media platforms is a brilliant concept. What about social media advertising, which has demonstrated to boost brand recognition? Furthermore, adopting sponsored advertising helps businesses attract loyal customers, enhance conversions, save money on marketing, and improve their Google ranking. They may market their items on Facebook, Instagram, YouTube, and other famous websites. (Tuten, 2008)

## **b. Creating Trust**

The relationship between a brand and its customers describe by brand trust, which is a branding effect. A multitude of factors impact brand trust, including the brand's standing or reputation, the products or services supplied, and the communication method employed. Several variables affect brand trust according to (Ambler, 1997):

- Customer satisfaction: based on how well you treat consumers, how well you communicate with them, and how swiftly and usefully you reply to their queries and problems.
- Reliability: Consistency, and quality of the offer, as well as timely access to

key information, must always ensure. It is also important for the brand to stand out from the crowd. (Ambler, 1997)

- **Competence:** The brand must demonstrate that it understands its product or service, stands behind it completely, and is an industry specialist.
- **Innovation:** The brand must demonstrate that it is forward- thinking, open to new ideas, and invests flexibly in the development and manufacture of new, future-proof products and services. (Farquhar, 1995)
- **Emotionality:** In most cases, the buyer associates something with the brand. Perhaps they purchased their first baby shoes from a well-known shoe brand, or the daily trip to the grocery chain around the block became part of a long-standing routine. Buyers emotionally attached to brands. (Walgren, 1995) Therefore, Emotional considerations are the foundation of almost all brand trust. Buyers examine whether a brand offers the desired product quality and keeps to its promises. As a result, brand trust is an indicator of how much a customer believes in a brand, and when that belief reinforced, it results in customer loyalty and repeat business. Companies with strong brands are those with a high level of brand trust. (Ambler, 1997)

### **c. Supporting Advertising**

Advertising plays an important role in the development of brand image. Consumers informed about the functional capabilities of the brand through advertising strategy, planning and creativity in ad agencies about the unique emotional values that can offer to the rare brand. That's why companies use ads to spread their brand and sell their products directly to the public. The brand becomes more recognizable when the corporate message is repeated electronically. Thus if you make a compelling ad and invest enough to reach a sizable audience, it will have an immediate impact on your business. With the intention of boosting sales, advertising is a form of sponsored message. Advertising always requires a monetary expenditure, whether it is one-time or continuing. (Gorge, 2022)

### **d. Building Financial Value**

The primary goal of boardrooms is to create long-term brand value and connect it with shareholders to maintain it. In order to an achieve long-term success. Brands are more than just names for products and services. Everything linked to

vision, mission, company strategy, strategic marketing, and communication initiatives is included in branding. Branding is a significant, long-term investment that, like any other business activity, must produce a Return on Investment (ROI). As a result, both the brand and the portfolio of brands must view as assets. KPIs and benchmarks give information about business progress and any necessary changes, thus selecting the right metrics to assess brand value, equity, and activities is essential (Lal, 2020). The following are the advantages of a strong and identifiable brand from the company's perspective (Piha, 2021):

- Premium pricing and higher margins:

Since market supply and demand results in products in increased demand can command a higher price, the brand provides a path out of commodification and lost profits. Thus pricing is the only competitive tool available to companies operating on very small margins. This created an opportunity for companies to increase their interest in the value of the product and the way it is presented in the market.(Piha, 2021).

- Increase the value of the company:

In mergers, acquisitions, licensing, joint ventures, and other finance agreements, brand value is one of the key reasons why a company's market valuation often surpasses its current value (Swaminathan, 2022).

- Stock market performance:

There is a clear correlation between branding and the production of shareholder value. Companies with strong brands outperform the market on various financial metrics once risk taken into account. (Swaminathan, 2022).

- Improved financial ratios:

Brand performance has a big impact on financial numbers. Strong brands have higher liquidity ratios, such as the current ratio and quick ratio, which indicate a company's capacity to fulfill financial needs as they arise. (Piha, 2021)

## **B. Consumer Behavior**

### **1. Definition of consumer behavior**

Consumer behavior research increasingly widely used in economic research and it has become a focus of attention for all businesses and small and big initiatives looking to boost their annual earnings. With the passage of time, the presence of the electronic revolution, and the development of electronic commerce, it has become easier to memorize private information about the customer interests, directions, and future aspirations, as well as to understand a way of thinking, taste, and purchasing capabilities. (Peattie, 2010)

In addition, using consumer control devices and its financing sources aided marketers in tracking customer-purchasing patterns. In order for a person to acquire the status of a consumer, the purpose of obtaining the good or service must be for personal or family purposes, not for purposes commercial. The customer is the aim that the product supplier pursues, who accepts its usage. It may also describe as the key that ignites the buying and marketing processes and serves as the spark for the brand's expansion and success. (Kardes, 2014)

On the other hand, the behavior of individuals in the purchase of a brand mostly tied to their financial capabilities, as evidenced by the findings of research on the influence of brand value in the purchasing process. Many people desire to possess a certain thing, but the financial return prevents them from doing so. Additionally, gathering product information and comparing it to that of another product allows for greater competition and the possibility of altering one's mind about a purchase. When utilizing a service, the customer usually selects the one that best meets and desires. As a result, it is simpler to comprehend customer behavior by looking at desires and preferences. (Solomon, 1992)

- The consumer behavior classified into three categories according to (Magids, 2015):
- Behavior of Buying: The process of learning about a product and comparing it to alternatives, then choose and purchase it. This seen while purchase a product in a certain quantity, at a specific place, and for a given price.

- **Consumer Behavior:** The amount and kind of product consumed by an individual at any one moment, as well as the number of times the product is used and the regions in which it is used.
- **Technology Communication Behavior:** This behavior reflected in the degree of trust in information on which it relies on gathering product data in order to make a purchasing choice. (Magids, 2015)

## **2. Types of Consumer Behavior**

### a. Dissonance-reducing buying behavior

Few differences between brands with great consumer engagement may found in dissonance-reducing purchasing behavior. This is true for the jewelry trademark since jewelry is pricey and alluring, thus it has a high value and is more distinctive. Consequently, the customer's reaction to the purchase is pleasant because he feels delighted after having it. However, the buyer may experience dissonance after purchase (after-sale discomfort), if they discover specific flaws in the products manufacture when call centers or services offered. By making the consumer happy and providing a guarantee for the items, you may win the customer's trust. (kotler, 2008)

### b. Complex buying behavior

Purchasing practices that compare brand attributes lead to strong consumer engagement. This happens when the consumer is acquainted with the qualities and benefits of the product, after which they go to the stage of forming opinions and attitudes about this product. Then create a well-thought-out plan for the buy option, which entails the consumer going through numerous phases of the purchasing process. (Eger, 2021)

### c. Variety seeking behavior

When there is little customer input, but there are clear perceived brand distinctions, consumers' purchasing patterns will change. In this situation, the consumer switches brands frequently for the sake of variety rather than because he or she is upset (kotler, 2008).

### d. Habitual buying behavior

It is distinguished by little consumer engagement and lack of interest, with substantial differences between brands. This typically observed with a low-cost, regularly used product, independent of brand. They have no attachment to the brand and are unconcerned about the product's quality and worth. It is, nevertheless, a regular everyday habit and behavior. Some of them have an unfavorable and familiar perception of the brand, and we have found that they are uninterested in reviewing the products (Uncles, 1995).

