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THE DIRECT EFFECT OF BRAND STRATEGY AND BRAND COMMUNICATION IN BUILDING A STRONG BRAND EQUITY
THE CASE OF BURBERRY

Master Thesis

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Istanbul – 2022

DECLARATION

I hereby certify that in the writing of this thesis, scientific ethical principles were observed, that other people's works were cited according to scientific norms if they were used, that the data used was not faked, and that no part of the thesis was submitted. as a thesis to Gelisim university or any other university.

SARMAD MUWAFAQ THAMER ALJABERI

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The thesis study of SARMAD MUWAFAQ THAMER ALJABERI titled THE DIRECT EFFECT OF BRAND STRATEGY AND BRAND COMMUNICATION IN BUILDING A STRONG BRAND EQUITY THE CASE OF BURBERRY has been accepted as MASTER THESIS in the department of Business Administration by out jury.

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ABSTRACT

Nowadays, brands play an important role in our life, where it interferes with most people's lives, it's one of the most important subjects that attract the attention of companies and shareholders together, In the shade of an endless world of strong competition between the businesses and how these businesses might realize their clients' preferences and gaining their trust and loyalty.

A brand is an outcome of recognition and emotional linking that customer develops toward the "brand" as an outcome of their cumulative experience with it, These interactions enable consumers to create strong linking with the "brand" and strengthen their trust and loyalty toward it. In this approach, "brands" boost owners' value and create a sustainable competitive advantage for enterprises.

In this study, the main aim is to configure the direct effect of brand strategy and brand communication in building strong brand equity. The quantitative approach will be used to perform the research for the aim of this study.

British luxury brand like "Burberry." As a good example between different other brands, since the mid-2000s, Burberry has been undergoing an ambitious transformation from a legacy business with conservative marketing tactics to a worldwide brand giving its target demographic the most digitally advanced brand experience. With total of 498 stores globally, it nowadays becomes one of the most well-known branding success stories in the fashion industry

To meet the study's goal, a quantitative method (questionnaire) was used to acquire acceptable and correct data. The results of the thesis proved that there is an impact of brand strategy and communication on brand awareness and there is a positive effect of brand strategy and communication on brand loyalty, also we can see the positive effect of brand strategy and brand communication on brand quality

Key Words: Brand strategy, Brand communication, Brand awareness, Brand association, Brand loyalty, and Brand equity.

ÖZET

Markaların, çoğu insanın hayatına müdahale ettiği hayatımızda önemli bir rol oynadığı, şirketlerin ve hissedarların birlikte ilgisini çeken en önemli konulardan biri olduğu günümüzde, işletmeler ve işletmeler arasındaki sonsuz güçlü rekabet dünyasının gölgesinde. bu işletmelerin müşterilerinin tercihlerini nasıl gerçekleştirebilecekleri ve onların güvenini ve sadakatini nasıl kazanabilecekleri.

Marka, müşterinin markayla kümülatif deneyimlerinin bir sonucu olarak "marka"ya doğru geliştirdiği tanınma ve duygusal bağlantının bir sonucudur. Bu yaklaşımda "markalar", sahiplerinin değerini artırır ve işletmeler için sürdürülebilir bir rekabet avantajı yaratır.

Bu çalışmada temel amaç, güçlü marka denkliği oluşturmada marka stratejisi ve marka iletişiminin doğrudan etkisini yapılandırmaktır. Bu çalışmanın amacı doğrultusunda araştırmayı gerçekleştirmek için nicel yaklaşım kullanılacaktır.

" Burberry" gibi İngiliz lüks markası. Farklı markalar arasında iyi bir örnek olarak, 2000'li yılların ortalarından beri Burberry, muhafazakar pazarlama taktiklerine sahip eski bir işletmeden hedef demografisine dijital olarak en gelişmiş marka deneyimini veren dünya çapında bir markaya iddialı bir dönüşüm geçiriyor. Dünya çapında 498den fazla mağazasıyla, günümüzde moda endüstrisindeki en tanınmış markalaşma başarı öykülerinden biri haline geliyor.

Tezin sonuçları, marka farkındalığı üzerinde marka stratejisi ve iletişimin etkisinin olduğunu ve marka stratejisi ve iletişimin marka sadakati üzerinde olumlu bir etkisinin olduğunu kanıtladı, ayrıca marka stratejisi ve marka iletişiminin marka kalitesi üzerindeki olumlu etkisini görebiliyoruz.

Anahtar Kelimeler: Marka stratejisi, Marka iletişimi, Marka farkındalığı, Marka çağrışımı, Marka sadakati ve Marka değeri.

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INTRODUCTION

Luxury brand consumption has increased globally over the past decade, which has prompted academics and branding professionals to study this multi-billion dollar business. Despite the recession, the luxury industry's rise has fueled consumer interest in high-end products. Organizations that sell luxury goods must have a deep grasp of their customers' purchasing habits in order to maximize their profits (Hein, 2012).

Brand of the company has emerged as a valuable asset and a potential source of competitive advantage. Another important objective is to raise the total value of the brand and investment by utilizing the value of the brand through brand equity (Tauber 1988). Organizations are increasingly using brands as a strategy to generate value, benefits, and distinction, as well as to stay one step ahead of their competitors in the industry. In the last twenty years, branding has risen to the top of management's priority list. In fact, a company's brand is one of its most important valuable intangible properties. Years of promotion and advertising, goodwill, quality evaluation and improvement, product knowledge, and other positive dimensions that the market identifies with the product are all part of the brand name and contribute to building it. (Chevalier & Manzalovo, 2008). Consumers react to pictures, mythologies, and signs that assist them to understand their personal and national characteristics in relation to global culture and product benefits. This strategy necessitates the use of strong global brands. Brand value is so significant that institutions may soon add a declaration of value appendix to their account balances to account for intangibles like it (Venkatesh and Suresh, 2018). The origins of brand building and brand management may be traced back to product marketing especially the promotion process when the goal of brand creation and brand management was to establish differences and preferences for a product in the minds of customers. Branding strategies generally are improved by the institution for the goods or services, according to Keller, and Kevin Lane. (2003), Strizhakova, Coulter, and Price, (2008), and Skaalsvik, Hugo, and Bjørn Olsen (2014), Build brand strategy, establish brand recognition, and boost brand profitability by positioning and identifying the brand with favorable brand benefits and attracting potential customers.

According to Van (2003), brand planning as the first step of brand strategy begins with a thorough grasp of the company strategy in order to maintain strategic continuity. In order to produce stakeholder value and enhance the growth rate, corporate and brand strategies should be linked (Terence Shimp, 2010).

Brand equity is one of the most important financial values of companies through which capital can be increased as the rights of this brand are linked to the future returns achieved by these companies through the demand of customers to buy their products and services, where this brand enables the businesses to benefit from its moral strength as it plays the role of an important link between the future and past by distinguishing between three important levels which are: 1) brand assets 2) brand power 3) Brand value. These levels are a conditional result that varies over time due to competition and the environment in which the company operates. (Kapferer, 2008).

According to previous researchs, brand equity is a phrase that refers to the value introduced to a brand (Mohammad,2017). Nevertheless, most earlier studies investigated the link between brand equity or brand perception and customer satisfaction (Rezaei and Abadi, 2013; Tran, and Dinh, 2020; and Suresh, 2018), and the literary works on brand equity is incomplete and segmented in terms of its relation with brand loyalty or strategy (Rezaei and Abadi, 2013; Tran, and Dinh, 2020; and Suresh, 2018). Brand communication is one of the determinants of brand equity, and it is a component that has been overlooked in prior studies (Hepola and Hintikka, 2017; Iglesias, Markovic, and Rialp, 2019; Mohammad, 2017).

Furthermore, brand awareness, communication, and brand strategy are seen to be indicators of brand equity and are linked to brand characteristics that build a strong brand (Godey et al., 2016; Liu, Chang, and Phau, 2017; Khan, and Awan, 2017). The perception of the brand's worth is one of the consumer attributes. A significant intervening variable is a perceived value (Al-Gharaibah, 2020).

1.1. Purpose of The Study

In this study, the prior aim is to configure the direct effect of brand strategy and communication in building strong brand equity. The quantitative approach will be used to perform the research for the aim of this study.

Our case study will be the British luxury brand "Burberry." Since the mid-2000s, Burberry has been undergoing an ambitious transformation from a legacy business with conservative marketing tactics to a global luxury brand giving its target demographic the most digitally advanced brand experience. With a total of 498 stores globally, Burberry has become one of the most well-known branding success stories in the fashion industry (Lamb, 2011). Moreover, Burberry has franchises in shops, flagship stores, and outlets all around the world. Also "The world's first live 3D catwalk show" was streamed by Burberry during "London Fashion Week". With digital innovation, Burberry ranked as a Digital Leader among many fashion brands with second place in the fashion industry. (Sadia, 2017). On the other hand, In financial performance compared with other brands like Giorgio Armani an example, we can notice that Burberry's adjusted gross profit for the year, 2020 was (£433 M). According to Burberry's annual report (2020). While Giorgio Armani adjusted gross profit was (€261M) according to Armani's annual report for the same year. As a result, we can say that the financial position of the company shows that it used good and innovative strategies and communication plans in order to achieve its goals to build good brand equity. All these facts about Burberry got our attention to select it as a case study and focusing on its successful strategies in building good brand equity for its name.

The thesis is divided up into four chapters, in the first chapter of this thesis the introduction was presented, and in the second chapter theatrical backgrounds, where the major ideas about branding were presented, such as brand strategy, brand communication, and brand equity, In the third chapter, the methodology of the thesis was presented. The final chapter of the thesis contained an analysis of the thesis and discussion part, limitations, and further recommendations.

CHAPTER TWO
LITERATURE REVIEW

2.1. What's the Brand?

A brand is a set of tangible and intangible features used to raise awareness of, identify, and create a positive image of a product, service, people, place, or organization. From product design to marketing communications, branding as a long-term strategy involves a wide range of operations (Bambauer, 2011).

Branding is a strategy used by businesses to attract and retain consumers by emphasizing a company's value, image, status, or lifestyle. A customer's favorable perception of a brand may be reinforced through their use of that brand (Ginden, 1993). The perceived risks that customers incur when purchasing a product they know nothing about may also be reduced by the use of brands (Montgomery and Wernerfelt, 1992). Branding is a strategy for gaining a long-term advantage by concentrating on the unique characteristics of individuals. The goal of branding is to create a positive public perception of the product. (Cleary,1981).

Brand equity, brand positioning, brand recognition, brand attitude, brand strategy, and brand activities, all refer to the same thing: a brand. In ancient times, animals, criminals, and slaves were all indelibly marked with a branding iron to recognize their owners, hence the phrase "brand." According to Ries (2000), a brand is a distinct phrase in the minds of customers: a noun with the ability to influence purchasing behavior. A name, phrase, sign, sign, or design, in the sequence of recognition and possession," according to the American marketing association, or a mix of them, designed to determine a supplier's or an organization of sellers' products or services and distinguish them from those of rivals (Skaalsvik, and Olsen, 2014).

According to de Chernatony and McDonald,(1992) a strong brand meets the high-quality consumers look forward to, and previous perceptions link them to decide to buy it among many other brands. When applying a marketing strategy, a brand is one of the important strategies. It works to connect the product to what is in the customers' minds, through many previous perceptions like heroical, artistic, and cultural features that this brand works to offer to consumers (de Chernatony and McDonald, 1992).

