



International Research Science and Development Center

International
Research Science
and
Development Journal

www.IRSDJournal.com

International Research Science and Development Journal
Vol. 2, No. 1, 2021, pp. 22-41.
ISSN 2348-3008

A Framework for Investigating the Role of Brand Marketing on Increasing Online Sales of Products

Asghar Heydari¹. Mahdi Malekzadeh¹

¹ Department of Management, Payame Noor University (PNU), Buin Zahra Branch, Qazvin, Iran

Abstract

One of the big problems in chain stores is the lack of better quality and more affordable goods through the supply of branded goods. This means that in recent decades in different countries of the world, it has become common for some major chain stores to store goods with a store brand and according to characteristics such as good quality, competitive price or lower than the price of other similar goods on store shelves. Offer and always target consumers who are looking for quality goods and reasonable prices. Therefore, in this study, the role of brand marketing on increasing online sales of products in the supply chain of convenience stores (as one of the chain stores in the country) is investigated. The statistical population of this research includes all customers of convenience stores in Tehran province. The type of sampling is random and proportional to the volume of each floor. The statistical sample of the research according to the formula for determining the size of the Cochran sample in a two-sentence space was selected from among the customers who were equal to 385 people. The research method is descriptive-survey. The data collection tool is the use of a questionnaire as well as the use of library information and referring to the documents in scientific and valid articles and understanding and inferring from this information. The validity of the questionnaire was obtained by compiling the questions based on the theoretical foundations of the research and with the comments and approval of the professors. After the final implementation of the questionnaire among the main participants of the research, the main research data were analyzed and the final report was prepared. The results show that brand marketing has a positive and significant effect on increasing online sales of products in Tehran convenience stores. Finally, the following suggestions are provided to managers in order to retain and strengthen customers, revive lost customers and attract new customers: creating a special customer club under the supervision of the marketing unit, creating a customer database, developing behavioral standards for dealing with different groups of customers, Determining marketing liaisons at the branch level, establishing a system of customer satisfaction and continuous needs assessment, improving the work skills of employees, especially in the queue category, etc.

Keywords: Marketing, Customers, Brand, Online Sales, Chain Stores, Customer Attitude.

1. Introduction

One of the big problems in chain stores is the lack of better quality and more affordable goods through the supply of branded goods [1]. This means that in recent decades in different countries of the world, it has become common for some major chain stores to store goods with a store brand and according to characteristics such as good quality, competitive price or lower than the price of other similar goods on store shelves [2]. Offer and always target consumers who are looking for quality goods and reasonable prices. In this regard, brand identity, which is an internal factor and one of the most important issues in the field of marketing and brand, has been considered in few studies [3]. Today, service organizations need to provide a sensory environment in the new context of marketing to provide distinctive services to new customers, create a pleasant experience for them, and turn them into their loyal customers; Customers who, due to the formation of a positive personal experience, will not only return to the organization, but also recommend it to those around them [4]. Examining the role of brand marketing on increasing online sales of products solves this problem. So far, many researches have been done on customers' shopping behavior and their satisfaction, but the atmosphere of the store and the value that customers understand have not been included in the variables of scientific research and there is a relatively large scientific gap in this field [5]. Such as layout, how to color, proper presentation of products in the appropriate classification by the store and compare them with other stores by customers (perceived value) can lead to their satisfaction and loyalty and avoid unnecessary and expensive costs of layout, design and decoration of stores [6]. Slowly For this reason, research in this field is becoming more and more important. As the distribution network of goods and services is evolving and modernizing, these changes have affected not only the price and quality of goods and services but also the nature of supply and demand [7]. Because consumers tend to rely on company and product information to reduce perceived risks when making purchasing decisions, negative corporate credibility can be a more prominent feature than positive reputation in the current business environment [8]. The question that provided the background for this study was what effect do brand marketing have on increasing the online sales of products in the supply chain of convenience stores (as one of the chain stores in Iran)? Therefore, in this study, the role of brand marketing on increasing online sales of products in the supply chain of convenience stores (as one of the chain stores in Iran) is investigated.