### **3. Factors Influencing Consumer Behavior**

#### **a. Marketing Campaign**

Using internet-marketing technologies and sponsored advertisements, social media marketing has recently developed into a powerful instrument for building a brand and expanding its reach to numerous nations. That has aided in luring customers from distant countries and creating a positive image, which is what modern business strategy, seeks to achieve. It became easier to inform the consumer of the significance of brand adoption as well as the company's principles, beliefs, and actions for the success of the brand. (Husain, 2014)

The electronic philosophy was at its height and success during the Corona crisis and the tyranny of illness in many countries, therefore these brand-advertising efforts reinforced with healthy language like "we supply your favorite product without leaving the house." Others made the buyer feel valued and increased customer awareness of the value of e marketing by including catalogs and health advice. (Causland, 2020)

As previously said, one of the most significant aspects of the marketing process is an awareness of the customer's requirements and aspirations, as well as their psychological, economic, and social status, daily routines, and religious and moral convictions. (Mothersbaugh, 2020)

#### **b. Economic Condition**

The price is the reference point of the brand strategically; a brand with high prices turns out to be of high quality and vice versa. Therefore, the pricing policy to get the largest possible number of consumers attracts the customer, especially during the seasons of free and low offers at the end of the year. (Saeed, 2011)



Also mentioned the division of product price according to the benefit-cost analysis, which are as follows:

- Low cost, tangible and personal benefits: like Corona vaccine in this Case benefits and direct profits, and low cost of processing.
- Low costs, tangible and societal benefits: in this case, the behavior is easily changed, and this brings a high benefit to the individual and society.
- High cost, tangible, and personal benefits: In this case, there is a clear personal benefit, but the costs associated with it are high as the cost of health advertising campaigns to use a particular product. (Saeed, 2011)

### **c. Personal Preferences**

We must consider how the consumer acts and the essence of personality, thus every brand must concentrate on all consumer behaviors. To acquire customer trust, there is a sensible and calm sort of buyer who considers if purchase decision is correct or not. It can tell the difference in the quality of goods and services. This sort of consumer should approach sensibly and not misled and extra benefits of the product should demonstrate to persuade the consumer. There is also the impulsive and reluctant shopper who makes snap decisions and afterward regrets them. Obtaining the commodity and, in most cases, modifying it since he is not convinced. Many stores are obliged to accept the conversion of some items rather than returning them while attempting to change them. Most of the purchase decisions of this nature must be handled by delivering the greatest product rather than other accessible options that may lead consumer to pause in making a selection and so satisfy demands more quickly. (Muruganatham, 2013) Several earlier kinds of research have explored impulsive purchase behavior and its impact on customer pleasure and perception, and several have revealed extrinsic and internal motivators for categorizing consumer behavior. According to "MURUGAN ANTHAM" These motivators related to product and demographics as shown in the diagram:

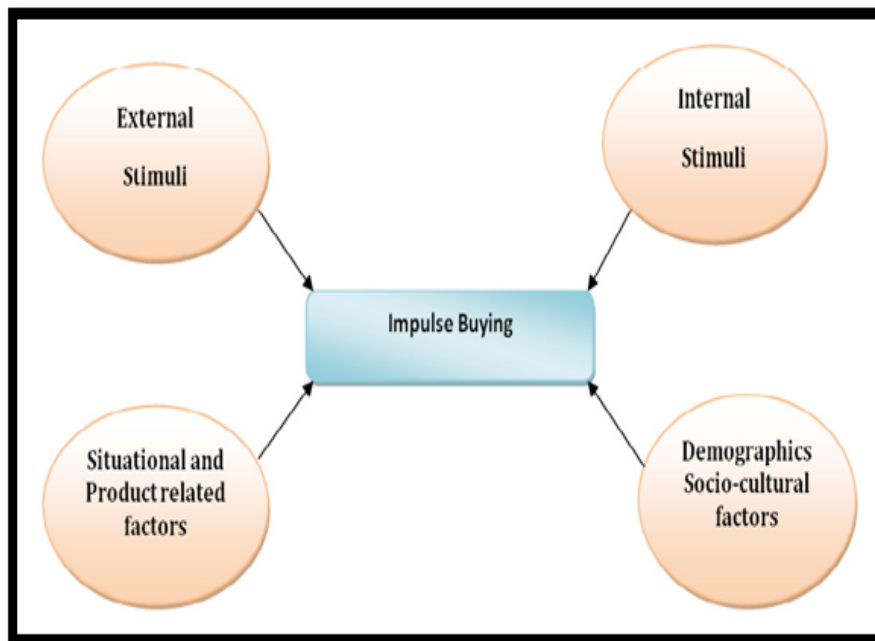


Figure 5: Framework for impulse buying behavior

Source: (Muruganatham, 2013)

#### d. Group Influence

Many studies mentioned the impact of group influence on the behavior of the individual in line with the public interest, social change that depends mainly on the use of force depending on the regulations and laws issued and organized for the community that forces the individual to change the decision. To effect social change, we must first comprehend the methods and means of electronic communication. As well as the skills required to provide information and previous experiences to customers to make people aware and, as a direct consequence, create desire and stimulate ambition in individuals to encourage them to make a purchase decision, based on mutual trust between individuals and those in charge of the social change process. When the individual is more close, such as family, friends, co-workers, or experiences, this group is called the primary group, which has a significant impact on influencing the individual's decision in the purchase process. (Bearden, 1982)

so that branding professionals are looking for effective electronic tools to make the customer more aware of the brand's value and have a social responsibility that enhances the safety of choice of the product and thus encourages individuals as a whole that the product is more desirable (Pantchev, 2022).

### e. Purchasing Power

Purchasing power depends largely on the importance and value of the brand to the consumer in life, including the psychological factor, as we mentioned previously when he feels a lack or need for a certain thing that drives consumer to behavior that covers the deficiency because of deprivation (Godwin, 2022).

On the other hand, the first step in persuading a customer to spend money on your brand is to motivate them to do so. Many businesses spend a lot of money on appealing promotional advertisements in order to pique the interest of customers and encourage them to buy. Moreover, the desires of consumers can never be considered as always satiated, because there will be new and different products to satisfy their appetite and tastes. (Jackson, 2005) The following figure shows the supply chain view of well-being:

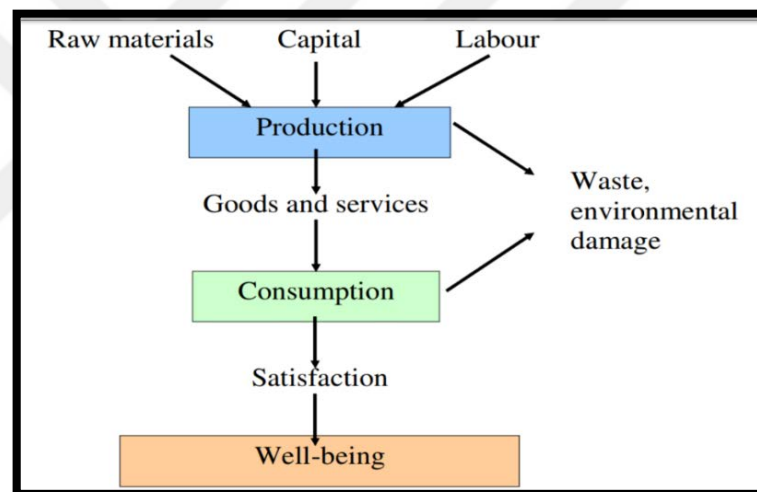


Figure 6: A supply chain view of well-being.

Source: (Jackson, 2005)

From the figure 6, show the motives for spending money depending on the preference and choice of one product over another, which contributes to improving the well-being of the individual and satisfying their desires. (Jackson, 2005)

## C. The Impact of Covid-19 on Consumer Behavior

### 1. Covid-19 Background

COVID-19 is a highly infectious respiratory disease caused by a new virus known as SARS-CoV-2 (severe acute respiratory syndrome-corona virus-2) that has

resulted in new mutated strains. SARS-CoV-2 is different from the usual viruses responsible for mild sicknesses such as the common cold among human beings. The name "Corona" takes from a Latin word meaning "crown". It has given this name because its spikes are similar to "A" Crown. (Baloch, 2020)

In addition, "SARS" is a single-stranded "RNA". It has a long history of producing several sorts of syndromes in humans and animals, including (SARS-CoV), Middle East Respiratory Syndrome, and others (MERS-CoV). (Baloch, 2020)

Therefore, the main reason for the spread of Covid-19 can be pollution from wild animals in seafood markets, SARS-CoV-2 carriers from an infected person to a healthy person. To ensure that the virus not spread and controlled, social distancing measures must take, wear masks and gloves, avoid travel and stop the domestic transport system (Dutta, 2022).