Van Gelder (2003), says a brand is the translation of a corporate strategy into a customer experience that causes specified behavior. A brand, as per Wheeler (2009), is a system of interconnected significant positive associations (brand image) and activities that have the potential to affect people. A brand exists, as per Wheeler (2009), when its forms of aggregate brand experience give it the power to influence the market. Because of the dynamism of marketing and the bi-directional exchanges seen between the brand and the market, the brand is a living system structured around three reference points: (1) goods and service, (2) identity and signs, and (3) concept.

Figure1: The Brand System
Source: Kapferer (2008).

Following the holistic paradigm, Kotler and Pfoertsch (2006) says a brand is a commitment to the consumer needs, the brand represents a compressed combination of characteristics, benefits, beliefs, and values in the eyes of the consumers, based on previous experiences, connections, and future expectations. Lastly, the brand is responsible for distinguishing, simplifying, and reducing the complexity of the decision-making process. Brand equity management, value chain development, and competitive brand positioning are all connected frameworks for branding strategies. The discovery of a distinct market segment also a client cognitive location is both required for competitive brand positioning (Dessart, and Morgan, 2015).

Brand positioning aids planners in determining what a brand represents, its distinctive selling attributes, how it intersects with other brands, and the value received from its use. Differentiating product characteristics like features, quality, choosing, price, and accessibility, which may be generated by differentiating the quality of products like features, reliability, selection, costing, and accessibility, can help build strong brand recognition (Brodie, and Roderick, 2009).
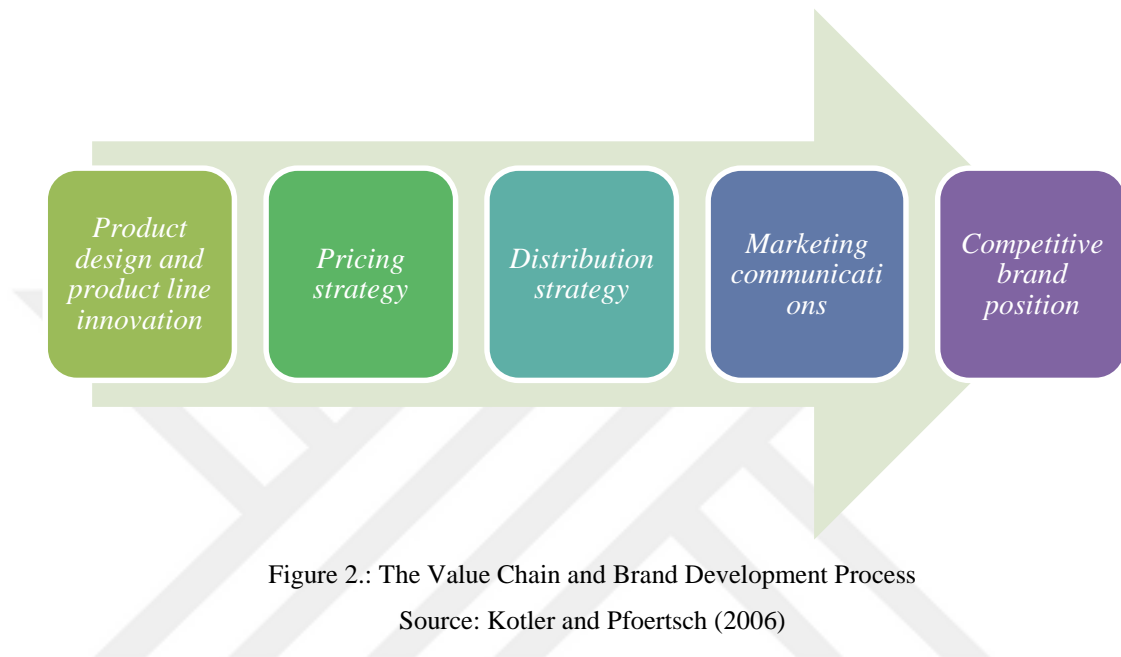
Figure 2.: The Value Chain and Brand Development Process
Source: Kotler and Pfoertsch (2006)

The major factors of value chain expansion are new product development and market expansion (as seen in figure 2). Product innovation requires strategic product design activities, also the ability to establish new product lines and line extensions. Market development is influenced by pricing strategy, distribution channels, and marketing messages. As a result of communications, brand awareness, connections, and emotions are formed in the minds of consumers. Brand names, logos, marketing, and product packaging all fall within the visual category of market development. In the food manufacturing industry, Nestlé, PepsiCo, Unilever, and Kraft are all prominent competitors.

The organizations strive to improve their product offers by focusing on product quality, health, nutrition, and economic constraints. They must also distinguish their brands both inside their particular categories and throughout the whole market. Nestlé sells 23 distinct cereal items under 17 different brand names. Each trademark has its own character, which is shaped through differences in product content, marketing, and

product line extensions. Pricing scales assist differentiate between high and low-value brands in the same cereal category (Wang, and Li, 2012).

2.2. Brand Principles

In order to create an effective marketing campaign, brand procedures and branding concepts are required. According to King, and Funk. (2012), good branding is based on the significance of three branding principles:

Consistency: One of the most crucial branding concepts for any company is consistency. To become consistent, businesses should take a comprehensive strategy that goes beyond the product or brand. It impacts every single point of interaction between the company and its stakeholders (Keller, 2013)

Clarity: Clarity brings the brand to life and makes it clearer. The organization's vision, purpose, core values, and key competencies introduce clarity. These should be easy to describe and comprehend, allowing stakeholders to understand the brand's importance. Customers (people) trust the brand to deliver on that promise because they have previous experience and know what to expect. Consequently, consistency is crucial for building brand equity and trust over time. Brand visibility is the process of boosting brand awareness and building brand awareness (Vanden, and Hove, 2011).

Authenticity: Brand authenticity is the unmistakable root of all organizational members' behavioral psychology with the goal of giving customers a compelling reason to buy, utilize, or steer a unique value product or service.

Building a brand involves careful foresight and planning over an extended period of time, as well as backing from senior management and effective execution across all managerial procedures. In order to integrate brand consistency and brand clarity into the process of formulating strategies, Kotler and Pfoertsch (2006) recommend following a five-step brand creation process, which includes the following steps: (1) brand planning, (2) brand analysis, (3) brand strategy, (4) brand building, and (5) brand auditing.

Figure 3: The cycle of Brand building

Source: Kotler and Pfoertsch, 2006

As a result, according to Kapferer (2008), the brand must be: (1) embodied in products, services, and locations; (2) implemented by people at contact points; (3) activated by wants and behaviors; (4) communicated; and (5) distributed (Wheeler, 2009).

2.3. Brand Functions

Prior to the 1980s, according to Kapferer (2008), there existed a unique attitude toward brands. "After 1980, institutions such as KitKat looked to buy a chocolate or pasta manufacturer. This distinction is crucial; in the first scenario, institutions seek to buy production capacity, but in the second, they want to buy a place in the minds of consumers " (Kapferer, 2008). To put it another way, when it became evident that brands were more than simply identifiers, people began to pay attention to them.

Brand Functions From the Customer's Point of View

According to Bambauer-Sachse and Mangold (2011), brands have eight functions: the first and second one is mechanical and concern the brand's core: "to function as a known sign in order to promote choice and gain time"; the next three are for lowering expected risk; as well as the last three are concerned with the brand's pleasure aspect. He goes on to say that the value of a brand generates from its capacity to develop distinct, positive, and noticeable concepts in the minds of a big number of customers and that brands also serve an economic function in the minds of consumers. Consequently, increasing brand value ought to be the primary purpose of branding and brand building. There are several brand activities that validate the brand's appeal and value from the customer's standpoint, according to Vanden and Hove (2011).

Function	Consumer Benefit
Identification	To be easily visible, to understand the offer, and to swiftly identify the desired items.
Practicality	Allowing time and energy savings through identical repurchasing and loyalty.
Guarantee	To be certain of receiving the same level of quality regardless of where or when the goods or service is purchased.
Optimization	To ensure that you are purchasing the greatest product in its category, as well as the top performance for a certain purpose.
Characterization	To have your self-image or the image you project to others validated.
Continuity	Satisfaction derived from a sense of familiarity and closeness with the brand you've been consuming for a long time.
Hedonistic	Satisfaction related to the brand's appearance, its logo, and its communication.
Ethical	Satisfaction is tied to the brand's responsible behavior in its interactions with society.

Table 1: The Functions of the brand for the consumer
Source: Kapferer, (2008).

2.4. Brand Benefits

Brand benefit, according to Dolarslan (2012), is the value customers place on product features. Customers' good feelings about products and brands are generated by the combination of functional and symbolic benefits. (Deniz, 2012). The functional and symbolic benefits of a brand may be categorized into two main categories. Brand-related functional attributes are described as having a functional advantage. Deniz (2012) whereas brand-related emotional benefits are described as having a symbolic value. According to Mittal et al. (1990), a person's physical environment must be managed in a good way to satisfy utilitarian objectives. According to Park et al. (1986), a brand concept's most essential influencer is the consumer's demands. A functional, and experience and a symbolic benefit are all subcategories of the broader term "brand benefit.

2.5. Brand Concept Management

The brands are created to meet the requirements and desires of consumers (Jeon and Lee, 2016). "Because of the growing relevance of experiential components of consuming, consumers' experiences are becoming increasingly important to branding" (Hirschman and Holbrook, 1982). Brand appeal and design have always piqued people's curiosity and caught their imagination (Patrick and Hagtvedt, 2011; Krishna et al., 2010). A well-designed brand may have an impact on customer cognition and behavior. Brands are described in marketing as cravings for items that bring aesthetic pleasure. Quality and design become significant characteristics when customers take the quality of the product for granted (Park et al., 2013). According to Tan and Ming (2003). Introduction, elaboration, and fortification are the three stages of the brand concept The theory introduced in this thesis will focus on this component of the brand idea model since our model will focus on developing brand equity for an institution in its debut phase. Certain components of the brand concept management have also been included in our framework and measurement tool (Tan and Ming, 2003).

It is critical to execute operations to develop the brand in the marketplace during the brand concept management launch stage. The projected picture should represent the brand concept while remaining within the company's parameters. In order to have an

influence on the brand's image in the early stages, two tasks must be completed. The first is to communicate the brand, and the second is to expatriate the operational activities. Transaction barriers are removed as part of the operating operations. Both activities are intertwined in order to achieve the marketing mix aim and create synergistic benefits (Morgan,2015).

Any institution that uses brand concept management should be concerned about this. It's crucial to understand the differences between functional and experiential brand concepts. Because Vimond is primarily a functional term, we shall focus on that in this thesis. The mixed elements «should stress the brand's functional performance in solving consumption-related problems» for enterprises with a functional idea at the introduction stage it cannot be overstated how important it is to differentiate your marketing mix from that of your competitors. Because the brand concept management only introduces generic tactics, the strategies need to be fine-tuned to optimize their effectiveness Dawar, (2004).

