



T.C.

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**THE ROLE OF BRAND IN INCREASING
MARKET SHARE**

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SOSYAL BİLİMLER ENSTİTÜSÜ

İŞLETME ANABİLİM DALI

PAZAR PAYINI ARTIRMADA MARKANIN ROLÜ

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ÖNSÖZ

“The Role of Brand in Increasing Market share” tez konusu. Bu tezin amacı, Duhok şehrinde şirketler için artan pazar payı (bağımlı değişken) için markanın (bağımsız değişken) rolünü belirlemektir. Bu araştırma, pazar payını artıracak etkileri olan bağımsız değişkenlerdeki bazı boyutları vurgulamaktadır; Marka bilinirliği, marka imajı, marka sadakati ve marka kişilik.

Çalışmamda her türlü bilgi ve belge ile bana destek olan başta danışman hocam Prof. Dr. Muammer ERDOĞAN ile Prof. Dr. Sait PATIR, Doç. Dr. Abdulvahap BAYDAŞ hocalarıma sonsuz teşekkür ederim.

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ÖZET

Bu araştırmanın amacı, Duhok şehrinde şirketler için artan pazar payı (bağımlı değişken) için markanın (bağımsız değişken) rolünü belirlemektir. Bu araştırma, pazar payını artıracak etkileri olan bağımsız değişkenlerdeki bazı boyutları vurgulamaktadır; Marka bilinirliği, marka imajı, marka sadakati ve marka kişilik. Araştırmacı, bu bağımsız değişkenlerin etkisini ayrı ayrı ve tamamen pazar payını artırmak için bulmayı ve incelemeyi amaçlamaktadır. Çalışmanın verileri birincil ve ikincil verileri içermektedir; İkincil veriler, kitaplardan, yüksek lisans ve doktora tezlerinden ve dergilerin makalelerinden toplanmıştır. Araştırmacı, birincil verileri toplamak için anket kullandı; araştırma anketi, Duhok şehrindeki Mazi Plus Alışveriş Merkezi'ndeki 160 kişiye dağıtıldı. Bu 160 anketten, araştırmacı 112 anketi çalışmanın bir örneği olarak kullanmış ve çalışmanın sonuçlarını bulmak için Sosyal Bilimler İçin İstatistik Paketi 18.0 (SPSS V.18) programına birincil veriler girmiştir. Çalışmanın sonuçları Marka (bağımsız değişken) ile Pazar Payı (bağımlı değişken) arasında anlamlı bir ilişki olduğunun doğrulanması ve ayrıca Pazar payını arttırmak Marka Bilinci, Marka İmajı, Marka Sadakati ve Marka Kişiliği'nin (bağımsız değişkenler) olumlu bir etkisinin olduğunu doğrulamıştır.

Anahtar Kelimeler: Marka, Marka Bilinci, Marka Görüntüsü, Marka Sadakati, Marka Kişiliği ve Pazar Payı.

ABSTRACT

The aim of this research is to determine the role of brand (independent variable) in increasing market share (dependent variable) for companies in Duhok city. This research emphasizes on a number of dimensions within independent variables that have influence to increase market share which are; brand awareness, brand image, brand loyalty, and brand personality. The researcher aims to find and examine the impact of these independent variables separately and totally to increase market share. Data of the study include primary and secondary data; Secondary data have been collected from books, master thesis and doctora dissertation, and articles of journals. The researcher has used questionnaire for collecting primary data, the research questionnaire has distributed on 160 individuals in the Mazi Plus Mall in Duhok city. From those 160 questionnaires, the researcher has used 112 questionnaires as a sample of the study and primary data have entered in the program Statistical Package for Social Sciences version 18.0 (SPSS V. 18) to find the results of the study.

The results of the study confirmed that there is a significance relationship between Brand (independent variable) and Market Share (dependent variable), also the results confirmed that Brand Awareness, Brand Image, Brand Loyalty and Brand Personality (independent variables) have a positive influence to increase market share.

Keywords: Brand, Brand Awareness, Brand Image, Brand Loyalty, Brand Personality, and Market Share.

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CHAPTER ONE

INTRODUCTION

This chapter includes of Introduction, Research Problem and Questions, Significance of the study, Research Objectives, Research Hypotheses, Study Default Model, and Limitations of the study.

1.1. Introduction

Nowadays we are living in the rapid change environment and that is influence on the every sector especially on the trade sector. In the trade sector, marketing has an important role and it has been considered by companies and entrepreneurs, they are hardworking and spend their efforts in order to success in the marketing activities. Market share is an important factor in the marketing and much considered by companies and entrepreneurs in order to fulfill their aims. Companies need to distinguish their goods and services in order to survive in the marketplace, so to achieve this critical process a brand could be a good strategy (Pfrogner and Rohrmann, 2013: 14). Brand has a positive impact on the consumer purchase decision and that is lead to increase market share for companies. Kim (2008) in his research indicate that brand is a good tool in the company to fulfill marketing aims such as increasing repeat purchase and growing market share. Strong brands have built by companies as a way to obtain competitive advantage and be better than its competitors, and that is impact to maintain or increase market share (Olsson and Sandru, 2006: 1).Companies and entrepreneurs are forced to increase and sustain their market share “in order to survive, maintain and sustain” in the global market, and at the same time these companies should defend their local market share from international rivals (Klemencic, 2006: 6). Gaining and maintaining of market share is the main objective for every companies and entrepreneurs (Ren, 2010: 58).

Recently, because of improving economic in duhok city many companies entered in duhok city market to present their brands and they are working to gaining higher market share from their competitors. That is encouraged the researcher to make this research to determine the role of brand in increasing market share for companies in Duhok city.

1.2. Research Problem and Questions

Rapid developments in the business environment effect on the companies business and that lead to increase competition between companies. Companies have many ways to survive in competition in the business world, one of the most critical strategy is brand. Which considered as the most effective to create and maintain competitive advantages (Panigyraiki, 2013: 31). Strong brand leads to create loyal customers and which achieve competitive advantages foundation (Chi et al., 2009: 60). Strong brand also has a greater influence on the processes of consumer purchase (Ghodeswar, 2008, 7). When the brand in the mind of consumer has a relative advantage, it is leads to increase market share or at least not decrease (Aaker, 1996: 115). Strong brands have built by companies as a ways to obtain advantage and be better than its competitors, and that is impact to maintain or increase market share (Olsson and Sandru, 2006: 1). In that appears brand is one of the ways of competition between companies to get a largest market share. brands occupies a large looms of attention to companies and consumer alike, and that attention increases with increase in spending rates and the manifestations multiplicity of consumption. And In the era of globalization, open trade and markets in an unprecedented way, it becomes normal arrive attention of brand to its peak. Consequently, A problem of the study is a determine the role of brand in increasing market share for companies in Duhok city, therefore the problem that addressed by the study can be formulated in the following questions:

- i. What is a relationship between brand and market share for companies in Duhok city?
- ii. What is the effect of brand awareness to increase market share for companies in Duhok city?
- iii. What is the effect of brand image to increase market share for companies in Duhok city?
- iv. What is the effect of brand loyalty to increase market share for companies in Duhok city?
- v. What is the effect of brand personality to increase market share for companies in Duhok city?

1.3. Significance of the Study

This research has a huge significance for both costumers and companies. In this study the researcher aims is determine the role of brand to companies. Through brand consumer can distinguish between goods and service that wants to buy from special company in the similar category make by another company. Brand is an important asset in company and helps consumers to distinguish product and increase purchase intention (Chi et al., 2009: 60). Company's brand has a positive impact on decision purchase of consumer, and that lead to achieve high competitive advantage for company (Momani, 2015, 149). Thereby companies can use brand as a good way to achieve its competitive advantage to increase its market share. In the fierce competition good companies can get competitive advantage to continue in the market and obtain good market share (Anwar et al., 2011: 73).

1.4. Research Objectives

The main objective of this research is to identifying the role of brand in increasing market share for companies in Duhok city, and also the researcher wants achieve several sub-objectives that appear in the following:

- i. Building confidence between consumer and company through recognizing brand.
- ii. Building awareness of brand to consumer in Duhok city.
- iii. Recognize on brand image to explore a relationship between consumer and company.
- iv. Identify the impact of brand loyalty for the companies in Duhok city.
- v. Clarify the brand personality dimension and its effect on consumer purchase decision.
- vi. Helping the sample companies to identify the best way to use Brand in order to increase market share.

1.5. Research Hypotheses

According to the problem of the research, the researcher formed the following hypotheses:

Primary hypothesis:

H0: There is no relationship between brand and market share.

H1: There is a relationship between brand and market share.

Secondary hypotheses:

1- H0: Brand awareness doesn't have a positive impact to increase market share.

H1: Brand awareness has a positive impact to increase market share.

2- H0: Brand image doesn't have a positive impact to increase market share.

H1: Brand image has a positive impact to increase market share.

3- H0: Brand loyalty doesn't have a positive impact to increase market share.

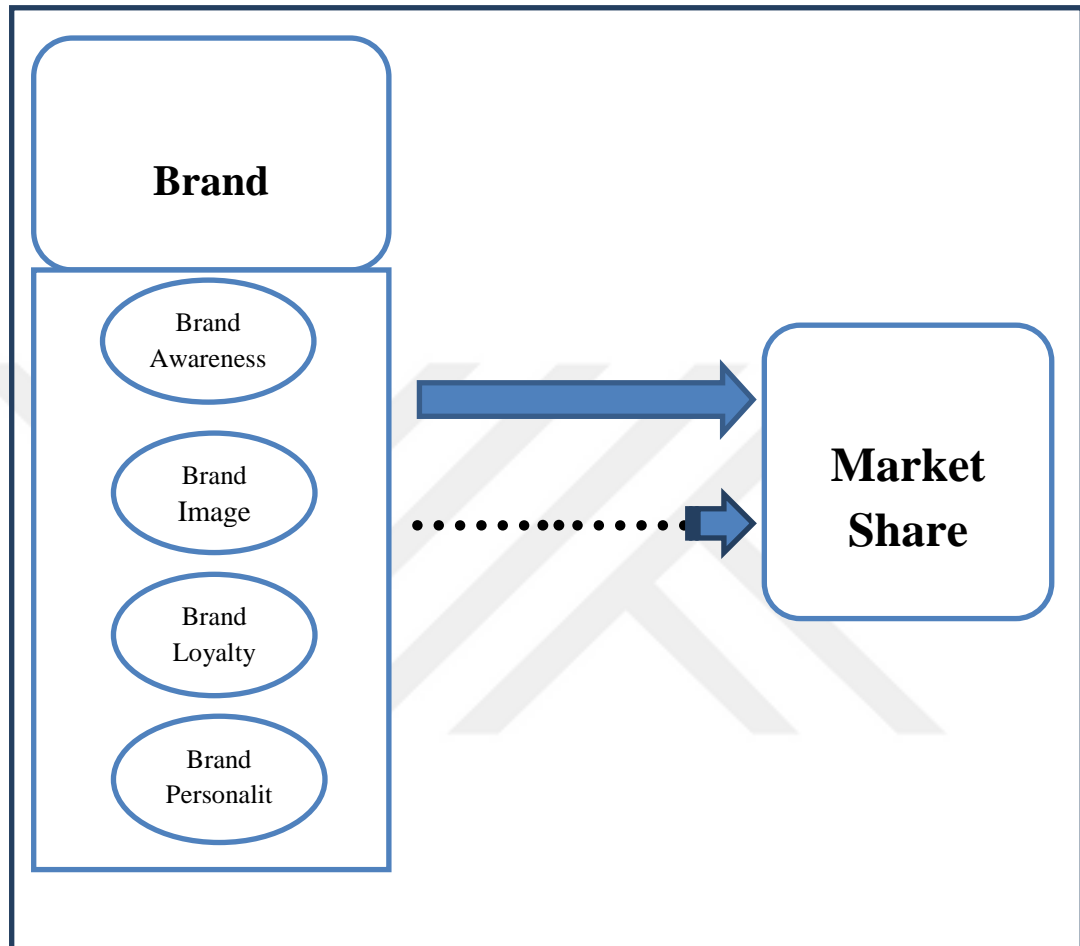
H1: Brand loyalty has a positive impact to increase market share.

4- H0: Brand personality doesn't have a positive impact to increase market share.

H1: Brand personality has a positive impact to increase market share.

1.6. Study Default Model

Figure 1: Study Default Model



—————> Correlation

.....> Regression

Source: The figure has prepared by the researcher

The researcher depended on the study hypotheses to design the above figure. The above figure shows that Brand and its dimensions (Brand Awareness, Brand Image, Brand Loyalty, and Brand Personality) are influence on Market Share.

1.7. Limitations of the Study

This study includes of two limitations. First, the study has focused on the brand and four dimensions of brand (Brand Awareness, Brand Image, Brand Loyalty, and Brand Personality) as an independent variables and market share as dependent variable. Second, sample of the study include of 112 respondents from Mazi Plus Mall in Duhok City.