#### **a. Covid-19 Background in The World**

The spread of new strains of Covid-19 become clearly direct to hit the global economy and economic markets. Since the World Health Organization first identified the virus in the Chinese community in Wuhan in December 2019. At that time, more than 3 million people have visited this virus, and it has reached 110 countries around the world, this had an impact on the global economic structure. Unfortunately, the world's economy has become weak and fragile over time, and inflation and rising prices are inevitable. (Chen, 2020)

Therefore, China broke its silence and announced strong steps to put an impenetrable dam against the spread of the virus and confine it. It announced a complete quarantine in Wuhan and made the city isolated from the outside world. Despite that, the virus had a stronger shield to repel immunity. It moved and spread to other cities such as Shanghai and Beijing. (Batista, 2020)

Here the economic crisis began to appear when the activities of all companies stopped and the movement of internal and external trade and airfreight paralyzed which led to a slowdown in the Chinese economic climate and impeded the global economy. Therefore, the social and economic cost of the restrictions imposed by the government of China will affect the long run for the world and especially world trade, which is unbearable for the consumer. (Batista, 2020)

The health sector also suffered a devastating health blow, which resulted in

the complete inability of many hospitals, their inability to absorb patients, and the difficulty of reaching remote areas, in addition to the death of many doctors and nurses to serve their country (Xiang, 2021). As shown in Figure 7, the impact of the virus is not limited to one sector, but rather affects the most important sectors of life:

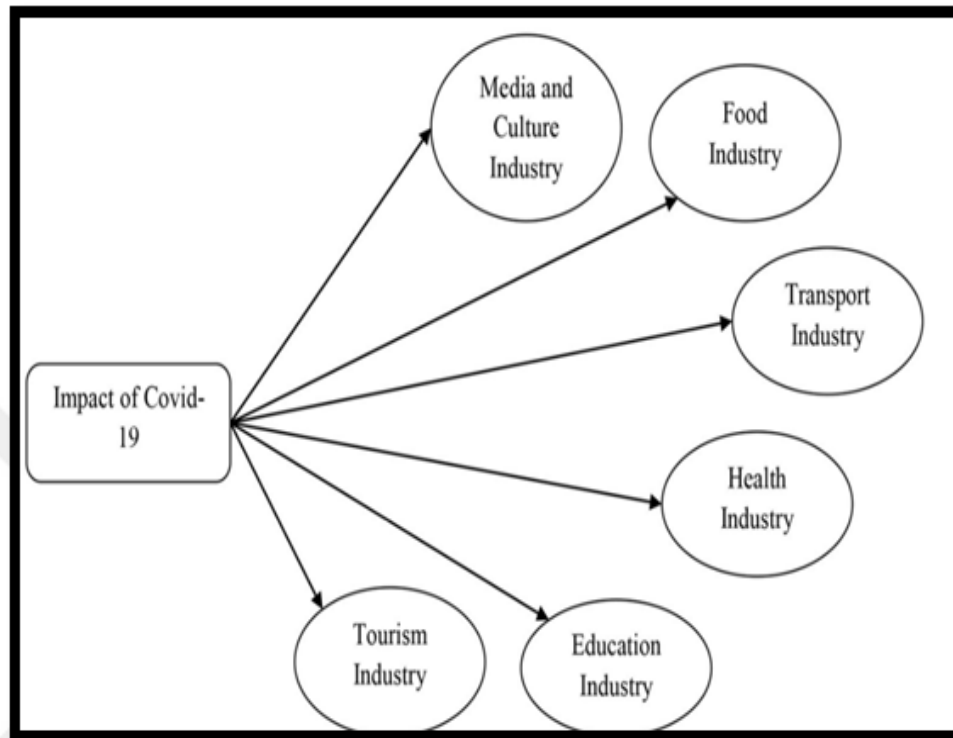


Figure 7: Framework of the study impact of COVID-19

Source: (Xiang, 2021)

### **b. Covid-19 Background in Jordan.**

In the history of Jordan, since its establishment, it has not experienced an economic downturn. This was the first blow to the Jordanian economy. However, the impact of the epidemic in Jordan, considered the lowest in the world in 2020. Jordan's pandemic has been less than in other nations because of its small population, stringent Jordanian government rules, and emphasis on pouring money to aid needy families. (Abu-Mater, 2020)

Accordingly, the wise Jordanian government policy made itself a role model for the rest of the countries in its approach and crisis management. Since the announcement of the first case of infection presented to Jordan, the government announced the isolation of the injured in five-star hotels at the government's expense, they isolated in the Dead Sea hotels and the capital, Amman. The

government arranged five-star hotel rooms for the injured in order to discourage family visits and to socialize with them in order to improve their psychological state (Al-Ababneh, 2022).

The government also launched an electronic platform in cooperation with the National Center for Security and Crisis Management to activate social distancing and switch to digital platforms to ensure that people's lives not disrupted during quarantine. (Abu-Mater, 2020)

In addition, the platform includes sections that contain information about the Covid-19 and its symptoms, instructions for home quarantine, the mechanism for reporting suspected cases, and information about hospitals that conduct a PCR examination. It was also concerned with an e-learning aspect by launching an educational platform for distance study (Your Lesson). The telecommunications companies provided the student platform with free internet to guarantee the right to education for all students (Shahroury, 2022).

In the field of economics; despite the lack of economic resources, many countries have admired the Jordanian government's policy and good behavior to contain the virus and adopted a policy of flexibility to persuade the people to issue their decisions. The Social Security Corporation launched three economic programs to protect the economy, such as limiting the hours that businesses and stores allowed to operate (Myyas, 2022).

There was cooperation between the government and the commercial sectors. However, these sectors faced many economic challenges, and every company was supposed to look to the long-term future and anticipate the resulting economic consequences of the end of the epidemic (Al-Khasawneh, 2022).

On the other hand, the electronic payment process was not prevalent in Jordan, especially in government transactions. The Jordanian people rely heavily on paper, such as paying bills and rent. Now the situation is different, the government activated electronic payment and forced the people to use it by activating electronic wallets in cooperation with the Central Bank of Jordan where it issued a request to local banks to postpone the installments due to borrowers and reduce interest rates to reduce movement and mixing between the consumer and the seller. (Abu-Mater, 2020)

Despite these wise measures against violators. However, the government subjected to a negative reaction from merchants and business owners because of their feeling of lack of freedom in their economic activities. This illustrated in Figure 8, tracking economic growth in Jordan by using quarterly data (2018/2019 Q1 - 2019/2020 Q4). The results indicate a clear but slight impact of the Covid-19 on the economic sector. (AL-Tamimi, 2020)

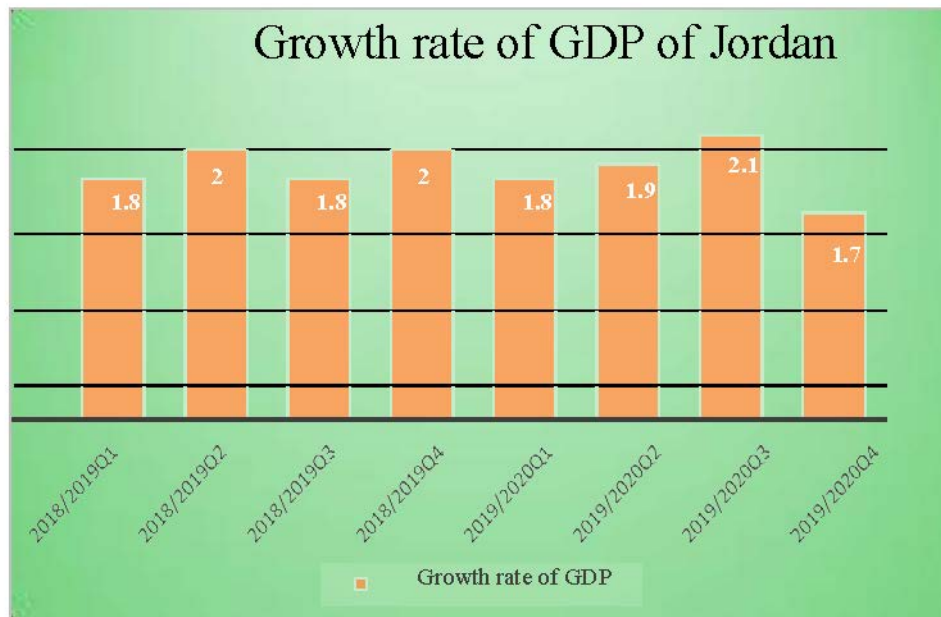


Figure 8: Jordan's Economic Growth Rate by Using Quarterly Data for (2018/2019 Q1 - 2019/2020 Q4)

Source: (AL-Tamimi, 2020)

## 2. The Impact of Covid-19 on consumer behavior towards the brand

The brand's response and impact to the global pandemic of Covid-19 have been remarkable through e-marketing processes characterized by emotional appeal and flexibility. Competitors focused on the media and recommended to re-present their products with non-profit marketing content and a strategy of unlimited communication with the customer. During the Covid-19, company stocks affected and profits declined. Big brands, especially gold dealings, were an attractive "safe haven" to consumers (Nayal, 2022).