2. Problem statement

In-company branding is a form of culturalization and cultural change management. Experiments have shown that time and precision are critical to making such changes. Many scholars have also pointed out that strong branding is one of the key factors for achieving competitive advantage and long-term survival in the market [9]. Because it is necessary to shape new behaviors from migration from previous behaviors to new behaviors, the reward system should monitor and analyze all behaviors and events in the organization and encourage them based on the principle of reinforcing correct behaviors. Since existing values are inadvertently institutionalized by reinforcing past behaviors, new values must also become highly targeted behaviors [10]. The human resources of the organization are one of the most special and at the same time the most advantageous assets of the organization. The combination of human beings in formal structures along with informal interactions results in the formation of social architecture that is unique to any organization and is imitative [11]. Prior to the 1990s, researchers focused more on employee intrinsic performance in their studies to examine the relationship between job behaviors and organizational effectiveness. Intra-functional performance refers to those employees' job behaviors that are described in the formal duties of the organization. Researchers today distinguish between intra-functional and extracurricular performance [12]. Transcendental performance refers to job behaviors beyond the formal roles of employees who are voluntary and usually do not seek formal rewards. Branding into the concept of HRM and implementing in-company branding schemes while enhancing the defined brand identity within the organization creates unique and unmatched competitive advantage [13]. In-company branding as a driving force and a continuum system will ensure the survival of a brand. Therefore, it is necessary to have a part of internal branding in all branding programs (whether it is a product manufacturer or a service provider). Brand commitment is defined as the emotional and psychological relationship with the brand. In fact, commitment to the brand is the strong desire of the employees of the organization to maintain that brand [14]. When committing to a brand, the brand identifies itself with its personality and its existential nature and does its best to maintain it. Internal branding enhances shared values of employee engagement and thereby enhances commitment to the brand of the company and ultimately enhances the performance of the organization. Therefore, it can be said that the internal brand management of the organization helps to improve the employees' brand commitment and satisfaction [15]. Therefore, in this study, we

investigate the impact of brand business experience on brand equity by mediating the role of emotional commitment and customer satisfaction and moderating employee empathy.

3. Necessity of research

A brand is a value that reflects the knowledge, perception, and overall experience of stakeholders and other relevant factors about a country in the external environment. A powerful, distinct, broad and attractive brand is the best thing a country or region can give its exporters [16]. Today, brand-based exports are the most powerful way to create and maintain a national image. So the result is that people are the most important element in national branding. Many experts in the field believe. In addition to key goals and incentives such as attracting tourists, encouraging foreign investment and boosting exports, it is possible to realize a wider set of potential benefits through the national branding process [17]. These potential outcomes include currency stability, international credit revival, the creation of a secure environment for foreign investment, promotion of international standing, increased political influence in the international arena, encouraging strong international partnerships and strengthening the national symbol [18].

The brand can steer misconceptions about one country to another and highlight its place in the target markets. The role of branding in the overarching development of countries is to the extent that one of the United Nations affiliated organizations, the World Intellectual Property Organization, has a mission to assist branding in developing and poor countries. Branding can be especially important in retail and create a strong competitive nature [19]. Brand awareness with the ease of remembering a brand's services not only reduces the risk of losing customers, but also helps to promote a brand's word-of-mouth advertising and brand name promotion [7]. The top brand is unconsciously for the customer in the sense of better quality of the product or service. In the current competitive environment, banks can use their brand equity to maintain and improve their standing over other banks and to influence customers' preference in choosing their services [11]. As internal branding creates a shared understanding of the brand across the organization, it enables employees to fulfill the brand alliance when exposed to service. In short, then, internal branding can help employees understand brand values and combine them to create brand reality on employees' attitudes and shape their behaviors to integrate with the brand [14]. Therefore, in this study, we investigate the impact of brand

business experience on brand equity by mediating the role of emotional commitment and customer satisfaction and moderating employee empathy.

4. The brand concept

The brand is an esoteric feeling, because we are all ultimately emotional and intuitive, despite all our efforts to be rational [17]. The brand is an innate sense of person, because it is ultimately defined by individuals, not by companies, markets or so-called public people. Unable to control this process, they can influence how they personalize by transmitting features that differentiate one product from another [18].

