

## **SUPPORTIVE FACTORS FOR SYRIAN HOME APPLIANCES MANUFACTURERS (ADVERTISING, BRAND, & VALUE)**

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### **ABSTRACT**

*Syrian industries are facing very critical era nowadays. Therefore, this research aims to address the following questions first of all, which brands will be attracted by Syrian consumers? How can Syrian companies gain local customers' trust and preferences? And which factors could affect Syrian consumer's decision making? To answer these questions home appliances industry will be a field of study. Two approaches have been conducted in this study; qualitative research including interviews with the largest companies' managers in this sector (al-Hafez, Joud, Wattar) including SWOT analysis and better understanding of this industry. The second approach was a survey conducted at the end users to 259 householders to explore their preference and the main reasons behind their choices. Three factors have been examined. The first one is Syrian products value and its contribution to the Syrian consumers decision making (DM). The second one is brand. Finally, the role of Advertising and marketing communication. The study findings are: both price and quality have important effect on the DM which makes the value the most influential variable, brand awareness has less effect, and advertising has the lowest effect, but it has high indirect effect through creating brand awareness.*

**Key words:** Advertising, Brand, Value, Quality, Price, Decision Making.

## 1. INTRODUCTION

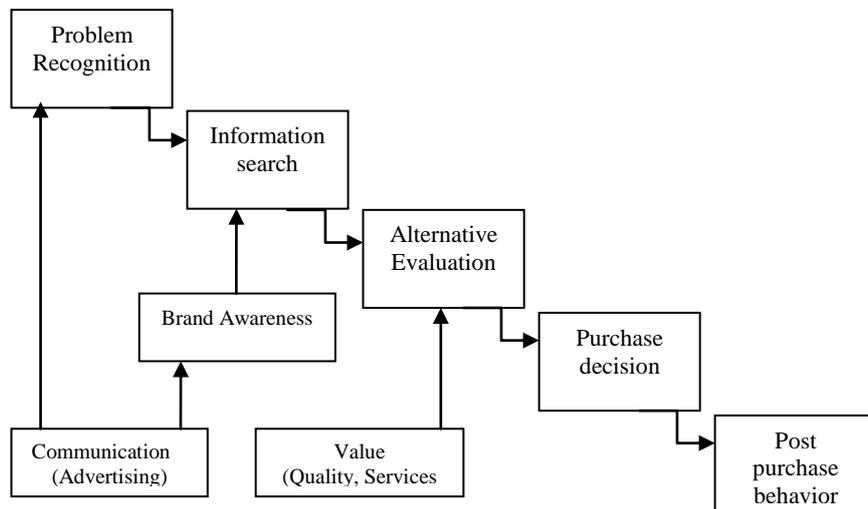
Industrial sector is the corner stone for any economy. In order to successfully contribute to the booming of the country's economy, this industry has to invest in building very strong bases. This study will start with the quality of the products and services because most researchers have the belief that high perceived quality leads to repeat purchase and that is the bedrock for any business (Tsotsou, 2005)<sup>1</sup>. Besides, price plays a crucial role in the value estimation of the brand, Price is an important attribute because consumers often make a connection between price and value of the brand, and these associations may help organize brands into price tiers, which may make decision-making easier for the consumer (Higgins, 2006)<sup>2</sup>. Thus, price may have sometimes negative results, frequent price promotions have negative effects on brand quality level and brand image, and it may be perceived as unstable quality (Tong, 2006)<sup>3</sup>. The strong focus on quality as a determinant of price can however be questioned, as more recent empirical research has showed that quality itself explains only 20% of the prices consumers are willing to pay (Anselmsson, et al, 2006)<sup>4</sup>. That's why companies have to focus on creating the extra 80% of the value that customer search for, so they have to focus in creating strong brand and build awareness among their customers. Brand awareness has been hypothesized to play a crucial role in determining the consideration set: the small set of brands which a consumer gives serious attention when making a purchase. The composition of this small set of brands which are considered during decision-making is important. A brand that is not considered cannot be chosen (Macdonald, 2003)<sup>5</sup>. For a consumer to buy a brand they must first be made aware of it. Brand attitude cannot be formed, and intention to buy cannot occur unless brand awareness has occurred (Macdonald, 2003)<sup>6</sup>. For that reason companies strive to establish effective advertising and communication channel with their customer to build that awareness, and guide them to the best solution of their problems.

The purpose of advertising for marketers is to increase consumers purchase and repurchase of their brands. Advertising is one of the most visible forms of communication, and the set of associations the consumer has about the brand is the result of all marketing efforts supporting the brand (bornmark, 2005)<sup>7</sup>. That's why communication is important to build brand awareness.

The next illustration (1) shows how customers make their decisions, and how the variables of the research influence that process.