The major goal of the introduction phase, regardless of the brand idea, is to establish the brand's image and position. However, in the elaboration stage, the brand idea judgments established in the introduction phase should be affected further, thus the focus should be on developing long-term plans. The marketing mix elements for institutions with functional ideas should emphasize the strengths and performance in solving the problem that the product is designed to solve. The marketing mix should also highlight how the product stands out from the competition, i.e., why it is more effective (Brodie, and Roderick,2009).

In general, the brand concept must be presented as a long-term investment that will introduce a competitive advantage in the long run. The actions made at each level have an impact on the repercussions in the next stage, which should be considered.

2.6. Brand Strategy

What's the Brand Strategy?

Brand strategy refers to selecting what sort of brand image and personality will be communicated, to whom, and in what how. The company's brand strategy will also be used to define how internal communication will be improved. Business visions, business models, strategic assets, customer bases, competitive strategy, and so on are

all covered under company strategy (Doyle, 2011). Brand strategies include brand equities and identities, brand architecture, and other tactics for creating and maintaining meaning in the value of a company's brands. Any company plan must eventually focus on providing a solution that meets the demands and desires of a certain market group. Importantly, business plans may or may not exist in the absence of brand strategy (Ries, 2001). Brand strategies serve as a basis for long term company plans, which are designed with the objectives of calculating monetary worth, securing legal protection, developing brand loyalty, positioning, and producing an effect that is well-known for the brand, these strategies emerge in the direction of integrated institution strategies for all brands operating in the business. (Kardar, 2001). Some businesses have developed strong brands by connecting their goods to a defined social corporate purpose and objectives that appealed to certain customer segments. Each of the founders was strongly motivated by their principles, held strong business views, and meticulously developed mission or values statements to communicate their unique objectives. These businesses' quick development, as well as proof of client loyalty, show that this sort of corporate branding approach might be extremely successful. When determining the general course of the shop's corporate strategy, strategic synergy among business strategy, corporate identity, and the marketing function are essential (Hooley, 2008).

Corporate brands have largely been conceptualized as relatively stable entities. Organizations may need to restructure their corporate brands in order to respond to changes in their internal and external contexts using this lens. Managing corporate brands might thus be viewed as a dynamic rather than a static undertaking. While corporate names can be easily applied to the branding of a company's products and services, they rarely give suitable solutions for expressing an effective or relevant message about the brand. Furthermore, if unfavorable news occurs, brands associated with corporate names may face higher responsibility. While there may be cost savings in utilizing the company name to brand a range of items, (Madden, 2000).

Developing a good brand strategy is a process of translating external constituents into internal goals, rather than a task handled solely by marketing or advertising professionals. It also indicates that branding is a strategic process with the ability to have a significant influence on culture and identity, as well as a process that addresses basic issues like Who are we? and Who do we want to be? As a result, creating a brand

entail considerably more than just putting together a solid marketing strategy (Schultz, and de Chernatony, 2002). In a changing and high-competition environment, brands as strategic assets and resources of competitive advantage for enterprises require strategic care and thought. Strategic management is a two-way process that takes into account organizational strengths and weaknesses internal variables as well as opportunities and threats from the environment external factors. These two internal, identity and exterior image, views may also be used to examine strategic brand management. One of the most challenging aspects of strategic brand management is achieving a balance and harmony between identity and image. As a result, while selecting and choosing a branding strategy, shops must consider two primary factors: internal organization and external environment or context of operation and target nation or market. (Doyle, 1990).

2.7. Importance of Brand Strategy

A brand strategy has been a crucial component of developing a fashion development shop during the last twenty-five years. The fashion industry has fully embraced and acknowledged the importance of branding as a critical component of its marketing strategy, especially given the considerable segmentation of fashion brands (Lin and Mattila). Kanyoro (2018) says the brand strategy refers to identifying, establishing, and maintaining a company's brand portfolio, whereas Business Dictionary defines a brand portfolio as a company's whole collection of trademarks used for its products or services. Each manufacturer or brand in a company's brand portfolio may be registered under applicable trademark laws, which might be a valuable asset to an institution that is actively advertised to potential customers. Businesses can introduce customers to the essential experience when they can build and promote their unique and fundamental talents.(Kanyoro, 2018). The main goal of branding strategy is to make an accurate examination of product attributes and assign them to one or more brands. The how, what, where, when, and to whom you aim to express and deliver your brand messaging is known as a brand strategy (Harris, 2000).

2.8. Brand Strategy Elements

Different factors make up a brand's strategy. One corporation selects one aspect for its strategy, while another chooses another. However, there are three key components of brand strategy that have a significant influence on future business performance and revenues and are employed by all businesses.

VALUES

TARGETING

PROPOSTION

BRAND STRATEGY

Figure 4. Elements of Brand Strategy

The first step in building a brand strategy is to identify your **Target** audience. A business may need to employ more than one segment if it plans on entering numerous markets. As the requirements of today's customers diversify, mass marketing will no longer be enough to meet their needs (Dibb, 1998). They need a wide range of options (Datta, 1996). In order to obtain a particular market share, firms must use a multi-brand strategy. The use of several brands allows a company to meet the demands of a wide range of customers and get a bigger portion of the market (Chen and Liu, 2004;

Kekre and Srinivasan,1990). This approach allows a business to cater to a diverse range of customers, each with their own unique set of wants and requirements (Kapferer, 2012). Various goods, each with a distinct price tag and set of features, may be sold by the company (Datta, 1996). **Values** are the second crucial component. Consumers buy and utilize brands because their values are aligned with those of the brands. Strong ties between fundamental brand values and pleasant customer experiences are required to keep businesses more unique, current, relevant, and at the forefront of customers' thoughts. Positive customer experiences are the fulfillment of the brand promises, which are unique from those of their rivals and may be summarized in a few words. (The Charted Institute of Marketing, 2003). The **Proposition** is the scheme's third component. Marketing planners should take into account the importance of creating and delivering value propositions when developing strategies. Since the industry and technology are always changing and becoming more competitive, it is difficult for businesses to maintain their momentum without concentrating on providing the value that their consumers want. The value propositions of diverse sectors and market segments within a single industry are not all the same (Kaplan and Norton 1996). Capon and Hulbert (2007) state that a firm's functional, psychological, and economic value should be based on a clear and successful value proposition. Customers and competitors may be gained and beaten using this guide. Aker (2000) suggested that the organizations should focus on three tasks that take into consideration to achieve this strength of the brand:1-Good organizational structure and operations.2-Good brand architecture to enhance brand strategy development.3-Brand-building plans in order to be distinguished among other brands in the market.

2.9. The Components of Brand Strategy

Brand Image: Brand functions and brand image are regularly employed to recognize a brand, build brand awareness, and establish different brand relationships, all of which should ultimately differentiate the brand. A logo and brand stories are examples of traditional brand elements that make up a brand's visual identity. For long-term consistency without jeopardizing brand identity divergence, the visual identity should represent the essentials of the brand identity code and be governed by tight visual code rules. (Kotler and Pfoertsch, 2006).

Brand Identity: Aaker (1996) claims that a brand's identity gives strategic direction, purpose, and meaning. As a consequence, brand identity is one of the most significant determinants of brand equity. The brand strategist aims to establish or maintain a distinctive set of brand relationships. These linkages express the brand's ideals and imply that the people of the business are committed to their clients (Aaker, 1996). One of a company's most critical intangible assets is its brand identity (Jin and Cedrola, 2017). Brand identity aids companies in raising their profile and solidifying their position in the marketplace, allowing them to stand out from their competitors (Wheeler, 2009). What makes a brand's identity is the combination of its personality, core values, visual language, and other elements, because of this, when companies want to reach their customers, their brand identity is critical. Each and every engagement with the brand, whether online or offline, puts the company's desired image in the minds of consumers (Huggard, 2020).

Brand Personality: Brand personality has been defined as "a group of human traits that are connected with a brand." For example, personality traits may be found in one's physical features, opinions, and demographic factors. The relationship between a brand and a customer is the primary source of the brand's personality features (Klipfel, Barclay, and Bockorny, 2014) In order to describe the personality of a brand, many models have been proposed. For example, Kapferer suggests that one of the aspects of the "brand identity prism" is comprised of the brand's personality. He emphasized that a brand's identity exposes the depth of the brand, which may contribute to a significant competitive advantage for the business. (Kapferer,1997) Aaker (1996) defined the personality of the brand as a collection of demographic factors including age, gender, socioeconomic status, and race, people's lifestyle traits such as hobbies, interests, and viewpoints, openness, cooperativeness, reliability, warmth, care, and sentimentality are human personality qualities. The long-term durability of brand identity in heritages is based on the relationship between the brand and its surroundings. Beyond that, rivals will find it difficult to imitate the brand's personality.

Brand Perceptions: Consumers will see one brand as more attractive than its competitors, according to Chernatony and Segal-Horn (2001), and will purchase it based on those beliefs. This highlights the strength of customer perception and the importance of image in brand creation, as consumers will consider one brand to be

more attractive than its competitors and acquire it depending on those views. Clients' perceptions of a brand's quality, according to Dawar (2004), are the most essential part of brand awareness, and people buy what they perceive, which is heavily impacted by the cues marketers send to them, such as brand name, packaging, and colour. Perception is well described by Hoeffler and Keller (2002); nevertheless, it is not just the brand's image that supplies its character; each brand creates a personality that clients believe. Consumers choose the brand personality depending on their own as well as others' points of view, and if they like it, they form a bond with it that leads to loyalty, much as in a real relationship.

Brand Positioning: In increasingly competitive marketplaces, brand management could be effective if the brand maintains true to its roots of distinctiveness and major values, concentrates on particular markets, and develops a market advantage in that market. Brand identity and positioning strategy are two brand management strategies that may be useful in this regard (Chaudhuri and Holbrook, 2001). Within their respective roles, appropriate brand and marketing strategy must be linked; brand identity must represent the brand's tangible and intangible differentiating features throughout time, whilst brand positioning must serve its goal as a competitively focused combat tool over time. Positioning describes a certain aspect of identification in a supposed market segment within a competitive field at a specific point in time. According to de Chernatony (2006), there is a clear relationship between the exclusiveness, brand identity, and brand positioning that allows an institution to evolve through time while being loyal to itself while allowing for certain degrees of flexibility. Within the game, brand positioning focuses on a certain component of identity that varies by category, demography, market dynamics, and time period (Bol, et al,2018).

Brand Value Choice: Following the selection of a certain positioning, the management should create more clear alternatives for the brand's intended meaning by picking one or more values to which the brand must be linked. A brand value is described as a state of mind significant to customers and utilized to determine a company's goal. It is thought to be a powerful influencer of both attitudes and behavior. (Riezebos and colleagues, 2003). There are three stages to developing and implementing brand values. Brand values allow a brand to stand out and attract customers whose values align with the values exhibited by the brand they've chosen.