In short, the brand can be defined as the promise or promise of the seller to provide a set of unique features, benefits and services to buyers or consumers [19]. The brand brings together the four vital elements in any business, namely customers, employees, management and shareholders. The brand is nothing but a categorization of memories in the customer's mind and represents values, ideas and even personality [20]. The brand is the set of mental nodes or functional, emotional, intellectual associations and advantages that occupy the mind of the target market. Associations are the meanings of linking images and symbols to a brand or the benefits and benefits of a brand. It is the benefits or benefits of the brand that will be the basis of the decision to buy it [21]. The brand is something that is created and sustained in the mind of the consumer: the brand is a perceptual entity rooted in the facts. But beyond that, brands go beyond this concept and are a reflection of the perceptions and perhaps even the individual characteristics of consumers [22].

5. Brand components

Managing brand conceptual components is part of the brand strategy, so they need to be well known. One of the most common models of brand valuation today is brand identity. Brand identity, brand image, personality, spirit or essence is called conceptual components of the brand [3].

Brand architecture: Brand architecture is one of the most important strategic tools of the brand that defines and examines the relationship between the mother brand and its family sub-brands [6]. The duty of the mother brand is to endorse all of these subheadings. Brand architecture shows how a sub-brand should be very closely related to the original brand. Brand architecture is the structure of brands within an organization [8]. It is a way in which

the brands within the corporate portfolio are linked and separated. Architecture should represent the branding groups within the organization; how the brand and its sub-brands relate to and support each other; how the sub-brands reflect the core purpose of the brand [12].

Brand Development: Brand development is a marketing strategy in which a company promotes a good image with a brand image but is in a different product category. Organizations use this strategy to enhance and leverage brand equity. Brand extensibility depends on how strong the customer's perceptions of the brand's values and goals are [13]. In the 1980s, about 5% of new services were introduced using brand development policies with the introduction of new brands. Although there are significant benefits to brand development strategies, they still have the risk of ruining the brand image for customers. Only a poor and inadequate choice can reduce your brand equity altogether [16].

Product Naming and Brand Selection: A technique in which an organization thinks about choosing its service name and selects the best and most appropriate name based on market research achievements to influence its target customers. The concept of product naming is very similar to the decision making process for company and organization names. Naming is a vital part of the brand management process and encompasses all the marketing activities that affect the brand image - including placement, design, packaging, and other product features. The process of naming a product may take months [20].

Brand Identity: Brand identity is the essence of the brand. The most important and unique characteristic of a brand is its brand identity. Part of the brand's identity is manifested in its appearance, such as the color and design of the brand [2]. Although identifying the brand's visual and visual identity is an essential first step, it does not cover all aspects of identity. The essence of a brand is what is to be portrayed in the future and to play a role in the customer's mind [9]. The exquisite appearance and what stands out is the expression of a brand's identity. Symbol selection requires a clear definition of brand meaning. In order to be strong, the brand has a duty to remain loyal to its identity. For brand identity, different dimensions are taken into account. These dimensions include the visual and graphic components of the brand, the brand personality, the brand relationship with the audience, the culture, the quality and other factors [22].

Brand image: Brand image is a simple perception phenomenon that is influenced by the activities of the company. Professor Kevin Clare, a leading brand scientist and theorist in the field of brand management, views brand image as a consumer perception of the brand that is

reflected by the brand associations in memory. Brand image is a set of perceptions that exist in the mind of the consumer [23]. The customer forms an image of the mind by combining all the trademarks sent by the brand, including names, trademarks, services, advertising, official messages and announcements, and so on [17]. These perceptions can be recalled with appropriate markers from the consumer's mind. Positive brand image has been shown to reduce perceived risk to the brand and increase consumer satisfaction and loyalty. Also, a brand that has a good image in the consumer's mind makes the placement process easier. Because, a brand that has a strong and positive image will more easily fit into the customer's mind [24].

Brand Personality: Brand personality is the human attributes attributed to the brand. These features form part of the brand identity [25]. Professor David Acker believes that "brands make a promise to consumers by defining their human personality." These features, like image, are created by the activities of the organization in the mind of the consumer. This personality is the basis on which brand relationships with consumers are shaped. What is certain is that all brands have personality. If organizations do not design this character, their actions will eventually evolve into a consumer mind [26].