## 2. ADVERTISING AND DECISION MAKING

Syrian consumers watch satellite while Syrian manufacturers promote on the local TV channel. So they are not exposed to the Syrian commercial advertisements. On the other hand, international companies use the international TV Channels. Syrian companies think that because they are more available in the local market, customers will buy their brands so they don't need to increase their advertising expenses. At the same time, Syrian manufacturers are not targeting customer in international level so they don't find the need to promote on satellite. Therefore, it is easy to acknowledge the main reason that the Syrian brands are not positioned well in the customer mind. And those customers can not think of these brands as a solution to their problems (based on questionnaire and interviews result). Advertising is an obvious variable that one would assume to have a relationship with brand equity. It is seen as one of the most important means of establishing brand awareness and educating consumers on the different attributes or dimensions of a brand. Aaker (1991) indicated that advertising was important to the building of consumer perceptions in the five dimensions of brand. Aaker further proposed that advertising may be the key driver of brand equity through the means of cumulative advertising and possessing a higher share of industry advertising (Smith, 2007)<sup>8</sup>. Companies spend hundreds of millions of dollars annually on advertising to build and maintain awareness for their brands in competitive markets (Naik, 2008).<sup>9</sup> Advertising may play a role in the decreases in price sensitivity. Some Researches claim that unique advertising messages (for example, product differentiation for high-quality products and low-price messages for low-price leaders) lead to a reduction in the susceptibility to future price competition (Hoeffler and Keller, 2003)<sup>10</sup>.



(Decision making process and how communication, brand and quality may affect on it.)

Proposed illustration designed by researcher (1)

### **3. BRAND AND DECISION MAKING**

Because of the lack of communication and the unique personality of the Syrian brands, they are not positioned as much as international competitors' ones.

It is not enough to have a good advertisement to build brand awareness. Companies sometimes try to build brand awareness before establishing a clear brand position. You have to know who you are before you can convince anyone of it. Many companies know this pitfall well. A number of them spent heavily on expensive television advertising without first being clear about what they were selling (Keller, 2002)<sup>11</sup>. Initially, branding acted as a promise of consistency and quality for consumers. However, brands are renowned for offering consumers a unique set of perceived benefits not found in other products. These perceived benefits potentially both simplify consumers' purchase decision making and provide a basis for customer loyalty (Boyle, 2007)<sup>12</sup>. Consumers may rely on the effect associated with a familiar brand to aid in their decision-making. They are likely to *directly* use both the confidence associated with familiarity as well as affect transfer when evaluating and selecting strong brands (Hoeffler and Keller, 2003)<sup>13</sup>. Perhaps the most frequently cited advantage for strong brands at the choice stage is the notion of brand recognition or familiarity as a choice heuristic. Essentially, when consumers have limited prior knowledge of a product category, brand name may be the most accessible and diagnostic cue available. In general, ambiguity in the decision making process should favor the incumbent or stronger brand. Familiarity with a brand has been shown to increase consumer confidence, positive attitudes towards the brand and purchase intention (Hoeffler and Keller, 2003)<sup>14</sup>

### **4. VALUE AND DECISION MAKING**

The value construct can help explain different areas of consumer behavior: product choice, purchase intention and repeat purchasing (Krasna, 2008)<sup>15</sup>. Kotler (2000) also stipulates that a brand is essentially a seller's promise to consistently deliver a specific set of features, benefits, and services to buyers. Further, a brand represents promises about what a product/service or a company can deliver. In addition, a successful brand is an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant unique added values that match their needs most closely (Vrontis and Pappasolomou, 2007)<sup>16</sup>. Although Syrian companies are more aware of Syrian market needs, they are not able to meet these needs effectively and efficiently, they can not deliver a proper value to their customer with suitable and acceptable price (based on questionnaire results). By offering new insights into consumer behavior surroundings price-quality trade offs, customer value may unveil deep-seated driving forces of purchase decision and brand loyalty." (Krasna, 2008)<sup>17</sup>. Pricing strategy should be based on consumers' perceptions of value. The right blend of product quality, design, features, costs, and prices are very difficult to achieve but well worth the effort. Many managers are woefully

unaware of how price can and should relate to what customers think of a product, and they therefore charge too little or too much. Pricing truly reflects consumers' perceptions of value (Keller, 2000)<sup>18</sup>. Consumers tend to purchase the brands with high brand equity because they perceive the product as a greater value (Mason, 2003)<sup>19</sup>. Buyers who are considering a purchase in a particular product or service category scan their product/service options and develop a consideration set. Within the consideration set, they develop a hierarchy of products based on their assessment of value. They can choose the product at the top of their value hierarchy, if available (Krasna, 2008)<sup>20</sup>. Factors that influence on consumers evaluation of perceived value are several, for example, service characteristics, price, marketing brand, quality, perceived effort for gaining services and other higher factors (Krasna, 2008)<sup>21</sup>. Product quality provides an effective path to differentiation and competitive advantage. One way marketers have found to enhance consumer perception of product quality is through after sales service. After sales add to the value of the product and can be considered as an integral component of the augmented product. Indeed consumers often downgrade high-quality products because of poor customer service and unresolved post purchase customer complaints. The outcome is dissatisfaction, and loss of repeat sales follows (Gulden Asugman et al, 1997).<sup>22</sup>

## 5. METHODOLOGY

Both qualitative and quantitative research techniques were adopted in Syrian Home Appliances Market to answer this research questions which are raised to test the effect of different variables shown in the next figure(1)

### Hypotheses:

To answer research questions, the following hypotheses were developed .

