



NEAR EAST UNIVERSITY
INSTITUTE OF GRADUATE STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION

**HOW BRAND EQUITY CAN INFLUENCE THE BUYING BEHAVIOUR OF
STUDENTS IN NORTHERN CYPRUS**

MBA THESIS

Heather SIBANDA

Nicosia

February, 2023

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Heather SIBANDA

Supervisor




Prof .Dr. Şerife EYÜPOĞLU

Nicosia

February, 2023

APPROVAL

We certify that we have read the thesis submitted by **Heather Sibanda** titled “**How brand equity can influence the buying behaviour of students in Northern Cyprus**” and that in our combined opinion it is fully adequate, in scope and in quality, as a thesis for the degree of Master of Business Administration.

Examining Committee	Name-Surname	Signature
Head of the Committee:	Assoc. Prof. Dr. Nesrin Menemenci	
.....		
Committee Member*:	Dr. Laith Tashtoush	
Supervisor:	Prof. Dr. Şerife Eyüpoğlu	


Approved by the Head of the Department

25.1.2023


Prof. Dr. Şerife Eyüpoğlu
Head of Department

Approved by the Institute of Graduate Studies

.....


Prof. Dr. Kemal Hüsnü Can Baser
Head of Institute

...../.../2023

DECLARATION

I hereby declare that all information, documents, analysis and results in this thesis have been collected and presented according to the academic rules and ethical guidelines of Institute of Graduate Studies, Near East University. I also declare that as required by these rules and conduct, I have fully cited and referenced information and data that are not original to this study.

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Heather Sibanda

01/02/2023

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Heather Sibanda

Abstract**How Brand Equity Can Influence the Buying Behaviour of Students in Northern Cyprus****Heather Sibanda****Supervisor, Prof. Dr. Şerife Eyüpoğlu****MBA, Department of Business****February, 2023, 93 pages**

Sportswear offers a unique buying experience. Consumers often look for sportswear that not only fits their personal style, but also provides adequate performance while they exercise or take part in their favourite sport. Beyond sports, people tend to wear sportswear in their daily lives, thus an increase in the demand and expectation for sportswear to be more fashionable. The goal of this study was to investigate how brand equity may affect students in Northern Cyprus' buying habits on sportswear. The following research questions on sportswear buying behaviour served as the study's compass; does brand awareness influence the buying behaviour of students; does brand loyalty influence the buying behaviour of students; does perceived quality influence the buying behaviour of students and does brand association influence the buying behaviour of students.

This study was using a cross-sectional descriptive research approach. In the research, there were 27,000 university students constituting the sampling frame. A sample of 379 students were selected. Descriptive statistics, correlation analysis, and regression analysis were all used to analyse the data that had been gathered. In contrast to correlation and regression analysis, which were used to ascertain the relationship between the dependent and independent variables, i.e., the dimensions of brand equity and consumer purchasing behaviour, descriptive statistics were employed to describe and summarise the data.

The results showed that, with correlation coefficients of 0.952, 0.901, 0.649 and 0.854 respectively, brand loyalty, brand awareness, brand association and perceived quality had a positive and statistically significant link with customer buying behaviour on sportswear. The R^2 value showed that elements of brand association, brand awareness, perceived quality and brand loyalty could account for a 98% variation in consumer buying behaviour of sportswear brands.

The study came to the conclusion that consistently high levels of brand awareness brand loyalty, brand association and perceived quality improve the likelihood that university students would choose a particular sportswear brand, foster more customer and retailer loyalty, and reduce susceptibility to competition marketing tactics. To acquire a more holistic knowledge of the notion, future research might be conducted to examine elements other than brand equity that may impact consumer purchase behaviour of sportswear businesses.

Key Words: brand equity, brand loyalty, perceived quality, brand awareness, brand association, sportswear

Ozet

Marka Deęeri Kuzey Kıbrıs'taki Öğrencilerin Satın Alma Davranışlarını Nasıl Etkileyebilir

Heather Sibanda

Süpervizör, Prof. Dr. Şerife Eyüpoęlu

MBA, İşletme Bölümü

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Spor giyim benzersiz bir satın alma deneyimi sunar. Tüketiciler genellikle yalnızca kişisel tarzlarına uymayan, aynı zamanda egzersiz yaparken veya en sevdikleri sporu yaparken yeterli performans sağlayan spor kıyafetleri ararlar. Sporun ötesinde, insanlar günlük yaşamlarında spor giyime yönelmekte, dolayısıyla spor giyimin daha moda olması talebi ve beklentisi artmaktadır. Bu çalışmanın amacı, marka değerinin Kuzey Kıbrıs'taki öğrencilerin spor giyim satın alma alışkanlıklarını nasıl etkileyebileceğini araştırmaktır. Spor giyim satın alma davranışına ilişkin aşağıdaki araştırma soruları çalışmanın pusulası olmuştur; marka farkındalığı öğrencilerin satın alma davranışlarını etkiler mi; marka sadakati öğrencilerin satın alma davranışlarını etkiler mi; algılanan kalite öğrencilerin satın alma davranışını etkiler mi ve marka çağrışımı öğrencilerin satın alma davranışını etkiler mi?