Whenever the value of the brand is high and luxurious, it is a source of mitigating the macroeconomic shock, and therefore the property rights of the brand contribute significantly to maintaining the company's cash flow and protecting it

from sudden economic losses during global crises. Corporate social responsibility (CSR) also contributes to raising the value of the brand. Therefore, each member of the company contributes to engaging with the community under the name of the brand that he represents (Le, 2021).

#### **a. The Impact of Covid-19 on Social Environment**

The Jordanian social environment, due to the geographical location, has subjected to a change in the old customs and traditions to more modern ones. The geographical change includes moving from the countryside to the cities or changing the workplace where the individual gain's information, refines personality and develops capacity to make independent judgments. (Hammouri, 2022)

As for the technological change that Jordan witnessed during the period of the epidemic, the adoption of paper in government transactions decreased, and the use of phones and applications became an effective way to accomplish life matters. This is why the shopping sites for buying clothes and jewelry online, in particular. It has become a fashion for Jordanian women and a daily ritual rather than leaving the house. (AL-Tamimi, 2020)

On the other hand, online brand shopping had a big impact during the Corona period Jordanian stores developed their own websites and accompanied new ways by using Instagram ads to attract consumers to them. Such as Xaina Store, Abu Shakrah, Sakkijha gallery, and Raghad Al-Muhareb Cosmetics Store. (Abu-Mater, 2020)

Before the outbreak of the virus, all sectors like educational, health, social, and economic sector used social communication and the Internet to collect and exchange information, which is an integral part of the work of any sector or field in order to speed up the completion of work and give accurate results. (Dutta, 2022)

Despite the advantages of using the internet, many of the disadvantages that companies face in exchanging information may be fake and fictitious. What known as with the press of a button, fraudulent information comes, if it not pursues and its source is not checked, so the effect of releasing scientific news on social media without the right of veto, rejection, or fact checking has a detrimental impact on credibility. Cookies employed in conjunction with the source of information about Covid-19 to safeguard behavior during a pandemic. (Garcia, 2020)

On the other hand, the impact of the global crisis on the consumer's decision



has two dimensions: (I) Short-term impact: It depends on the change of place and the restriction of the consumer in movement and choice of stores is likely to change the decision to buy abruptly. (II) Long-term effect: Waiting in the decision-making until the end of the crisis, and the purchase may be canceled (Sgroi, 2022).

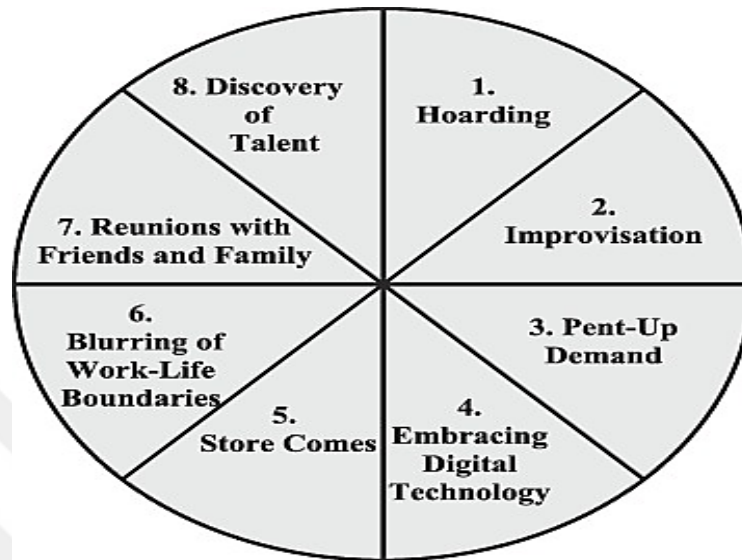


Figure 9: Immediate Impact of Covid-19 on Consumption Behavior

Source: (Sheth, 2020)

According to "sheth", the figure below summarizes the direct effects of the Covid-19 on consumer behavior as mentioned by the researcher. (Sheth, 2020)

It explains how the consumer uses hoarding to manage the uncertainty of the availability of goods in the future supply so that the product becomes a temporary stock to avoid food shortages resulting from the crisis. Moreover, how the consumer ignores new habits and ways of consumption and gives consumer flexibility in carrying out activities and improvisation in the management of product shortages. (Sheth, 2020) He also mentioned that the pent-up demand for durable and expensive goods such as homes and cars, fearing fluctuations in real estate prices and the uncertainty of the unknown future after the crisis made the consumer slow to make purchases. Therefore, it was important to embrace digital technology and adapt to it in the conditions forced by the pandemic. The easiest option was to have the store come to the home. Thus, it enhances comfort and luxury in consumer behavior and blurs the boundaries of social life and geographical distance. (Sheth, 2020)

#### **b. The Impact of Covid-19 on "Fox Brand Collection"**

The Fox Collection is a Jordanian gallery brand. This brand Sakkijha is a

jewelry business known for its remarkable and timeless necklaces, bracelets, rings, and earrings in the shape of a fox. As one of Jordan's largest jewelry-making families, it manages the largest and most followed jewelry store page in Jordan. More than four generations of the Sakkijha family have worked tirelessly to leave a legacy of quality and achievement. All of these efforts have resulted in the company being the region's number one Arab jewelry brand. (sakkijha, 2022)

Sakkijha prioritizes excellence, using only the most skilled craftspeople and handpicking only the most precious jewels and metals. The business also ensures that all preferences served to with bespoke pieces and sets that keep up with the newest trends and styles. Thus, a blend of elegance, inventiveness, and imagination went into creating this jewelry. Abdullah Sakkijha; the son of Mohammad Sakkijha, was born in 1978 and comes from a family steeped in jewelry tradition. Mr. Sakkijha was motivated from an early age to continue Sakkijha family's history, thus he founded a first jewelry store in "Sweifieh", Amman. From that day forward, Abdullah Sakkijha's store and enterprises were renowned for their creative masterpieces, sophisticated service and reception, and refined taste. Consequently, it is evident why the store was able to attract such many of loyal customers in such a short period. The Fox brand is synonymous with rock-solid elegance and the luxury story of a polished, handcrafted product presented in a novel and daring way. In 2021, the Jordanian company Sakkijha received the ISO 9001-2015 certificate (certificate of compliance with quality standards) as the first Jordanian jewelry store to adhere to all international quality standards and has demonstrated its success in meeting the demands and desires of customers from all over the world. (sakkijha, 2022)

Sakkijha Company, like other enterprises affected by the viral economic, yet reached the route to fame in a clever way, focusing on women's devotion and desire for jewelry and gold. The corporation formed a distinct group and picked the fox as a sign of intellect, boldness, and cunning. It was a clear message to any wise woman who understands the world economy and recognizes the value of gold in the aftermath of the crisis. As a result, the group attracted many Jordanian women and caused an enormous media sensation in the jewelry market. (sakkijha, 2022)

Therefore, the jewelry is one of the most valuable possessions a person may have. It has a significant monetary worth in addition to enhancing the attractiveness of the form when worn. It serves as a safety valve in the case of currency

depreciation, which is why many women bought gold during the global financial crisis. (Rahul, 2020)



## **IV. METHODOLOGY AND TECHNIQUES**

This research topic inspired to adopt a descriptive analytical technique (quantitative and qualitative approach) by examining the connection between the Jordanian brand's strength and consumer behavior during COVID-19.

By describing the subject of the study, where after presenting the most important elements through the theoretical semester, then the field portion of the research included: an empirical study of a fox brand Collection in Jordan, this brand created during Covid-19, a Jordanian company specializing in the gold industry in Jordan. The questionnaire distributed to individuals who purchased this brand as a research sample, collected and studied in order to learn about consumer trends. the empirical analysis begins with basic and straightforward observation after posing the questions and explaining the answers in the theoretical framework.

Theoretical in nature, seeking to arrive at realistic interpretations of the preceding issues, as well as studying how the brand affects consumer perception and trends about the buy or non-purchase process throughout Covid-19.

### **A. Data Collection**

This chapter includes the presentation and analysis of data collected by the researcher. The study aims to determine the quality of the customer's choices for "The Fox Brand Collection" and the factors that influence the change of decision-making process , and to examine the impact of the new luxury brand on how to attract the customer electronically while the customer is sitting at home.

