iJETRM
International Journal of Engineering Technology Research & Management

THE EFFECT OF BRAND STRENGTH ON CONSUMERS BEHAVIOR DURING COVID CRISIS: CASE STUDY

Diala khaled Al.khushman
Dr. Öğr. Üyesi Tayfun Tuncay Tosun
Master degree at Istanbul Aydin University
Istanbul Aydin University

ABSTRACT
The worldwide economic sector and commercial movements were affected because of many businesses being obliged to change their approach and marketing plans due to the outbreak of the Corona virus. As a result, they shifted to electronic marketing, focusing on developing their products, presenting them to consumers, and selling them via Internet, which is the most common method. This had a significant impact on the brand's value, providing an opportunity for it to attract customers electronically while remaining valuable and steadfast in the face of the Corona pandemic by gaining a competitive advantage through electronic promotion in an attractive way and this is what we saw with the new collection of "**Fox Brand Collection**" in Jordan . The customers' behavior altered because of the crisis, because of remote buying, in order to avoid human gatherings and avoid infection. This resulted in the activation of products movement activities in delivery firms, as well as a rise in big corporations' interest in strengthening their brand strength index, which is a good sign of financial performance. In the wake of the Corona epidemic, several businesses have stepped up their rivalry to retain the high level of performance that existed before the global health disaster. Some firms have built and promoted a new brand on the internet that has been successful in drawing customers, hence the firm's success is tied to its brand's success. As a result, the competition between brands has risen in order to impose a strong position on them and maximize financial profit. All of these factors made the successful brand the focus of attention and stalking by companies with a weak brand relying on its success or exploiting its fame.

Keywords:
Brand Strength Index, Covid-19, Brand awareness, Brand loyalty, Brand trust, "Fox Brand Collection", Jordan

INTRODUCTION

It had been about two years since one of the strangest viruses hit the market and began wreaking havoc on countries all around the world. Since the start of Corona, the entire world has been subjected to a barrage of bad events, including social isolation, company declines, capital reductions, remote working, and restricted travel. COVID-19 has had a significant impact. It altered the way businesses are done and brought in a slew of social developments. The marketing sector has changed dramatically because of the pandemic. (Craven, Liu, Mysor, & M, 2020)

Consumer behavior is a crucial and continual decision-making process that involves the search, purchase, usage, and disposal of items and services in order to assess their composition. (Valaskova, 2015)All consumer behavior is influenced by geographical and temporal constraints. These two aspects influence the creation of consumer habits, including what to consume, when to consume, and where to consume. In the instance of COVID-19, customers' decisions are frequently relied on the information of others in order to ease the anxiety created by death threats. (Hua, 2020)

According to (Sheth, 2020), there are four key areas that might alter or change consumer behaviors, with unique natural calamities such as earthquakes, hurricanes, and global

iJETRM
International Journal of Engineering Technology Research & Management

pandemics, such as the Covid-19 pandemic, being the most difficult to forecast. When customers face death threats, they will be guided by the information provided by the organization to which they belong, and their consumer behavior will frequently be illogical and compliant. (Sheth, 2020).Three pillars and foundations must be considered when calculating the brand strength index: brand investment, brand property rights and assurance, and brand financial return. (Wiedmann, 2018)

Branding is not a new concept for academics or the corporate sector. Brands can be traced all the way back to the Stone Age, when hunters utilized distinct "brands" of weapons to succeed in their hunts (Almquist, 2000). Brands similar to those we see now, on the other hand, began to emerge in the 16th century. Josiah Wedgwood, Rose Bertin, a French fashion designer, developed some of the first well-known trademarks. (Burk, 1996)

There has been a significant expansion of branding knowledge, techniques, and philosophies since the 18th century in England and France. Contemporary branding ideas have their origins and evolutionary beginnings in the mid-twentieth century, owing to the growth of ads in mass media. Brands have a critical role in marketing and business strategy. Customers will always choose the cheaper or more accessible option if a company's product or service regarded to be similar to that of its competitors; hence, it is vital to build a performance for a company's brand. If buyers believe the brand is deserving of a higher price, it signifies the brand has established itself as superior to others. Whatever a brand's name, symbol, or other qualities are, they all have an impact on the buyers' decision. (Farquhar, 1995)

STATEMENT OF THE PROBLEM

Modern marketing tools have superseded traditional marketing tools and techniques and strategies, as producers are generally factories for the creation of goods and services, and buyers acquire those goods for use to solve a problem that the consumer is experiencing. With the passage of time, the manufacturer attempts to differentiate their product from that of other manufacturers of the same product. By advent of branding, these aspects give birth to a new marketing dimension and period of marketing. Customer views of a company's customer service, reputation, advertising, and logo make up its brand. In addition, when all of these aspects of the firm are in good functioning order, the whole brand is likely to be strong.