CHAPTER TWO

THEORETICAL FRAMEWORK

This chapter includes three sections of theoretical framework that relevant to the terms of the research. In the first section, Brand has been divided to its historical overview, concept and definition, system of Brand, role of Brand, and successful conditions. Then Brand Awareness, Brand Image, Brand Loyalty, and Brand personality has explained by their component, their influence on consumer purchase, and their benefits for the companies. In the second section, market share generally has explained. And the last section includes the influence of Brand in increasing market share.

2.1. Brand

2.1.1. Historical Overview of Brand

The name of brand comes from label of livestock to distinguish the livestock of one owner from another (Lihhvtshuk, 2015: 44). Meaning of brand is burn (Kim, 2008: 3). Steaming hot iron had used by cowboys and Farmers to burn the first letter of the owner name on cattle, and that enabled farmers to distinguish their own livestock and buyers to recognize the livestock of certain farmers from another (Ropo , 2009: 8) . Since then theories of marketing have took brand as a way of communication between producer and costumer (Lihhvtshuk, 2015: 44).

2.1.2. Concept and Definition of Brand

Brand has been defined in different ways by many researchers and authors over the years, and that is depended on the literature background (Heding et al., 2009: 9).

Brand has defined by Kotler as “a set of mental associations, held by the consumer, which add to the perceived value of a product or service” (Kotler, 2008: 10).

American Marketing Association (AMA) defined brand as “A name, term, sign, symbol or design, or a combination of these, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of other sellers” (Bishop, 2012: 18).

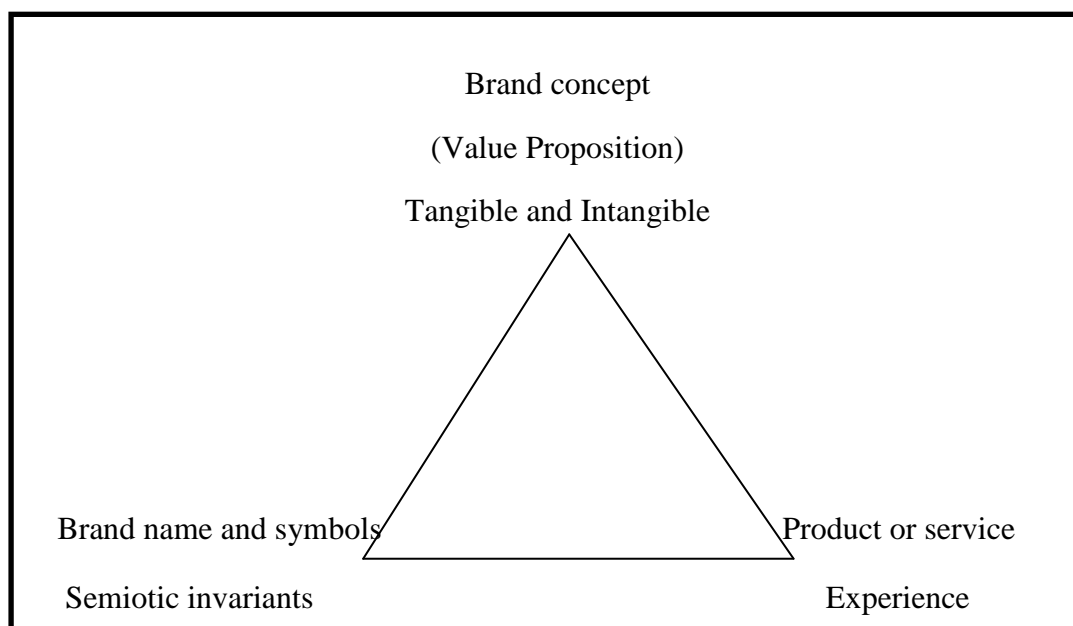
According to Aaker “A brand is a distinguishing name and/or symbol (such as a logo, trademark, or package design) intended to identify the goods or services of either one seller or a group of sellers, and to differentiate from those of competitors” (Santos, 2013: 10).

In spite of different aspects of previous definitions but they all meet in one particular point and indicate brand as a source to distinguish product from one seller to other seller. Also brand appears as a communication device between producer and consumer.

2.1.3. System of Brand

When talking about brand sometime we are talking about single aspect such as symbols or name, and that is indicates to products or services which are exists under this name or symbols. Thus, name and goods or services together making a concept of brand which includes tangible and intangible attributes “that constitute the value proposition of the brand”. Hence, Brand name and symbols, Brand concept, and products or services are together making a living system to brand (Kapferer, 2008: 12). As appears in the following figure:

Figure 2: The Brand System



Source: Kapferer, Jean-Noël, (2008), The New Strategic Brand management, 4th Edition, London.

2.1.4. The Role of Brand

Nowadays, Companies need to distinguish their goods and services in order to survive in the marketplace, so to achieve this critical process a brand could be a good strategy (Pfrogner and Rohrman, 2013: 14). Brand can play various roles for the consumers and companies (Santos, 2013: 10). Brand is a valuable tool effects on consumer behavior, which involve loyalty, satisfaction, use, trust, choice, awareness and recommendation, They reduce risk and costs of searching information for consumer and deliver lifestyle enhancement, values, promises and quality (Lim, 2009: 9). Brand includes the attributes of tangible and intangible seeks to create the best connection with the consumer in order to make incentive for consumer to buy products from the company continually (Ropo, 2009: 10). Brand also serving as a guarantee of quality in goods and services for consumer (Pakseresht, 2010: 15). Brand can bring value to goods and services, and helps consumer to segment market (Baba, 2014: 15). Brand fulfills an important role in credibility of product functionality (Bulmer, 2011: 15). A good brand can decrease time and effort of marketer's selling, also can develop the image of company, and company via a good brand can enter a new product in the market which be acceptable by consumer under the same name (Perreault and McCarthy, 2005: 255).

Kapferer (2008) indicates the main roles of brand involve:

- A. Signal of recognition.
- B. Practicality of choice.
- C. Guarantee of quality.
- D. Optimization of choice.
- E. Signal of high quality performance.
- F. Personalizing choice.
- G. Ethics and social responsibility.
- H. Familiarity relationship.

Aaker, J. (2009) clarify that a brand plays many roles for consumers, manufacturers and marketing advantages.

For consumers brand plays many roles; identification of product source, reduce of risk, signal of quality, provide value, setting expectations and promise (bond with producer). For manufacturers brand plays roles in ; means of identification for simplify handling and tracing, legally means for protect unique features, signal of quality for satisfied consumers, means of endowing product, and source of financial returns and competitive advantage. Also for marketing advantages brand plays roles in; less vulnerability in marketing actions, less vulnerability in crises of marketing, larger margins, more inelastic response of consumers for price increases and decrease elastic response, cooperation and support for greater trade, increased communication effectiveness of marketing, greater loyalty, and possible opportunities in licensing and additional opportunities in brand extension.

Ultimately, in the previous paragraphs appear that brand is a:

- Tool to distinguish products.
- Communication tool between producer and consumer.
- Tool to guarantee of quality.
- Tool to reduce risk.
- Tool to impact consumer behavior.
- Tool to achieve competitive advantage.
- Tool to greater trade.
- Tool to greater loyalty.
- Signal of recognition.
- Source of financial returns.
- Tangible and intangible valuable asset.
- Affection of consumer decision process.

2.1.5. Successful Conditions of Brand

When companies aim to use a successful brand they must have the following prerequisites (Jokanović, 2005: 9):

- Brand must be linked to company strategy.
- Brand must be a summary of shorthand to its company.
- Brand must be constantly appears in the marketing mix.
- Brand must be constantly positioned in the markets.
- Brand must gain value, which must be expressed in the terms of consumer.
- Brand must be portraying a continuous relationship between consumer and company.
- Brand must provide a station for differentiation and innovation.

2.1.6. Brand Awareness

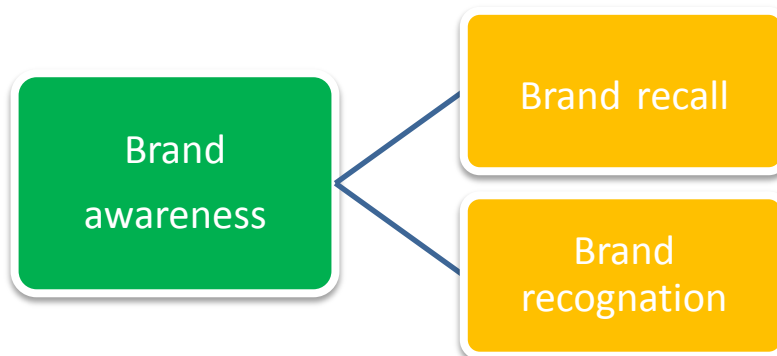
Aaker (1991) defines brand awareness as “the ability of a potential buyer to recognize or recall that a brand is a member of certain product category; a link between product class and brand is involved” (Karayalcin, 2010:20). Which mean that the ability of the consumer to recognize and recall brand in the different circumstances (Keller, 2013: 73). Consumer uses brand awareness as a decision heuristic. Hence, brand awareness could impact on decision making process of consumer (Aure and Nervik, 2014: 17). Brand awareness indicates to the potential ability of consumer to recognizing brand, Brand with the high level of recognition could be more purchased than the brand with no recognition (Petrauskaite, 2014: 29). Brand awareness has an important role in the consumer decision making, if consumer have already heard name of brand, consumer feel more comfortable in the decision making, consumer don't prefer to purchase an unaware brand (Hasan, 2008: 14). Brand awareness is a signal of quality and commitment let to consumer became familiar with brand and helping consumer to consider brand at the point of purchase (Hanzaee and Asadollahi, 2012: 1415). Brand awareness can distinguish from width and depth, depth is how consumer recall brand easily and width expresses infers, when consumer buy a product, if product have brand width and brand depth at the same time consumer will be think of a special brand when consumer want to

purchase a product. Hence, a product has higher brand awareness (Chi et al., 2009:136). Keller (2009) indicates that brand awareness as brand salience; salience refers the degree of how often and easily consumer thinks about brand in the variety of purchase or situations of consumption. Creating awareness of the brand is one of the reasons why firms operate in the social media; social media is a station can improve breadth and strength of the brand awareness (Tarvainen, 2013: 18).

Keller (2013) refers that brand awareness related to the strength of brand trace in the memory as reflected in the ability of consumers to recognize or recall brand in the different situation. Also Keller (2013) indicates that brand awareness include of both brand recognition and brand recall as appear in the figure (3):

- Brand recognition: is the ability of consumers to emphasize prior exposure of the brand as a cue. In another words, when consumer go to the store, they can recognize the brand, which they already have been exposed.
- Brand recall: is the ability of consumers to return the brand in the memory. They needs achieved by category, or a usage situation or purchase as a cue. In another word, recall of consumers depends on their ability to remember the brand when consumers think of the category.

Figure 3: Hierarchy of Brand Awareness

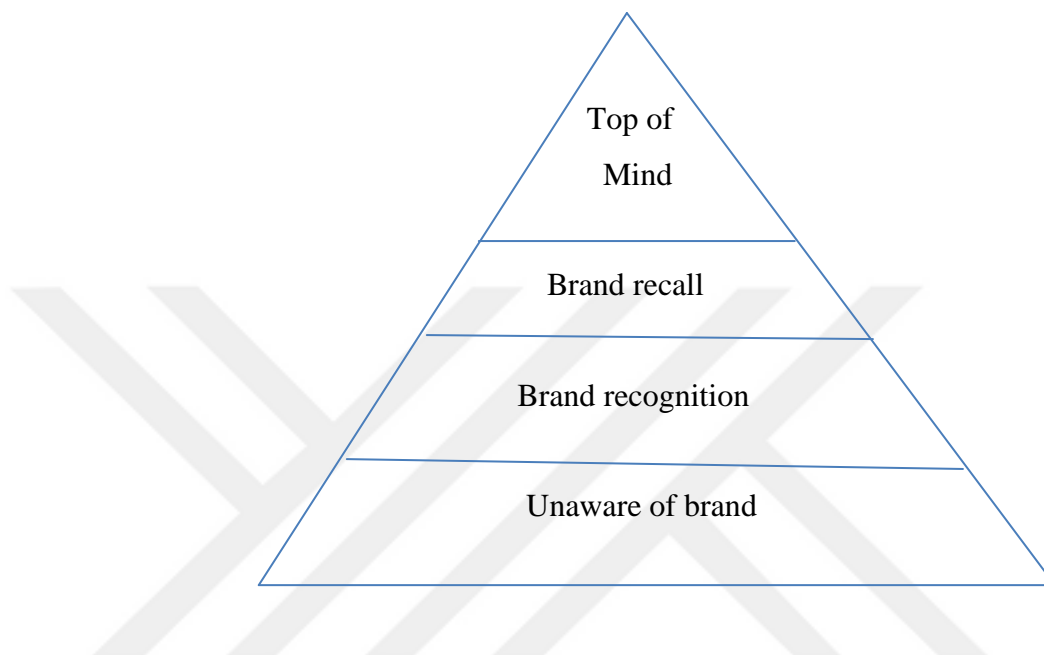


Source: Keller, Kevin Lane, (2013), Strategic Brand Management, 4th edition, Prentice-Hall, London.