The questionnaire will be this study's major tool for collecting data and measuring the brand image index and consumer reaction. Statistical tools: To represent the sample members, this study analyzes and manages the data employing that the Statistical Package for Social Sciences (SPSS 21; IBM). The analytical processes in this study organized in accordance with the order of survey and research questions. It entails examining samples, preparing for graphic analysis, and

accurately describing participant characteristics using descriptive analysis. (Frequencies, percentages, central tendency, and dispersion), and answering the specific research questions using bivariate analysis (t-test), one-way ANOVA, and multiple linear regressions. The Multiple linear regressions conducted to predict the customer satisfaction level based on gender, age, working status, salary, and qualification.

## **B. Sample Selection**

This study conducted the research in Jordan, and focused on regular customers of the "Sakkijha Company". The empirical analysis used a quantitative method of the questionnaire and a statistical process, which implemented on the collected data for purpose of analyzing the data. The data collected randomly by using a Likert scale type of online survey. The study sample represents an honest and equal representation of the original community and from the category of Jordanian businesspersons, pioneers and lovers of the Jordanian brand. The questionnaire distributed to 122 individuals who purchased this brand; the customers who follow websites that promote the Jordanian brand due to the importance of Internet users' opinions on how easy it is to sell the product electronically during the Covid-19.

## **C. Data Analysis**

### **1. Demographic Characteristics**

#### Demographic Characteristics

The total sample of 122 respondents obtained survey customers. Out of 140 distributed questionnaires, only 122 returned with a response rate of 86.1%. A demographic detail of the respondents analyzed through descriptive statistics (frequencies, percentages) and illustrated in (Table 1).

Analysis showed that around three-quarters of 76.2% (n = 93) of the respondents were females, and most of them 86.1% (n = 105) of them were in the working-age group (31-40). Regarding respondents' age groups, 48.4% (n = 59) of them were in the (31-40 years) age group, 27.9% (n = 34) of them were over 40 years old, and only 4.9% (n = 6) of them were under 18 years old. The highest percentage

of respondents 34.4% (n = 42) reported that their salary falls in the 700 – 900 JD range, while the lowest percentage of respondents 15.6 % (n = 19) reported that their salary is above 900 JD. In addition, 39.3% (n = 48) of respondents were holding an undergraduate degree.

Table 1: Sample Demographic Characteristics (N = 122)

Variables		N	(%)
Gender	Male	29	23.8
	Female	93	76.2
Age	Under 18	6	4.9
	18 – 30	23	18.9
	31-40	59	48.4
	Over 40	34	27.9
Working	No	17	13.9
	Yes	105	86.1
Salary	300 -500 JD	25	20.5
	500 -700 JD	36	29.5
	700 -900 JD	42	34.4
	Above 900 JD	19	15.6
Qualification	High School	12	9.8
	College degree	20	16.4
	Undergraduate degree	48	39.3
	Master's degree	24	19.7
	PhD	18	14.8

#### a. Brand Customer Satisfaction Result:

Brand customer satisfaction assessed in this study by using 5-Likert scale type questions (Table 2). It demonstrates that the highest satisfaction rate was for “experience with fox collection brand” with a mean of 4.33 (SD = 0.99), then for “fox collection brand product has high quality compared to its price” with a mean of 4.25 (SD = 0.94). On the other hand, the least satisfaction rate was for “celebrity endorsement influence decision” with mean of 3.70 (SD = 1.24), then for “fox collection brand product designs are sophisticated and elegant” with mean of 3.71 (SD = 1.41).

Brand-customer satisfaction summed up as total scores; a higher score means a higher level of brand-customer satisfaction.

The brand customer satisfaction level ranged from 11 to 55 with a mean of

44.88 (SD = 8.44).

Using the quartile equation revealed that 50% (n = 61) of customers reported high brand customer satisfaction levels, and 25.4% (n = 31) of customers reported low brand customer satisfaction levels.

Table 2: Brand Customer Satisfaction Result:

Items	Mean	SD
How was your experience with this product (fox collection brand)?	4.33	0.99
How was your experience with this product (fox collection brand)?	4.14	0.97
How was your experience with this product (fox collection brand)?	4.07	1.02
Do you think that your brand product designs are sophisticated and elegant?	4.24	0.95
Do you think that your brand product designs are sophisticated and elegant?	3.71	1.41
How far celebrity endorsements influence your decision?	3.70	1.24
How likely are you to recommend your favorite brand to a friend or a colleague?	4.14	1.08
Do you feel at ease and that you are in a good mood when purchase the fox brand gallery?	4.11	1.01
Are you buying "Fox brand collection" because of its logo or name?	4.10	1.22
Is the product high quality compare to its price?	4.25	0.94
What do you think of the quality of these products with other international brands?	4.08	1.02

#### **b. Impact of Covid-19 on Consumer Behavior:**

The impact of the Covid-19 on Consumer Behavior assess in this study by using 5-Likert scale type questions (Table 3).

Demonstrates that the most positive impact was for “ease and speed of receiving and obtaining the product via the internet during Covid-19” with a mean of 3.66 (SD = 1.24).

While the most negative impact was for “lock-down and the pandemic affect

purchasing decision” with a mean of 2.21 (SD = 1.29).

The impact of the Covid-19 pandemic on consumer behavior summed up as total scores; a higher score means a more positive impact.

The impact of the Covid-19 on consumer behavior scores ranged from six to 25 with a mean of 16.33 (SD = 3.64).

Using quartile equation revealed that 23.8% (n = 29) of customers reported that impact of Covid-19 on consumer positive behavior, and 26.2% (n = 32) of customers reported that impact of Covid-19 on consumer behavior is negative.

Table 3: Brand Customer Satisfaction during Covid-19

Items	Mean	SD
Are you familiar with using Mobile Application shopping before the Covid-19 crises?	2.67	1.59
During the corona crisis, did your desire for shopping online increased?	3.61	1.40
How do you describe the ease and speed of receiving and obtaining the product via the Internet during Covid-19?	3.66	1.24
Did the lock-down and the pandemic affect your purchasing decision?	2.21	1.29
How much you trust level on "fox collection brand"?	4.17	1.10

Furthermore, the quality of your fox product changes assessed from the respondent's point of view and exemplified in (Figure 10). Showed that 50% (n = 61) of respondents reported that products got better quality and price during the Covid-19.

Also, 41.8% (n = 51) of respondents reported that products got better quality, but the price is more expensive during the Covid-19.

Additionally, only 1.6 % (n = 2) of the respondents reported that products’ quality decreased during the Covid-19.

As well, only 6.6 % (n = 8) of respondents reported that products did not get better, it stayed the same during the Covid-19.



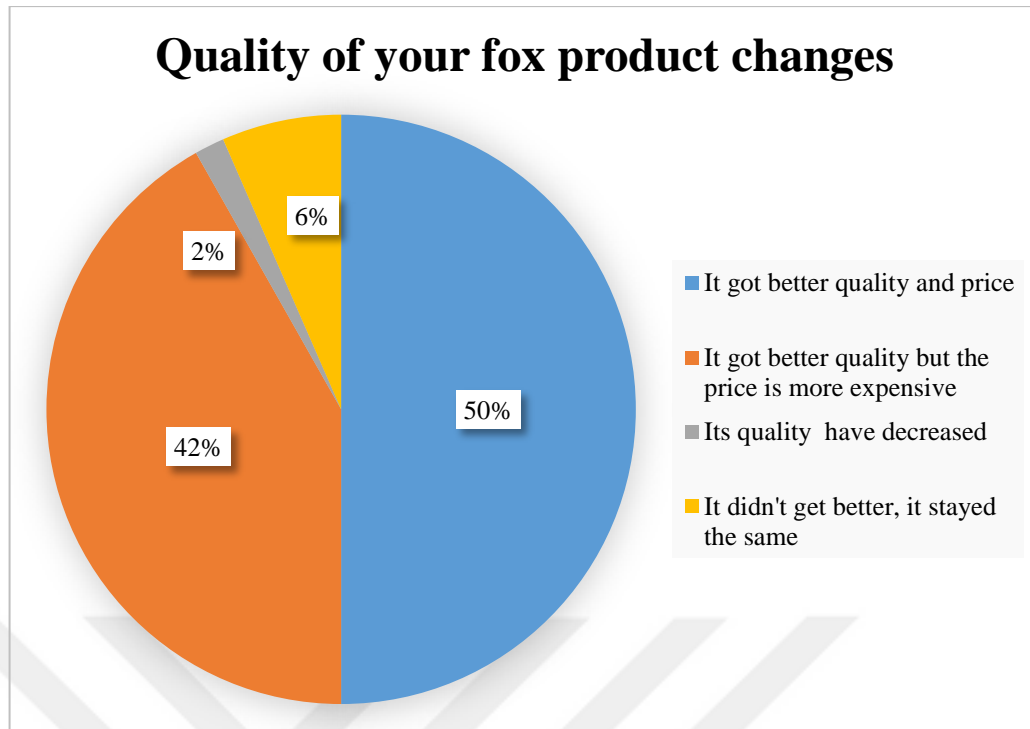


Figure 10: Quality of your fox product changes.