The concern is bigger when it comes to promoting and delivering important information about the products or brands to consumers under the pressure of quarantine and the rest of the obstacles caused by the pandemic. Therefore, brand strength is a value provided by a company. A brand can keep it high if it manages to build a positive price perception, shares the same values as customers, and offers the best quality on the market.

For this reason, this research would be conducted as an attempt to address the business community to be aware of the significant role of brand strength on which their consumers' behavior will greatly depend.

PURPOSE OF THE STUDY

The goal of this study is to examine the impact of brand strength on consumer acquisition, as well as the extent to which its value had affected by the epidemic of Covid-19. More specifically, this study will examine the influence of brand awareness, perception, loyalty, association and all the factors that contribute in strengthening the brand and how they affect purchasing decisions among consumers. Although several researches that have been conducted on the effects of brand strength on financial gains, the study's interests are specifically geared towards the examined effects of the brand equity and customer loyalty, which essentially could lead to an increase in business revenue.

IMPORTANCE

In this study, the research importantly to know the quality of the customer's choices for the Jordanian brand "Fox Collection Brand" and the factors that influences the change of his decision and the impact of the new brand in Jordan on how to attract the customer

iJETRM
International Journal of Engineering Technology Research & Management

electronically while he is sitting at his home. The study will be conducted via Questionnaire for "the Fox collection"- Jordanian brand on social media presence of businesses with participants being regular consumers in Jordan. In light of the Corona problem, it is critical to investigate the role of the brand and its impact on consumer behavior for various reasons, the most important of which are:

1. Complete understanding of the importance of brand value and how to generate golden opportunities to grow and make it in the face of any crisis.
2. Identifying the elements that influence consumer behavior and investigating why /she chose a new brand that s/he had never tried before.
3- Recognize the consumer's perspective during any problem, such as the Corona crisis.
4- How the company handles any crisis it may face, and how it escapes the crucible of danger while keeping its brand's power.
5- Determine the nature of the relationship that exists between the independent and dependent variables.

RESEARCH QUESTIONS

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

1. Is the consumer's opinion toward their preferred brand negative or positive?
2. In view of the current crisis, does brand promotion via the Internet play a part in defining the consumer's thoughts and convictions and selecting him?
3. What are some of the crises that have an impact on the development of brand value?

SIGNIFICANCE OF THE STUDY

The present study will be a contribution in the research on Brand Strength and Consumers Behavior in Jordan. In particular, it is significant for sellers, companies, businessperson, and women who seek the betterment of marketing industry.

Moreover, it addresses the companies' needs for strengthening their brands to maintain contact with costumers and extended relatives. Therefore, the study sample is representative an honest and equal representation with the original community collected by shoppers and visitors when buying the "fox brand collection". customers who follow on websites that promote the Jordanian brand due to the large size Internet users and interest in their opinions on how easy it is to sell the product electronically during the crisis period with the comprehensive ban on the country.

ASSUMPTIONS

The following assumptions considered when performing this research. It had thought that:

1. Every consumer seems to have internet connection in some form during crisis.
2. Consumers utilize the web to look for or think about different service providers or products.
3. Social media have a direct impact on brand purchase decisions made by consumers during Covid-19.

LIMITATIONS

The current study, the same as any other latest researches, has scientific content that requires research and development as well as a variety of ideas, and because science never ends and is constantly renewed, It was projected that obtaining reliable data from all Jordanian customers will be challenging. The research process will be hampering by time, distance, and a scarcity of the finest available materials. As a result, only a sample of the population of relevant consumers surveyed.

- Previous studies

iJETRM
International Journal of Engineering Technology Research & Management

Despite their limitations, many studies that dealt with the subject on one of the two sides, whether the trademark or consumer behavior during the health crisis period. however, there are studies that focus primarily on the impact of the global crisis on consumer behavior and product choice.

DELIMITATIONS OF THE STUDY

- The study is limited only to individuals that reside in Jordan.
- Each of the consumers is given a questionnaire consisting of 23 questions.
- The questionnaire designed to obtain the demographic profile and behavioral ratings related to brand strength.
- The questionnaire had given to 122 people, some of them were store visitors and others were social media pioneers who purchased the brand.

SUMMARY & OVERVIEW

In order to fill in the gaps in the brand strength literature, this study will look at how consumers view the effect of brand strength; loyalty, awareness perception, association on their behavior. The purpose of Chapter 1 was to expose the reader to the problem statement, which was to look into the perceptions and attitudes of businesses that use brand strength and how it affects purchase decisions.