Brand Platform: Brand development is a process; it is driven by the vision and purpose of the organization and is built on a clear definition of core values and principles. This process requires evaluating the current market and competitive outlook, defining the brand's preferred position in its market, and establishing a brand foundation to guide the visualization of the brand's personality [27]. To gain a brand platform, we need to gather existing internal and external information to identify the gap between the audience's current perception of the brand and the firm's perception of the brand. Consider the opportunities for brand growth and development and consider strategies that solve the problem. Then summarize all the information obtained in a framework that includes brand fundamentals, including brand features, target audiences, competitive advantage and brand positioning [28].

Brand Reminder: Which brand comes to your mind when thinking about a particular need or a particular product? A brand that unquestionably ranks first in the customer recall list is the top brand in the customer's mind [29]. One may argue that among the everyday automobiles used in home and work in Iran, Bake is the top brand in the customer's mind. Brand recall is divided into two categories: intentional recall and inadvertent recall [30].

Brand Suggested Value: It talks about a brand's promises; in fact it's the value a brand promises us. In other words, every customer always buys at you by taking a risk and a balance is formed in their mind. Whenever this balance sheet is in balance or heavier in favor of the customer, the risk of buying for the customer will be lowered and will pay you back. Otherwise no purchase will be made [31].

6. Employee promotion

Motivation and its related issues are one of the major concerns of managers of today's organizations and companies. For this reason, scholars have put forward various theories and models in this field to structure employees' organizational goals through career promotion. Career promotion is a stage that can happen for all employees of an organization[32]. Every organization or office has a specific hierarchy in its administrative structure that defines and defines the growth rate of its employees. Job promotion is not just a reward for the positive performance of employees, but a way to give employees the opportunity to take on new responsibilities [33]. Job retention boosts employee morale and boosts work creativity, which in the long run also has benefits for the organization [15]. Career promotion is a stage that can happen for all employees of an organization. Every organization or office has a specific hierarchy in its administrative structure that defines and defines the growth rate of its employees [21]. Job promotion is not just a reward for the positive performance of employees, but a way to give employees the opportunity to take on new responsibilities. Job promotion or staff encouragement is a way to judge and evaluate the performance of individuals [34]. These evaluations regularly monitor staff development and are part of every organization's work area. Assessment results can be both positive and negative [35]. In the positive model, the overall evaluation shows the results that may ultimately lead to increased salaries, while the negative results in the evaluations indicate inadequate employee performance and failure to meet work expectations, which usually requires decisions to be made. Motivate the person [36].

7. Hypotheses and Hypothesized model

1. H1: There is a relationship between the brand reputation of the store and the attitude towards the domestic store.

2. H2: There is a relationship between brand equity in the domestic store and store support goals.
3. H3: There is a relationship between brand alignment in the internal store and store support goals.
4. H4: There is a relationship between brand equity in the host store and store support goals.
5. H5: There is a relationship between brand alignment in the host store and store support goals.
6. H6: There is a relationship between the attitude towards the internal store and the supportive goals of the internal store.
7. H7: There is a relationship between the attitude towards the internal store and the supportive goals of the host store.

8. The method, target population and sample:

The statistical population of this research includes all customers of convenience stores in Tehran province (in Iran). The statistical sample of the research according to Cochran's formula will be selected from among the customers of welfare chain stores in the west of Tehran province. Type of sampling Cluster sampling is first separated from the available customers and selected from them as a cluster from the available customers. The sample size formulas and procedures used for categorical data are very similar, but some variations do exist. Since the data are qualitatively and the number of statistical community is unlimited, so the sample size calculation formula is as follows:

$$n = \frac{Z_{\alpha/2}^2 p_0(1-p_0)}{e^2} \quad (1)$$

In this study, researcher has set the alpha level a priori at .05, plans to use a proportional variable, has set the level of acceptable error at 5%, and has estimated the standard deviation of the scale as .5. Cochran's sample size formula for categorical data and an example of its use is presented here along with explanations as to how these decisions were made.

$$n = \frac{1.96^2 \times 0.5 \times 0.5}{0.1^2} = 96.04 \quad (2)$$

Where $Z_{\alpha/2}$ = value for selected alpha level of .025 in each tail = 1.96.