Aure and Nervik (2014) refer brand awareness involves of four levels, which appears in the pyramid of awareness (figure 4): “top of mind brand, brand recall, brand recognition and unaware of brand”. The first level of the pyramid is (top of mind brand) in this level brand awareness closed to brand positioning. The second level of the pyramid is (brand recall) this level refers to the return degree of consumer to

certain a brand “when given the product category”. The third level of the pyramid is (brand recognition) this level indicates to the ability of consumer to emphasis the past experiences to certain brand and last level of the pyramid is (unaware of brand) this level applies on those consumers who don’t known brand. (Johansson, 2010: 13).

Figure 4: Pyramid of Awareness



Source: Aure, Kristin Gaaseide and Kristine DybvikNervik, (2014), Building strong brands – does it matter? A quantitative study of Dybvik’s brand equity, Master Thesis, Aalesund University College, Aalesund.

Keller (2013) indicates that brand awareness has three advantages:

1. Learning advantages; brand awareness impacts the strength and formation of associations, which make up brand image. To build brand image, in the first marketers should create brand node in the memory, which influence how easily consumers learn and store additional brand association.
2. Consideration advantages; consumers should consider brand when they are decision to purchase for which it can be acceptable or achieving a need it can satisfy.
3. Choice advantages; brand awareness can impact choices between brands of the consideration group, until if there are no another association to these brands.

2.1.7. Brand Image

Brand image is the perceptions of consumer that is related to the particular brand, this image maybe depend on emotional or rational motivation (Belić and Jönsson, 2012: 24). Keller (2013) defines brand image as a “consumers’ perceptions about a brand, as reflected by the brand associations held in consumer memory”. Brand associations might be either brand benefits or brand attributes. Brand attributes, are the features of descriptive which characterize a goods or service, while Brand benefits, are the personal meaning and value that consumers relate to the goods or services attributes (Keller, 2013: 77). Brand image can create a rational and emotional bridge from consumers to company and product (Ghodeswar, 2008: 6).

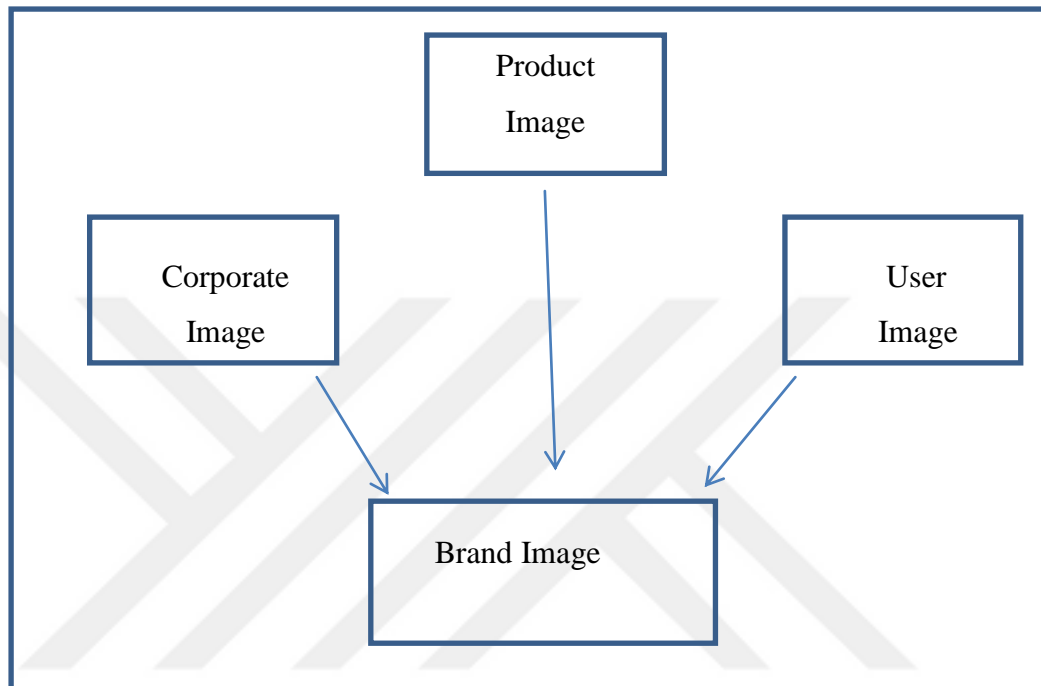
Jr et al. (2007) indicates brand image has five benefits; “functional, appearance enhances, symbolic, experiential and social” and these benefits positively influence on consumers satisfaction.

Hsieh and Huang (2013) clarify that brand image has a strong and positive influence on the perceptions of consumer about the quality of a products, brand image has an important role in activities of marketing because brand image can increase the consumers purchase intention, also can increase the loyalty of consumers, and brand image through marketing strategy can helps consumer to have interest, sense and a preference of identification in products, then those are increase the intention of purchase.

Brand image has an important role for the future profit of company and its long-term cash flow, also brand image plays an important role in the companies alliance, companies stock price, sustainable competitive advantage, and companies success in the market (Torlak et al., 2014: 62). Brand image is an important part in the Brand Management, because it is considered as a type of information prompt, deduce consumers the quality of the product via the brand image that being held. Hence, successful brand image let to increase the value of the product, and then will be recognized by the consumers. Strong brand image could bring a good strategic advantage for the company, and brand image let consumer to create a positive attitude of the brand for the product. Therefore, brand image becomes a valuable intangible asset for the companies (Yang et al., 2011: 54).

Biel (1992) clarifies that a brand image include of three contributing sub images: it means, image of producer of the goods and services (corporate image), and image of the goods and services (product image), image of user (Sweeney, 2006: 51). As appear in the following figure.

Figure 5: Brand Image Effected by Corporate, Product, and User Image



Source: Sweeney, Brett, (2006), What influence Does Brand Image and Brand reputation have to Wards Achieving a Sustained Competitive Advantage in the Sports Apparel Industry?, Master Thesis, University of Auckland, Auckland.

In the above figure clarify that a brand image has influenced by the image of corporate, image of product, and image of user.

Hubanic and Hubanic (2009) clarify that brand image has four purposes;

- A. Brand image communicates expectations: communicates expectations of brand image via advertising, personal sales, and word-of-mouth. In this way image of brand directly effects on integrated marketing communication.
- B. Brand image influences on the perception: brand image impacts the company's activities perceptions through functional and technical quality. When the image of brand is good, occasional problem will be less fateful, and image vires as a protection. If the image of brand is negatively increase

dissatisfaction between the consumers, this protection could have an opposite influence.

- C. Brand image is a result of consumers' experiences and expectations: when consumer creates prediction, functional quality, and experience. These are might change the image. When these are exceeds to the image or equivalent it, the image will be improved and be strong. But when the company cannot deliver experienced image successfully, this is negatively impact the image.
- D. Brand image affects the company internally: if the image is not clear it impacts attitudes of employees for the employer and the company. This can negatively affects on work of consumers and their participation, which impact quality and their relation with consumers. A positive and clear image improves and strengthen attitude of employees for the employer and their company.

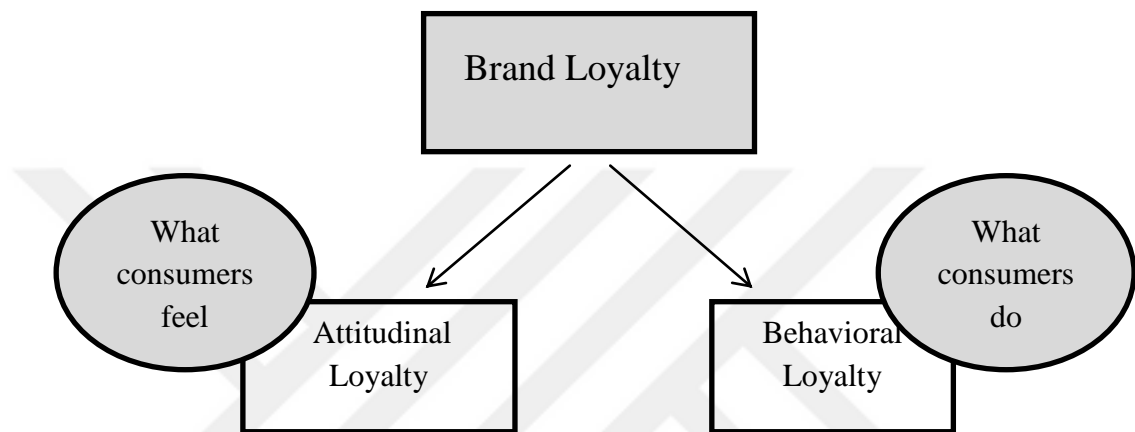
2.1.8. Brand Loyalty

American Marketing Association (AMA) defines brand loyalty as “the situation in which a consumer generally buy the same originated product repeatedly over time rather than buying from multiple suppliers within the category” or “the degree to which a consumer consistently purchases the same brand within a product class” (Dahlgren, 2011: 13). When consumers bring what he / she want of a product, they are become loyal in this product brand and repurchase it several times (Opiri, 2015: 5). When consumers become loyal to a product brand, they tend to rebuy that certain brand (Ahn, 2014:22). Brand loyalty is the consumers' tendency to choice a one brand between many similar brands and repurchases it several times (Opiri, 2015: 5). Brand loyalty is the attitude of consumers on the brand preference in the shopping experience and previous use of the product (Chi et al., 2009: 137). Brand loyalty is the positive attitude in the consumers' minds towards a specific brand, which lead to the rebuy and recommending the brand to the others. Brand loyalty is an important aspect in the behavior of consumers. Also brand loyalty is a crucial area for the marketers to survival in the competitive environment, almost all decision of marketing strategy directly or indirectly related to the brand loyalty level (Dhadhal, 2011: 32).

Opiri (2015) Refers that brand loyalty includes two dimensions; attitudinal loyalty and behavioral loyalty as appear in the figure (6):

- Attitudinal loyalty is a perception of consumers as a systematically favorable sense of brand preference.
- Behavioral loyalty is infers, when consumer has a high involvement to the brand through repurchase and desire to recommend another.

Figure 6: Tow-Dimensions of Brand Loyalty



Source: Dahlgren, Susanna, (2011), Brand Loyalty and Involvement in Different Customer Levels of a Service Concept Brand, Master's thesis, Aalto University, School of Economics Department of Marketing, Aalto.

Ghodeswar (2008) argued that brand loyalty is a measure of the correlation which consumer has to a brand and it refers how likely a consumer will be switch to other brand specially when brand create a change, either this change in price or in the product features. Brand loyalty also leads to buy the brand continually over times and that is a consequence in the learning of consumer, which one brand can satisfy its needs. Brand loyalty also indicates the consumer commitment to repeat purchase the product of company continually in the future.

Aaker (1991) has illustrated pyramid of Brand loyalty, it is include five levels as appears in the following figure (Karayalcin, 2010: 26).

Figure 7: The Pyramid of Loyalty



Source: Karayalcin, Cem, (2010), “Comparison of Brand and Retailer Equity Regarding Purchase Intentions of Customers in Turkish Automotive Sector” Master’s Thesis, University of Amsterdam, Amsterdam.

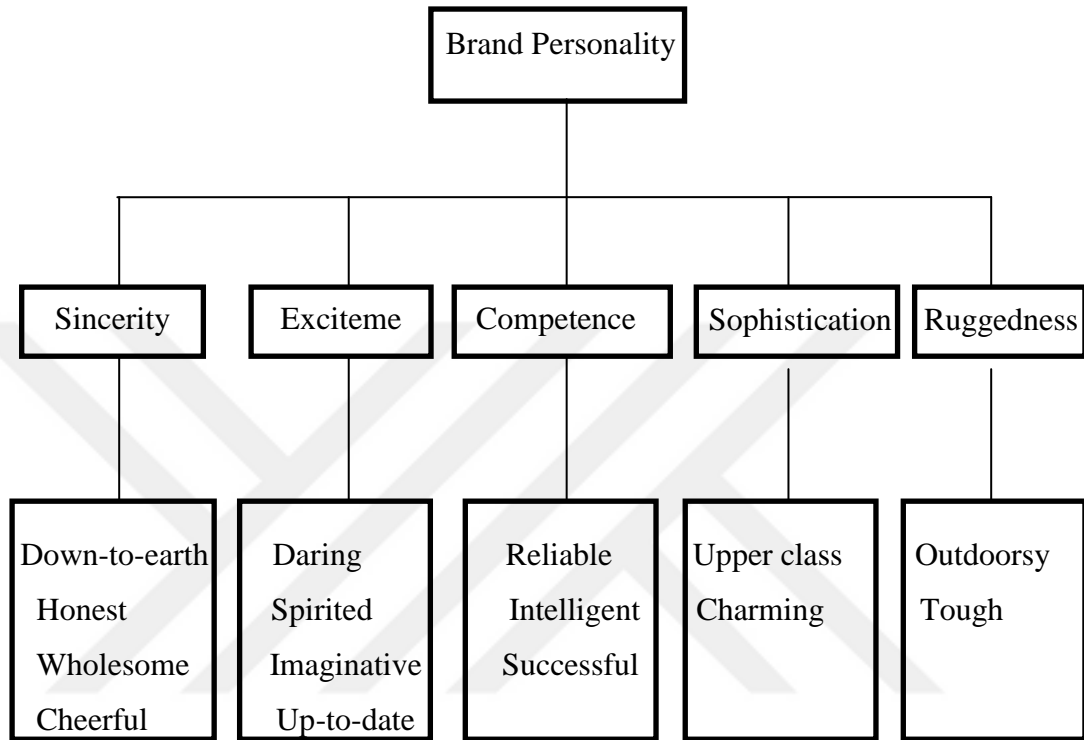
In the bottom level consumer doesn’t care of the brand name and brand name is not important for the consumers which consumers can easily switch to different brand. The second level of the pyramid includes of buyers who are dissatisfied to the brand and stile not committed with the brand. The third level of the pyramid consists of the consumers who are satisfied to the brand and have some committed with the brand and consumers in this level take care of switching costs. The fourth level of the pyramid refers that consumers indeed want the brand with the quality of perceived and its associations. The top level of the pyramid involves of the buyers who are full committed to the brand (Karayalcin, 2010: 26).