A review of literature provided in the next part, in attempt to identify the current state of brand strength in marketing. Moreover, the practical part will discuss the methods and procedures used to collect the data required to complete the study. The findings of the study are presented in Chapter Practical Part explain the methodology and techniques, summary of the research, in addition to the conclusion and the recommendations of the given study.

Fox brand collection

Source: (abdullahsakkijha, 2022)

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

Sakkijha prioritizes excellence, using only the most skilled craftspeople and handpicking only the most precious jewels and metals. The business also ensures that all preferences are catering to with bespoke pieces and sets that keep up with the newest trends and styles, therefore the goods of this family were found on a blend of elegance and creativity. Abdullah Sakkijha; the son of Mohammad Sakkijha, was born in 1978 and comes from a family steeped in jewelry tradition. Mr. Sakkijha was motivated from an early age to continue his family's history, thus he founded his first jewelry store in "Sweifieh", Amman. (abdullahsakkijha, 2022)

From that day forward, Abdullah Sakkijha's store and enterprises were renowned for their creative masterpieces, sophisticated service and reception, and refined taste. Consequently, it is evident why the store was able to attract such a large number of loyal customers in such a short period. The Fox brand is synonymous with rock-solid elegance and the luxury story of a polished, handcrafted product presented in a novel and daring way. In 2021, the Jordanian

iJETRM
International Journal of Engineering Technology Research & Management

company Sakkijha received the ISO 9001-2015 certificate (certificate of compliance with quality standards) as the first Jordanian jewelry store to adhere to all international quality standards and has demonstrated its success in meeting the demands and desires of customers from all over the world. (abdullahsakkijha, 2022)

Sakkijha Company, like other enterprises impacted by the viral economic tsunami, but it reached the route to fame in a clever way, focusing on women's devotion and desire for jewelry and gold. Sakkijha Company, like other enterprises, was impacted by the viral economic tsunami, but it reached the route of fame in a clever way, focusing on women's adoration and their enthusiasm for jewelry and gold. The corporation formed a distinct group and picked the fox as a sign of intellect, boldness, and cunning. It was a clear message to any wise woman who understands the world economy and recognizes the value of gold in the aftermath of the crisis. As a result, the group attracted a large number of Jordanian women and caused an electrical stir in the jewelry market. (abdullahsakkijha, 2022)

METHODOLOGY AND TECHNIQUES

DATA MANAGEMENT

- The collected data to be entered and analyzed using the Statistical Package for Social Sciences (SPSS 21; IBM).
- Data inspected for outliers, defined as values greater than 3.5 standard deviation units from the sample mean for a given variable.
- Data inspected for possible missing entry.

DATA ANALYSES

- Nondirectional statistical tests to conduct with the level of significance set at 0.05 for each test.
- Thorough descriptive statistics used to describe sample characteristics as well as the Questionnaire of a brand customer satisfaction and Impact of Covid Pandemic on Consumer Behavior.
- Differences in brand customer satisfaction, and Impact of Covid Pandemic on Consumer Behavior based on customer characteristics to be explored (test depends on level of measurement and data distribution; independent t-test, one-way ANOVA, Pearson r correlation).
- Predictability of brand customer satisfaction, and Impact of Covid Pandemic on Consumer Behavior based on demographic characteristics using multiple linear regressions with reporting list contain:
  - Sample characteristics
  - Brand customer satisfaction descriptive
  - Impact of Covid Pandemic on Consumer Behavior descriptive
  - Differences in the brand customer satisfaction level based on customers characteristics.
  - Differences in Impact of Covid Pandemic on Consumer Behavior based on customers characteristics
  - Multiple linear regressions to predict brand customer satisfaction level
  - Multiple linear regressions to predict Impact of Covid Pandemic on Consumer Behavior

LIMITATIONS OF THE STUDY

As with most research projects, there are many limitations to the present study:

It is predicted that it might be difficult to get accurate data from the part of all consumers in Jordan. Limitation of time, space and shortage of best available material will influence the ongoing of the research process. Therefore, a limited sample of consumers who are representative of the sample and who are interested in the Fox brand collection will made.

iJETRM
International Journal of Engineering Technology Research & Management

Sample Selection and Data Collection

This study was conducted in Jordan, the sample was taken from the community category those regular customers to buy the brand the number of Sakkijha Clients are 122.

In this research, a quantitative questionnaire method used a statistical process was carried out on the collected data for the purpose of data analysis, and the data were collected randomly in two ways: the views of store visitors and the opinions of customers via the Internet using Likert questionnaire. Then, the results were interpreted by qualitative methods to bridge the scientific gaps and enrich the researchers with accurate scientific information.