H1: There is a significant effect of the product value on the purchase decision.

H11: There is a significant effect of the product Quality on the purchase decision.

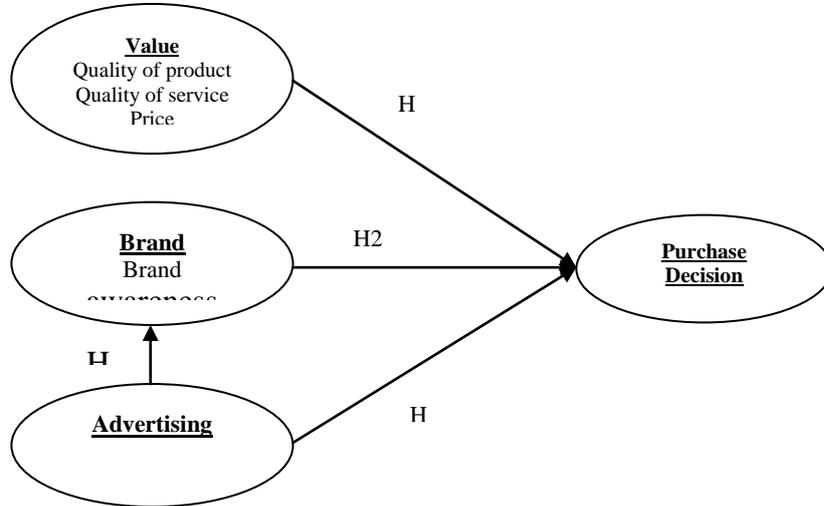
H12: There is a significant effect of the service Quality on the purchase decision.

H12: There is a significant effect of the price on the purchase decision.

H2: There is a significant effect of the brand (brand awareness) on the purchase decision.

H3: There is a significant effect of the advertising on the purchase decision.

H4: Awareness has a significant effect on the relationship between advertising and purchase decision.



Study proposed framework (1)

As it has been mentioned before the research has been conducted using two techniques. The first one is qualitative which includes interviews with the largest Syrian home appliances manufacturers, included SWOT analysis as the following.

**i. Strength:** local manufacturers have several strengths which allow them to have competitive advantages such as:

- Most of those manufacturers have been working in this industry for a long time and they know Syrian consumers needs, wants and habits very well. This fact allows them to produce products that match their demands for example: according to Syrian customers' culture they prefer big size refrigerators than the small ones which international products provide.

- Local manufacturers have a huge distributing channel, warehouses, and service centers that reduce customers' risk in purchasing such local brands.

- Local manufacturers produce whole home appliances products in high variety which helps customers to find all home appliances categories from the local brands.

- Local manufacturers have been serving the local market for long time, which gave the Syrian customers a habit of purchasing local brands only and it becomes almost difficult for international brands to drive Syrian consumer purchasing decision to switch to international brands at least for the time being.

**ii. Weaknesses:** despite of all these previous strengths, Syrian manufacturers have common weaknesses such as:

- Syrian manufacturers import their core component from other countries.

- They are relatively small in comparison to international competitors; hence they are unable to gain the advantage of economies of scale.

- The small size of their manufacturing process makes them unable to diversify their products to meet different needs and tastes of the Syrian consumers.

**iii. Opportunities:**

- The open economy and free trade provide great opportunities to the Syrian producers, such as new markets (especially the neighborhood countries).

- The bargaining power of the supplier will be less violent because of the increased number of competitors in the international market

**iv. Threats:**

- As it has been mentioned before, the Syrian economy became more open, which exposed the Syrian companies to ease of entry threat as international companies can now easily enter the Syrian market and gain their market share.

- Even though suppliers bargaining power will become less than before, they have strong threat on Syrian manufacturers because they supply the core components of the home appliances industry. That makes local producer under pressure of the supplier. Of course the currency exchange rate has to be taken into account.

We were able to draw STP analysis through studying Syrian market and interviewing manufacturers, then integrating the results with Syrian customer perception about local brands.

Besides qualitative method, a quantitative method was conducted which included some questionnaires distributed to 259 householders from different cities in Syria (Damascus, Homs, and Aleppo). The mean of their age is 39 year and the mean of total income of the family is about 42000 SP (Table 1).