Some consumers like a brand that has a clear set of values because it introduces nonverbal, sign ic explanations about themselves (Ellwood, 2002). As a result, the brand manager's choices have a significant impact on the brand's intended meaning. In order to make the brand relevant to customers, most managers choose one of two options: positioning or brand value. The notion of a brand has been realized at this point.
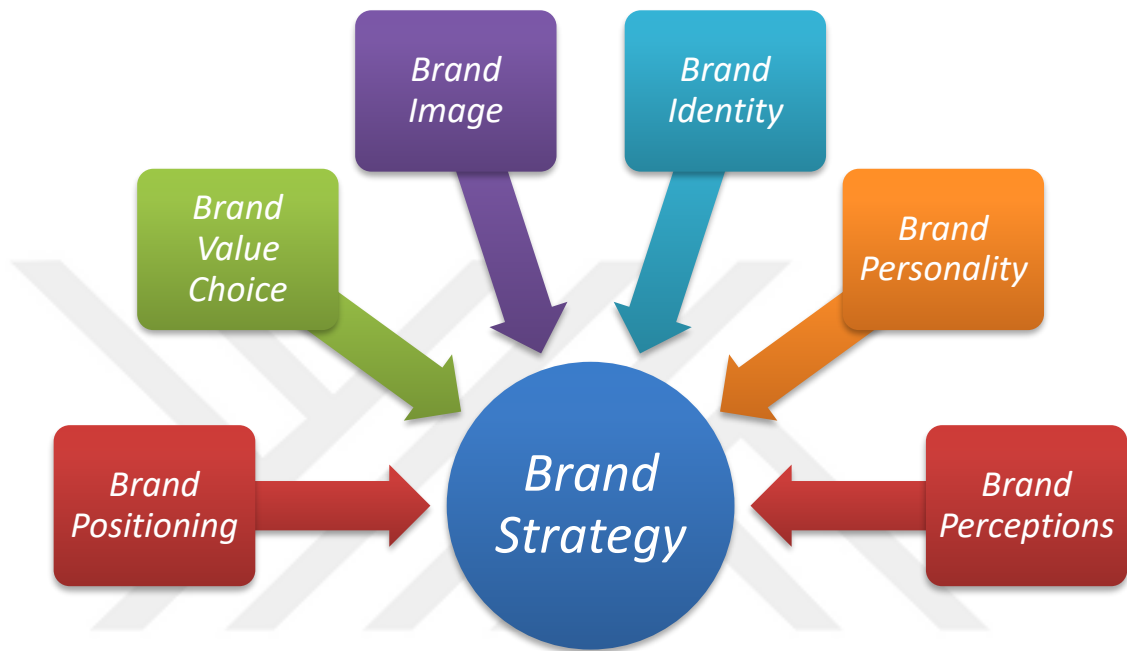
Figure:5 Components Of Brand Strategy
Source: Kotler and Pfoertsch, 2006

2.10. Brand Communication

What's the Brand Communication?

People are able to interact with one another and develop relationships through the process of communication, which is a uniquely human activity. Communication functions, such as establishing meaning and organizing information, play a significant role in the process of developing relationships between brands (Duncan and Moriarty, 1998). Positive brand attitudes are the result of effective brand communication, which is the major integrative factor in the process of managing brand connections with customers (Kempf and Smith, 1998). A brand is a mix of a business's conduct and

values, product technical functionality and quality, and the intangible promise that the shop instills in its products for customers. It is a blend of tangible and intangible traits that aims to establish a favorable relationship with consumers in order to encourage them to utilize the company's products in the present and future. The importance of a brand in integrated marketing cannot be overstated (Schultz, 1998).

Brand communication is the most important part of launching a new service or product. The key is to come up with tangible ideas for service, especially ones that are new and innovative (Terrill, 1992). Low and Lamb (2000) define brand attitude as "the consumer's overall evaluation of a brand, whether it's good or bad." Brand attitudes are the meanings that consumers give to brands, which in turn is their attention for buying products of this company (Low and Lamb, 2000). The purpose of brand communication has been to expose the public to a brand in a way that maximizes the impact in terms of enhanced awareness and higher memory so that the consumer would acquire the brand with the highest recall, and to please the consumer to the best degree possible. Before potential customers remember and feel a brand, institutions must explain it to them. Any brand message that is presented to consumers will vary their reactions, which may be measured by evaluating variable brand knowledge in terms of recognition and recall, as well as the favorable rating, strength, and brand personality in consumer memory. Brand names' ability to inspire feelings such as faith and credibility (Bol, et al,2018). Grace and O'Cass (2005) argue that brand names should not be neglected as a viable and helpful means of communicating brand attitudes. Consumer happiness (Crosby and Stephens, 2013) and brand trust have been found to be influenced by direct brand communication in earlier research.

2.11. Brands in the Frame of Marketing Communication

A key component of human existence is a marketing communication and advertising is a way for individuals to swiftly obtain information, as argued by O'guinn, Allen, Semenik, and Scheinbaum (2014). Investing in a brand's "personality" or "identity" can also be seen as a kind of marketing (Olins, 2017). People's trust and excitement in a brand may be bolstered through advertising because of two factors: good brand marketing communication and its equity. The legitimacy of the brand will help customers feel more secure in the advertising and increase their awareness of the details and information that firms are disseminating (Miller, 2015). When a company

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delivers on several side benefits exactly as promised, this is considered authentic branding (Eggers, 2013). Consumers, on the other hand, have a limited set of criteria to use when evaluating a company and its advertising strategy since they may have doubts about its goals (Patel, Gadhavi, and Shukla, 2017). According to earlier study, 58 percent of respondents believe that firms are primarily interested in selling items and services to clients, and not necessarily the product or service that is best for them. While advertising can be an active direct effort for the firm, Sadik et al, (2017) asserted that it has the potential to have a good influence. Since the outcomes are likely to be favorable and less negative when they advertise their verified information via the use of the brand, there will be no problem or failure in employing it. To ensure the company's long-term success, it's wise to understand the wants and needs of its target market and develop a strategy to meet those needs. Brands linked to advertisements can also inspire customers to concoct their own myths and legends (De Veirman, Cauberghe, and Hudders, 2017).The idea of integrated marketing communication, which is also known as The New Marketing Communications sample, is a relatively new one in the realm of business in today's globe. Within the business, the ability to develop and maintain control over the promotion plan is becoming an increasingly critical competency. It is important that none of the promotional tools be employed in isolation from the others (Czinkota and Ronkainen, 2001). In recent years, it has been the subject of a detailed probe about its nature as well as its role in several professional business circles. The manner in which this idea ought to be defined is an important point to consider. In general, is intended to capitalize on the synergy that is produced when many promotional instruments are combined into a single strategy, with the end goal of conveying promotional messages in a manner that is either more impactful or more cost-effective. (Waller and Fam, 2000). It also refers to a concept of marketing communications planning that acknowledges the added value of a comprehensive program that assesses the strategic roles of different communications disciplines (such as general advertising, direct response, sales promotion, and public relations) and integrates these disciplines can provide clarity, consistency, and the greatest possible impact on communications (Schultz, 2002).

 Marketing communication's job isn't just to raise brand awareness or improve consumer perceptions of the brand. It promotes certain types of behavioral responses. This implies motivating individuals to act (Braun, Virginia, and Victoria,2013).

Nowadays organizations must be developing new marketing models that put the interests of their customers first. According to Gambetti and Grafigna (2010) and a marketing strategy based on consumer empowerment, this new paradigm incorporates new customers who aspire to gain good experiences and values from their relationships with businesses (Gambetti and Grafigna, 2010). Jeffrey Hayzlett, an international marketing expert, points out that we're now in the midst of a new marketing model, one that calls for advertisers to rethink their approaches (Rose and Pulizzi, 2011). This new marketing strategy necessitates a new communication strategy, as do the new communication trends that have emerged in recent years. In contrast to traditional advertising, which only delivers one-way messages, new communication techniques promote the availability and consumption of recourses as well as the establishment of communication with customers. In this regard, well-known brands are spending too many resources in this new style of marketing communications, which, in addition to shows the advantages of the product, associates the offering with unique and exciting interactions with the consumers (Brady et al, 2009).

A professional marketing communicator recognizes that certain tools are more suited to specific jobs than others. Marketing communicators use a variety of contact points, or relationships, as viable message delivery channels to reach target customers and portray the brand in a good manner. People must be educated about a new brand and its benefits, as well as encouraged to have a good attitude about it, to order to purchase it. It is the positioning of a company's brand. (Shimp 2010).

There are two types of placements: central and unique positioning. A brand in the center must offer all the primary benefits associated with the specific brand; in other terms, it must be the top brand in the category. These are the market leaders in their respective categories. Differential positioning refers to the search for a significant benefit that customers feel the brand introduces. In this instance, having the right positioning approach is crucial. (Simon, 2011).

Brand positioning is also known as the 'super communication' effect, which informs customers about the type of brand, who it is for, and what it delivers. The link between brand positioning and the two fundamental communication impacts of brand awareness and attitude is represented by this effect. The marketing communication goals for a brand are brand awareness and brand attitude. A general model of brand placement is shown in Figure 5.
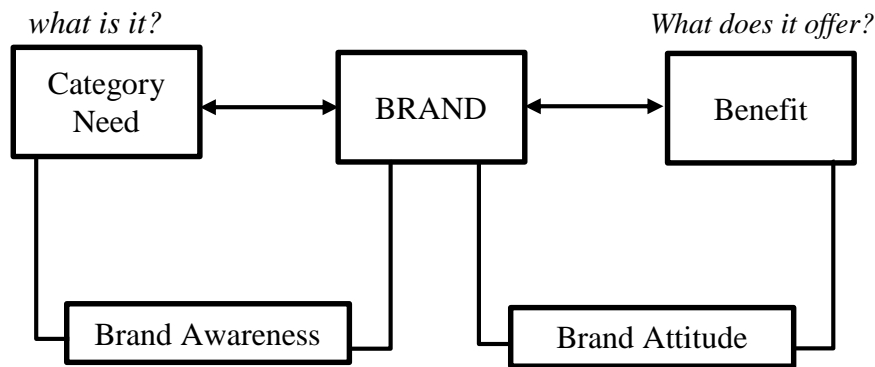
21

Figure 6: General Model of Brand Positioning.
Source: Richard, Larry, and Simon, (2013).

As seen in this graphic, the first issue, 'What is it?' highlights the link that buyers want to recognize between brand and need. That's what brand recognition is all about. Strong brand recognition should be generated and maintained through marketing communication. The follow-up question, 'What does it offer?' refers to the mental link that buyers wish to form between the brand and its main benefit, increasing the possibility of building a strong, positive brand image in the future (Simon, 2013).

A brand positioning declaration may also be divided down into the significance and originality of the brand, and the category's competing brand. Placement and targeting judgments are closely intertwined: placement decisions are informed by an understanding of how brand names should be placed and distinguished from competing products while targeting decisions are predicated on a full understanding of how brand names should be positioned and distinguished from competing products (Terence, 2010).

The other strategy involves interviewing small random samples of customers from the target demographic on a daily or weekly basis. Continuous tracking is a hybrid of the first two approaches. It's a bit haphazard and changeable. It does not need a long period of performance from the management because the outcomes are always available. For new products, brand recognition is critical (Larry and Simon,2011).

2.12. Brand Equity

What's the Brand Equity?

Brand equity refers to the premium value a company gets from a product with a recognizable brand name when compared to a generic alternative. The Company may create brand equity for its goods by making it memorable, attractive, momentous, and noteworthy (DeVita and Schivinski, 2019; Ramish et al., 2019).

When a firm is effective in establishing strong brand equity for its products, buyers are willing to pay more for them, despite the fact that they could get the same thing from competitors at a lower price.Therefore, the company's strong brand equity enables them to generate enormous profits on every level (Schivinski,2015). The three fundamental components of brand equity are customer perception, negative and positive impacts, and the consequent value (Hollebeek and Macky, 2019).