1.1. Demographic Characteristics

Table (1) Sample demographic characteristics (N = 122)

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

Table 2: Brand customer satisfaction result

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

iJETRM
International Journal of Engineering Technology Research & Management

Table 3: Brand customer satisfaction during Covid Pandemic

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

Furthermore, the quality of your fox product changes was assessed from respondent's point of view and exemplified in (figure 11). It showed that 50% (n = 61) of respondents reported that products got better quality and price during the Corona crisis. Also, 41.8% (n = 51) of respondents reported that products got better quality, but the price is more expensive during the Corona crisis. Additionally, only 1.6 % (n = 2) of respondents reported that products' quality have decreased during the Corona crisis. As well, only 6.6 % (n = 8) of respondents reported that products did not get better, it stayed the same during the Corona crisis.

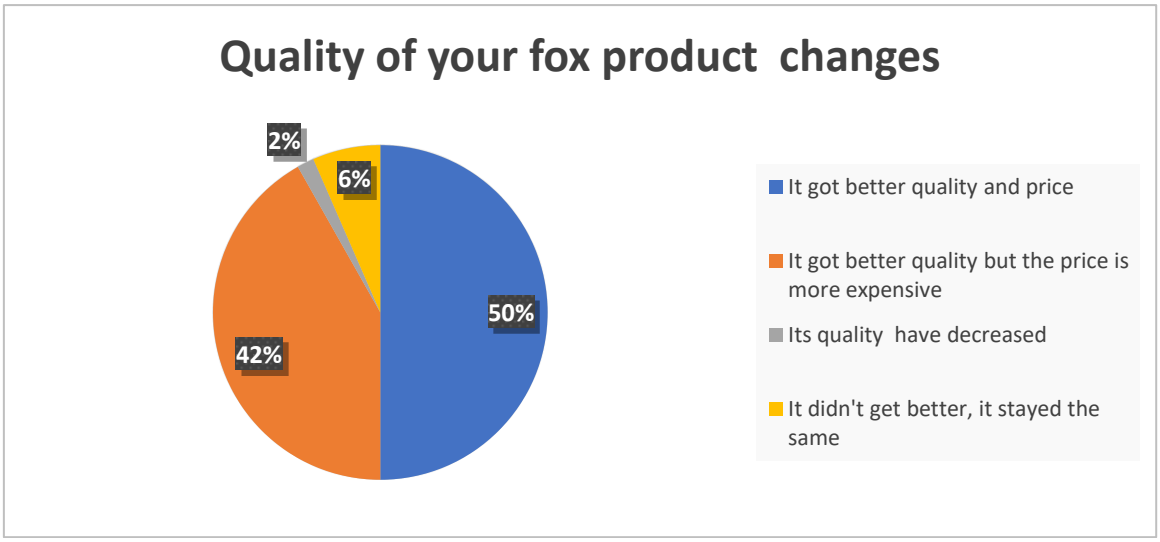

Figure 11: Quality of your fox product changes
Source: Designed by the student

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

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

iJETRM
International Journal of Engineering Technology Research & Management

Table 5: Differences in the Brand Customer Satisfaction level based on age group, salary, and qualification:

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

Table 6: Differences in the Brand Customer Satisfaction level based on gender and working status:

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

Table 7: Differences in the Brand Customer Satisfaction level based on age group, salary, and qualification:

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

iJETRM
International Journal of Engineering Technology Research & Management

Table 8: Predictors of compliance with infection control precaution regarding COVID-19:

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

Table 9: Predictors of compliance with infection control precaution regarding Covid-19:

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

FINDINGS

- The female respondents are most used to prefer the fox brand collection.
- The majority of respondents used to choose prestige premium symbols.
- The majority of respondents are monthly income a round "700 JD - 900 JD".
- The respondents with higher salary have higher brand customer satisfaction level.
- The respondents with higher educational level have higher brand customer satisfaction level.
- Older respondents have a higher level of brand satisfaction.
- Most of the respondents have positive satisfied by the fox brand collection.
- Majority of the respondents have got well experienced of Fox brand collection.
- Majority of respondents are more user of fox branded.

SUGGESTIONS

As for the suggestions, there are only a few clients' suggestions out of 122 of the respondents. The vast majority expressed their admiration for the new Jordanian brand, its quality and luxury. Among these suggestions are Follows:

- Reducing the price of the product because the new collection is expensive.
- Continue to provide more innovative & unique jewelry.

RESULT AND DISCUSSION

This paper was aimed to discover the underlying effect of new brand on consumer during Covid-19. A good Brand strength means the brand is well known, luxurious and impressive by customer. It was found by the research that no matter how the Covid-19 affect on purchase the brand ,brand leaders remain fully complete confident in their brand, as they consider the brand part of the family.