Bu çalışmada kesitsel betimsel araştırma yaklaşımı kullanılmıştır. Araştırmada örneklem çerçevesini oluşturan 27.000 üniversite öğrencisi bulunmaktadır. 379 öğrenciden oluşan bir örneklem seçildi. Toplanan verileri analiz etmek için tanımlayıcı istatistikler, korelasyon analizi ve regresyon analizi kullanıldı. Bağımlı ve bağımsız değişkenler, yani marka değeri ve tüketici satın alma davranışı boyutları arasındaki ilişkiyi tespit etmek için kullanılan korelasyon ve regresyon analizinin aksine, verileri açıklamak ve özetlemek için tanımlayıcı istatistikler kullanıldı.

Sonuçlar, sırasıyla 0.952, 0.901, 0.649 ve 0.854 korelasyon katsayıları ile marka sadakati, marka farkındalığı, marka çağrışımı ve algılanan kalitenin spor giyimde müşteri satın alma davranışı ile pozitif ve istatistiksel olarak anlamlı bir bağlantıya

sahip olduğunu göstermiştir. R2 değeri, marka çağrışımı, marka farkındalığı, algılanan kalite ve marka sadakati unsurlarının, spor giyim markalarının tüketici satın alma davranışında %98'lik bir değişkenliği açıklayabildiğini göstermiştir.

Çalışma, sürekli olarak yüksek düzeyde marka farkındalığı marka sadakati, marka çağrışımı ve algılanan kalitenin üniversite öğrencilerinin belirli bir spor giyim markasını seçme olasılığını artırdığı, daha fazla müşteri ve perakendeci sadakati geliştirdiği ve rekabetçi pazarlama taktiklerine duyarlılığı azalttığı sonucuna varmıştır. Kavram hakkında daha bütünsel bir bilgi edinmek için, spor giyim işletmelerinin tüketici satın alma davranışını etkileyebilecek marka değeri dışındaki unsurları incelemek için gelecekte araştırmalar yapılabilir.

Anahtar Kelimeler: marka değeri, marka sadakati, algılanan kalite, marka bilinirliği, marka ortaklığı, spor giyim

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List of Abbreviations

BE	Brand Equity
BAW	Brand Awareness
BAS	Brand Association
BLT	Brand Loyalty
PQ	Perceived Quality
BBE	Student Buying Behaviour
NEU	Near East University

CHAPTER I

Introduction

Background of Study

University students' spending patterns in Northern Cyprus will be studied to ascertain the effect of brand equity on this demographic. The purpose of this research is to determine whether and how brand equity and consumer behaviour have a role in the purchase choices of students. The emphasis will be on students' brand loyalty and consumer preferences. The study's primary purpose is to provide light on the ways in which brand equity influence the purchase decisions of students. There are a lot of students who rely on their parents' or guardians' money to get by while they're in school. This study will concentrate on the relationship between brand equity and the purchasing habits of students. Brand equity may be seen as either a leadership concept, an intangible financial asset, a relationship concept, or a client-based scenario, depending on the target audience. Equity in a brand stem from loyal customers, widespread awareness, a high-quality product, and a good association with the brand (Tuominen, 1999). The identity of a product's brand, it turns out, is essential to our daily lives. The ways in which customers incorporate brands must be original, beneficial, and substantial.

According to the majority, a brand communicates the best choice to a client while some people view a brand as something which speaks to the client and ultimately reacts to it. Branding's primary goal is to raise consumer perception of a product (Cleary, 1981). According to an article by Peter Doyle, a professor at Warwick University, published in the *Journal of Marketing Management*, a brand is "a name, symbol, or design, or a combination of these elements, that positions the product of a specific company as having a unique differential advantage compared to other products and services" (Doyle, 1990). Kotler, (2004) defines a brand as "a customer's group of favourable mental associations with a product or service.". The association should be whenever a product becomes a brand it promises quality of performance, trust by the buyer and ends up holding a place in our heart whenever a choice is given to us as we give loyalty

to the esteemed brands. All clients have a level of emotional preference towards certain entities (Im et al., 2012)

Brand equity can decline or fall whenever a negative experience is encountered or whenever a new product is introduced in the market which is better than the previous experience. Brand equity has a psychological effect on clients as it makes them faithful with a service or product irrespective of the price charged. In the telecommunication industry, brand equity is a highly esteemed asset of every organization and companies nurture it all the time. Both the branding agency and the customer may benefit from understanding what brand equity is and how it works. Customers' instant recall of a brand name in the context of a first-time purchase is evidence of brand awareness (Macdonald & Sharp, 2000).