(The alpha level of .05 indicates the level of risk the researcher is willing to take that true margin of error may exceed the acceptable margin of error).

Where $(p)(q)$ = estimate of variance = .25.

(Maximum possible proportion (.5) *1-Maximum possible proportion (.5) produces maximum possible sample size).

Where ε = acceptable margin of error for proportion being estimated = .1

(Error researcher is willing to except).

According to the formula at least 97 samples are needed. Therefore, 100 questionnaires were sent between experts and were collected.

9. Analysis of information

The statistical sample in this research includes 100 experts based on questionnaires with complete and usable answers. 28% of these experts have a master's degree, 17% have Ph.D. degrees and 55% have a bachelor's degree. 67% of these experts are male and 33% are female.

We used SPSS 19.0 to analyze the data. In following the results of test hypotheses are offered:

9.1. Testing Hypothesis H1. There is a relationship between the brand reputation of the store and the attitude towards the domestic store.

The results of SPSS are shown below:

Table. 1. One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
H1	100	6.8443	1.01973	.17362

Table. 2. One-Sample Test

	Test Value = 5					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H1	16.844	99	.000	1.4721	1.09443	1.6832

9.2. Testing Hypothesis H2. There is a relationship between brand equity in the domestic store and store support goals.

The results of SPSS are shown below:

Table. 3. One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
H2	100	6.8426	1.0964	.17031

Table. 4. One-Sample Test

	Test Value = 5					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H2	16.8443	99	.000	1.6843	1.6385	2.0591

9.3. Testing Hypothesis H3. : There is a relationship between brand alignment in the internal store and store support goals.

The results of SPSS are shown below:

Table. 5. One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
H3	100	6.7392	1.0793	.19831

Table. 6. One-Sample Test

	Test Value = 5					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H3	15.0946	99	.000	1.7931	1.0588	1.7692

9.4. Testing Hypothesis H4. There is a relationship between brand equity in the host store and store support goals.

The results of SPSS are shown below:

Table. 7. One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
H4	100	6.7593	1.0658	.19643

Table. 8. One-Sample Test

	Test Value = 5					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H4	17.7443	99	.000	1.9653	1.6883	1.9752

9.5. Testing Hypothesis H5. There is a relationship between brand alignment in the host store and store support goals.

The results of SPSS are shown below:

Table. 9. One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
H5	100	6.7593	1.0658	.19643

Table. 10. One-Sample Test

	Test Value = 5					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H5	17.7443	99	.000	1.9653	1.6883	1.9752

9.6. Testing Hypothesis H6. There is a relationship between the attitude towards the internal store and the supportive goals of the internal store.

The results of SPSS are shown below:

Table. 11. One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
H6	100	6.7593	1.0658	.19643

Table. 12. One-Sample Test

	Test Value = 5					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H6	17.7443	99	.000	1.9653	1.6883	1.9752

9.7. Testing Hypothesis H6. There is a relationship between the attitude towards the internal store and the supportive goals of the host store.

The results of SPSS are shown below:

Table. 13. One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
H7	100	6.6954	1.08742	.187578

Table. 14. One-Sample Test

	Test Value = 5					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H7	16.9747	99	.000	1.875634	1.97234	2.28571

1. The first hypothesis states: There is a relationship between the brand reputation of the store and the attitude towards the domestic store. The results of this study indicate the confirmation of this hypothesis. Therefore, it is recommended to improve the brand reputation, employees should be present in their work environment with a well-groomed appearance. Also, review the appearance of the store, and especially the equipment of the store, which is based on up-to-date services.
2. The second hypothesis states: There is a relationship between brand equity in the internal store and store support goals. The results of this study indicate the confirmation of this hypothesis. Therefore, examining the needs and wants of customers and the expectations that they have from the services received, services tailored to the needs of customers can be suggested in this regard.
3. The third hypothesis states: There is a relationship between brand alignment in the in-house store and store support goals. The results of this study indicate the confirmation of this hypothesis. Therefore, using employees with the ability to understand the needs of customers in the queues is one of the important points that managers can use to improve the quality of services provided.
4. The fourth hypothesis states: There is a relationship between brand equity in the host store and store support goals. The results of this study indicate the confirmation of this

hypothesis. Therefore, it is suggested to create readiness and desire in employees to respond and provide immediate and fast services to customers in the culture of the store.