This research examines consumers behavioral toward a Jordanian brand and its effects to change their decisions during Covid-19. It posits that anthropomorphized brand "the Fox Gallery Collection Brand" trigger people attract for a successful social interaction, resulting in positive behavior that is assimilative to the brand's luxury image. My research demonstrates that average customers have a high regard for luxury brands and believe that items such as

iJETRM
International Journal of Engineering Technology Research & Management

jewelry, such as gold and diamonds, are a better safe haven than paper currency amid global crises and calamities.

CONCLUSION

Given the relevance of new research that analyzes new brands and forecasts their success and the level of people's need for them at the conclusion of my research, my study was primarily aimed at brand enthusiasts and pioneers. In addition, the quantitative approach of the electronic questionnaire and the statistical procedure on the data was one of the better statistical ways, in my opinion, that yielded findings that are more accurate. Of course, qualitative approaches such as searching through books, scholarly publications, and abundant scientific resources aided my research. Where I was able to gain a wide perspective and fill up many scientific gaps.

REFERENCES

Aaker, D. (1996). "Measuring Brand Equity Across Products and Markets". California Management Review, vol. 38, pp. 102-120.

Aaker, D. A. (1991). Managing Brand Equity. New York: Maxweel Macmillan-Canada, Inc.

abdullahsakkijha. (2022, 6 7). Retrieved from https://abdullahsakkijha.com/ar/.

abdullahsakkjha. (n.d.). Retrieved from https://abdullahsakkijha.com/.

Abimbola, T. 2010) .). Brand strategy as a paradigm for marketing competitiveness. . Journal of Brand Management, , 18(3), 177-179.

Abu-Mater, W. A. (2020). The Effect of Coronavirus (Covid-19) on the Jordanian Economy: A Comprehensive Analysis of the Economy and How to Return Growth Rapidly. Journal of Accounting, Finance & Management Strategy, 15(2), 1-30.

Ailawadi, K. L. (2003). Revenue premium as an outcome measure of brand equity. Journal of Marketing, 1-17.

Almquist, E. a. (2000). A “mindshare” manifesto. Mercer Management Journal.

Ambler, T. (1997). How much of brand equity is explained by trust. Management Decision., 35/4, pg 283–292.

Anselmsson, J., Bondesson, V., & Johansson, U. (2014). Brand Image & Customer Willingless to Pay a price Premium for Food Brands. Journal of Product & Brand Management, 23(2). 90-102.

Atilgan, E. A. (2005). Determinants of the brand equity: A verification approach in the beverage industry in Turkey. Marketing intelligence & Planning., 23(3), 237-248.

Baloch, S. B. (2020). The coronavirus disease 2019 (COVID-19) pandemic. The Tohoku journal of experimental medicine, 250(4), 271-278.

Barney, J. (1995). Firm resources and sustained competitive advantage. Journal of management, 17(1), 99-120. .

Batista, K. S. (2020). Organizational communication in social media in times of COVID-19. . Gestão E Sociedade,, 14(39), 3689-3697.

Bearden, W. O. (1982). Reference group influence on product and brand purchase decisions. Journal of consumer research, 9(2), 183-194.

Belfanti, C. M. (2018). Branding before the brand: Marks, imitations and counterfeits in pre-modern Europe. Business History 60:8, 1127-1146.

Bergen, M. &. (2002). Competitor identification and competitor analysis: a broad-based managerial approach. Managerial and decision Economics, 157-169.

Berman, R. &. (2013). The role of search engine optimization in search marketing. Marketing Science,.

Biscotti, L. (2019, May 2). Private Label Brands Roar At Retail. Retrieved from Rorbes: https://www.forbes.com/sites/louisbiscotti/2019/05/02/private-label-brands-roar-at-retail/?sh=7e46642e8990

Bronnenberg, B. J., Dubé, J.-P., Gentzko, M., & Shapiro., J. M. (2015). Do Pharmacists Buy Bayer? Informed Shoppers and the Brand Premium.

Burk, J. (1996). Satisfied customers. Scientific American, Vol. 274 Issue 3, p116.

Castanon, Y. (2004). Keeping score. Marketing Management , 13(5): 16-18.

Cegarra, J., & G, M. (2001). Co-branding: clarification du concept. Recherch et applications en marketing, 16(4): 57-69.