2.1.9. Brand Personality

Aaker, J. (1997) defines brand personality as “the set of human characteristics associated with a brand”. Also Brand personality defined as “the characteristics or traits that consumers can attribute to a brand” (Keller, 2013:333). According to Kotler and Armstrong (2012) Brand personality is “the specific mix of human traits that may be attributed to a particular brand”, also they described personality in some terms of traits such as “adaptability, self-confidence, sociability, defensiveness, aggressiveness, dominance, and autonomy. Brand personality is an important concept in the marketing literature. That reason led consumers to make emotional bonding to the brand, which has the same personality traits. Hence, there is concurrence between brand personality and human personality (Shan, 2012: 3). Both brand personality and human personality are together making the individual perceptions. Human personality is a concept which uses to express those things, which are a person wants. “Similarly, brand personality is a metaphor”, which uses to illustrate those things a brand would be like when it a person (Huang, 2009: 129). Brand personality is the consequence of interaction between consumers and brand (Muniz and Marchetti, 2012: 172). Brand personality drive verity kinds of source as channel of distribution, nationality, symbol, price and advertising message. Brand personality has an important impact on differentiation of product (Bien, 2009: 21). Brand personality can distinguish one brand from others, and brand personality plays a positive role to create a relationship with the particular brand (Gil and Hellgren, 2011: 2). Brand personality can help companies to fulfill profitability, loyalty, satisfaction, trust and economic profits (Jafarnejad et al., 2012: 793). Brand personality can influence on buying decision, loyalty of consumer and influence on the brand positioning (Upadhyay and Agrawal, 2014: 98). Brand personality is positively linked to purchase intention and increase it (Shen, 2014: 60).

Aaker, J. (1997) clarify that brand personality includes five dimensions; Sincerity, Excitement, Competence, Sophistication and Ruggedness, as appears in the following figure:

Figure 8: Brand Personality Dimensions



Source: Aaker, Jennifer L., (1997), Dimensions of Brand Personality, Journal of Marketing Research, Vol. XXXIV, August, 1997, pp.347-356.

Jabbar (2014) clarify the each group of brand personality dimension:

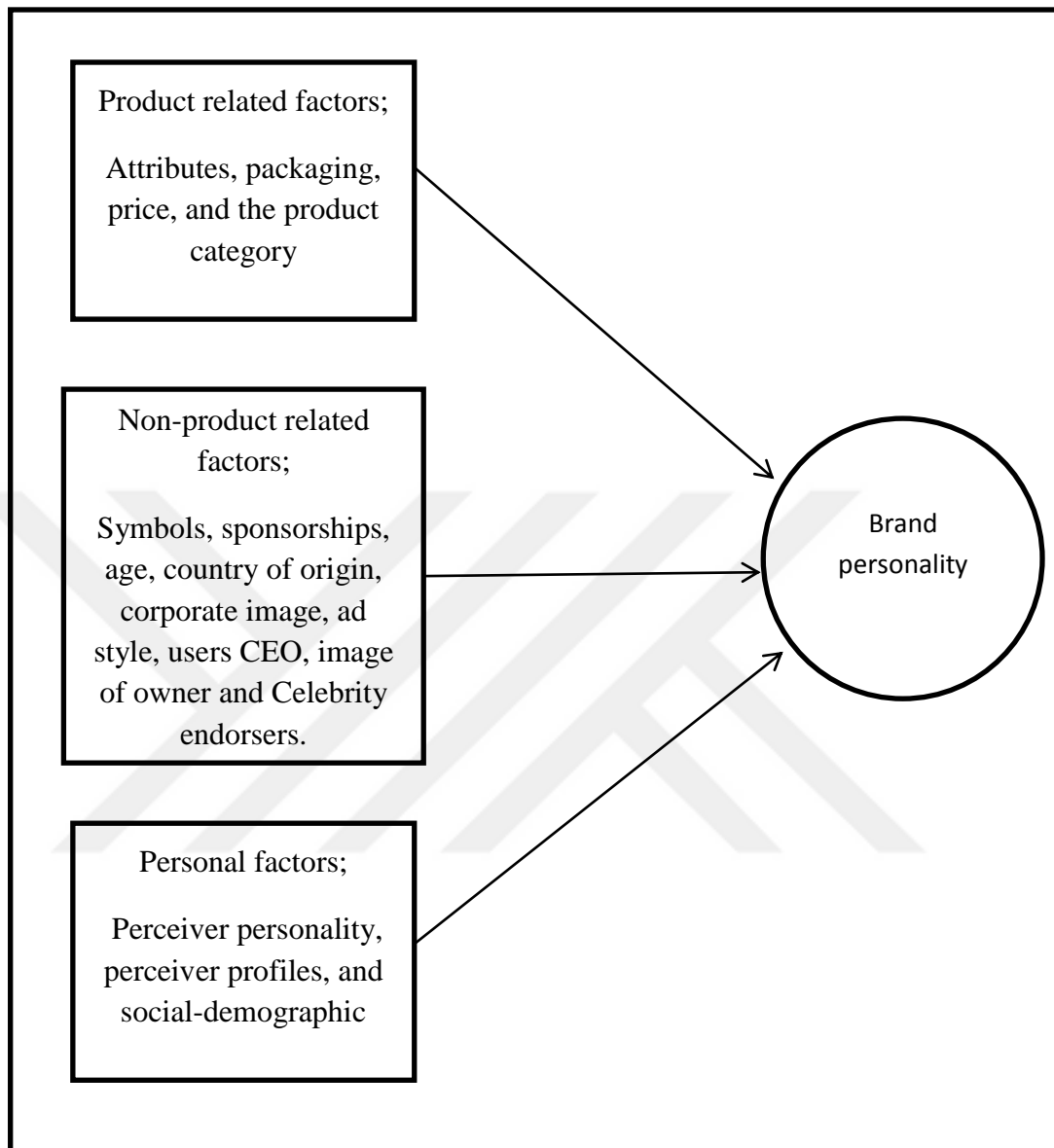
- i. Sincerity of brand personality dimension includes of four traits of brand personality; Down-to-earth consists of four faces (conventional, family-oriented, blue-collar, and small-town), Honest consists of five faces (thoughtful, real, caring, sincere, and ethical), Wholesome also consists of five faces (classic, original, ageless, old-fashioned, and genuine), and Cheerful consists of four faces (friendly, happy, sentimental, and warm).
- ii. Excitement of brand personality dimension includes of four traits of brand personality; Daring consists of five faces (flashy, trendy, proactive, off-beat, and exciting), Spirited consists of five faces (outgoing, adventurous, lively, cool, and young), Imaginative consists of five faces (surprising, fun, artistic,

unique, and humorous), and Up-to-date consists of four faces (innovative, independent, aggressive, and contemporary).

- iii. Competence of brand personality dimension includes of three traits of brand personality; Reliable consists of six faces (efficient, hard, trustworthy, working, careful, and secure), Intelligent consists of three faces (corporate, serious, and technical), and Successful also consists of three faces (influential, leader, and confident).
- iv. Sophistication of brand personality dimension includes of two traits of brand personality; Upper-class consists of four faces (pretentious, glamorous, sophisticated, and good-looking), and Charming consists of four faces (smooth, gentle, feminine, and sexy).
- v. Ruggedness of brand personality dimension includes of two traits of brand personality; Outdoorsy and Tough, that two traits typifying three faces (masculine, western, and strong).

Yoon (2004) suggested that Brand personality antecedents include of three categories; product related factors, non-product related factors and personal factors. Product related factors consists of the (attributes, packaging, price, and the product category). Non-product related factors includes of the (symbols, sponsorships, age, country of origin, corporate image, ad style, users CEO, image of owner, and Celebrity endorsers). Personal factors consists of the (perceiver personality, perceiver profiles, and social-demographic). as appears in the figure (9):

Figure 9: Antecedent of Brand Personality



Source: Yoon, Tae-Hwan, (2004), an Empirical Study of the Concept of Brand Personality: The Case of Restaurants, Ph.D. Dissertation, University of Surrey, School of Management, Surrey.

2.2. Market Share

2.2.1. Concept and Definition of Market Share

Many companies nowadays are forced to increase and sustain their market share “in order to survive, maintain and sustain” in the global market. And at the same time these companies should defend their local market share from international rivals (Klemencic, 2006: 6). One of the most important objective of companies is a reinforce market share (Moghaddam and Foroughi, 2012: 19). The obtain and maintain of market share is the main objective for every companies basically, and company can measure its market share by divided its sales revenue on the total revenue in the market (Ren, 2010: 58). Market share has defined as “a comparative measure of firm performance relative to rivals, and is often calculated on the basis of a firm's total sales or on the volume of unites sold relative to sales in a market” (Silver, 2007: 25). Company use market share as a comparison device to determine its strength of competitive in the sector as compared to another company in the same sector, and also company uses market share to determine its performance from a year to another year in the same sector (Silver, 2007: 103). Market share, in the most cases is a “shares of the actual sales” for a product in a particular period and a particular geographical area (Cooper and Nakanishi, 2010: 17).

2.2.2. Market Share Analysis

Analysis of market share is a compares sales of a company with sales of the industry, market share of a company must be analyzed in total, in addition by product line (Etzel et al., 2004: 609).

Kotler (2000) suggest that the market share analysis includes of four components;

$$\text{Overall Market share} = \text{Customer Penetration} \times \text{Customer loyalty} \times \text{Customer selectivity} \times \text{Price selectivity}$$

Where:

- Customer penetration is the ratio of all customers, who purchase from the firm.
- Customer loyalty is the buys from the firm by its customer expressed as a ratio of its total buys from all suppliers of the similar products.

- Customer selectivity is the size of the average purchase of customers from the firm expressed as a ratio of the size of the average purchase of customers from the average firm.
- Price selectivity is the average price charged by the firm expressed as a ratio of the average price charged of every firm.

2.2.3. Measuring Market Share

Market share is a market percentage accounted for by a particular company (Farris et al., 2006: 17).

Gray (2014) clarifies that a market share has calculated by the following formula:

$$\text{Market Share} = \frac{\text{Sales captured by target store}}{\text{Total sales in market area}} * 100.$$

Marshall and Johnston (2010) indicate that Companies can measure their market share by both unit market share and revenue market share.

Unit Market Share: “The units sold by a particular company as a percentage of total market sales, measured in the same units”. As appears in the following (Farris et al., 2006: 17).

$$\text{Unit Market Share (\%)} = \frac{\text{Unit Sales (\#)}}{\text{Total Market Unit Sales (\#)}} .$$

Also companies can use this formula to calculate their unit sales and total market unit sales, as appears in the following (Farris et al., 2006: 17).

$$\text{Unit Sales (\#)} = \text{Unit Market Share (\%)} * \text{Total Market Unit Sales (\#)} .$$

$$\text{Total Market Unit Sales (\#)} = \frac{\text{Unit Sales (\#)}}{\text{Unit Market Share (\%)}} .$$

Revenue Market Share: “Revenue market share differs from unit market share in that it reflects the prices at which goods are sold”. Revenue market share can calculate by the following formula (Farris et al., 2006: 17).

$$\text{Revenue Market Share (\%)} = \frac{\text{Sales Revenue (\$)}}{\text{Total Market Sales Revenue (\$)}} .$$

Also companies can use Revenue market share formula to calculate sales revenue and total market sales revenue. As appear in the following formula (Farris et al., 2006: 17).