5. The fifth hypothesis states: There is a relationship between brand alignment in the host store and store support goals. The results of this study indicate the confirmation of this hypothesis. Therefore, it is suggested that providing accurate, transparent information and honest and expert advice, as well as providing additional and complementary information, along with creating a friendly effect with customers, helps the customer's sense of trust. Employees put customer service, honesty and integrity at the forefront of their actions.
6. The sixth hypothesis states: There is a relationship between the attitude towards the internal store and the supportive goals of the internal store. The results of this study indicate the confirmation of this hypothesis. Therefore, it is suggested that since fulfilling the demands and needs of customers with simplicity and ease and not in the context of complex and tortuous office workflows, as well as flexibility in the implementation of rules and regulations can be effective in meeting customer expectations, so managers should pay more attention to this issue.
7. The seventh hypothesis states: There is a relationship between the attitude towards the internal store and the supportive goals of the host store. The results of this study indicate the confirmation of this hypothesis. Therefore, the store site should make honesty and integrity the main priority in providing its services. The store site should be designed in such a way that it has a high speed in providing electronic services of chain stores. To better implement electronic services, store employees must be continuously trained. Also, chain stores introduce customers to store services by providing trainings through brochures, booklets and training files.

10. Conclusions

So far, many researches have been done on customers' shopping behavior and their satisfaction, but the atmosphere of the store and the value that customers understand have not been included in the variables of scientific research and there is a relatively large scientific gap in this field. Such as layout, how to color, proper presentation of products in the appropriate category by the store and compare them with other stores by customers (perceived

value) can lead to their satisfaction and loyalty, and from unnecessary and costly layout and design costs. And prevent store decoration. For this reason, research in this field is becoming more and more important. As the distribution network of goods and services is evolving and modernizing, these changes have affected not only the price and quality of goods and services but also the nature of supply and demand. Because consumers tend to rely on company and product information to reduce perceived risks when making purchasing decisions, negative corporate credibility can be a more prominent feature of positive reputation in the current business environment.. Therefore, they cannot and do not want to help strengthen the bank until the bank's employees believe in the bank's brand and its importance to the success of the bank as a whole and themselves as part of it. Therefore, in the marketing literature of service organizations, the issue of internal branding has been raised. The purpose of internal branding is to provide employees as internal customers with the organization's brand in interacting with customers. Employees often attribute personality traits to brands by giving them personality traits, and marketers often create or reinforce these perceptions by brand positioning. Most Asian executives look at branding as an elixir of trapping goods. Moving up the value chain looks attractive because it makes production-oriented companies pay attention to customer relationships and price requirements. Bring. An internal brand comes together with current activities to become a strong determinant of success. We believe that banks should develop internal value propositions in addition to external offers.

References:

1. Aimé, I., Berger-Remy, F. and Laporte, M. (2018), "Lessons from nearly a century of the brand management system", *Journal of Historical Research in Marketing*, Vol. 10 No. 4, pp. 420-450. <https://doi.org/10.1108/JHRM-06-2017-0026>.
2. Akcura, M., Sinapuelas, I. and Wang, H. (2019), "Effects of multitier private labels on marketing national brands", *Journal of Product & Brand Management*, Vol. 28 No. 3, pp. 391-407. <https://doi.org/10.1108/JPBM-10-2017-1623>.
3. Arifine, G., Felix, R. and Furrer, O. (2019), "Multi-brand loyalty in consumer markets: a qualitatively-driven mixed methods approach", *European Journal of Marketing*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/EJM-07-2017-0474>.