Table 1 **Statistics**

		household income	Age
N	Valid	259	256
	Missing	0	3
	Mean	41884.1699	39.26

This survey approached the value of Syrian products and if it contributes into the decision making (DM) of Syrian consumer, this value has been studied via three dimensions, the quality of the products (if these products meet the specification that the customers seek for such as core performance, size and color varieties...), the quality of services (if the Syrian producers provide good services such as maintenance and delivery and after sales services...), and the price (if this price is acceptable, logical, and meets the quality level). In addition, this research attempted to test if the brand has

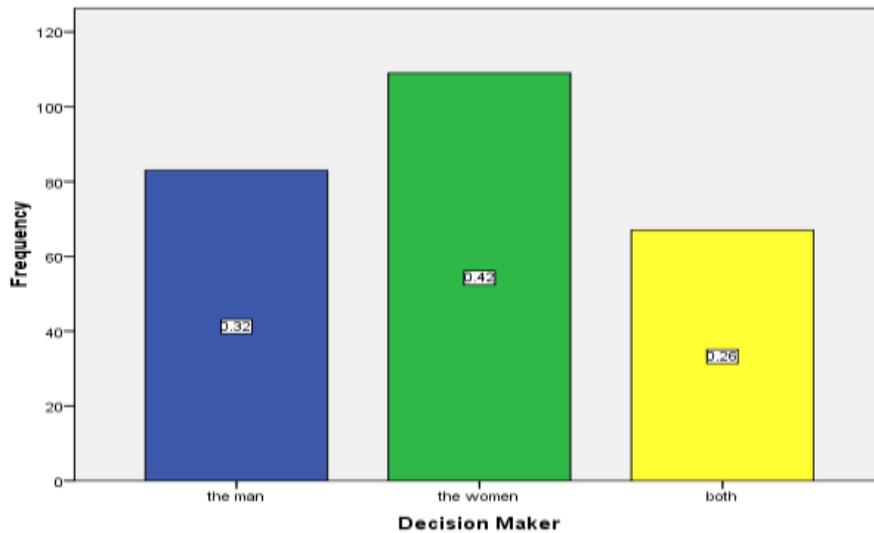
an effect on this decision making process (does the customer buy the products because of the brand name, and if local brands are well known or not), finally, this study examined the effect of advertising and marketing communication on local brand (do the Syrian customers receive the right messages from the companies ads...). It has been found that both price and quality have important effect on decision making which makes value the most influential variable on decision making, brand awareness has less effect on decision making, and advertising has the lowest effect, but it has higher indirect effect through creating brand awareness. The rest of the questions were about extra information which has been analyzed and they produced the following results.

The result of a question about who the decision maker is for home appliances product can be seen in table (2).

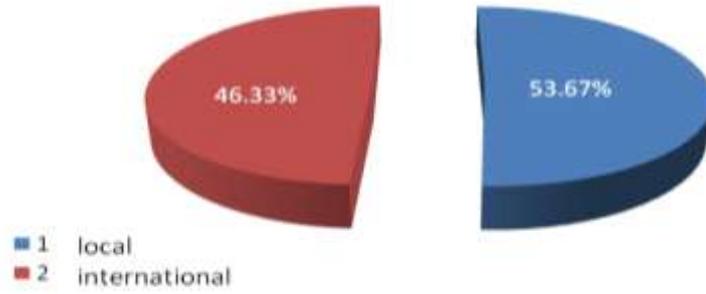
**Table 2 Decision Maker**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid men	83	32.0	32.0	32.0
women	109	42.1	42.1	74.1
both	67	25.9	25.9	100.0
Total	259	100.0	100.0	

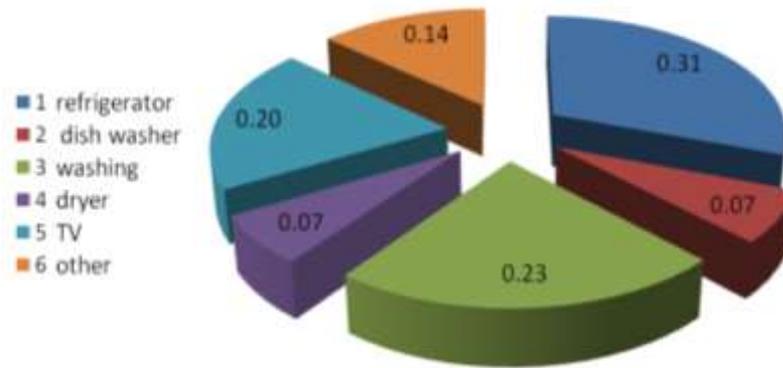
And the next chart (2) illustrates that women make more than 42% of the decision related to home appliances, men proportion is 32% of that decision, while both male and female contribute to 26%.



Next chart (3) shows that 53.67% of respondents bought local brands for their last purchase, and 46.33% bought international brands which means neck and neck competition.