Sales Revenue (\$) = Revenue Market Share (%) * Total Market Sales Revenue \$).

$$\text{Total Market Sales Revenue (\$)} = \frac{\text{Sales Revenue (\$)}}{\text{Revenue Market Share (\%)}} .$$

Kotler (2000) suggest that a company can measure its market share in three ways; overall market share is the sales of company expressed as a ratio of the total sales in the market. And served market share is the sales of company expressed as a ratio of the total sales to its served market. Its served market is every buyers, who are desire and able to purchase its products. Overall market share is always smaller than served market share. And relative market share could be started as the market share in relation to its biggest rival. A relative market share more than 100 percent indicates a leader of market. A relative market share in 100 percent indicates that company “is tied for the lead”. A raise in relative market share indicate that company is Overcoming on its leading rival.

2.2.4. Extending Market Share

Company can extend and increase its market share by many ways in order to keep and fightback competitors in market such as:

1. Efficiency advantages: Companies can gain higher market share via efficiency advantages (Feeny and Rogers, 1999: 11).
2. Personal visit: Personal visit can increase market share because it reinforce an experience about opportunities or threats, increase communication, and personalizes relationship (Moghaddam and Foroughi, 2012: 20).
3. Innovation: Innovation is the important consists of the strategic behavior of companies, it can obtain the largest market share (Papadogonas and Droucopoulos, 2006: 85).
4. Product quantity: Company can increase its market share via quantity of producing at lower cost than its competitors (Feeny and Rogers, 1999: 12).
5. Product quality: companies that increased quality of their product can gain greater market share than companies whose remained constant or declined their product quality (Mullins et al., 2008: 422).
6. New product or line extension: companies can increase their market share via making new product and extension in their line production (Mullins et al., 2008: 422).
7. Competition: Companies use competition advantages to increase market share (Dušan, 2013: 48).
8. Concentration and intensity: Concentration and intensity of industry advertising have a positive influence to gain and grow market share (Vutova, 2013: 20).
9. Consumer satisfaction, consumer’s relationships and quality of service: they lead to repeat purchase, and repeat purchase lead to increase in the market share (Karim and Nayam, 2011: 6).

2.2.5. Market Share Investment

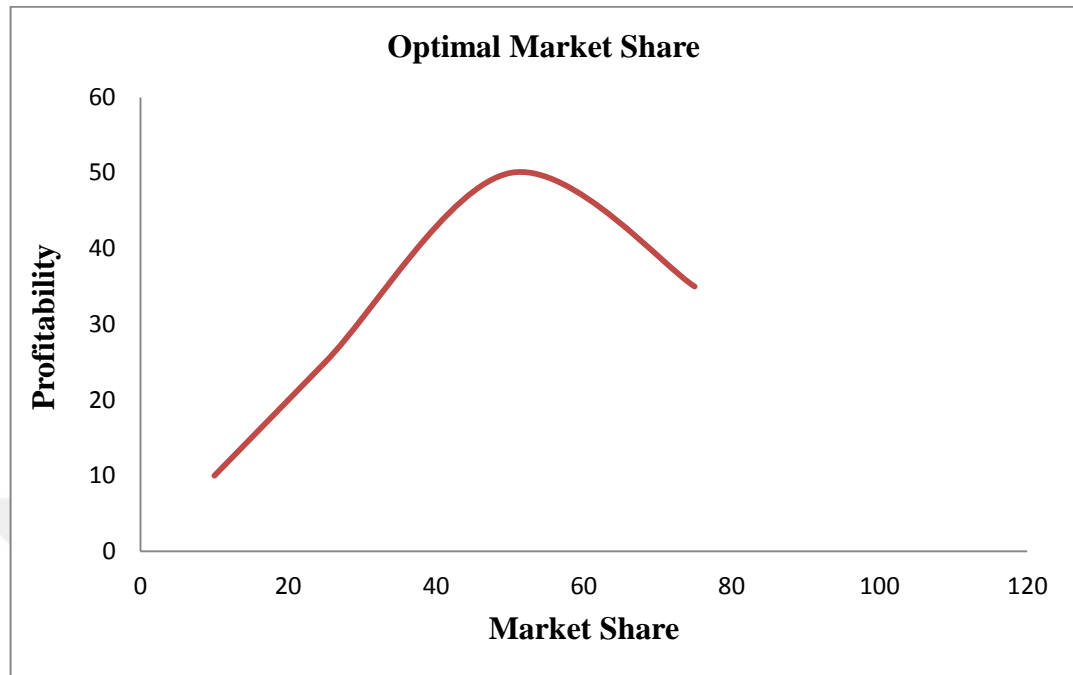
Baker (2003) claims that investment in the market share have many benefits such as:

- i. Investment in the market share is not on average “under-priced”, and might well be “over-priced”.
- ii. The cost of obtaining market share is less linked to the “market growth rate” and its more relationship between rivals expectations and actual growth rates.
- iii. Much of the benefit of market share is better interpreted as the consequence of competitive advantages, which generated by “more specific resources and choices” in marketing or another corporate areas.

2.2.6. Market Share and Profitability

Companies can increase their profitability by increasing market share. In some market, one point of share is worth tens million dollars. However, increasing in the market share does not automatically gaining higher profit. It depends on the strategy of company. Economic cost has an important role in increasing market share to gaining profitability as appears in the figure (10) optimal market share, this figure shows that after some level in the market share, profitability fall with gaining more market share because the cost of gaining more market share maybe exceed the revenue value, and the figure also illustrate company’s optimal market share is 50 percent (Kotler and Keller, 2006: 355).

Figure 10: Optimal Market Share



Source: Kotler, Philip and Kevin Lane Keller, (2006), Marketing Management, 12th edition, Prentice Hall, New Jersey, USA.

Companies with big market share can gain big profit because they depend on a cost leadership strategy. Also many companies with small market share can gain quite profit because they use market segmentation. But companies in the middle market share have less profit because they do not have viable strategy. So, gaining profitability via market share depend on the company's strategy (Tanwar, 2013: 11).

Kotler (1986), in his book principle of marketing claims that Studies of Profit Impact of Management Strategies (PIMS) indicate that market share increase leads to rises profitability to companies, and business analysis indicate that many companies with high market share have low profitability and many companies with low market share have high profitability. So high market share leads to raise in the profitability under two conditions:

- Low cost of product: overall cost leadership is the one of the marketing strategy have been using by companies to increase market share for gaining profitability.

- Higher quality of production with premium price: consumers desire to purchase a product into a higher quality with suitable price, so that leads to increase market share with gaining profitability.

Higher market share leads to more profitability via buyers presuming, which have less risk with a market leader or companies having more bargaining over consumers and suppliers (Feeny and Rogers, 1999 : 13).

2.2.7. Market Share and Marketing Mix

Many researchers indicate that marketing mix has an important roles to increase market share such as, Ibidunni (2009) clarify the roles of service strategies and marketing mix elements to obtain market share as follows:

“Market share = product x price x place x promotion”

- i. Product: A product of company can improve market share of company upon than those rivals.
- ii. Price: Product Price can give incentives to consumers, such as discounts offer to consumers.
- iii. Place: Via new methods, company can distribute and introduce its Products to consumers for purchasing in many places.
- iv. Promotion: Company can create awareness to its products via advertising and promotion its products.

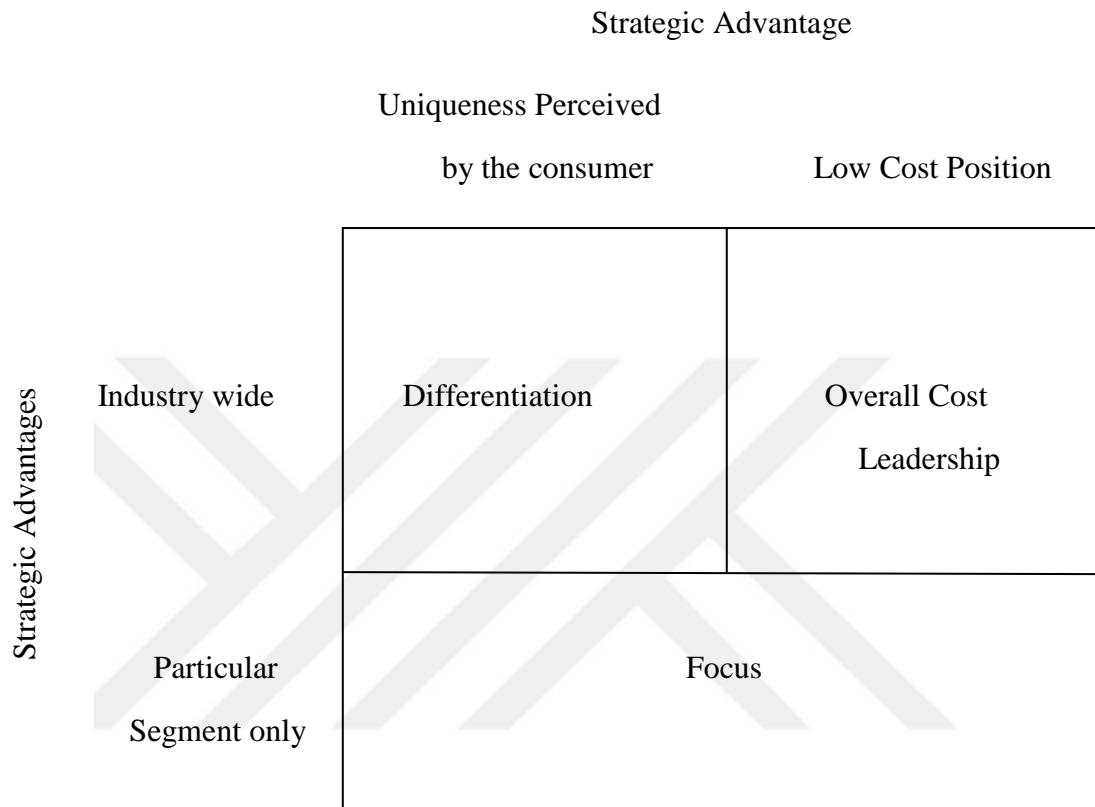
Also Moghaddam and Foroughi (2012) argued that marketing mix elements; product, price, place, and promotion have the most important influence to increase market share.

2.2.8. Market Share and Company’s Strategies

Companies must design their strategy that best match to their resources in the environmental opportunities, and their strategy must be adapted to target consumers and competitors strategies which are serving the same target consumers (Kotler, 1986: 580).

Porter (1980) illustrates three successful generic strategies to companies in gaining market share. As illustrate in the following figure.

Figure 11: Porter Generic Strategies



Source: Porter, Michael E., (1980), *Competitive Strategy: Techniques Analyzing Industries and Competitors*, Free Press Edition, New York.

- A. Overall cost leadership: company hardly works to reduce its costs of production and distributions to achieve the lowest costs so that leads to lower price than its competitors. Thereby, company can gain large market share.
- B. Differentiation strategy: companies pursue a differentiation strategy to produce a goods and service that different from competitors' product and be unique product in the market. Thus, achieving differentiation on the product leads to gaining high market share.
- C. Focus strategy: according to the focusing Strategy, Company focuses on a particular consumer group, geographic market, or special product line. Via the focus strategy, company can overcome its competitors in the market. Thereby, company can achieve market share.

In addition Porter Generic Strategies, companies can depend on others strategies to gain high market share such as:

- Offensive strategy: Company is used offensive strategy to gain new market so that leads to increase market share (Berfenfeldt, 2010: 14).
- Strategic alliance: it is an agreement among more of two companies. According to the agreement those companies have entered in the agreement are working to gather in the market. By strategic alliance, company can gain high market share that would be difficult to gain alone (Zamir et al., 2014: 25).
- Growth strategy: companies pursue this strategy when they have a potential and a strong wish to grow and increase their market share (Huiru, 2011: 41)

2.2.9. Market Share in the Boston Consulting Group (BCG) Matrix

The Boston consulting group matrix helps firms evaluate every their strategic business units (SBU) based on two axis; Vertical axis related to the market growth: how quickly the unit is growing compared to the rivals in the same sector. And horizontal axis related to the market share: “how the unit’s share of the market compares to the market share of its competitors”. The BCG matrix defines four categories of SUBs as appears in the figure (12) and in the following (Kotler and Armstrong, 2012: 43).

Stars: stars are products with high market share and high market growth. Company must invest money to maintain its rapid growth. Finally, its growth slow down and it turn into cash caws.