Thus, the profitability and sales volume of the firm have a direct impact on brand equity. When an individual associates luxry and quality with a brand, they are more likely to consider that brand's goods over a competitor's. Consequently, they are prepared to pay a premium. The market tolerated exorbitant costs for brands with high brand equity (Ramish, 2020). Schiffman and Kanuk (2010) dfines the brand equity as the value that is inherently attached to a brand name that is widely recognized is referred to as brand equity. This value originates from the customers ' expectation of the uniqueness of the brand, the emphasis on social respect attained as a result of using the product, as well as the loyalty of customers in and affiliation with the brand (Schiffman and Kanuk, 2010).

Although brands are complicated, in the end, their existence is dependent on the consumers' perceptions and have them as the base for their identification with a particular product's quality and identity (Beamish and Ashford, 2007).

The main goal of any branding activity is to develop strong brand equity, which is greatly influenced by the experiences, attitudes, and brand knowledge of the customers, (Pinar et al, 2014). Brand equity is the knowledge, attitudes, and beliefs that consumers have about a brand that enables a business to stand out from the competition and gain a competitive advantage (Christodoulides et al, 2006).

The emphasis on the shop-based idea of brand equity is one of the outcomes of initiatives to enhance a brand's worth to its numerous stakeholders. Improved market

share, greater brand loyalty, the capacity to demand premium pricing, and the potential to earn a revenue premium are all benefits of increasing a brand's worth, or equity. Two first consequences occur when greater-equity brands achieve high and powerful levels of consumer loyalty and increased market shares (Madden et al, 2006).

As a brand's equity rises, its demand elasticity decreases; as a result, institutions with more equity may be able to charge higher prices than those with less equity. As a result of achieving higher levels of brand equity, gaining a revenue premium is considered a particularly exciting effect (Torres, 2011).

Brand awareness, personal quality, brand loyalty, and brand flexibility are equally crucial to signing brands, particularly in terms of gaining a consumer's confidence. The feeling that the brand is personally acceptable will be reflected in this scenario. Emotional consideration and approbation are more vital for sign businesses but it is a key aspect of the image for all brands (Floch, 1996). For both real and sign businesses, the image of a brand will affect management strategy, meaning a representation of brand quality (Kim and Hyun, 2011). The equity brand may be represented by many different aspects of a brand, such as brand recognition, quality of products, customer loyalty, brand flexibility, and image of the organization. Brand equity is strongly dependent on brand awareness, which may be used as a metric of brand equity strength. Price tolerance and flexibility, as well as brand equity, will be notified by product quality. Brand equity is inextricably linked to and influences brand loyalty. Strong brand equity may lead to well-known 'employer brands,' in which a company's favorable equity helps to recruit and retain personnel (Larry and Simon,2011).

2.13. Components of Brand Equity

Brand Awareness / Brand Associations

 Brand awareness helps people recognize a brand across different types of products (Heding, Knudtzen, and Bjerre, 2009) and helps them decide what to buy (Percy and Rossiter, 1992). (Wang and Hwang, 2001) say that a product's quality will be judged to be better if more people know about it (Lin, 2006). In the other side, several researchers said that knowing about a brand has such a big impact on the decision to purchase (Macdonald and Sharp, 2000). Others said customers who know a lot are more likely to be loyal to this brand (Parasuraman, Grewal, 2000 and Wu, 2007).

The point of view of a brand in the thoughts of the owners of the company is referred to as awareness in brand management. Awareness reflects previous events that influence future perceptions, attitudes, and actions. According to Aaker (1996), brand awareness demonstrates customers' knowledge and salience of a brand - their ability to recognize it. Because minds are restricted, new information that does not match the present thinking will not be received. Minds are made up in the cemetery zone. It isn't always the consequence of a well-designed brand and/or marketing effort. Due to brand familiarity, the most difficult challenge is to develop willingness among consumers and prospects to listen to a fresh brand narrative (Larry and Simon,2011).

Brand Associations, or brand equity, have been found to impact brand ratings. Brand associations are critical to the development of great brands because they sign what the brand stands for in the minds of customers (Dillon et al, 2001). In essence, brand association aids in the processing and retrieval of information about a brand and, in the best-case scenario, fosters good attitudes and sentiments about the brand.

Long-term business-consumer interactions are heavily influenced by how customers view brands. As a result, many businesses today place high importance on developing strong brand perceptions (Morris, 1996).

Brand Loyalty: Customers' willingness to persist with a brand is measured by loyalty. According to Aaker (1996), the price premium is the most fundamental sign of brand faithful and the single most accurate metric of brand equity. Consumers that are loyal to a company prevent new competitors from entering the market and reduce the risk of replacements. Furthermore, loyalty makes it easier to adapt to market changes and creates a barrier against price competitors. Brand loyalty is critical to a company's success because a loyal customer implies increased profitability (value-creation) at a lower cost. Increasing client loyalty is a key to success on which marketing tactics have been focused in recent years (Mcmullan, 2005). It is closely linked to client gratification, brand loyalty may be described as a customer's positive attitude toward a specific brand, his commitment to the brand, and his desire to buy from the brand in the future (Boulding et al., 1993).

Kapferer (2008) highlights the importance of customer loyalty and connects it to brand equity. Brands can only succeed if they have a consistent stream of loyal customers. When the commercial brand value is brand equity, loyalty minimizes the risk of

expected future returns. Customers that are loyal spend more, and their spending may easily grow over time as a result of loyalty programs. Aspirants and non-customers are five significantly more costly to engage than loyal customers. Consumers on the fence, those who have no choice between two or more institutions, and committed customers should both be rewarded for their loyalty.(Kapeferer, 2008).

Perceived Quality: Most of the researchers who have researched brand equity confirmed that the perceived quality of the product has an important impact on brand equity (Berry, 2000; Pinar, et al., 2014). Berry (2000), say consumer interactions with the brand have a significant impact on brand equity. According to Balaji (2011), the most important factor in brand equity is perceived quality. Perceived quality, according to Balaji (2011), is how well a customer thought a product performed compared to their expectations. Rios and Riquelme (2010) refer to the importance of exceeding and satisfying the client's expectations for the product, defined as satisfaction. Bol, et al, (2018), says that the consumer perceptions of these traits often underpin views of product quality, which can influence attitudes and behavior toward a brand. Perceived quality is a consumer judgment of a product's total quality or supremacy. According to Ellwood (2002), perceived quality accounts for a considerable portion of the price that customers want to give for good brands. The concept that strong brands introduce value to clients' buying judgments is determined by the perceived item and service quality.

2.14. Brand Equity Measurement

Brand equity is a measurement of a company's worth or strength. Brand resonance, brand power, or some other euphemisms are all terms used to describe it. Product, service, and corporate brands all have brand equity that may be quantified. Brand equity is an intangible asset that is based on the consumer's connections. There are three viewpoints on brand equity to consider:

Financial: The price premium that a brand commands over a generic product is one approach to quantify brand equity. For example, if people are ready to spend $100 more for a branded television than for an identical unbranded television, this premium indicates the brand's worth. When utilizing this approach to estimate brand equity,

however, expenses such as promotional charges must be included (Chernatony, and Segal,2001).

Brand Extensions: The extension of good brands into new areas is an efficient, often employed brand strategy (Loken, Joiner, and Houston, 2010; Sullivan, 1992). This brand strategy is built on leveraging a product's brand equity. Well-known companies may use their equity by evaluating and transferring their perceived values to their brand extensions (Tauber, 1993; Fiske and Pavelchak, 1986). Therefore, brand equity extensions can increase the efficiency of advertising and the possibility of increasing market shares when they enter new markets (Sullivan, 1992; Smith and Park, 1992).

Consumer-Based: According to Mahajan, Rao, and Srivastava (1994), the amount of customer perception may be used to determine the customer-based brand equity of a company. Also outlined by Lassar et al. (1995) as an augmentation of the perceived usefulness and attractiveness that a brand name provides on a product. This definition refers to the effect that a brand name has on a consumer's perception of the product. They claim that customer-based brand equity only reflects perceptual dimensions and excludes behavioral and customer-based elements like usage intention and loyalty. This is different from Aaker's (1991) point of view that brand equity should be defined in terms of both behavioral and attitudinal characteristics. In his proposal, he suggested that brand equity be measured in terms of both behavioral and attitudinal components. According to Farquhar (1990), brand equity may be determined by observing how a customer's attitude changes when they are in the process of acquiring a product. Aaker (1991) defined each of the four components of brand equity, which are as follows: brand awareness, brand association, perceived quality, and brand loyalty.

The power of brand equity is based on what consumers know and how they feel over time. He came up with four factors that make up brand equity: a customer's ability to recognize the brand, how the consumer sees the brand, how the consumer acts toward the brand, and how the brand interacts with the consumer.
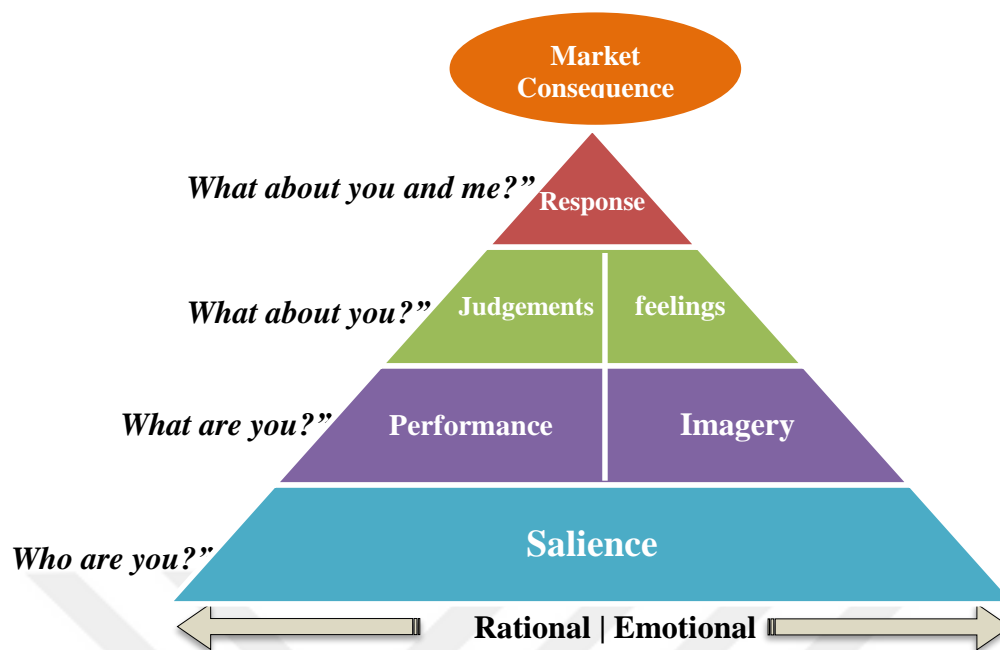
Figure 7.: Customer-based brand equity
Source: (Henry, 2020).