(Illustration 3)



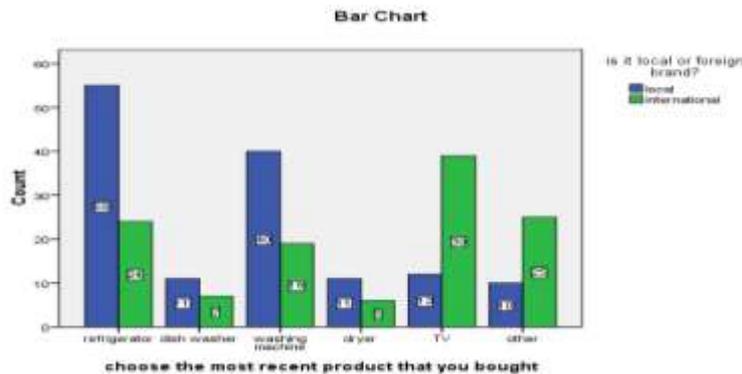
(Illustration 4)

Next table (3) shows the cross-tabulation between products and brands in order to compare local brands and international ones.

**Table 3 Which of these products did you buy recently \* is it local or foreign brand? Cross-tabulation**

		Is it local or foreign brand?		Total
		local	international	
which of these products did you buy recently?	refrigerator	55	24	79
	dish washer	11	7	18
	washing machine	40	19	59
	dryer	11	6	17
	TV	12	39	51
	other	10	25	35
Total		139	120	259

And the next chart (5) shows the cross tabulation result which reflects when do Syrian customers buy local brands or international ones based on the products type



As can be seen from chart (5) local brands have been popular in the most products categories, except TV and other products. The reasons behind that are: first of all, local products are more available and with acceptable and affordable price than foreign brands. Secondly, these products are providing the core functions, and satisfying customers needs with highly vast variation of local alternatives. Thirdly, TV and other products (which are mostly ICs, note: the timing of the research at the end of summer season may have an effect) are foreign because there is only one local TV manufacturer and there is no Syrian IC brand. Besides previous results this research provides the following descriptive results:

1. About 58% of the respondents agreed that they have certain set of brands in their minds when they decide to buy a new product, but only about 28% of them agreed, and 44% were neutral when they were asked about if local brands form a large part of that set.

2. 70% of respondents agreed that foreign brands have higher quality than local ones. In addition 52% agreed that the price of local brands is on the expenses of the quality. In spite of that 69% of respondents agreed that price of local brands is an enough reason for them to decide their choice set. High percentage of respondents (63 %) agreed that local brand is more available.

3. Large proportion of respondents (72%) agreed that local brands provide excellent services. On the other hand, most of them (69%) agreed that local brands lack of development. Moreover 71% agreed that local brands lack the diversity. 61% were neutral about the size and the rest were separated equally to between agreeing and disagreeing. 47% disagreed about if they can find different colors of local brands, 27% extremely disagreed and 22% were neutral about that.

4. About 60% of respondents agreed that local manufacturers know their needs better that foreign ones. In addition, two thirds of the respondents (63 %) agreed that local product provides core function with very high performance. Even though, they doubted that local brands can satisfy their needs in more proper way than foreign brands. So 33% were neutral, and the rest were almost separated equally between agreeing, disagreeing, extremely agreeing, and extremely disagreeing.

5. About 42% of the respondents disagreed that local brand use effective marketing channels, 23% of them were extremely disagreed, and 21% were neutral. Moreover, high percentage of respondents (61%) agreed that local ads don't have obvious messages that make them buy the brands.

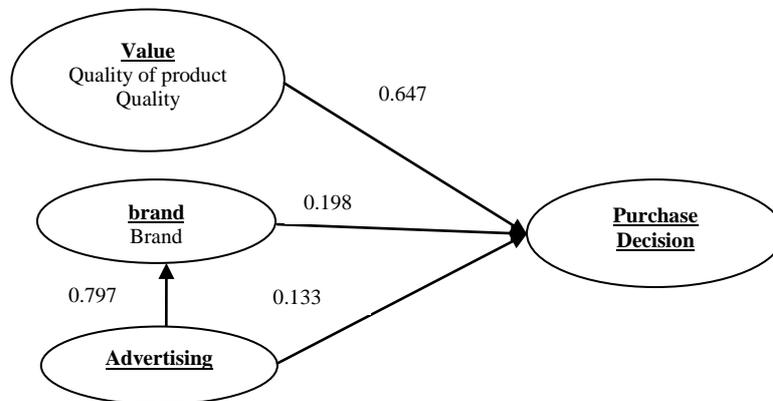
6. On basis of those results 61% were neutrally satisfied about local brand, while 17% had low satisfaction.