iJETRM
International Journal of Engineering Technology Research & Management

Chen, N. Z. (2020). Epidemiological and clinical characteristics of 99 cases of 2019 novel coronavirus pneumonia in Wuhan, China: a descriptive study. . The lancet, 395(10223), 507-513.
Chukwu B.I andUzoma I. C. (2014). Impact of Social Media Networks on Consumer Patronage in Nigeria: A study of Konga and Jumia Nigeria Linited. European Journal of Business and Management, Vol. 6 No. 30.
Cobb-Walgren, C. J. (1995). Brand equity, brand preference, and purchase intent. Journal of Advertising, 25-40.
Comai, A., & Pirttimäki, V. a. (2006). The development of the Business Intelligence function in 4 Finnish case companies. Un-published Report Ebrf.
Courtial, J. P. (1994). “How to use scientific and technological information to reveal strategic technologies. Int. J. of Technology Management , 10(1): 31-44.
Craven, M., Liu, L., Mysor, M., & M, W. (2020, March). COVID-19: Implications for business. Retrieved from Mckinsey & Company: https://www.aedcr.com/sites/default/files/docs/mckinsey-full_article.pdf.pdf.pdf
Cuello-Garcia, C. P.-G. (2020). Social media can have an impact on how we manage and investigate the COVID-19 pandemic. . Journal of clinical epidemiology, , 127, 198-201.
Dawar, N. &. (2017). Brand crises: the roles of brand familiarity and crisis relevance in determining the impact on brand evaluations. Journal of Business Research.
Delgado-Ballester, E. M.-A. (2005). Does brand trust matter to brand equity? Journal of Product & Brand Management , 14(3): 187–196.
Donthu, N. &. (2020). "Effects of COVID-19 on business and research. Journal of business research, vol. 117, pp. 284-350.
Doyle, P. &. (2006). Marketing Management and Strategy (Fourth Ed.). London: Pearson Education Limited.
Durö, R. a. (1987). The Basic Principle of Marketing Warefare. New York: John Wiley & Sons.
Edelman. (2020). Trust Barometer .
Edelman. (2020). Brand Trust and the Coronavirus Pandemic. Special Report.
Engel, J. e. (2006). Consumer behavior 10th Edition. USA: Thomson South-Western. Mason.
Eyal, N. (2013). Hooked: How to Build Habit-Forming Products.
Farquhar, H. P. (1995). Strategic Challenges For Branding. Marketing Management, 3(2),pg. 8-15.
Fred Beard, B. P. (2021). A history of content marketing. Journal of Historical Research in Marketing , 139-158.
Freyn, S. a. (2015). Understanding the CI function and the growing demand for analytics: what research tells us. Atlanta, Georgia,: Presented at the 30th annual Strategic and Competitive Intelligence Professional.
Gabbott, M. a. (1998). Consumers and services. Wiley Chichester.
Hannula, M. a. (2003). Business Intelligence - Empirical Study on the. Frontiers of e-Business Research, 121-135.
Haralayya, B. (2021). Effect of Branding on Consumer Buying Behaviour at Vijay Bharat Motors Pvt Ltd, Bidar. Iconic Research And Engineering Journals, , 4(12), 207-222.
Haralayya, B. (2021). Effect of Branding on Consumer Buying Behaviour at Vijay Bharat Motors Pvt Ltd, Bidar. Iconic Research And Engineering Journals, , 4(12), 207-222.
Hawkins, D. I. (2010). Consumer behavior. Implications for marketing strategy.
Hefti, E. (2003). Technical analysis and skills set. Competitive Intelligence Magazine, 6(6): 21-24.
Hélène Gorge, A. G. (2021). L’approche historique en marketing et sur la consommation : apports et programmes de recherche. Recherche et Applications en Marketing.
Hensvik, L. L. (2021). "Job search during the COVID-19 crisis. Journal of public economics, vol. 194, pp. 104349.
Hertati.L, S. S. (2020). Peran Manajemen Perubahan Pada Akuntansi Manajemen Strategis Akibat Virus Corona . Jurnal Revenue : Jurnal Ilmiah Akuntansi , 201-216.
Hua, S. (2020). The Enlightenment of the New Coronary Pneumonia Epidemic onthe Flexible Management of Supply Chain. China Circulation Economy,, (03):11-16.
Husain, R. a. (2014). The Impact of Social Media in Virtual Marketing. Marketing Journal of Mathematics and Computer Science, Vol. 3 No.1.