Source: "SPSS" Analysis

### c. Differences in The Customer Satisfaction Level Based On Customers Characteristics:

To examine the difference in customer satisfaction levels based on gender and working status, an independent t-test used, setting a significant level at  $\alpha < 0.05$ . After testing and assuring all parametric test assumptions, sample observations were random; all variables assure normal distribution (Skewness values were within the range -2 to +2. Kurtosis values were within range -7 to +7); all variables assure equality of variances. Results (Table 4) showed that there was no significant difference ( $t = 1.329$ ,  $p = 0.186$ ) between male respondents and respondents in their brand customer satisfaction levels.

Working respondents and non-working respondents differed significantly from each other. ( $t = -4.004$ ,  $p < 0.001$ ) in terms of consumer satisfaction with their brand, so the working respondents' mean satisfaction score was 46.04 (SD = 7.83) higher than the satisfaction mean score for non-working respondents 37.71 (SD = 8.73).

This result indicates that working respondents have a higher customer satisfaction level than those who are not working.

Table 4: Differences in the Brand Customer Satisfaction level based on gender and working status:

Variable		Descriptive		t-test	
		M	SD	t	p
Gender	Male	46.69	7.43	1.329	0.186
	Female	44.31	8.69		
Working	No	37.71	8.73	-4.004	< 0.001
	Yes	46.04	7.83		

Furthermore, to examine the difference in customer satisfaction levels based on age group, salary, and qualification one-way ANOVA test used, setting a significant level at  $\alpha < 0.05$ .

In addition, after testing and assuring all parametric tests assumptions; sample observations were random; all variables assure normal distribution (Skewness values were within the range -2 to +2. Kurtosis values were within range -7 to +7); all variables assure equality of variances.

Results (Table 5) revealed that there was a significant difference ( $F = 11.737$ ,  $p < 0.001$ ) between respondents in different age groups in their brand customer satisfaction levels.

Post hoc Scheffe test revealed that the significant difference in brand customer satisfaction level was between respondents who are under 18 years old 36.83 (SD = 8.30) from those in (31-40 years) age group 46.56 (SD = 5.47) and from those above 40 years old 48.03 (SD = 6.44).

This implies that older respondents have a higher customer satisfaction level. In addition, there was a significant difference ( $F = 13.462$ ,  $p < 0.001$ ) between respondents with different salaries in their brand customer satisfaction levels.

Post hoc Scheffe test revealed that the significant difference in brand customer satisfaction level was between respondents with salary range (300 JD – 500 JD) 36.92. (SD = 10.69), from those with salary range (500 JD – 700 JD) 45.41. (SD = 6.38). Moreover, from those with salary range (700 JD – 900 JD) 48.57(SD = 4.94).

Also, from those with salary (above 900 JD) 46.15 (SD = 8.32). This implies that respondents with higher salaries have higher brand customer satisfaction levels. Additionally, there was a significant difference ( $F = 5.985$ ,  $p < 0.001$ ) between respondents with different qualifications in their brand customer satisfaction levels.

The Post hoc Scheffe test revealed that the significant difference in brand customer satisfaction level was between respondents with a high school degree of 39.08 (SD = 8.35), and those with undergraduate degree of 47 (SD = 6.22), and those with doctoral degree 47.77 (SD = 6.27).

This result implies that respondents with higher educational level have higher brand customer satisfaction level.

Table 5: Differences in the Customer Satisfaction Level Based On Age Group, Salary and Qualification:

Variables		Descriptive		ANOVA	
		M	SD	F	p
Age	Under 18	36.83	8.30	11.737	< 0.001
	18 – 30	38	12.05		
	31-40	46.56	5.47		
	Over 40	48.03	6.44		
Salary	300 -500 JD	36.92	10.69	13.462	< 0.001
	500 -700 JD	45.41	6.38		
	700 -900 JD	48.57	4.94		
	Above 900 JD	46.15	8.32		
Qualification	High School	39.08	8.53	5.985	< 0.001
	College degree	39.15	12.56		
	Undergraduate degree	47	6.22		
	Master's degree	46.12	6.12		
	PhD	47.77	6.27		

#### **d. Differences in Impact of Covid-19 On Consumer Behavior Based On Customers Characteristics:**

To examine the difference in the impact of the Covid-19 on consumer

behavior based on gender and working status, an independent t-test used, setting a significant level at  $\alpha < 0.05$ .

After testing and assuring all parametric test assumptions, sample observations were random; all variables assure normal distribution (Skewness values were within the range -2 to +2. Kurtosis values were within range -7 to +7); all variables assure equality of variances.

Results (Table 6) showed that there was no significant difference ( $t = -0.612$ ,  $p = 0.541$ ) between male respondents and female respondents in their perceived the effect of the Covid-19 on consumer behavior.

Similarly, there was no significant difference between working respondents and non-working ones ( $t = -1.265$ ,  $p = 0.208$ ) in their perceived the effect of the Covid-19 on consumer behavior.

Table 6: Differences in the Customer Satisfaction Level based on Gender and Working status:

Variable		Descriptive		t-test	
		M	SD	T	P
Gender	Male	15.96	4.62	-0.612	0.541
	Female	16.44	3.29		
Working	No	15.29	3.03	-1.265	0.208
	Yes	16.49	3.71		

Furthermore, this study examines the difference in perceived impact of the Covid-19 on consumer behavior. Based on age group, salary, and qualification one-way; ANOVA test used by setting significant level at  $\alpha < 0.05$ .

After testing and assuring all parametric tests assumptions, sample observations were random, all variables assure normal distribution (Skewness values were within the range -2 to +2. Kurtosis values were within range -7 to +7); all variables assure equality of variances.

Results (Table 7) revealed that there was a significant difference ( $F = 3.049$ ,  $p = 0.031$ ) between respondents in different age groups in their perceived impact of the Covid-19 on consumer behavior.

The post hoc Scheffe test revealed that there was no specific significant difference in the perceived impact of the Covid-19 on consumer behavior between different age groups.

In addition, there was no significant difference ( $F = 1.419$ ,  $p = 0.241$ ) between respondents with different salaries in their perceived impact of the Covid-19 on consumer behavior.

Additionally, there was no significant difference ( $F = 2.048$ ,  $p = 0.092$ ) between respondents with different qualifications in their perceived impact of the Covid-19 on consumer behavior.

Table 7: Differences in the Customer Satisfaction Level Based On Age Group, Salary and Qualification

Variables		Descriptive		ANOVA	
		M	SD	F	P
Age	Under 18	14.16	4.26	3.049	0.031
	18 – 30	14.82	2.85		
	31-40	17.10	3.65		
	Over 40	16.38	3.65		
Salary	300 -500 JD	15.16	3.17	1.419	0.241
	500 -700 JD	16.44	3.90		
	700 -900 JD	16.45	3.42		
	Above 900 JD	17.36	4.03		
Qualification	High School	14.50	2.87	2.048	0.092
	College degree	15.15	4.33		
	Undergraduate degree	16.58	3.71		
	Master’s degree	16.75	2.77		
	PhD	17.61	3.64		

#### e. Predictability of Customer Satisfaction Level Regression Results:

To test the predictability of brand-customer satisfaction level based on demographic (gender, age, working status, salary, and qualification), multiple linear regression was used by setting a significant point at  $\alpha < 0.05$ .

In addition, the data met the assumption of collinearity and showed that multicollinearity was not a concern. In addition, the data met the assumption of autocorrelation (Durbin-Watson value = 1.340). Furthermore, the histogram of

standardized residuals indicated that the data contained approximately normally distributed errors, as did the normal P-P plot of standardized residuals, which showed points that were not completely on the line, but close.

In addition, the scatter plot of standardized predicted values showed that the data met the assumptions of homogeneity of variance and linearity. The data also met the assumption of non-zero variances (gender, variance = 0.183; age, variance = 0.669; working status, variance = 0.121; salary, variance = 0.977; and qualification, variance = 1.338).