To test the research hypothesis, regression analysis has been applied. First, the first three main variables have been analyzed (value, brand awareness, and advertising). Then the research conducted the three sub- variables of value (quality of the product, quality of the service, and price) to test their effect on the decision making. After that the first three hypotheses were tested on basis of T value. The fourth hypothesis tested by using path analyses. And the next table shows the results summary of the qualitative method. It includes T-test, regression analysis, and path analysis.

**Table 4 - Result summary**

Path & Hypotheses	Coefficient / T-Value / sig	result	Coefficient indirect
Value → purchase	.647 / 11.29 / .00	supported	
• Price → Purchase	.314 / 5.510 / .00	supported	
• Quality of Product → Purchase	.270 / 5.811 / .00	supported	
• Quality of Service → Purchase	.110 / 3.040 / .003	supported	
○ Guarantee → Purchase	.263 / 5.225 / .00	Has not been tested	
○ Maintenance → Purchase	.138 / 2.720 / .007	Has not been tested	
Awareness → Purchase	.198 / 3.330 / .00	supported	
advertising → Purchase	.133 / 2.301 / .022	supported	.290 (mismatch)
advertising → Awareness	.797 / 20.36 / .00	supported	
<b>R<sup>2</sup></b>		.637	

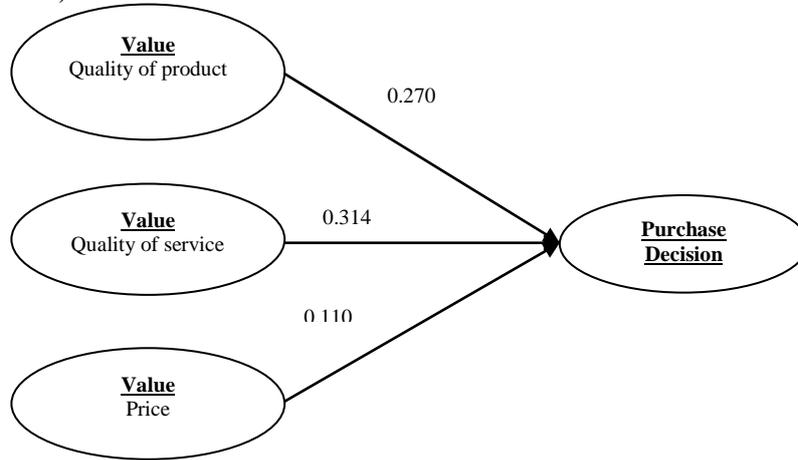
Table (4) shows that the first hypothesis H1 was supported and the ( $\beta = 0.647$ ) with significance ( $\text{sig} = 0.0$ ). Also, Awareness has an effect on decision making so H2 is supported, ( $\beta = 0.198$ ) and ( $\text{sig} = 0.00$ ), at the same time advertising has an effect on decision making, ( $\beta = 0.133$ ) and ( $\text{sig} = 0.022$ ). In addition to the direct effect of advertising, it has also indirect effect on the decision making through brand awareness, the Beta coefficient for the indirect effect was computed by using path analyses technique ( $\beta = 0.290$ ).



**Frame work 2**

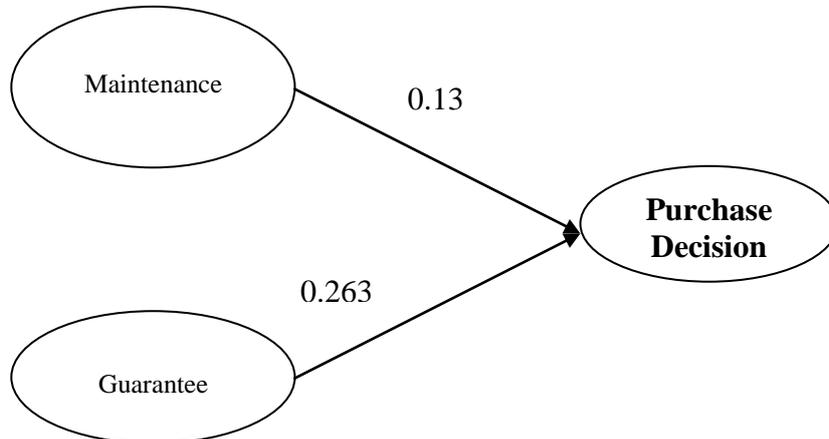
On that basis, value is the most effective variable on decision making, particularly through price and quality. Then awareness has the second highest influence among the main variables. Advertising comes in the last place with low influence, but it has higher indirect influence through awareness with ( $\beta = 0.290$ ).

Value has its effect through three sub- variables as can be noticed from the next frame work (3), the first sub-hypothesis H11 is supported too with ( $\beta= 0.270$ ) and ( $\text{sig}= 0.0$ ). Also H12 is supported with ( $\beta= 0.110$ ) and ( $\text{sig}= 0.003$ ). The last sub-hypothesis H13 is supported with ( $\beta= 0.314$ ) and ( $\text{sig}= 0.00$ ).