4. Chung, J., Jin, B., Jeong, S. and Yang, H. (2019), "NIE-based SME brand building in foreign markets: an exploratory study", *Journal of Product & Brand Management*, Vol. 28 No. 1, pp. 63-79. <https://doi.org/10.1108/JPBM-10-2016-1331>.
5. Damoiseau, Y., Black C. and Raggio, D. (2011), Brand creation vs acquisition in portfolio expansion strategy, *Journal of Product & Brand Management* 20/4, pp. 268–281.
6. Dung T. Mai, Tieming Liu, Michael D.S. Morris, Shuzhen Sun, Quality Coordination with Extended Warranty for Store-brand Products, *European Journal of Operational Research* (2016), doi: 10.1016/j.ejor.2016.06.042
7. Dwivedi, A. and McDonald, R. (2018), "Building brand authenticity in fast-moving consumer goods via consumer perceptions of brand marketing communications", *European Journal of Marketing*, Vol. 52 No. 7/8, pp. 1387-1411. <https://doi.org/10.1108/EJM-11-2016-0665>.
8. Efanny, W., Haryanto, J., Kashif, M. and Widyanto, H. (2018), "The relationship between marketing mix and retailer-perceived brand equity", *IMP Journal*, Vol. 12 No. 1, pp. 192-208. <https://doi.org/10.1108/IMP-12-2016-0019>.
9. Finnegan, C., Tsang, S., Woodward, G. and Chang, J. (2019), "Foreign retail banner longevity", *International Marketing Review*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IMR-01-2018-0036>.
10. Gomes, R., Carneiro, J. and Dib, L. (2018), "Branded retailer expansion on a continent-sized emerging market", *International Journal of Retail & Distribution Management*, Vol. 46 No. 9, pp. 820-834. <https://doi.org/10.1108/IJRDM-10-2017-0258>.
11. Gorgitano, M. and Sodano, V. (2019), "Multi-tier store brand strategies: a case study", *Journal of Product & Brand Management*, Vol. 28 No. 3, pp. 364-375. <https://doi.org/10.1108/JPBM-11-2017-1681>.
12. Gupta, P., Nagpal, A. and Malik, D. (2018), "Starbucks: global brand in emerging markets", *Emerald Emerging Markets Case Studies*, Vol. 8 No. 4. <https://doi.org/10.1108/EEMCS-03-2018-0044>.
13. Gupta, P., Nagpal, A. and Malik, D., 2018, "Starbucks: global brand in emerging markets", *Emerald Emerging Markets Case Studies*, Vol. 8 No. 4. <https://doi.org/10.1108/EEMCS-03-2018-0044>.
14. Hasni, M., Salo, J., Naeem, H. and Abbasi, K., 2018, "Impact of internal branding on customer-based brand equity with mediating effect of organizational loyalty",

- International Journal of Retail & Distribution Management, Vol. 46 No. 11/12, pp. 1056-1076. <https://doi.org/10.1108/IJRDM-07-2017-0148>
15. Herstein, R., Drori, N., Berger, R. and Barnes, B. (2017), "Exploring the gap between policy and practice in private branding strategy management in an emerging market", *International Marketing Review*, Vol. 34 No. 4, pp. 559-578. <https://doi.org/10.1108/IMR-05-2014-0188>.
 16. Islam, T., Attiq, S., Hameed, Z., Khokhar, M. and Sheikh, Z., 2019, "The impact of self-congruity (symbolic and functional) on the brand hate", *British Food Journal*, Vol. 121 No. 1, pp. 71-88. <https://doi.org/10.1108/BFJ-03-2018-0206>.
 17. Kim, M. and Kim, J. (2018), "Linking marketing mix elements to passion-driven behavior toward a brand", *International Journal of Contemporary Hospitality Management*, Vol. 30 No. 10, pp. 3040-3058. <https://doi.org/10.1108/IJCHM-10-2017-0630>.
 18. Kumar, R., Dash, S. and Malhotra, N. (2018), "The impact of marketing activities on service brand equity", *European Journal of Marketing*, Vol. 52 No. 3/4, pp. 596-618. <https://doi.org/10.1108/EJM-05-2016-0262>.
 19. Finnegan, C., Tsang, S., Woodward, G. and Chang, J. (2019), "Foreign retail banner longevity", *International Marketing Review*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IMR-01-2018-0036>.
 20. M. Ángeles López-Cabarcos, Juan Piñeiro-Chousa, Ada María Pérez-Pico, 2017, The impact technical and non-technical investors have on the stock market: Evidence from the sentiment extracted from social networks, *Journal of Behavioral and Experimental Finance*, Volume 15, September 2017, Pages 15-20.
 21. Matanda, M. J., & Ndubisi, N. O. 2016. Internal marketing, internal branding, and organizational outcomes: The moderating role of perceived goal congruence, *Journal of Marketing Management*, 29(9-10, 1030-1055.
 22. Meng, J. and Layton, R. A., 2016, Understanding managers' marketing strategy choice in a collaborative competition industry, *European Business Review* 23 (5), pp. 477-501.
 23. Mostafa, R. and Elseidi, R., 2018, "Factors affecting consumers' willingness to buy private label brands (PLBs)", *Spanish Journal of Marketing - ESIC*, Vol. 22 No. 3, pp. 338-358. <https://doi.org/10.1108/SJME-07-2018-0034>.