iJETRM
International Journal of Engineering Technology Research & Management

Huster, M. (2005). Marketing intelligence: the first mover advantage. Competitive Intelligence Magazine , 8(2): 13-17.
Jackson, T. (2005). Motivating sustainable consumption. Sustainable Development Research Network, 29(1), 30-4O.
Kapferer, J.-N. (1992). Strategic Brand Management. London: Kogan Page.
Kardes, F. C. (2014). Consumer behavior. Cengage Learning.
Keller, K. L. (Jan 1993). Conceptualizing, Measuring, Managing Customer-Based Brand Equity. Journal of Marketing, Vol. 57 Issue 1, p1-22, 22p.
Kelley, W. (1968). Marketing Intelligence. London: Staples Press.
Kenton, W. (2020). Marketing Essentials: Co-branding. Investopedia.
Kotler, P. A. (2008). Principles of marketing: An global perspective.
Kotler, P. K. (2009). Marketing Management – A South Asian Perspective. Pearson Prentice Hall, Delhi.
Kucharska, W. (2019). Personal Branding—A New Competency in the Era of the Network Economy. Corporate Social Responsibility in the Manufacturing and Services Sectors, 19-34.
Kumar, S. D. (2021). What drives brand love for natural products? The moderating role of household size. . Journal of Retailing and Consumer Services, 58, 102329.
Lal, B. I. (2020). Return on investment in social media marketing: Literature review and suggestions for future research. Digital and social media marketing, 3-17.
Lam, J. S. (2020, August 31). Which Car Brands Make the Best Vehicles? Retrieved from Consumer Report: https://www.consumerreports.org/cars-driving/which-car-brands-make-the-best-vehicles-a6159221985/
Le, M. T. (2021). The impact of brand love on brand loyalty: the moderating role of self-esteem, and social influences.
Leuthesser, L. K. (1995). Brand equity: the halo effect measure. . European Journal of Marketing, Vol. 29 No. 4, pg. 57-66.
Lombart, C., Louis, D., & Labbé-Pinlon, B. (2016). Price Image Consequences. Journal of Retailing and Consumer Services, 28(1) 107-116.
Mandal, R. (2021). What Is Ethical Branding & How Do Ethics Fit Into a Brand Identity? visme.
María Jesús, Y. G. (2019). Customer Loyalty and Brand Management. https://doi.org/10.3390/books978-3-03921-336-8.
Mark Tadajewski, D. B. (2014). Historical research in marketing theory and practice. Journal of Marketing Management 30:11-12, pages 1239-1291.
Martinez, P. (2012). The Consumer Mind: Brand Perception & The Implications for Marketers.
McCausland, T. (2020). COVID-19's Impact on Globalization and Innovation. Research, 63(6), pp. 54–59. Retrieved from Research Technology Management.
McLeod, S. 2007) .). Maslow's hierarchy of needs . Simply psychology, 1(1-18).
Moh'd AL-Tamimi, K. A. (2020). Coronavirus Effects on the Economy of Jordan. International Journal of Financial Research, 11(5), 129-136.
Morgan, R. M. (1994). The commitment-trust theory of relationship marketing. Journal of Marketing, 58(3), 20-38.
Mukherjee, S. &. (2020). Brand activism: Does courting controversy help or hurt a brand? International Journal of Research in Marketing, , 37(4), 772-788.
Muruganantham, G. &. (2013). A review of impulse buying behavior. International Journal of Marketing Studies,, 5(3), 149.
Nafees, L. C. (2020). The Impact of the Social Media Influencer Power on Consumer Attitudes toward the Brand: The Mediating/Moderating Role of Social Media Influencer Source Credibility. . Atlantic Marketing Journal, 9(1), 3.
Nelson, M. (2016). Brand fundamentals: Fremework of branding.
Nelson, M. (2016). Brand fundamentals: Fremework of branding.
Nicoleta. (2021). coronavirus impact in retail. Tokinomo: Brand Activation POSM Technology.
Pherson, K. H. (2020). Critical thinking for strategic intelligence. Cq Press.
Prescott, J. E. (1995). The evolution of competitive intelligence. International review of strategic management. 6, 71-90.
R, S. M., & J, R. N. (2009). Consumer Behavior in Fashion. New Jersey: Perarson Eeducation.