From these results it can be concluded that price has the highest effect among value dimensions, then the quality and after that the quality of service. Next frame work shows the regression for these sub-variables.

Service itself was measured by using two dimensions, the first one is maintenance which has a significance effect on decision making with ( $\text{sig} = .007$ ) and ( $\beta = 0.138$ ), also guarantee has a significance effect with ( $\text{sig} = .00$ ) and ( $\beta = 0.263$ )



Frame work 4

## 6. CONCLUSION

Decision making is not that easy any more, because of the vast Variety of alternatives, the high sophistication of the products, and different advantage of each of them. Namely, customers have many factors that affect their decision making and make it very important for researchers to investigate these factors.

Syrian customer perceives local brands to have lower quality than foreign brands because of the lack of development and diversity (Ex. the lack of colors). They also perceive lower price of these brands to be on the expenses of the quality. Moreover, Syrian brands are not perceived very well because of the lack of sufficient marketing communication tools local companies have to offer, that might be the main reason why local products would not form a large part of the customer choice set. Despite that negative perception, customers believe that low price is an enough reason to consider the brand as one of their choice set. They think that local brands are more available and affordable in the market, Also Syrian producers know consumers needs and satisfy them in a sufficient way (Ex. the big size of local products fits Syrian family better than foreign brands with acceptable level of quality which provides the core performance).

On bases of quantitative analysis, price found to have the highest effect on purchase decision, quality of the product has the second highest influence among all variables, while the quality of the service found to have the lowest effect. These three sub-variables form the dimensions of the value which is the first main variable that is found to cause the highest effect on decision making among main variables, while awareness, the second main variable, is found to have lower effect on that decision. Finally, advertising has the lowest effect among the main variables, but it has considerable higher indirect effect on decision making through brand awareness.

The reason why price is the highest factor could be the low household income, the lack of experience and knowledge in the technical specifications, and the poor differential message of Syrian ads which put the price as the main differential factor.

At the end, it is important to emphasize that local brands have side to side competition with international brands, especially those brands which are produced by both sides, while international brands have free rooms to compete among each others in such products that are not produced locally such as TVs and ICs. So we can recommend that Syrian producers have to focus more on diversifying and differentiating their products, spend more on R&D, and use effective marketing channel to change consumer perception and build their unique image in their mind.

This study is limited to household customers and variables related, because of the difference in the purchasing decision from the other segments, such as the special needs and specification, for example, restaurants need bigger amount than typical customer and in different size products, in addition to the way of purchasing which based on tenders and different offers. So it will be not easy to take into account all of these segments.

As it has been mentioned before, both guarantee and maintenance have not been tested, as well as the effect of the new promotion policies that is implemented by international brands such price discount and offers. Those variables and more others will provide many areas for further research in Syrian home appliances industry. In addition, this research focused only on the householders as a main consumer, but in fact, there are many other segments that could be studied in the future.

**Appendix:**

**you have certain set of brands in your mind when you decide to buy a new product**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely disagree	11	4.2	4.2	4.2
	disagree	33	12.7	12.7	17.0
	neutral	61	23.6	23.6	40.5
	agree	92	35.5	35.5	76.1
	extremely agree	62	23.9	23.9	100.0
	Total	259	100.0	100.0	

**local brands form a large part of the set**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely disagree	38	14.7	14.7	14.7
	disagree	32	12.4	12.4	27.0
	neutral	114	44.0	44.0	71.0
	agree	29	11.2	11.2	82.2
	extremely agree	46	17.8	17.8	100.0
	Total	259	100.0	100.0	

**you have perception that foreign brands have higher level of quality than local ones**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely disagree	8	3.1	3.1	3.1
	disagree	12	4.6	4.6	7.7
	neutral	56	21.6	21.6	29.3
	agree	101	39.0	39.0	68.3
	extremely agree	82	31.7	31.7	100.0
	Total	259	100.0	100.0	

**you have perception that the low price of local brand is on expenses of quality**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely disagree	26	10.0	10.0	10.0
	disagree	44	17.0	17.0	27.0
	neutral	51	19.7	19.7	46.7
	agree	77	29.7	29.7	76.4
	extremely agree	61	23.6	23.6	100.0
	Total	259	100.0	100.0	

**the price of local brands is an enough reason to make them part of the choice set**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely disagree	10	3.9	3.9	3.9
	disagree	23	8.9	8.9	12.7
	neutral	46	17.8	17.8	30.5
	agree	100	38.6	38.6	69.1
	extremely agree	80	30.9	30.9	100.0
	Total	259	100.0	100.0	

**local brands provide customers with excellent services**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely disagree	17	6.6	6.6	6.6
	disagree	18	6.9	6.9	13.5
	neutral	37	14.3	14.3	27.8
	agree	91	35.1	35.1	62.9
	extremely agree	96	37.1	37.1	100.0
	Total	259	100.0	100.0	