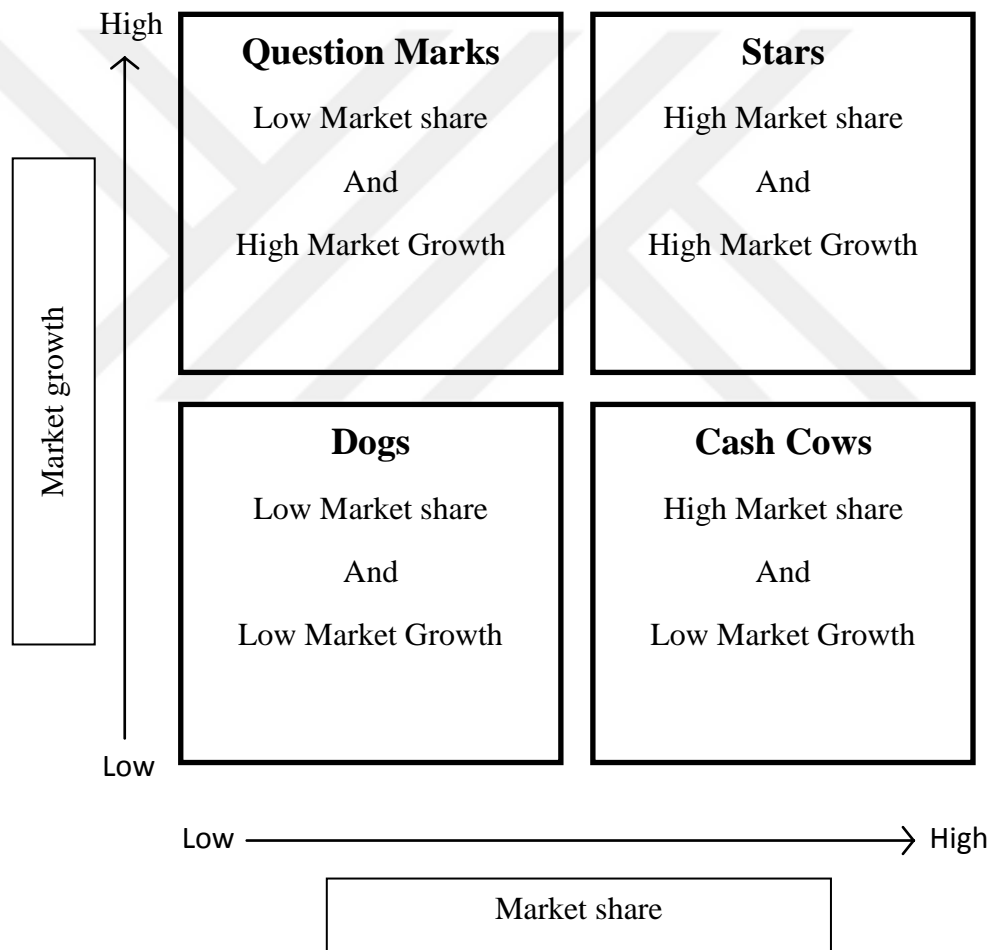
Cash Caws: Cash caws are products with high market share and low market growth. In this category, companies need less invest money to maintain their market share. Although companies generate a lot of the cash, those firms use to pay their bills and support another strategic business unit which needs investment.

Question Marks: question marks are products with low market share and high market growth. In this category, companies need a lot of the cash to maintain their market share. Companies must think hard, about what question mark must try to build and transfer it to stars and what must be phased out.

Dogs: Dogs are products with low market share and low market growth. In this category, companies generate enough of the cash to hold themselves but don't have a future promise.

The BCG matrix helps companies to decide to choose a one strategy that suitable for their products. May be company decide to choice a number of different strategies for the company, that depends on its products.

Figure 12: The Boston Consulting Group (BCG) Matrix



Source: Kotler, Philip and Gary Armstrong, (2012), Principles of marketing, 14th edition, Prentice Hall, New Jersey.

2.3. The Impact of Brand in Increasing Market Share

Many researchers indicate and confirm that brand has a positive influence in increasing market share. Kim (2008) in his research indicate that brand is a good tool in the company to fulfill marketing aims such as increasing repeat purchase and growing market share. Strong brands have built by companies as a way to obtain competitive advantage and be better than its competitors, and that is impact to maintain or increase market share (Olsson and Sandru, 2006: 1). In the market, company to large extent depends on the brand for its market share (Jokanovic, 2005: 16). Brand highly related to increasing market share (Liu, 2010:1).

Kapferer (2008) suggest that, to increase market share for companies, brand must be:

- Able to conjure up a big idea and attractive.
- Experienced by people at contact point.
- Activated by deeds, and behaviors.
- Communicated.
- Distributed.
- Perfect positioning.

2.3.1. The Impact of Brand Awareness in Increasing Market Share

Brand awareness tends to have a positive influence on consumer purchase intention to increase market share for the company.

Karayalcin (2010) in his research clarify that brand awareness increases consumer's purchase ability and purchase motivation, and that is leads to repurchase a product of company.

Chi et al. (2009) illustrate that brand awareness is an important factor can impact on consumer purchase decision, and purchase decision of consumer can influence to repeat purchase a product, and that is leads to company have a higher market share in the market.

2.3.2. The Impact of Brand Image in Increasing Market Share

All companies try to enhance their brand image because brand image can obtain and increase market share for the companies.

Tu et al. (2012) argued that brand image can help firms to increase its competition in the market and encourage consumer to repeat purchase the products of the companies. Ganusauskaite (2014) indicates that a brand image as a powerful asset in the companies can gain “sustainable competitive advantage” and that leads to increase their market share.

Hanaysha et al. (2014) in their research they argued that, brand image is the main aim for the several companies. And this is because companies with strong brand image can gain higher market share for the companies in the market.

Also Lans et al. (2014) clarify that, several companies choose an alliance marketing strategy to selecting a partner to form a “brand alliance” for reinforce their brand image, because strong brand image leads to increase market share for the companies.

2.3.3. The Impact of Brand Loyalty in Increasing Market Share

Malik et al. (2013) suggest that company uses brand loyalty as a tool to gain many objectives such as; increasing repeat purchase a product, enhance its sales size, obtain premium price, and maintain its consumers in the market.

Brand loyalty plays an important role to remain current consumer, motivate consumer to repurchase a product and increase market share (Ahn, 2014: 21). Companies use brand loyalty to achieve competitive advantage and obtain strong market share (Douglas, 2006: 17). Karayalcin (2010) argued that Brand loyalty increases consumer purchase intention, and that leads to repeat purchase a product by consumer, finally, brand loyalty in this way can increase market share for companies.

2.3.4. The Impact of Brand Personality in Increasing Market Share

Many researchers made their articles and findings on the brand personality and some of them indicate that brand personality has an important role to increase market share for the companies. Huang (2009) clarify that brand personality bring emotional to consumers and that leads to increasing consumer purchase possibility. Thereby, companies can increase their market share. Gil and Hellgren (2011) in them research indicate that company can use brand personality to increase its success in the market and increase its sales size. Thereby, company can increase its market share.



CHAPTER THREE

RESEARCH METHODOLOGY

This chapter includes of research methodology that is related to the research such as; Research Approach, Research Strategy, Data Collection, Research Method, Population and Sample of the Study, Reliability and Validity, and Data Analysis Techniques.

3.1. Research Approache

The researcher has used Quantitative Approach as the research approach to write this research, in order to get the results of the research.

Quantitative Approach is the research process involves of problem statement, hypothesis, theoretical framework (literature review), data collections, data analysis, interpreting data, and writing the research results. Quantitative approach requires numerical data. In quantitative research the researcher uses a mathematical model as the data analysis methodology. (Williams, 2007: 66).

This research includes all steps that have in quantitative research and statistical tools have used to get results in order to draw the research conclusions. Thereby, the researcher has selected the quantitative approach for the research.

3.2. Research Strategy

Survey Research is a quantitative research in nature and deals with present events (Pandey and Pandey, 2015: 11). The survey research indicates a set of methods that confirm quantitative analysis. In the survey research there are a set of methods to collecting data from a large number of respondents such as face to face interview, telephone interview, or mail questionnaire and statistical techniques have been using for analyzing data (Gable, 1994: 113). Researcher uses the survey research to collecting and analyzing data in order to explore relationships between research variables (Pandey and Pandey, 2015: 86).

For this research, the researcher has selected a survey research strategy because it is suitable for the nature and contents of the research.

3.3. Data Collection

This research includes of both primary and secondary data:

3.3.1. Primary Data

The researcher depends on the questionnaire method that made for this research in order to collect primary data from the research sample.

3.3.2. Secondary Data

For the collecting secondary data the researcher depends on the books, master thesis, doctoral dissertation, and articles of journals to write the theoretical framework (literature review).

3.4. Research Method

A questionnaire is “a systematic compilation of questions that are submitted to a sampling of population from which information is desired” (Pandey and Pandey, 2015:57). Questionnaire includes of a group of questions and these questions may be structured or unstructured. In the structured (closed-ended) questions, respondents select one answer from a given set of options. But in the unstructured (open-ended) questions, respondents answer the questions by their own words (Bhattacharjee, 2012: 74).

For this research, the researcher has designed a questionnaire to collecting primary data. The research questionnaire involves of six parts; first part related to general information of respondents, second part related to Brand Awareness and includes of 5 questions, third part related to Brand Image and includes of 5 questions, fourth part related to Brand Loyalty and includes of 5 questions, fifth part related to Brand Personality and includes of 5 questions, and last part related to Market Share and includes of 13 questions. All questions of the research questionnaire include of structured (closed-ended) questions. Likert scale have used by the researcher to answer questions and it is involves of five options (Strongly Agree, Agree, Neutral, Disagree, And Strongly Disagree).

3.5. Population and Sample of the Study

3.5.1. Population of the Study

A Population has been defined as “any group of individuals who have one or more characteristics in common that are of interest to the researcher”. Also a population has been defined as “Any group of people or observation which includes all the possible members to that category is called population” (Salaria, 2012: 2).

In this study, a population include of most companies that work at Mazi Plus mall in Duhok city.

3.5.2. Sample of the Study

A sample is a small group have selected from the population for observation and analysis (Pandey and Pandey, 2015: 43). There are several ways to select a sample for a study, one of them is asimple random sampling(Bhattacharjee, 2012: 67). Simple Random Sampling is a lottery method to select research sample, in this method every individual in the population has the equal chance of selection in the sample (Kothari, 2004: 17).

For this study, the researcher has used a simple random sampling of the probability sampling to select the research sample individuals.

For choosing a sample for this study the researcher 160 questionnaires randomly distributed to the respondents in Mazi Plus Mall in Duhok City. From those 160 questionnaires, the researcher received 112 questionnaires. Thereby, a sample of this study include of 112 respondents.

3.6. Reliability and Validity

3.6.1. Reliability

Reliability is “the degree to which the measure of a construct is consistent or dependable” (Bhattacharjee, 2012: 56). In other words, when a respondent gives out an answer to a particular question, he predict to give the same answer to this question if it ask repeatedly, but if he change his answer to the same question, the consistency for this question will be lost (Pandey and Pandey, 2015: 21).

There are many methods to measure reliability; one of them is Cronbach’s Alpha (Bhattacharjee, 2012: 57).

For this study, the researcher has used Cronbach’s Alpha method to measure and increase reliability of the questionnaire items (Brand Awareness, Brand Image, Brand Loyalty, and Brand Personality) as the independent variables, and Market Share as the dependent variable. The results of the Cronbach’s Alpha are appear in the following table.

Table 1: Reliability Analysis

Construct	Number of items	Cronbach’s Alpha
Brand Awareness	5	.942
Brand Image	5	.912
Brand Loyalty	5	.861
Brand Personality	5	.909
Market Share	13	.930
Total	33	.980

In the above table appears all items of the questionnaire got a good result of Cronbach’s Alpha; Brand Awareness is .942, Brand image is .912, Brand Loyalty is .861. Brand Personality is .909, Market Share is .930, and the result for all items together is .980 of Cronbach’s Alpha. These results of Cronbach’s Alpha are confirmed reliability in the questionnaire.

3.6.2. Validity

Validity “often called construct validity, it refers to the extent to which a measure adequately represents the underlying construct that it is supposed to measure” (Bhattacharjee, 2012: 58).

Kothari (2004) indicates that there are three types of validity; Content validity, Criterion-related validity, and Construct validity. Content validity is the extent to which a measurement of the questionnaire provides adequate information to the theme of the study. Criterion-related validity is related to the ability to expect some outcome of the questionnaire items. Construct validity is a degree which is confirms to expected correlation between the questionnaire items.

Bivariate correlation uses to measure the degree of the construct validity in the questionnaire items (Bhattacharjee, 2012: 60).

In this study, the researcher sent research questionnaire to a group of the experts at college of administration and economic, university of duhok, to get their opinions to increase Content validity and Criterion-related validity in the research questionnaire.

Then the questionnaire has distributed to 20 respondents at the same college in order to measure the degree of the construct validity and determine correlation between the questionnaire items, the results are illustrate in the following table.

Table 2: Correlation Matrix

Questionnaire Items	Brand Awareness	Brand Image	Brand Loyalty	Brand Personality	Market Share
Brand Awareness	1				
Brand Image	.973**	1			
Brand Loyalty	.887**	.891**	1		
Brand Personality	.984**	.948**	.884**	1	
Market Share	.905**	.927**	.884**	.864**	1

** . Correlation is significant at the 0.01 level (2-tailed).

In the above table illustrate all questionnaire items have a positive correlation together, and thereby, the results of the correlation matrix confirmed validity in the questionnaire.