Multiple linear regressions conducted to predict the brand-customer satisfaction level based on gender, age, working status, salary, and qualification. Analysis (Table 8) revealed that the five factors model (regression equation) was significant  $F_{(5, 116)} = (7.564, p < 0.001)$ , with an  $R^2$  of 0.246.

Customers' brand satisfaction level was significantly predicted by their age (Beta = 0.223,  $p = 0.040$ ).

Customers' age was a significant positive predictor, which indicated that older customers are more likely to have higher brand satisfaction levels.

The overall model fits  $R^2 = 0.246$ , which means that this model is responsible of 24.6% of the variance of customers' brand satisfaction level.

Therefore, the data in the table indicate that the only variable with statistical significance is age only, as evidenced by the level of significance.

Predicted customers' brand satisfaction level is equal to  $28.300 + 2.300$  (age) total scores.

$$\text{Regression Equation: } y = B_0 + B_1x$$

$$\text{Predicted } y = 28.300 + 2.300 x$$

Table 8: Predictors of Compliance with Infection Control Precaution Regarding Covid-19:

Model factors	Beta	T	P	CI 95% for B	
				Lower bound	Upper bound
Gender	-0.066	-0.789	0.432	-4.551	1.959
Age	0.223	2.074	0.040	0.104	4.497
Working status	0.150	1.583	0.116	-0.914	8.182
Salary	0.153	1.429	0.156	-0.502	3.108
Qualification	0.089	0.910	0.365	-0.762	2.056

**f. Predictability of the Covid-19 Impact Regression Results:**

To test the predictability of the impact of the Covid-19 based on demographic (gender, age, working status, salary, and qualification), multiple linear regression was used by setting a significant point at  $\alpha < 0.05$ .

Tests to see if the data met the assumption of collinearity indicated that multicollinearity was not a concern (gender, Tolerance = 0.939, VIF = 1.065; age, Tolerance = 0.563, VIF = 1.778; working status, Tolerance = 0.726, VIF = 1.377; salary, Tolerance = 0.571, VIF = 1.752; and qualification, Tolerance = 0.684, VIF = 1.461).

In addition, the data met the assumption of independent errors (Durbin-Watson value = 1.610).

In addition, the histogram of standardized residuals indicated that the data contained approximately normally distributed errors, as did the normal P-P plot of standardized residuals, which showed points that were not completely on the line, but close.

Also, the scatter plot of standardized predicted values showed that the data met the assumptions of homogeneity of variance and linearity.

The data also met the assumption of non-zero variances (gender, variance = 0.183; age, variance = 0.669; working status, variance = 0.121; salary, variance = 0.977; and qualification, variance = 1.338).

Multiple linear regressions conducted to predict the brand-customer satisfaction level based on gender, age, working status, salary, and qualification.

Analysis (Table 9) revealed that the five factors model (regression equation) was not significant  $F_{(5, 116)} = (1.767, p = 125)$ , with an  $R^2$  of 0.071.

Table 9: Predictors of Compliance with Infection Control Precaution Regarding Covid-19:

Model factors	Beta	T	P	CI 95% for B	
				Lower bound	Upper bound
Gender	0.083	0.904	0.368	-0.847	2.269
Age	0.070	0.586	0.559	-0.741	1.362
Working status	-0.015	-0.147	0.883	-2.339	2.015
Salary	0.054	0.459	0.647	-0.664	1.064
Qualification	0.192	1.772	0.079	-0.071	1.278

In order to find out the relationship the brand-customer satisfaction level based on gender, age, working status, salary, and qualification, a multiple linear regression model was used in which five factors model were considered as explanatory variables and brand customer satisfaction level as dependent variable.

The result of the regression model demonstrated that there was a positive significant relationship between the customer satisfaction level and the explanatory variables. According by regression equation:

Customers' Brand Satisfaction Level =

$$y = B_0 + B_1x = 28.300 + 2.300 x$$

Null Hypothesis (Ho): It indicates that the regression between the dependent variable (the level of customer satisfaction for the fox brand), and the independent variables (Five Factors Model) is zero, meaning that the regression is not significant and the independent variable is not related to the fixed variables.

$$H_0 \sim \beta_1 = \beta_2 = \beta_3 = 0$$

Alternative Hypotheses (H1): It indicates that the regression between the dependent variable (the level of customer satisfaction for the fox brand), and the independent variables (Five Factors Model) is not zero, meaning that the regression



is a significant and the independent variable is related to the fixed variables. ( $\beta_1 \neq 0$ )

So the hypothesis (H1) has achieved the goal of the study, which is the existence of a statistically significant relationship of 0.05,  $R^2 = 0.246$ , between consumer behavior and the brand. The Pearson correlation coefficient was used to test the quality of the fox brand sign and its relationship to consumer behavior.

Through the results of the regression coefficient, it showed that there is a positive, statistically significant relationship between the impact of the sign and the Jordanian consumer behavior based on age.

Thus, the null hypothesis (H0), was rejected and the alternative hypothesis (H1) was accepted, which is that the moral regression is not equal to zero, and this means that there is a positive relationship and statistical significance between the dependent variable (the level of customer satisfaction for the fox brand), and the independent variables (Five Factors Model).

## V. CONCLUSION

In this paper, how the consumer and the essence of personality towards brand choice are explained briefly, and therefore each brand should focus on all consumer behaviors. This is because the consumer distinguishes the differences between good and bad goods and services. Through the brand's customers there are consumers who must be approached with caution and not misled, and the additional benefits of the product must be persuasive. There is also the hesitant and impulsive buyer who makes fast decisions and afterwards regrets them. Obtaining the products and, in most circumstances, altering it because the consumer not persuaded. Most of the purchase decisions of this nature must be handling by delivering the greatest product rather than other accessible options that may lead consumer to pause in making a selection.

This research summarized the definition associations of the brand, the brand's property rights, and the history of its development, its significance, and its high value. In addition, this research clarified how the brand touches the consumer and moves feelings, "five senses" through image, fame, and this feeling through the consumer's awareness of the distinction of the good brand from other competitors in addition to the advantages and quality that the product possesses.

It also concluded that the name of the brand has a great role as a world-famous trade name, a geographical reference, or a famous family name, such as the jewelry of the "Sakkijha family" in Jordan which was very successful in attracting the consumer and thus the consumer felt secure in purchasing and trust towards the rooted family name Renowned and known for its experience in the field of goldsmithing.

Given the relevance of new research that analyzes new brands and forecasts their success and the level of people's need for them, this study was primarily aimed at brand enthusiasts and pioneers. In addition, the quantitative approach of the electronic questionnaire and the statistical procedure on the data was one of the better statistical ways that yielded findings that are more accurate.

Of course, qualitative approaches such as searching through books, scholarly publications, and abundant scientific resources aided this research. Where it was able to gain a wide perspective and fill up many scientific gaps.

This research concluded that the vast majority of consumers expressed their admiration for the new Jordanian brand, its quality and luxury, and this indicates that the new emerging brand takes into account the needs of its customers. Furthermore, emphasizing the emotional benefits that the Fox brand offers to the customer and the advertising campaigns that touch the feelings by demonstrating their suitability to the individual's lifestyle and their ability to express the consumer's personality and giving the consumer a high position, sophistication and elegance, especially the most interested category of shopping, which are women.

This research noticed during the process of analyzing the data is that the majority of the fox brand's lovers those who have a high income level they have more of luxury than others, and this indicates that the (brand-customer) level of satisfaction is higher. In addition, this research concluded that the majority of respondents have higher educational degrees from others, this indicates that education and awareness of the importance of having a well-known and distinguished brand for the product is essential.

Also, the transition to digitization was necessary with the repercussions of Covid -19, and that the consumer was forced to use the Internet to buy everything needed at home, and in particular, the majority of respondents to the Fox business group seemed comfortable in the brand's ability to counter Covid-19 by providing shipping and fast delivery of the product, there was a clear effect and a positive relative increase in the number of consumers who used the Internet to purchase the product. Moreover, the lack of similarity with any other product previously recorded, found it necessary for the product to be characterized by seriousness and luxury to keep the old consumers and thus create a distinctive and lasting image in the minds of the old customers.