**local brands lack the development that foreign brands provide**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely disagree	13	5.0	5.0	5.0
	disagree	21	8.1	8.1	13.1
	neutral	17	6.6	6.6	19.7
	agree	66	25.5	25.5	45.2
	extremely agree	142	54.8	54.8	100.0
	Total	259	100.0	100.0	

**local brands lack the diversity that foreign brands provide**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely disagree	9	3.5	3.5	3.5
	disagree	18	6.9	6.9	10.4
	neutral	47	18.1	18.1	28.6
	agree	110	42.5	42.5	71.0
	extremely agree	75	29.0	29.0	100.0
	Total	259	100.0	100.0	

**local manufacturers know our needs better than foreign ones**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely disagree	16	6.2	6.2	6.2
	disagree	21	8.1	8.1	14.3
	neutral	64	24.7	24.7	39.0
	agree	90	34.7	34.7	73.7
	extremely agree	68	26.3	26.3	100.0
	Total	259	100.0	100.0	

**local products provide the core functions with very high performance**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely disagree	12	4.6	4.6	4.6
	disagree	25	9.7	9.7	14.3
	neutral	57	22.0	22.0	36.3
	agree	92	35.5	35.5	71.8
	extremely agree	73	28.2	28.2	100.0
	Total	259	100.0	100.0	

**local brands satisfy my needs in more proper way than foreign once**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely disagree	29	11.2	11.2	11.2
	disagree	45	17.4	17.4	28.6
	neutral	86	33.2	33.2	61.8
	agree	50	19.3	19.3	81.1
	extremely agree	49	18.9	18.9	100.0
	Total	259	100.0	100.0	

**local brand are available in a high number of stores**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely disagree	14	5.4	5.4	5.4
	disagree	23	8.9	8.9	14.3
	neutral	57	22.0	22.0	36.3
	agree	96	37.1	37.1	73.4
	extremely agree	69	26.6	26.6	100.0
	Total	259	100.0	100.0	

**i can find different size of local brands' products**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely disagree	27	10.4	10.4	10.4
	disagree	40	15.4	15.4	25.9
	neutral	159	61.4	61.4	87.3
	agree	11	4.2	4.2	91.5
	extremely agree	22	8.5	8.5	100.0
	Total	259	100.0	100.0	

**i can find different colors of local brands' products**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely disagree	70	27.0	27.0	27.0
	disagree	123	47.5	47.5	74.5
	neutral	57	22.0	22.0	96.5
	agree	7	2.7	2.7	99.2
	extremely agree	2	.8	.8	100.0
	Total	259	100.0	100.0	

**local brands use effective marketing channels**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely disagree	60	23.2	23.2	23.2
	disagree	110	42.5	42.5	65.6
	neutral	56	21.6	21.6	87.3
	agree	22	8.5	8.5	95.8
	extremely agree	11	4.2	4.2	100.0
	Total	259	100.0	100.0	

**local brand ads don't have an obvious messages that make me buy them**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely disagree	16	6.2	6.2	6.2
	disagree	49	18.9	18.9	25.1
	neutral	32	12.4	12.4	37.5
	agree	72	27.8	27.8	65.3
	extremely agree	90	34.7	34.7	100.0
	Total	259	100.0	100.0	

**on basis of the previous question, how satisfy are you about Syrian brands**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely low	23	8.9	8.9	8.9
	low	46	17.8	17.8	26.6
	neutral	158	61.0	61.0	87.6
	high	17	6.6	6.6	94.2
	extremely high	15	5.8	5.8	100.0
	Total	259	100.0	100.0	

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798 <sup>a</sup>	.637	.630	.45607

a. Predictors: (Constant), awareness, quality service, quality product, price, advertising

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	91.043	5	18.209	87.543	.000 <sup>a</sup>
	Residual	51.791	249	.208		
	Total	142.833	254			

a. Predictors: (Constant), awareness, quality service, quality product, price, advertising

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798 <sup>a</sup>	.637	.630	.45607

b. Dependent Variable: purchase

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.240	.186		1.291	.198
	advertising	.135	.059	.147	2.304	.022
	awareness	.213	.060	.234	3.537	.000
	value	.647	.057	.528	11.294	.000

a. Dependent Variable: purchase

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.070	.190		.370	.711
	Quality product	.270	.046	.280	5.811	.000
	price	.314	.057	.271	5.510	.000
	Quality service	.110	.036	.133	3.040	.003
	advertising	.133	.058	.144	2.301	.022
	awareness	.198	.059	.217	3.330	.001

a. Dependent Variable: purchase

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.887	.154		5.764	.000
	advertising	.797	.039	.788	20.361	.000

a. Dependent Variable: awareness

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