iJETRM
International Journal of Engineering Technology Research & Management

Rahul, A. K. (2020). The impact of brand image on the Customer: A.
Ries, L., & Ries, A. (2009). The origin of brands: How product evolution creates endless possibilities for new brands. Harper Collins.
Saeed, A. H. (2011). Factors affecting consumers' switching intentions. European Journal of social sciences, 19(1), 54-61.
Salvador, A. B. (2018). Brand crisis management: the use of information for prevention, identification and management. . pp. 20, 74-91.
Scott Magids, A. Z. (2015). The New Science of Customer Emotions. Harvard Business Review .
Sheth, J. (2020). Impact of Covid-19 on consumer behavior: Will the old habits return or die? Journal of Business Research, 117: 280-283.
Solomon, M. R. (1992). Consumer behavior.
Sreen, N. D. (2021). Behavioral reasoning perspectives to brand love toward natural products: Moderating role of environmental concern and household size. . Journal of Retailing and Consumer Services,, 61, 102549.
Starcevic, S. (2015). The Origin and Historical Development of Branding and Advertising in the Old Civilizations of Africa, Asia and Europe. 46(3),179-196.
Subarna Nandy, N. S. (2020). Brand Pride in Consumer–Brand Relationships: Towards a Conceptual Framework. Global Business Review, 097215091987807.
Surianto, M. S. (2020). Cause-related marketing campaigns and repurchase intentions: The mediating role of brand awareness, consumer attitude and corporate image. . Management Science Letters,, 10(14), 3235-3242.
Swant, M. (2020, July 27). Apple, Microsoft And Other Tech Giants Top Forbes' 2020 Most Valuable Brands List. Retrieved from Forbes: https://www.forbes.com/sites/martyswant/2020/07/27/apple-microsoft-and-other-tech-giants-top-forbes-2020-most-valuable-brands-list/?sh=3a5c8c193ada
Tan, T. W. (1999). "Managing market intelligence: an Asian marketing research perspective. Marketing Intelligence & Planning, 17(6): 298-306.
Taylor, S. C. (2004). The importance of brand equity to customer loyalty. Journal of Product & Brand Management, Volume 13, Number 4, pg 217-227.
Team, I. (2018). What Impact Does Brand Equity Have on Profit? Investopedia.
Thakor, M. V. (1996). Brand origin: conceptualization and review. Vol. 13 No. 3, pp. 27-42.
Thanh, N. N. (2020). The mediating role of self-brand connection and brand identity in the relationship between brand credibility and brand loyalty. ECONOMICS AND BUSINESS ADMINISTRATION,. pp. 10(2), 112-129.
The cola wars made Pepsi and Coke "the world's best marketers". (2020, October 1). Retrieved from The Economist: https://www.economist.com/graphic-detail/2020/10/01/the-cola-wars-made-pepsi-and-coke-the-worlds-best-marketers
To, P., & Liao, C. a. (2007). Shopping Motivations on Internet. A study Based on Utilitarian and Hedonic Value, Technovation, Vol. 27 No.12.
Tuten, T. L. (2008). Advertising 2.0: social media marketing in a web 2.0 world: social media marketing in a web 2.0 world. . ABC-CLIO.
Valaskova, K. K. (2015). Multi criteria models used in Slovak consumer market for business decision making. In Procedia Economics and Finance (pp. 26, 174–182.).
Van Heerde, H. H. (2007). The Impact of a Product-Harm Crisis on Marketing Effectiveness. . Marketing Science, 26, 230-245.
Venkateswaran, P. S. (2016). INFLUENCE OF BUSINESS COMPETENCY, CUSTOMER PERSONALITY, BRAND PERSONALITY, CUSTOMER SATISFACTION ON BRAND LOYALTY FOR BRANDED MOBILES.
VONGURAI, R. 2020) .). Factors affecting customer brand preference toward electric vehicle in Bangkok, Thailand. . The Journal of Asian Finance, Economics, and Business,, 7(8),383-393.
Waits, K. (2011). 5 Principals of Creating A Cultural Brand. American Express.
Wee, L. &. (2010). Personal branding and the commodification of reflexivity. In Personal branding and the commodification of reflexivity. Cultural sociology, (pp. 4(1), 45-62.).

iJETRM
International Journal of Engineering Technology Research & Management

West, A. C. (2018). " Alexa, build me a brand" An Investigation into the impact of Artificial Intelligence on Branding. The Business & Management Review.
Whelan, B. 2021) .). The Influences of Brand Personality, Culture, and Social Media on Iconic Brand Preferences.
Wiedmann, K. P. (2018). The power of experiential marketing: exploring the causal relationships among multisensory marketing, brand experience, customer perceived value and brand strength. Journal of Brand Management,.
Wood, N. T. (2009). Virtual social identity and consumer behavior.ME Sharpe.
Wood, N. T. (2009). Virtual social identity and consumer behavior.ME Sharpe.
Wymer, W. &. (2015). The influence of university brand strength on student satisfaction, loyalty, and word-of-mouth. . In Academy of Management Proceedings Academy of Management., (Vol. 2015, No. 1, p. 12920). Briarcliff Manor, NY 10510:.
Xiang, S. R. (2021). The Effect of COVID-19 Pandemic on Service Sector Sustainability and Growth. Frontiers in Psychology,, 12.
Yasri, Y. S. (2020). Price perception and price appearance on repurchase intention of Gen Y: do brand experience and brand preference mediate? . Heliyon, 6(11), e05532.
Yoo, B. D. (2000). An examination of selected marketing mix elements and brand equity. Journal of the Academy of Marketing Science, Vol 28.No.2. 195-211.
Zaman, S. T. (2019). Importance of Brand and Brand Equity. LinkedIn.
Zielkes, S. (2020). How Price Image Dimensions Influence Shopping Intentions for Different Store Formats. European Journal of Marketing, 44, 748-770.
Zomorodian, S. &. (2019). How social media increase selling trend in clothes industry?(Case study: selling brand clothes named Cotton in Iran via Instagram). . pp. 19(1), 57-72.
Appendixes A, B