3.7. Data Analysis Techniques

The analytical software, Statistical Package for Social Sciences version 18.0 (SPSS V. 18) have used by the researcher to analyze the primary data that have collected. From the (SPSS) the researcher has used Frequency, Percentage, Standard Deviation, and Means to describe the study sample and study variables. In addition the researcher has used Bivariate Correlation and Cronbach's Alpha to measure reliability and validity of the research questionnaire, and also the researcher has used Liner Regression to achieve hypotheses of the study.

CHAPTER FOUR

DATA ANALYSIS AND RESULTS

This chapter includes of descriptive analysis for the study sample that is related to the demographic information and study variables, correlation and regression for investigation the study hypotheses, and discussion of the results.

4.1. Descriptive Analysis

4.1.1. Description of Demographic Information

This part of descriptive analysis includes of description of Gender, Age, Education, and Occupation in the study sample.

4.1.1.1. Gender

The table below shows that most of the respondents in the study sample are male and include of 69 respondents (61.6 percent), whereas female are less than male and include of 43 respondents (38.4 percent).

Table 3: Gender of the Respondents

Gender	Frequency	Percent
Male	69	61.6
Female	43	38.4
Total	112	100.0

Source: The table has prepared by the researcher.

4.1.1.2. Age Group

Table (4) shows that the age group between 18 – 30 years is the first and highest group in the study sample and include of 62 respondents (55.4 percent), whereas the age group between 41 – 50 years is the last age group in the study sample and include of 13 respondents (11.6 percent), and the age group between 31 – 40 years is the second group in the study sample and include of 37 respondents (33.0 percent).

Table 4: Age Group of the Respondents

Age Group	Frequency	Percent
18 - 30 years	62	55.4
31 - 40 years	37	33.0
41 - 50 years	13	11.6
Total	112	100.0

Source: The table has prepared by the researcher.

4.1.1.3. Level of Education

Table (5) shows the education level of the respondents in the study sample and indicates that most of the respondents in the study sample have Bachelor's Degree and include of 57 respondents (50.9 percent). The respondents those have Postgraduate's Degree are less than those respondents have Bachelor's Degree and include of 22 respondents (19.6 percent). The respondents those have High School Degree are less than those respondents have Postgraduate's Degree and include of 19 respondents (17.0 percent). And education level of the 14 respondents in the study sample is less than High School and include of 12.0 percent.

Table 5: Education Level of the Respondents

Education Level	Frequency	Percent
less than High School	14	12.5
High School	19	17.0
Bachelor's Degree	57	50.9
Postgraduate's Degree	22	19.6
Total	112	100.0

Source: The table has prepared by the researcher.

4.1.1.4. Occupation

Table (6) shows that most of the respondents in the study sample are employee and include of 68 respondents (60.7 percent), whereas less of the respondents in the study sample are the Heads of Departments and include of 20 respondents (17.9 percent). And 24 respondents in the study sample are manager and include of 21.4 percent.

Table 6: Occupation of the Respondents

Occupation	Frequency	Percent
Manager	24	21.4
Department's Head	20	17.9
Employee	68	60.7
Total	112	100.0

Source: The table has prepared by the researcher.

4.1.2. Description of the Research Variables

This part of the descriptive analysis includes of description of the research variables; independent variables (Brand; Brand Awareness, Brand Image, Brand Loyalty, and Brand Personality), and dependent variable (Market Share).

4.1.2.1. Description of Brand Awareness

Table 7: Means and Standard Deviations of Brand Awareness

No.	Statements	Mean	Std. Deviation
1	Brand awareness is a symbol of product quality.	4.14	.669
2	Brand awareness positively impacts on consumer decision making process.	3.97	.622
3	Brand awareness leads consumers to become familiar with brand.	3.89	.662
4	Brand with the high level of recognition could be more purchased than the brand with no recognition.	4.08	.725
5	Brand awareness can achieve competitive advantage for a company.	3.96	.770
Brand Awareness		4.00	.689

Source: The table has prepared by the researcher.

In the table (7) appears that brand awareness has obtained a high significance of respondent response with mean (4.00) and standard deviation (.689). also in the table (7) appears that all statement of brand awareness have obtained a high significance of respondent response; the statement (Brand awareness is a symbol of product quality) has obtained a first level from all brand awareness statements with mean (4.14) and standard deviation (.669), and the statement (Brand awareness leads consumers to become familiar with brand) has obtained the last level from all brand awareness statements with mean (3.89) and standard deviation (.662).

4.1.2.2. Description of Brand Image

Table 8: Means and Standard Deviations of Brand Image

No.	Statements	Mean	Std. Deviation
1	Brand image can create a rational and emotional perception to the consumer about a company and its products.	4.02	.583
2	Brand image has an influence on the perceptions of consumer to the quality of a product.	4.07	.596
3	Brand image can increase the consumer purchase intention.	3.97	.690
4	Brand image leads to increase the market share of company's products.	3.91	.705
5	Brand image plays an important role to companies' intermediaries.	4.00	.697
Brand Image		3.99	.654

Source: The table has prepared by the researcher.

In the table (8) appears that brand image has obtained a high significance of respondent response with mean (3.99) and standard deviation (.654). also in the table (8) appears that all statement of brand image have obtained a high significance of respondent response; the statement (Brand image has an influence on the perceptions of consumer to the quality of a product.) has obtained a first level from all brand image statements with mean (4.07) and standard deviation (.596), and the statement (Brand image leads to increase the market share of company's products.) has obtained the last level from all brand image statements with mean (3.91) which is near to (4) and standard deviation (.705).

4.1.2.3. Description of Brand Loyalty

Table 9: Means and Standard Deviations of Brand Loyalty

No.	Statements	Mean	Std. Deviation
1	Brand loyalty has an important role in the marketing strategy decisions.	4.05	.721
2	Brand loyalty leads to company survival in the competitive environment.	4.02	.644
3	Brand loyalty is used as a tool to enhance company's market share.	4.03	.622
4	Brand loyalty leads to increase and maintain emotion of consumers.	3.88	.744
5	Brand loyalty has a positive influence on consumers to repurchase a product.	3.98	.697
Brand Loyalty		3.99	.685

Source: The table has prepared by the researcher.

In the table (9) appears that brand loyalty has obtained a high significance of respondent response with mean (3.99) and standard deviation (.685). also in the table (9) appears that all statement of brand loyalty have obtained a high significance of respondent response; the statement (Brand loyalty has an important role in the marketing strategy decisions) has obtained a first level from all brand loyalty statements with mean (4.05) and standard deviation (.721), and the statement (Brand loyalty leads to increase and maintain emotion of consumers) has obtained the last level from all brand loyalty statements with mean (3.88) and standard deviation (.744).

4.1.2.4. Description of Brand Personality

Table 10: Means and Standard Deviations of Brand Personality

No.	Statements	Mean	Std. Deviation
1	Brand personality is an identity to distinguish between brands.	3.98	.710
2	Brand personality can influence on the brand positioning.	3.99	.678
3	Brand personality leads to increase the consumers purchase decision.	3.91	.651
4	Brand personality can be an advertising message for the company's products.	4.02	.629
5	Brand personality is used to achieve high level of profits for company.	4.01	.717
Brand Personality		3.98	.677

Source: The table has prepared by the researcher.

In the table (10) appears that brand personality has obtained a high significance of respondent response with mean (3.98) which is near to 4 and standard deviation (.685). also in the table (10) appears that all statement of brand personality have obtained a high significance of respondent response; the statement (Brand personality can be an advertising message for the company's products) has obtained a first level from all brand personality statements with mean (4.02) and standard deviation (.629), and the statement (Brand personality leads to increase the consumer purchase decision) has obtained the last level from all brand personality statements with mean (3.91) and standard deviation (.651).

4.1.2.5. Description of Brand

Table 11: Means and Standard Deviations of Brand

No.	Dimension	Mean	Std. Deviation
1	Brand Awareness	4.00	.689
2	Brand Image	3.99	.654
3	Brand Loyalty	3.99	.685
4	Brand Personality	3.98	.677
	The Brand	3.99	.676

Source: The table has prepared by the researcher.

In the table (11) appears that brand has obtained a high significance of respondent response with mean (3.99) which is near to 4 and standard deviation (.676), it means that the most response of respondents were positively and supported to the brand. Also in the table (11) appears that all dimension of brand have obtained a high significance of respondent response; the brand awareness dimension has obtained a first level from all brand dimensions with mean (4.00) and standard deviation (.689), and the brand personality dimension has obtained the last level from all brand dimensions with mean (3.98) and standard deviation (.677).

4.1.2.6. Description of Market Share

Table 12: Means and Standard Deviations of Market Share

No.	Statements	Mean	Std. Deviation
1	Gaining and maintaining market share is the main objective of a company.	3.96	.747
2	Market share leads to a company survival in the market.	4.13	.511
3	Market share is used by a company to determine its performance from a year to another year in the same sector.	3.90	.643

4	Market share is a tool to distinguish between successful and unsuccessful companies in the market.	3.96	.663
5	Cooperation among companies leads to gaining high market share.	3.97	.677
6	Social relationship between a company and consumers has a positive influence to gain high market share.	4.12	.732
7	Marketing mix (4p's) plays an important role to increase market share for company.	3.96	.690
8	Brilliant product brand leads to repurchase a product by the consumers and that leads to increasing market share.	4.05	.655
9	Sophistication and introducing new product to the market lead to increasing a company's market share.	4.13	.608
10	Market share increase leads to increasing company's profitability.	4.02	.723
11	Market share increase indicates that company can achieve competitive advantage.	3.96	.746
12	Market share increase indicates that company can provide and achieve consumers' desires and needs.	3.90	.657
13	Market share increase is considered as a valid index to successful marketing activities and company productivity.	4.04	.635
	Market Share	4.00	.668

Source: The table has prepared by the researcher.

In the table (12) appears that market share has obtained a high significance of respondent response with mean (4.00) and standard deviation (.668). also in the table (12) appears that all statement of market share have obtained a high significance of respondent response; the statement (Market share leads to a company survival in the

market) has obtained a first level from all market share statements with mean (4.13) and standard deviation (.511), and the statement (Market share increase indicates that company can provide and achieve consumers' desires and needs) has obtained the last level from all market share statements with mean (3.90) and standard deviation (.657).

4.2. Hypotheses Testing

4.2.1. Primary Hypothesis

H0: There is no relationship between brand and market share.

H1: There is a relationship between brand and market share.

The researcher has used Pearson Correlation Analysis and Regression Analysis for investigation the primary hypothesis, and the results appears in the following tables.

Table 13: Correlation Analysis Between Brand and Market Share

Correlations

		Brand	Market Share
Brand	Pearson Correlation	1	.847**
	Sig. (2-tailed)		.000
	N	112	112
Market Share	Pearson Correlation	.847**	1
	Sig. (2-tailed)	.000	
	N	112	112

** . Correlation is significant at the 0.01 level (2-tailed).

Table 14: Regression Analysis of Brand and Market Share

Model	Unstandardized Coefficients		Standardized Coefficients	R ²	t	Sig.
	B	Std. Error	Beta			
	(Constant)	10.327	2.286			
Brand	.500	.030	.847		16.738	.000

a. Dependent Variable: Market Share

In the both above tables the results shows there is a positive correlation between Brand (independent variable) and Market Share (dependent variable) and the result is found to be a strong correlation ($r = .847$, $p < 0.01$) and the result of R^2 is (.718) that is explained the brand 71.8% positively influence on market share. So, dependent on the result the researcher has decided to reject Null hypothesis (H0) and accept alternative hypothesis (H1). Thereby, there is a relationship between Brand and Market Share.

4.2.2. Secondary Hypotheses

The researcher has used Regression Analysis for investigation the secondary hypotheses and the result appears in the table (15, 16, 17, and 18).

Hypothesis 1

H0: Brand awareness doesn't have a positive impact to increase market share.

H1: Brand awareness has a positive impact to increase market share.

The result in the table (15) shows that brand awareness (independent variable) significantly influence market share (dependent variable) ($\beta = .722$, $P < 0.05$) and the result of R^2 is (.512) that is explained the brand awareness 51.2% positively influence on market share. So, dependent on the result the researcher has decided to reject Null hypothesis (H0) and accept alternative hypothesis (H1). Thereby, Brand awareness has a positive impact to increase market share.

Table 15: Regression Analysis of Brand Awareness and Market Share

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	R ²	t	Sig.
	B	Std. Error	Beta			
(Constant)	10.502	1.278		.512	8.219	.000
Brand Awareness	1.631	.149	.722		10.960	.000

a. Dependent Variable: Market Share

Hypothesis 2

H0: Brand image doesn't have a positive impact to increase market share.

H1: Brand image has a positive impact to increase market share.