24. Nicholas, M., 2015, Harnessing high person-organization fit to enhance employee outcomes: Best practice suggestions for managers, Management thesis of The College of St. Scholastica, 1-77.
25. Petty, R. (2018), "The US battle against brand marketing: circa 1930-1980", Journal of Historical Research in Marketing, Vol. 10 No. 1, pp. 60-85. <https://doi.org/10.1108/JHRM-03-2017-0008>.
26. Porricelli ,Matthew S. , Yuliya Yurova, Russell Abratt,n , Michael Bendixen, 2014, Antecedents of brand citizenship behavior in retailing , Journal of Retailing and Consumer Services 21 (2014) 745–752
27. Rossetto, L. and Galletto, L., 2019, "Retail strategies for rosé wines in Italy: a hedonic price analysis", International Journal of Wine Business Research, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJWBR-03-2018-0013>.
28. Wu, J., Chang, Y., Yan, J. and Hou, D., 2019, "Online product category and pricing strategies of land-based retailers", Internet Research, Vol. 29 No. 1, pp. 245-270. <https://doi.org/10.1108/IntR-07-2017-0287>.
29. Romaniuk, J., Dawes, J. and Nenycz-Thiel, M. (2018), "Modeling brand market share change in emerging markets", International Marketing Review, Vol. 35 No. 5, pp. 785-805. <https://doi.org/10.1108/IMR-01-2017-0006>.
30. Ruiz-Molina, M. and Lavorata, L. (2018), "Retailers' Commitment to Sustainable Development and Store Brand Equity: A Comparison between Consumers in France and Spain", Lavorata, L. and Sparks, L. (Ed.) Food Retailing and Sustainable Development, Emerald Publishing Limited, pp. 131-153. <https://doi.org/10.1108/978-1-78714-553-520181009>.
31. Sheng.S.Y. and Mullen. M.R., (2011), A hybrid model for export market opportunity analysis, International Marketing Review, Vol. 28, No. 2, pp. 163-182.
32. Srivastava, A. and Balaji, M. (2018), "Consumer dispositions toward global brands", Marketing Intelligence & Planning, Vol. 36 No. 6, pp. 618-632. <https://doi.org/10.1108/MIP-11-2017-0290>.
33. Wigley.S.M., (2011), Market-facing strategic alliances in the fashion sector, Journal of Fashion Marketing and Management, Vol. 15, No. 2, pp. 141-162.

34. Witek-Hajduk, M. and Grudecka, A., 2018, "Positioning strategies of retailers' brands in the emerging market – a cluster analysis", *International Journal of Emerging Markets*, Vol. 13 No. 5, pp. 925-942. <https://doi.org/10.1108/IJoEM-06-2017-0224>.
35. Wu, J., Chang, Y., Yan, J. and Hou, D., 2019, "Online product category and pricing strategies of land-based retailers", *Internet Research*, Vol. 29 No. 1, pp. 245-270. <https://doi.org/10.1108/IntR-07-2017-0287>.
36. Xi Zhang, Jiawei Shi, Di Wang, Binxing Fang, 2018, Exploiting investors social network for stock prediction in China's market, *Journal of Computational Science*, Volume 28, September 2018, Pages 294-303.