The study also found that consumers tend to save and invest their money in gold in order to avoid expected losses in the value of cash currencies and the collapse of the global economy. Gold was a safe haven for the customer, for the distant future, and not only for decoration, as expressed by Jordanian women. In addition, there is a clear relationship between choosing the name of the product and its effect on the

consumer, and this is what concluded when choosing the shape of the fox, a sign of wisdom, strength and boldness, so the name was especially attractive and inspiring for women. Also, it showed that there is a clear positive relationship between electronic promotion and consumer behavior, as fans of the Fox brand collection expressed more response through the site during Covid-19 than ever before. The majority of respondents want to see the most relevant offers and discounts based on their interests, what is new in the world of designs for gold necklaces, so creating mobile app, and web-friendly experiences will ensure that the brand is a priority for online shoppers, especially those who care about the origin and heritage of the producer. Therefore, the results showed that the respondents expressed their great confidence in the fox brand collection and their repetition of purchasing it, due to the company's interest in product control and supervision of its promotion and marketing, in addition to controlling its pricing.

At the conclusion of this research, it concludes that the advantages and strength of the brand to influence the consumer's decision and the frequency of purchase has a strong relationship to the level of product quality that is customary every time it purchased, especially durable goods and the legal protection that the product provides to the customer when using it. Thus, this relationship reinforces the existence of collective praise from It is accepted by individuals, relatives and fans of the brand when the product is more sophisticated and innovative, such as the unique collection of the "Fox" brand. Through, the aforementioned and based on the answers of the "fox brand lovers", the main objective of this research is to study and analyze the impact of the brand towards the behavior of the customer during Covid-19.

In addition, to the importance of the brand power to instilling the mental image of the consumer, for this reason this research was adopted in the statistical analysis part by choosing the Fox collection brand as a reference for the Jordanian brand. Therefore, this brand is one of the most famous Jordanian national brands using by luxury marketing and e-promotion, thus this brand achieved the vision and goal of this research, which is to highlight the role and strength of the brand in protecting itself from crises as a means to ensure that product quality remains as high as possible.

✓ Recommendation

Before concluding, this study suggested that the focus of future research should be on increasing the electronic advertising campaigns in attracting the feelings and sensations generated by the brand by showing its suitability to the individual's lifestyle and its ability to express the consumer's personality and give the customer a high status "Elegance and confidence". In addition, the Long-term dealing in crisis management and its impact on the brand in the future, this proposal will be necessary to study it in the future.



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## **APPENDIX**

APPENDIX A: The Approval of the Ethics Committee

APPENDIX B: Consumer Satisfaction level during Covid-19 Questionnaire



## APPENDIX A: The Approval of the Ethics Committee

Evrak Tarih ve Sayısı: 21.06.2022-54088



T.C.  
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ  
Lisansüstü Eğitim Enstitüsü Müdürlüğü

Sayı : E-88083623-020-54088  
Konu : Etik Onayı Hk.

21.06.2022

Sayın DIALA KHALED HAROUN ALKHUSHMAN

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 09.06.2022 tarihli ve 2022/10 sayılı kararıyla uygun bulunmuştur. Bilgilerinize rica ederim.

Dr. Öğr. Üyesi Alper FİDAN  
Müdür Yardımcısı

Bu belge, güvenli elektronik imza ile imzalanmıştır.

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## APPENDIX B: Consumer Satisfaction level during Covid-19 Questionnaire

4/14/2022

Consumer behavior during covid19 ( Fox Brand Gellery)

### Consumer behavior during covid19 ( Fox Brand Gellery)

To whom it may concern, Dear Sir/Madam

I am a student at Istanbul Aydin University pursuing a degree in Master of Business Administration. This Online Form is to take a part in a study I am undertaking titled " The Effect Of Brand Strength On Consumers Behavior During Covid Crisis: Case Study". Here in attached, find a questionnaire designed to assist in collecting the necessary data for this research. The study is solely for academic purposes, and all information you provide will be kept strictly confidential. Your name will not appear in the final report in any form.

highly appreciated.

Please respond to the following questions by putting a tick in the appropriate box:

**\*Required**

1. ♦ Section A: demographic information : Gender : \*

*Mark only one oval.*

female

male

2. 2. Age : \*

*Mark only one oval.*

Under 18

18 - 30

31 - 40

over 40

<https://docs.google.com/forms/d/1KNE69OFjirJHxFQMK6UZwo99xO1cfzJGLnPB4RugLFc/edit>

1/11

(Brand Fox Gallery)

4/14/2022

Consumer behavior during covid19 ( Fox Brand Gallery)

3. 3. Are you currently employed? \*

Mark only one oval.

- yes  
 no

4. 4. salary : \*

Mark only one oval.

- 300JD -500JD  
 500 JD -700JD  
 700JD-900JD  
 Above 900JD

5. 5. Qualification: \*

Mark only one oval.

- High School  
 College degree  
 Undergraduate degree  
 Master degree  
 PhD

◆ Section B : Questionnaire  
of The brand customer  
satisfaction

For each of the following statements, please indicate your level of agreement by ticking the box that is most appropriate. Where:  
(1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree)

6. 6. How was your experience with this product (fox collection brand)? \*

Mark only one oval.

1      2      3      4      5

---

Strongly Disagree                  Strongly agree

---

7. 7. Does your favorite brand always offer a competitive price? \*

Mark only one oval.

1      2      3      4      5

---

Strongly Disagree                  Strongly agree

---

8. 8.if other rivals are selling cheaper , are you continue to buy the brand that used to ? \*

Mark only one oval.

1      2      3      4      5

---

Strongly Disagree                  Strongly agree

---

9. 9.Do you think that your brand product designs are sophisticated and elegant? \*

Mark only one oval.

1      2      3      4      5

---

strongly disagree                  strongly agree

---

10. 10.Are the prices of the products affordable to majority of people? \*

Mark only one oval.

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

11. 11.How far celebrity endorsement influence your buying decision ? \*

Mark only one oval.

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

12. 12.How likely are you to recommend your favorite brand to a friend or a colleague? \*

Mark only one oval.

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

13. 13.Do you feel at ease and that you are in a good mood when purchasing the fox brand gallery? \*

Mark only one oval.

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

14. 14. are you buy "Fox brand collection" because of its logo or name ? \*

Mark only one oval.

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

15. 15. Was the product high quality compared to its price? \*

Mark only one oval.

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

16. 16. What do you think of the quality of these products with other international brands ? \*

Mark only one oval.

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

◆Section C: The Impact of Covid19 Pandemic on Consumer Behavior

Please select the option that is most appropriate to the number of times you have experienced the behaviors. (1: never, 2: rarely, 3: sometimes, 4: often, 5: all the time)

17. 17. Are you familiar with using Mobile Application shopping before the covid crises ?

Mark only one oval.

	1	2	3	4	5	
Never	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	all the time



18. 18.During the corona crisis, did your desire for shopping online increased?

Mark only one oval.

	1	2	3	4	5	
Never	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	all the time

19. 19. How do you describe the ease and speed of receiving and obtaining the product via the Internet during covid 19 ?

Mark only one oval.

	1	2	3	4	5	
Never	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	all the time

20. 20.Did the lock-down and the pandemic affect your purchasing decisions?

Mark only one oval.

	1	2	3	4	5	
Never	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	all the time

21. 21.how much you trust on fox collection brand ?

Mark only one oval.

	1	2	3	4	5	
Never	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	all the time

22. 22. Did the quality of your favorite product change during the Corona crisis for the better or for the worse?

*Tick all that apply.*

- It got better quality and price
- It got better quality but the price is more expensive
- Its quality have decreased
- It didn't get better, it stayed the same

23. 23. What prevented you from purchasing the product via the Internet during the pandemic period , if any?

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## **RESUME**

**Name Surname: Diala Khalid Al-khushman**

### **Education:**

2013-2008: The University of Jordan -Bachelor, Land, Water & Environmental  
Engineering

2019-2021: Istanbul Aydin University-Masters, Business Administration Program.

### **Work Experience:**

2016- 2015: Administrative Assistant- AL-AMMAQ  
Company for Mining

2016-2018 –Administrative Assistant – AQABA Development Company

2019-2020 – ABC INTERNATIONAL Center -Math Teacher and  
Administrative Assistant

### **Languages:**

-Arabic: Native Language

-English: Good

### **Skills:**

- ✓ Communication
- ✓ Teamwork
- ✓ Problem Solving

- ✓ Flexibility
- ✓ Managerial and Leadership skills,
- ✓ Computer skills (Microsoft Office)
- ✓ work under pressure