As can be seen in Figure 6, brand identity may be defined as the extent to which customers are able to recall a particular product and identify themselves as being associated with that product in the market. Furthermore, the meaning of a brand may be strengthened by the images and qualities associated with consumer brands. It refers to the degree to which customers are able to identify themselves with a particular brand (Keller, 2010). According to Srivastava and Thomas (2010) it is the obligation of businesses to elicit emotions and feelings from customers through the use of marketing. Consumers have the ability to establish attitudes toward brands that are congruent with their requirements and preferences. By extension, the sentiments of customers may be motivate and represented in the form of human traits such as contentment, self-esteem, and a sense of safety. In addition, the degree to which customers have a tendency to associate themselves with particular brands on the market is considered to represent the depth of the brand relationship. For instance, when a customer has strong attachments to a brand, it is probable that the company will see an increase in the number of sales as well as an increase in profits. (Srivastava and Thomas, 2010). However, when seen from the viewpoint of the model, it can be seen that the model places a greater emphasis on the psychological components of brand equity, to the exclusion of other characteristics that are not psychological in

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nature but that do impact the behavior of consumers toward brands. It also must be mentioned that customers are led to acquire products and services by both intrinsic and extrinsic motives, in addition to the psychological elements that play a role in the process.

2.15. Strong Brand Equity

In the literature, there are a variety of viewpoints on brand equity. Customer response to a product or service can be influenced positively or negatively by the brand, as defined by Rios and Riquelme (2008) Customers are more likely to buy from a well-known brand than an unfamiliar one when it comes to building strong brand equity. (Rios and Riquelme, 2008)If you want your brand to be successful, you need to build strong brand equity, according to Pinar, et al. (2014). That's the primary goal of all branding strategies. Brand equity is defined by Christodoulides, et al. (2006) as the knowledge, perceptions, and attitudes of customers about a brand that allows the firm to distinguish itself and gain a competitive advantage over competitors.In a crowded marketplace, a product's brand helps it stand out. Allows for distinguishing between items that are quite similar, such as still mineral water. Merchandising contracts can be attracted by a brand. Quality is seen as a result of this (Şahin, Kitapçi, and Zehir, 2013).

2.16. Literature Review About Strong Brand Equity

In literature, there are many studies about brand and brand equity components some of these studies are concerned with the building and implantation of brand equity such as Kerri-Ann L. Kuhn, Frank Alpert, and Nigel K. Ll. Pope (2008) examine the appropriateness and limits of Keller's (1993) customer-based brand equity model and see if it could be implemented in a business-to-business (B2B) market. The selling organization, comprising its corporate brand, trustworthiness, and employees, was shown to be more important to institutional purchasers than individual brands and their related aspects. (Kerri, 2008). And Vikas Gautam, Mukund Kumar (2012) focused on Keller's Customer-Based Brand Equity Model which was used to examine and assess bank brand equity. To discover links between various components of brand equity, correlation analysis was used. The results of exploratory factor analysis, which was

used to limit the total number of items to a small number of underlying components, yielded six variables: brand resonance, brand judgments, brand sentiments, brand performance, brand images, and brand salience. Brand performance was the most important factor of brand resonance, followed by brand sentiments and brand judgments (Bol, et al,2018). Also, Nadia Farhana and Shohana Islam (2009) Conducted this study to assess the brand equity of banks in Bangladesh. A random sample of 300 respondents was chosen, and data was collected in the form of a structured questionnaire from them. Customers that are emotionally linked to a brand (brand feeling) generate strong associations with it, according to the study. Customers' strong relationship with a brand is also influenced by the quality of a brand's offerings, its credibility, and its position in a customer's options set (together known as Brand Judgment). On the other hand, certain of the customer-based brand equity model's building blocks were not found to be substantially contributing to the establishment of the brand association in Bangladesh's banking sector. Brand recognition and recall (often referred to as brand salience) were found to play a little role in forming a strong brand association (Bol, et al,2018)**.** MacInnis, Park, and Priester's (2012) study were conducted to configure the brand equity components the result was the world of brand connections is a complicated one. There are many different sorts of brand connections, each with its own set of characteristics. Emotions of all forms and intensities, as well as normative processes, are involved. They differ in terms of the reasons that lead them, the strength of the link that binds the consumer to the brand, and the involvement of many concept makers in establishing, maintaining, and growing the brand's relationship with the self. Furthermore, brand associations have a wide range of psychological and behavioral consequences. Finally Swaminathan, Page Gurhan-Canli (2007) showed that a strong brand relationship is a key component in encouraging tolerance in the face of unfavorable brand information. As a result if marketers want to turn bad brand information into positive brand information, the best person to do it is the customer-brand relationship as we all know, brand creation is a process that encompasses identity, meaning, reaction, and interaction, but it also aids in customer attachment to the brand.

2.17. The Relation Between Brand Strategy and Brand Equity
(Brand Awareness/Association, Brand Loyalty, and Perceived Quality)

Over the course of the next several years, the luxury brands sector will continue to experience a high level of activity. According to recent research, today's consumers have a higher level of shopping sophistication and are more affected by the symbolism associated with luxury products (Shin and Motherbaugh, 2017). So it's critical to understand the elements that influence consumer responses to quality and brand, such as brand equity and branding strategy.

Brand equity is a precious asset that is also fragile. Under failure conditions, brand equity (brand awareness/association, brand loyalty, perceived quality) may be regarded via two opposing lenses: the "buffering" perspective and the "amplifying" perspective. The so-called "buffering" approach on brand equity emphasizes the positive aspects of strong brand equity (brand awareness/association, Brand loyalty, and Perceived quality) (Kapeferer,2005).

According to Şahin, Kitapçi, and Zehir, (2013), having high brand equity boosts future cash flow and improves marketing efficiency. Another line of brand study, the so-called "amplifying" approach, on the other hand, emphasizes the negative aspects of substantial brand equity in failure scenarios. The traditional adage "the higher you go, the harder you fall" backs this up. The "buffering viewpoint" was the subject of most early brand equity research, whereas the "amplifying perspective" study was more recent and scant (Marcin Świtała, et al, 2018).

According to the study of Larry Percy and Simon Pervan, (2013) Institutions can use a variety of tactics to maintain their brands in order to generate great brand equity. When a company has multiple products, it must decide as to if to use a single brand name or give each one a distinct identity, Institutions, brand extension is regarded being one of the most successful tactics for entering new markets and introducing new product categories in order to raise sales, its frequently use distinct names for each product rather than linking the parent business to the offering (Liu and Choi, 2009). Burberry, a premium apparel retailer, employs a strategy known as "house-of-brands." In general, the corporate branding strategy has been shown to be more effective than the house-of-brands method in terms of swiftly and readily establishing high brand equity. However, this simple link between a parent business and a product may put the

entire institution at risk in the event of a crisis, even if the problem is limited to a single product brand As a result, it's debatable if brand marketing strategy helps or hurts businesses amid a crisis. A parent institution's highly prominent image in regard to a product might have a detrimental influence on the parent company (Larry and Simon, ,2013). King, Ceridwyn, Debra Grace, and Daniel (2012) stated that brands are important in the consumer markets on the basis of brand Equity (Brand awareness/association, Brand loyalty). They are the interface between a strong brand and the awareness and loyalty of the brand, The aim of their study were to configure the impacts of brand strategy in building brand equity through association, and loyalty. The present thesis also configures the relationship among brand strategy and service quality in a relational context with an emphasis on an understanding of the linking role of brand communication and loyalty. According to the study of Soobin Seoa and SooCheong, (2013) A branding strategy, in terms of the link between brand equity and branding strategy, is an institution's deliberate choice to develop significant brand equity. In this regard, a company's brand equity (brand awareness/association, brand loyalty, and perceived quality) may be determined by how well its branding plan was implemented. To put it another way, great brand equity can indicate the effectiveness of a branding strategy, whereas poor brand equity might indicate that a company failed to use successful branding methods or is still in the early stages of developing brand equity (Soobin Seoa and SooCheong ,2013).

Based on what we mentioned above the researcher suggests this hypothesis:

H_1: There is a significant direct effect of brand strategy on brand awareness
H_2: There is a significant direct effect of brand strategy on brand loyalty
H_3: There is a significant direct effect of brand strategy on Perceived quality

2.18. The Relation Between Brand Communication and Brand Equity (Brand Awareness/Association, Brand Loyalty, Perceived Quality).

Burberry uses conventional and social media platforms to engage with customers and improve brand communication. Traditional marketing communication is evolving as a result of social media and internet-based communication. Brand communication, which was historically managed and directed by advertisers, is rapidly being shaped

by Internet users. Multi-dimensional, two-way, and peer-to-peer communication has replaced traditional one-way communication. This thesis examines the impact of institution-created and consumer brand communication, particularly in the fashion sector, in light of recent shifts in marketing communication (Bambauer-Sachse, and Mangold, 2011).

According to the study by Batra, et al,(2016) The distinction between traditional and modern communication is critical since one is controlled by the corporation while the other is not. The rapid rise in popularity of internet-based brand communication among consumers and businesses has created a large research subject for academics. Over the last several years, researchers have been studying critical topics such as online word-of-mouth social media marketing, customer sources, brand communities, and fan pages in an attempt to better understand how social media influences customers' perceptions of institutions (Zhang et al, 2010). Despite the growing corpus of empirical research on communications technology and brand management, studies on the impact of marketing communications on consumer-based brand equity are still lacking. In the past few decades, civilization has seen a significant technological transformation. This digital revolution has caused a blurring between offline and online customers (Ramaswamy,2013, Piotrowicz and Cuthbertson 2014), resulting in new business practices as companies boost their online presence (Ngai and Gunasekaran 2007). This new online presence has been bolstered by the rising use of mobile electronic communication devices (Shankar et al. 2010). The owners of the brand have a key part in the formulation of the brand strategy and its components, meaning, if well-managed, will lead to increased brand equity, which will be bolstered by brand communication. To build brand equity, you'll need both a brand strategy and a brand communication plan. Brand equity and its aspects are at the core of this process to order to develop a brand that will foster a long-term association and an unbreakable link between the institution with its consumers. Like a terrific brand introduces value to customers, boosts the organization's ultimate revenue, and so raises total corporate value, as a result, the empirical element of this thesis, such as the case study, will be based on the conceptual interdisciplinary research project (Arnold, 1992). (Batra, et al,2016). Hooley, Piercy, and Nicoulaud (2008) said that a brand strategy and communication are important that give the buyer confidence and a major set of characteristics, benefits, and values consistently the customers. It helps the institutions

to communicate in a desirable situation about the quality, that product offers. On the other side, they stated that the brand strategy gives the power to the brand and gives it the ability to communicate better than the other brands on some parameters that the client assess, equally important and it must match with the customer's personality. Building a strong brand through brand communication and strategy is not an easy task, but there is a marketing model that introduces guidance for brand building.

This thesis takes the same idea of building a strong brand with giving the dimensions of brand equity (brand awareness/association, brand loyalty, Perceived quality) the same importance while studying the effect of brand communication.