The result in the table (16) shows that brand image (independent variable) significantly influence market share (dependent variable) ($\beta = .783$, $P < 0.05$) and the result of R^2 is (.637) that is explained the brand image 63.7% positively influence on market share. So, dependent on the result the researcher has decided to reject Null hypothesis (H0) and accept alternative hypothesis (H1). Thereby, Brand image has a positive impact to increase market share.

Table 16: Regression Analysis of Brand Image and Market Share

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	R ²	t	Sig.
	B	Std. Error	Beta			
1 (Constant)	7.816	1.263		.637	6.186	.000
Brand Image	1.928	.146	.783		13.206	.000

a. Dependent Variable: Market Share

Hypothesis 3

H0: Brand loyalty doesn't have a positive impact to increase market share.

H1: Brand loyalty has a positive impact to increase market share.

The result in the table (17) shows that brand loyalty (independent variable) significantly influence market share (dependent variable) ($\beta = .773$, $P < 0.05$).) and the result of R^2 is (.593) that is explained the brand loyalty 59.3% positively influence on market share. So, dependent on the result the researcher has decided to reject Null hypothesis (H0) and accept alternative hypothesis (H1). Thereby, Brand loyalty has a positive impact to increase market share.

Table 17: Regression Analysis of Brand Loyalty and Market Share

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients	R^2	t	Sig.
	B	Std. Error	Beta			
(Constant)	9.193	1.200		.593	7.663	.000
Brand Loyalty	1.770	.138	.773		12.782	.000

a. Dependent Variable: Market Share

Hypothesis 4

H0: Brand personality doesn't have a positive impact to increase market share.

H1: Brand personality has a positive impact to increase market share.

The result in the table (18) shows that brand personality (independent variable) significantly influence market share (dependent variable) ($\beta = .643$, $P < 0.05$).)) and the result of R^2 is (.414) that is explained the brand personality 41.4% positively influence on market share. So, dependent on the result the researcher has decided to reject Null hypothesis (H0) and accept alternative hypothesis (H1). Thereby, Brand personality has a positive impact to increase market share.

Table 18: Regression Analysis of Brand Personality and Market Share

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	R ²	t	Sig.
	B	Std. Error	Beta			
(Constant)	11.077	1.519		.414	7.294	.000
Brand Personality	1.532	.174	.643		8.797	.000

a. Dependent Variable: Market Share

4.3. Discussion

4.3.1. Primary Hypothesis

According to the result in the table (13), H₀ has rejected and H₁ has supported, it means there is a relationship between brand and market share, as it has been confirmed by some researchers. Kim (2008) in his research indicates that brand is a good tool in the company to fulfill marketing aims such as increasing repeat purchase and growing market share. Strong brands have built by companies as a way to obtain competitive advantage and be better than its competitors, and that is impact to maintain or increase market share (Olsson and Sandru, 2006: 1). In the market, company to large extent depends on the brand for its market share (Jokanovic, 2005: 16). Brand highly related to increasing market share (Liu, 2010:1).

4.3.2. Secondary Hypotheses

Hypothesis 1

According to the result in the table (15), H₀ has rejected and H₁ has supported, it means brand awareness has a positive impact to increase market share, as it has been confirmed by some researchers. Karayalcin (2010) in his research clarify that brand awareness increases consumer's purchase ability and purchase motivation, and that is leads to repurchase a product of company. Chi et al. (2009) in his research indicates that brand awareness is an important factor to impact consumer purchase decision,

and purchase decision of consumer can influence to repeat purchase a product, and that is leads to company have a higher market share in the market.

Hypothesis 2

According to the result in the table (16), H0 has rejected and H1 has supported, it means Brand image has a positive impact to increase market share, as it has been confirmed by some researchers. Tu et al. (2012) argued that brand image can help firms to increase its competition in the market and encourage consumer to repeat purchase the products of company. Ganusauskaite (2014) indicates that brand image as a powerful asset in the company can gain “sustainable competitive advantage” and that leads to increase their market share. Hanaysha et al. (2014) in them research they argued that, brand image is the main aim for the several companies. And this is because companies with strong brand image can gain higher market share for the companies in the market. Also Lans et al. (2014) clarify that, several companies choice an alliance marketing strategy to selecting a partner to form a “brand alliance” for reinforce their brand image, because strong brand image leads to increase market share for companies.

Hypothesis 3

According to the result in the table (17), H0 has rejected and H1 has supported, it means Brand loyalty has a positive impact to increase market share, as it has been confirmed by some researchers. Malik et al. (2013) suggest that company uses brand loyalty as a tool to gain many objectives such as; increasing repeat purchase a product, enhance its sales size, obtain premium price, and maintain its consumers in the market. Karayalcin (2010) argued that Brand loyalty increases consumer purchase intention, and that is leads to repeat purchase a product by consumer, finally, brand loyalty in this way can increase market share for company. Brand loyalty plays an important role to remain current consumer, motivate consumer to repurchase a product and increase market share (Ahn, 2014: 21). Companies use brand loyalty to achieve competitive advantage and obtain strong market share (Douglas, 2006: 17).

Hypothesis 4

According to the result in the table (18), H0 has rejected and H1 has supported, it means Brand personality has a positive impact to increase market share, as it has been confirmed by some researchers. Huang (2009) clarify that brand personality bring emotional to consumers and that leads to increasing consumer purchase possibility. Thereby, companies can increase their market share. Gil and Hellgren (2011) in his research indicate that company can uses brand personality to increase its success in the market, increase its sales size, and increase market share.



CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

This chapter is a last chapter in the research and includes of two parts; Conclusions and Recommendations.

5.1. Conclusions

The purposes of this research are investigation the influence of Brand and its dimensions (Brand Awareness, Brand Image, Brand Loyalty, and Brand Personality) on Market Share. After data have collected and entered in the program SPSS the researcher could finds some results and that results indicate that Brand and its dimensions positively influence on the perceptions, emotion, satisfaction, trust, purchase intention, and purchase decision of consumers to repurchase a product of a company. So, based on the results the researcher briefly has drawn the following conclusions:

- I. There is a relationship between brand and market share.

It means brand can influence on the perceptions, emotion, satisfaction, trust, purchase intention, and purchase decision of consumers to repurchase a product of a company, and that influence leads to increase market share. Thereby, brand has a positive relationship with market share.

- II. Brand awareness has a positive impact to increase market share.

Brand awareness plays an important role to influence on consumer purchase decision, and that is leads to repurchase a product of company. Thereby, brand awareness has a positive impact to increase market share.

- III. Brand image has a positive impact to increase market share.

Brand image plays an important role to create a rational and emotional perception for consumer, and that is encourages consumer to repurchase a product of company. Thereby, brand image has a positive impact to increase market share.

IV. Brand loyalty has a positive impact to increase market share.

Brand loyalty plays an important role to remain and motivate current consumer to repurchase a product of company, and that is leads to increase the market share of company. Thereby, brand loyalty has a positive impact to increase market share.

V. Brand personality has a positive impact to increase market share.

Brand personality leads to increase the satisfaction and trust of consumer, and that is encourages consumer to repurchase a product of company. Thereby, brand personality has a positive impact to increase market share.

5.2. Recommendations

in the conclusions appears that Brand and its dimensions (Brand Awareness, Brand Image, Brand Loyalty, and Brand Personality) have an important role and positive influence on the perceptions, emotion, satisfaction, trust, purchase intention, and purchase decision of consumers to repurchase a product of a company. Thereby, companies should more take care of the brand and its dimensions to increase their market share. So, based on the conclusions, the researcher briefly has written the following recommendations:

- I. Company should pay attention to the quality of product, because quality of product leads to create and increase perceptions, emotion, satisfaction, trust, purchase intention, and a purchase decision of consumers to buy and repurchase a product.
- II. Company should pay attention to the awareness of its brand and should find the best way for promoting its brand, because through promoting company can create aware and recognition for its brand by consumers.
- III. Company should enter a good product in the market and return a product that is not good, because it is influence on consumer experiences and that is leads to impact on the image of brand.

- IV. Company should attempt to achieve consumers' desires and needs, and create a good social relationship between itself and its current customers, because those are lead to improve and increase loyalty of brand.
- V. Company should attempt to create a good personality for its brand, because via personality of brand a company can create a satisfaction and trust for consumers to its brand.

Finally, the researcher suggested to companies or another researcher to write further research on the influence of Brand and its dimensions on consumer behavior.



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APPENDIX

Research Questionnaire

The Republic of Turkey

University of Bingöl

Institute of Social Sciences



Questionnaire

Dear respondent,

I am a master student at Bingöl University in Turkey. I have designed this questionnaire for the purpose of my thesis work, which is related to **(The Role of Brand in Increasing Market Share)**. This questionnaire includes of six parts. I would like to ask you to fill in this questionnaire, It will be a great support for me if you could spend some of your time to fill this questionnaire. All information provided will be kept confidential and will only be used for academic purposes.

Kind Regards,

Shukri Nori Mohammed

Researcher

Email: nooryshukry@gmail.com

Part 1: General Information

1. Gender : () Male () Female
2. Age group:() Less than 18 year () 18 - 30 year () 31 - 40 year () 41 - 50 year () more than 50 year.
3. Level of education: () less than High School () High School () Bachelor Degree () Postgraduate Degree .
4. Occupation: () Manager () Department Head () Employee

Part 2: Brand Awareness

Brand awareness is the ability of the consumer to recognize and recall brand in the different circumstances (Keller, 2013: 73).

Please kindly choose the most appropriate option for each of the following statements.

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Brand awareness is a symbol of product quality.					
Brand awareness positively impacts on consumer decision making process.					
Brand awareness leads consumers to become familiar with brand.					
Brand with the high level of recognition could be more purchased than the brand with no recognition.					
Brand awareness can achieve competitive advantage for a company.					

Par 3: Brand Image

Brand image is the perceptions of consumer that is related to the particular brand, this image maybe depend on emotional or rational perceptions (Belić and Jönsson, 2012: 24).

Please kindly choose the most appropriate option for each of the following statements.

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Brand image can create a rational and emotional perception to the consumer about a company and its products.					
Brand image has an influence on the perceptions of consumer to the quality of a product.					
Brand image can increase the consumer purchase intention.					
Brand image leads to increase the market share of company's products.					
Brand image plays an important role to companies' intermediaries.					

Part 4: Brand Loyalty

Brand loyalty is the positive attitude in the consumers' minds towards a specific brand, which leads to rebuy and recommending the brand to the others (Dhadhal, 2011: 32).

Please kindly choose the most appropriate option for each of the following statements.

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Brand loyalty has an important role in the marketing strategy decisions.					
Brand loyalty leads to company survival in the competitive environment.					
Brand loyalty is used as a tool to enhance company's market share.					
Brand loyalty leads to increase and maintain emotion of consumers.					
Brand loyalty has a positive influence on consumers to repurchase a product.					

Part 5: Brand Personality

Brand personality is “the set of human characteristics associated with a brand”(Aaker, 1997: 347).

Please kindly choose the most appropriate option for each of the following statements.

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Brand personality is an identity to distinguish between brands.					
Brand personality can influence on the brand positioning.					
Brand personality leads to increase the consumers purchase decision.					
Brand personality can be an advertising message for the company's products.					
Brand personality is used to achieve high level of profits for company.					

Part 6: Market Share

Market share is “a comparative measure of firm performance relative to rivals, and is often calculated on the basis of a firm's total sales or on the volume of unites sold relative to sales in the market”(Silver, 2007: 25).

Please kindly choose the most appropriate option for each of the following statements.

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Gaining and maintaining market share is the main objective of a company.					
Market share leads to a company survival in the market.					
Market share is used by a company to determine its performance from a year to another year in the same sector.					
Market share is a tool to distinguish between successful and unsuccessful companies in the market.					
Cooperation among companies leads to gaining high market share.					
Social relationship between a company and consumers has a positive influence to gain high market share.					

Marketing mix (4p's) plays an important role to increase market share for company.					
Brilliant product brand leads to repurchase a product by the consumers and that leads to increasing market share.					
Sophistication and introducing new product to the market lead to increasing a company's market share.					
Market share increase leads to increasing company's profitability.					
Market share increase indicates that company can achieve competitive advantage.					
Market share increase indicates that company can provide and achieve consumers' desires and needs.					
Market share increase is considered as a valid index to successful marketing activities and company productivity.					

Thank you for your cooperation

ÖZGEÇMİŞ

KİŞİSEL BİLGİLER

Adı Soyadı	SHUKRI NORI MOHAMMED
Doğum Yeri	IRAK
Doğum Tarihi	30, 12. 1983

LİSANS EĞİTİM BİLGİLERİ

Üniversite	DUHOK ÜNİVERSİTESİ - IRAK
Fakülte	IDARE VE EKONOMİK
Bölüm	İŞLETME BÖLÜMÜ

YABANCI DİL BİLGİSİ

İngilizce	KPDS (....) ÜDS (....) TOEFL (...) EILTS (...)
...	Çok iyi

İŞ DENEYİMİ

Çalıştığı Kurum	DUHOK ÜNİVERSİTESİ
Görevi/Pozisyonu	Memur
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KATILDIĞI

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