Based on what we mentioned above the researcher suggests this hypothesis:

H_4: *There is a significant direct effect of brand communication on brand awareness*

H_5: *There is a significant direct effect of brand communication on brand loyalty*

H_6: *There is a significant direct effect of brand communication on Perceived quality*
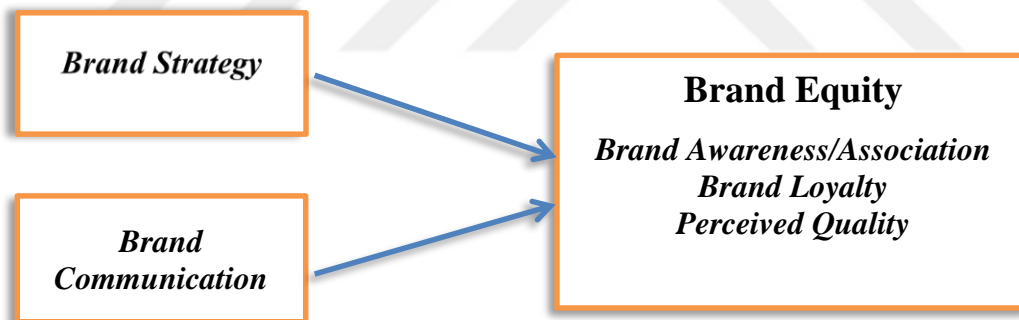

Figure 8.: Model of the Study.

CHAPTER THREE
METHODOLOGY

This chapter introduces the methodology that has been to obtain the goals of this thesis, first the research strategy, then the data collection technique, the variables of the thesis, and finally the data analysis that will be presented in this chapter.

3.1.The Research Strategy

To meet the study's goal, a quantitative method (questionnaire) was used to acquire acceptable and correct data. The following is an example:

1. Using a descriptive technique to characterize the study's independent variables, which are brand strategy and brand communication.

2. Using an analytical technique to analyze and evaluate the Direct Effect of Brand Strategy and Brand Communication on the Development of Strong Brand Equity.

The following are the four parts of the questionnaire used in this thesis:

Common questions about the respondents were included in the part A of the questionnaire. Questions on brand strategy were included in part B of the questionnaire. Part C of the questionnaire includes question items related to brand communication and part D of the Questionnaires includes question items related to brand equity.

3.2. Data Collection Technique

In this study, a questionnaire linked to the study hypotheses and research model was employed. Participants were given brief instructions regarding the study's goal and approach at the start of the questionnaire. It was emphasized that participation in the study was completely optional and that individuals had the ability to withdraw or refuse to respond to any item at any moment during the survey. They were also informed that the study would be risk-free and that any data acquired would be completely anonymous, kept secure, and deleted within three years of the study's completion. Following that, each participant was asked to read and sign a permission document that detailed the following requirements (Bambauer, and Mangold, 2011).

A set of demographic questions followed the permission form. The stimuli on the computer were then presented to them. The survey questions were included after each feedback profile.

The questionnaire will distribute to the University of Manchester students in the UK (More than 40,000 students according to the statistics of 2021 published by the university website). According to the official website of Manchester University (2019), students can work up to 20 hours during the work days and up to 40 hours on weekends off. And they can earn more than $140 as the average part-time weekly wage without tax deduction on their salaries according to the Guardian newspaper. Also in comparison with other countries like Turkey, for example, Burberry prices are affordable prices for the people who live inside the UK, since its sales take place within the same country with no extra charges on the products price like shipping costs and taxes when exports the products to various abroad markets, In collaboration with one of the relatives who work at the same university, we will distribute the questionnaire to the students, since that they represent the most influential demographics in terms of their interest in fashion. Additionally, they have a familiar dealing of experience with the questionnaires and maintain a good relationship with their own emails. This eliminates the delay issues and erroneous responses.

In order to get as many people as possible to participate, Convenience Sampling was used. and it is a quick and inexpensive way to obtain respondents' comments.

3.3. Variables of the Study

Brand Equity (Brand awareness/associations, Brand loyalty, Perceived quality): Except for the brand names, all items in the poll were similar to those in the original version. The bulk of the items in this study was derived from relevant literature and assessed on a 5-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (5).

Brand awareness/associations were evaluated using a four-item scale adapted from Yoo. (2000) and Villarejo and Sánchez (2005) (I easily recognize the brand of Burberry, Several features of Burberry brand instantaneously come to mind, I can quickly recall the sign or logo of Burberry brand, and I can acknowledge Burberry

brand among many other competing brands). Three items were taken from Walsh et al. (2009).

To assess brand loyalty (the potential of reduced costs would make me move to another brand, if it were feasible to do so without hassles, I would select another brand, and I intend to stay the company's client)

The perceived quality of the Burberry brand was assessed using three items adapted from Yoo (2000). (Most of the Burberry brand's products are of exceptional quality, The possibility that the Burberry brand is dependable is quite high, and Burberry brand products are worth their price).

First Independent Variable: Brand Strategy

The brand strategy plan outlines the brand's long-term direction and scopes in order to retain and grow a competitive edge over the competition (Arnold, 1992).

Aaker (2000) developed a brand management paradigm in which the brand manager has a strategic and creative role. I believe structure and processes are important to building an efficient and effective brand, I believe Brand architecture is important to guide and create a strategic Burberry brand direction, I believe Brand position are important to differentiate the Burberry brand in the good markets, and I believe Brand building initiatives are vital to prepare, create, create, implement, execute, and monitor effective Burberry building programs.

Second Independent variable: Brand Communication

Six items for evaluating communication (I react positively to Burberry brand advertisements and marketing, I feel optimistic toward Burberry brand advertisements and marketing, Burberry brand marketing and advertising are good, Burberry brand advertisements do a great job, I am pleased with Burberry brand advertisements and marketing, and I like Burberry brand advertising and promotions) were adopted from earlier studies (Yi and Suna, 2004; Grace and O'Cass, 2005).

3.4. Data Analysis

The computer program SPSS (20) will be used for all statistical data analysis.

Then to obtain the appropriate results for this study the researcher conducted many of analyses to test the relationships between the variables

1. Normality test of data related to distribution: Mean- Standard deviation- Skewness- Kurtosis values.

2. Reliability: Cronbach Alpha.

3. Validity: Table has to be included: Scale items, and Factor loadings.

4. Correlation analysis.

5. Regression analysis (to test the hypothesis).

CHAPTER FOUR
RESULTS

4.1. Analyses Findings

In this chapter of the thesis the descriptive analysis, the analytical method that has been used to answer the questions of the thesis and to test the hypotheses and in this chapter the analysis results will be introduced.

▪ **Descriptive Analysis**

Table 2. Gender Analysis

	Frequency	Percent
Male	135	33.8
Female	265	66.2
Total	400	100.0

The study will involve more than 400 participants and will meet the conditions of the sample size of 400 participants. Male's frequency in the sample of the study is 135 and the percent is 33.8 whereas the female's percent are 66.2 and the frequency is 265 we can notice from the table one above that the female percent are higher than the male percent in our study.

Table 3. Monthly Income

	Frequency	Percent
Less than 2000 dollar	41	10.3
Between 2000 and 4000 dollars	128	32.0
Between 4000 and 6000 dollars	169	42.3
More than 6000 dollars	62	15.5
Total	400	100.0

From the analysis results in table three, we can see that the customers' monthly income plays a major role in the decision of buying from the Burberry fashion luxury store so that a higher percentage of the customers of Burberry earn more than 2000

dollars in the month about 32% from the respondents earn between 2000 to 4000 dollars in a month and about 58% from the respondents earn even more than 4000 dollars in a month.

We can take a quick look at some of the Burberry prices that the researcher collected from the official website of the company: Shoes: $450-650, Shirts: $190-350, Shorts: $250-500, Watches $190-300, and Trousers: $620-800. With take consideration that the mentioned prices are subject to change at any time according to the pricing policies of the company, And Prices have been converted from the *Pound* to the *US dollar* so that the reader can estimate it easily.

Table 4. Shopping Method

	Frequency	Percent
Traditional	192	48.0
Online	208	52.0
Total	400	100.0

By asking the respondents about the method that they follow to purchase from the Burberry luxury shop the answers were that about 52 % from the respondents follow the online method to buy their products and 48 % follow the traditional method in buying products from the Burberry luxury shop.

▪ **Skewness and Kurtosis Analyses**

Table 5.: Mean, Std. Deviation, Skewness and Kurtosis Analyses

Brand awareness/association	Mean	Std. Deviation	Skewness	Kurtosis
BA1	2.9150	1.23352	.428	-.930
BA2	3.1925	1.40548	.128	-.487
BA3	2.8775	1.22321	.607	-.994
BA4	3.0925	1.33544	.293	-.381
Brand loyalty				
BL1	3.1325	1.37647	.241	-.467
BL2	2.7475	1.34844	.677	-.984
BL3	2.9875	1.39901	.365	-.455
Perceived quality				
PQ1	3.0250	1.35239	.303	-.315
PQ2	3.0575	1.42628	.195	-.406
PQ3	2.8575	1.43783	.485	-.335

Brand Communication				
BC1	3.1625	1.35487	.286	-.565
BC2	2.8625	1.25799	.390	-.897
BC3	3.0650	1.37678	.282	-.406
BC4	3.0050	1.28026	.315	-.170
BC5	3.1975	1.37047	.139	-.389
BC6	2.8775	1.36644	.341	-.209
Brand strategy				
BS1	2.9855	1.37347	.304	-.347
BS2	3.1101	1.38494	.151	-.374
BS3	2.9362	1.43927	.353	.416
BS4	3.1768	1.34922	.211	-.528

Table five above presents the mean, standard deviation, skewness, and Kurtosis analysis results for the question items. +1 and -1 are the limits for skewness and Kurtosis. Greater than 1 means skewed to the right, less than -1 means skewed to the left and therefore deviates significantly from normal (MacGillivray, 1992). For kurtosis, greater than 1 means peaked (leptokurtic), less than -1 means too flat (platykurtic) and therefore deviates significantly from a normal distribution. Based on the results in the table above we can notice that the distribution is normal.

▪ **Factor Loading**

Table 6.: Factor Loading and Cronbach's Reliability Analyses

Factor's Name	Variables	Factor Loading	Cronbach's Reliability Coefficients	KMO
Brand awareness/association	BA1	.709	.603	.637
	BA2	.774		
	BA3	.752		
	BA4	.712		
Brand loyalty	BL1	.677	.628	.635
	BL2	.820		
	BL3	.578		
Perceived quality	PQ1	.665	.632	.676
	PQ2	.643		
	PQ3	.822		
Brand Communication	BC1	.575	.786	.708
	BC2	.765		
	BC3	.792		
	BC4	.762		
	BC5	.746		
	BC6	.731		
Brand strategy	BS1	.523	.695	.641
	BS2	.592		
	BS3	.747		
	BS4	.579		

Exploratory test is a statistical approach for condensing data into a smaller number of summary variables and exploring the phenomena's fundamental theoretical structure. It's utilized to figure out how the interaction seen between factor and the respondent is structured. The good value of the Factor Loading test must be more than 50% to take the item into consideration. it can be noticed from the results in the table five above that the values are good for all items in the study (Bartholomew, 1995).

Moreover, Cronbach's alpha determines if the items are measuring the same construct. The least acceptable Cronbach's alpha value is 0.60; below this amount, the common range's internal consistency is poor (Ten and Sočan, 2004). From the table six above we can see that there is a good internal consistency between data in the study.

The Kaiser–Meyer–Olkin (KMO) test is a statistical measure to determine the sampling adequacy for the variables in the model of data that are to be used for the Factors Analysis, Where the KMO acceptable values must be between 0.6, and 1.00 (Kaiser, 1974). Based on the results in the table above, all values are higher than 0.6 and that means they are acceptable and there is a sampling adequacy.

▪ **Correlation And Regression Analyzes**

Table 7: Mean, Std. Deviation and correlation

Factors	Mean	Std. Deviation	BA	BL	BQ	BC	BS
Brand awareness/association (BA)	3.0194	.82476	1				
Brand loyalty (BL)	2.9558	.98612	.497(**)	1			
Perceived quality (PQ)	2.9800	1.06729	.474(**)	.839(**)	1		
Brand Communication (BC)	3.0283	.92771	.714(**)	.627(**)	.631(**)	1	
Brand strategy (BS)	3.0522	1.00245	.128(*)	.156(**)	.175(**)	.052	1

The results in the table seven above show that the brand strategy comes first with higher evaluation and mean value equals (3.0522) then the brand communication with mean value equal (3.0283) and brand awareness with mean value equals (3.0194).

The standard deviation of the brand awareness factor is the lowest with value equals (.82476). Furthermore, the correlation values between all factors are positive and significant in the level of 0.05 except the value between brand strategy and brand communication is positive but not significant, we can notice also that the correlation value between perceived quality and brand loyalty is the highest and equals (.839), then the correlation value between brand communication and brand awareness (.714).

- **Hypothesis Testing**

Table 8: Regression Analysis

Dependent Variables	Independent Variables	β	t	P Value	R^2	F
BA	(Constant)		7.155	.000	.474	155.939
	BS	.680	17.353	.000		
	BC	.093	2.378	.018		
BL	(Constant)		3.010	.003	.451	140.739
	BS	.654	16.318	.000		
	BC	.122	3.047	.002		
PQ	(Constant)		1.486	.138	.442	135.691
	BS	.643	15.892	.000		
	BC	.142	3.511	.001		

Based on the results in table eight above we notice that there is an effect of brand strategy and communication on brand awareness (p <0.05) where the regression value is (.474) the results support hypotheses H1, and H4. Thus, the higher brand strategy and communication the higher brand awareness are likely to be.

From the other side, there is a positive effect as we can see in table eight of brand strategy and communication on brand loyalty (p <0.05) where the regression value is (.451) the results support hypotheses H2, and H5. Thus, the higher brand strategy and communication the higher brand loyalty are likely to be. Also, we can see the positive effect of brand strategy and brand communication on brand quality where the regression value is (.442) the results support hypotheses H3, and H6. Thus, the higher brand strategy and communication the higher brand quality is likely to be.

The correlation and regression tests, as well as the reliability and demographic tests, have been used to analyze the direct influence of brand strategy and brand

communication in developing strong brand equity (brand awareness, brand loyalty, and perceived quality) in the instance of Burberry. the findings of this thesis showed that there is a positive and significant correlation between brand strategy on brand equity dimensions ($p < 0,05$) (brand awareness, brand loyalty, and perceived quality) from one side and this supported the hypotheses H1, H2, H3, and from the other side, the results also showed that there is an effect of brand communication on brand equity dimensions ($p < 0,05$) (brand awareness, brand loyalty, and perceived quality) these results also supported the hypothesis H4, H5, H6.

4.2. Discussion

 Developing an effective brand strategy without a doubt is a crucial element in creating powerful brands, as it defines the brand's scope and direction throughout time in order to maintain and create a sustainable competitive advantage over the competition. (Tan and Ming, 2003). A brand strategy is an important tool for differentiation. On the other hand, it is clear that connecting with customers is critical, and that businesses must develop innovative ways to remind customers of their products and brands (Dawar, 2004). (Kerri, 2008). And Vikas Gautam, Mukund Kumar (2012) focused on Keller's Customer-Based Brand Equity Model which was used to examine and assess brand equity. To discover links between various components of brand equity.

 In this sense, this research focused on brand strategy, brand communication, and brand equity and figured out all of them are effective tools for building strong brand equity.

 By reviewing the results obtained by this study we found that our model supports previous research findings, There is a positive and significant relationship between Brand strategy on brand equity by affecting its dimensions (Brand Awareness, Loyalty, and Perceived Quality). And that agrees with previous studies of (Soobin Seoa and SooCheong, 2013, Şahin, Kitapçi, and Zehir, 2013, and Marcin Świtała, et al, 2018). and that support our study hypotheses assumed that H_1 There is a significant direct effect of brand strategy on brand awareness, H_2 assumed There is a significant direct effect of brand strategy on brand loyalty, and H_3 There is a significant direct effect of brand strategy on Perceived quality.

The current concept of branding requires much more than simply identifying a product or organization. Today, branding is used to boost emotional engagement with products

and businesses in every place in the world Institutions can use a variety of tactics to maintain their brands in order to generate great brand equity. When a company has multiple products, it must decide as to if to use a single brand name or give each one distinct identity. Institutions, on the other hand, frequently use distinct names for each product rather than linking the parent business to the offering (Larry Percy and Simon Pervan, 2013).

By looking at the studies on the subject of brand strategy and communication and how they can build strong brand equity we notice that most studies focus either on the relation between communication or one of its dimensions and brand equity for example Medvedev and his colleagues (2016) studied the Transmedia Branding in Fashion in the case of Burberry. Martin Heinberg and his colleagues (2019) developed a multilevel model in which emotional attachment, brand local icons, and brand equity. And that leads us to investigate With the second independent variable Brand communication, the study also found there a positive and significant correlation between brand communication and brand equity by affecting its dimensions (Brand Awareness, Brand Loyalty, and Perceived Quality). That agrees with previous studies by (Batra, Rajeev, and Kevin Lane, 2016) And also agree with Hooley, Piercy, and Nicoulaud, 2008). So that supports the other three hypotheses of our study which assumed H_4 There is a significant direct effect of brand communication on brand awareness H_5 There is a significant direct effect of brand communication on brand loyalty H_6 There is a significant direct effect of brand communication on Perceived quality

Table.9 Hypothesises Results

Hypotheses	Relationship Between Variables	Status
H_1	Brand Strategy → Brand Awareness	*Supported*
H_2	Brand Strategy → Brand Loyalty	*Supported*
H_3	Brand Strategy → Perceived Quality	*Supported*
H_4	Brand Communication → Brand Awareness	*Supported*
H_5	Brand Communication → Brand Loyalty	*Supported*
H_6	Brand Communication → Perceived Quality	*Supported*

Moreover, from a customer communication element side, the majority of these studies tried to shed light on customer and financial-based brand equity without adopting the

brand strategy as a tool to develop a successful brand. like Thuy Nguyen, Charlene Dadzie, and Arezoo Davari, (2013) study. This research added another factor "Brand Strategy " and proved that brand strategy, besides (Brand Communication) has a direct effect on building good brand equity.

4.3. Conclusion

It is possible to draw the conclusion that brand building has maintained the main factor in the success of businesses. Without a good brand, the goal of business success will be much more difficult. Moreover, because of the complex nature of brands, businesses should build consumer cultures that aim to meet the always demands and desires of consumers. Businesses should make an investment in psychology customer surveys in order to assess the factors that impact consumer behaviors in the market. This is because customer brand equity is built on perceptions and attitudes held by customers. In long term, the customers' perception of a firm's brand equity as a distinct component of the company is what contributes to the company's overall success. As a result, businesses should utilize proper strategies and communications depending on the value that customers obtain from a particular product. In conclusion, Having completed the theoretical and the practical part of the undertaken study, the researcher feels that this study has enabled the extraction of a significant amount of valuable information on the main concepts of branding and its importance for organizations is possible to say that a strong brand is inseparable from the mind, heart, and soul of the customer. In the same way that humans have positive attributes may establish positive relationships with one another, so too can brands that surpass the expectations of their target audiences.

4.4. Limitations of The Study

• There are no demographic factors in this thesis to explore and enhance the knowledge of the linkages among factors and their importance in the luxury fashion industry in terms of repurchase intention.

• We overlooked the importance of cultural considerations in determining how Burberry positioning strategy affects brand equity. We didn't add cultural issues since we didn't think they were important.

• The study only included students at the University of Manchester in the United Kingdom. Other stakeholders' perspectives, including as teachers, staff, alumni, and parents, should be examined in the future study.

• Burberry, a well-known online e-commerce store, is the subject of this study. Because of the nature of the specific luxury shopping store, the conclusions of this study have a limited relationship to other shops with the same characteristics and capabilities.

4.5. Recommendations for Future Researchs

This section concludes with a discussion of potential research opportunities that surfaced over the course of this study. Some recommendations for further study are made in the hopes of determining if the acquired results can be generalized such that they are applicable to other circumstances and brands. The following are some suggestions for further research:

• This thesis only covers one case study of one Burberry brand. This suggests that a comparable examination of some other institutions in the UK be conducted, alternatively that they show the comparison of their marketing strategy and brand communication activities to show how they affect brand equity.

• In other markets including the UK, such a study would allow for a greater understanding of global markets as well as the comparison of worldwide tactics and trends for building and maintaining successful, strong brands.

• Furthermore, it would be fascinating to see how the success of the Burberry brand influences consumers' perceptions of other businesses as successful and high-quality products. Nonetheless, it will be interesting to see how much the Burberry brand experience influences people to purchase other institutions.

• Future research might look at brands in other industries, such as electronics, healthcare, automobile, banking and delivering services, and so on.

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APPENDIXES

APPENDIX (1):

QUESTIONNAIRE

Dear respondents, I am a student of business administration. As part of master my thesis I am required to do a questionnaire on the **Direct Effect of Brand Strategy and Brand Communıcatıon in Buıldıng a Strong Brand Equity the Case of Burberry**, and all responses will be used for academic purposes only.

PART (A)

1-Living

a) City   [ ]

b) Village   [ ]

2- Monthly Income

a) Less than 2000 dollar   [ ]
b) Between 2000 and 4000 dollars   [ ]
c) Between 4000 and 6000 dollars   [ ]
d) More than 6000 dollars   [ ]

3- Way of Shopping

a) Traditional   [ ]

b) Online   [ ]

PART (B)

(Please choose as appropriate)

STATEMENT	SCALE				
	Absolutely I disagree (1)	I disagree (2)	I am undecided (3)	I agree (4)	Absolutely I agree (5)
Brand Awareness/Association					
I easily recognize the brand of Burberry					
Several characteristics of Burberry brand instantly come to my mind					
I can quickly recall the symbol or logo of Burberry brand					
I can recognize Burberry brand among other competing brands					
Brand loyalty					
The prospect of lower prices would make me switch to another brand					
If it were possible to do so without problems, I would choose another brand					
I intend to remain the company's customer					

Perceived Quality					
Most of the products of Burberry brand are of great quality					
The likelihood that Burberry brand is reliable is very high					
Products of Burberry brand are worth their price					
Brand Communication					
I react favorably to the advertising and promotions of Burberry brand					
I feel positive toward the advertising and promotions of Burberry brand					
The advertising and promotions of Burberry brand are good					
The advertising and promotions of Burberry brand do good job					
I am happy with the advertising and promotions of Burberry brand					
I like the advertising and promotions of Burberry brand					

Brand strategy					
I think structure and processes to build an effective and efficient brand					
I think Brand architecture is important to guide and develop a strategic Burberry brand direction					
I think Brand identity and brand position id important to differentiate the Burberry brand within the appropriate markets					
I think Brand building programs is important to plan, create, develop, implement, execute, and monitor effective Burberry brand building programs					