Unarguable brand equity focuses on the incremental effect of the brand compared to the competitor's products and services being unbranded. Brand equity is an unexplainable utility and difficult to measure its attributes (Barwise, 1993). Brand equity relates to the point that differing results from the marketing of a commodity due to its brand element as compared to the result of that same commodity with no brand identification. While there have been many definitions of brand equity throughout history, most people now agree that it refers to the positive value that can be attributed to a product or service as a consequence of the company's substantial investment in promoting that brand. Researchers in the subject of brand equity believe that there are several channels via which a company may increase its brand's value over time. They also agree that brand equity serves as a standardised metric for measuring the efficacy of various marketing tactics (K. L. Keller, 1993).

Brand are easier to be identified by potential clients of a company and its products and services against the offering of your competitors in the market. After a week after the iPhone introduction research found that ninety percent of United States consumers had knowledge of the phone due to advertisements and news reports. This is what can be referred to as a high level of brand awareness within brand equity (Tuominen, 1999).

One crucial factor in determining brand value is consumers' exposure to the brand. It characterises a consumer's propensity to choose a brand and associate that brand with a certain category of products (EURIB, 2009). Consumers need to know a product or

service exists as an alternative in the market if they are going to consider buying it. This is due to the fact that the target market must first get familiar with the product or service before it can be considered for purchase. Due to rising consumer demand, this information is crucial. Many counterfeit goods now on the market do not adhere to the quality criteria (Abutalibov & Guliyev, 2016). Humans' mental, physiological, and behavioural processes in selecting, acquiring, consuming, and eventually discarding products to meet their wants and requirements is known as consumer purchasing behaviour (Bray, 2008; Schiffman & Kanuk, 2009). Consumer purchasing behaviours include buying and other consumption-related actions of persons participating in the purchase process. Consumer behaviours may also be described as the systematic process which happens when customers buy a product or a service to suit the requirements and wishes of clients (Solomon, 2010).

Considering brand equity in business within it there is brand awareness which can be differentiated in relation to depth and breadth. It involves the probability of a brand element that will ring in the client's mind and the easiness it will occur. A brand that is easy to recall against other competitor brands has a greater level of it (Barwise, 1993; Belk, 2005; Doyle, 1990). Brands' breadth refers to the many different purchase and use contexts in which consumers could consider using the brand. The number of brands available is influenced by several variables, but the way that information about those brands and products is structured is more crucial (K. L. Keller, 1998). The way clients perceive the brand image of a product or service in their minds and thoughts is of crucial importance to the actual process of buying the product or service. Our minds and perceptions control the way we function. Customers' decision-making processes may be better understood with the help of the Aaker model, which integrates five aspects of brand equity (loyalty to the brand, brand recognition, perceptions of quality, connections with the brand, and other proprietary assets) (EURIB, 2009). Disposable income patterns, product and service prices, and the availability of cheaper alternatives all play a role in influencing consumers' purchasing decisions (Abutalibov & Guliyev, 2016; Solomon, 2010). Consumers' actions might also be impacted by the way they are perceived emotionally and intellectually (Kotler et al., 2002). Customers' purchasing decisions are shaped by cultural variables, which also impact the products and services they end up buying ((Arnould & Thompson, 2005; Perreault & McCarthy, 2005)).

Clients have a tendency of forgetting and their relationship with a brand serve as a reminder for the client to buy a product or a service.

Consumer behaviour consists of studies that research how people decide to buy goods and services. how they chose goods to buy, places preferred to buy goods and services and the times they buy it. To fully grasp the customer, one must combine insights from the fields of psychology and sociology and seek to comprehend the consumer on both an individual and a social level (Hua et al., 2022). In order to better comprehend customers' desires and requirements, consumer behaviour places a heavy emphasis on demographics and other behavioural characteristics. There is a lack of data on the factors that really influence consumers' buying habits and behaviour. (Kotler & Armstrong, 2020) came up with factors that are determinant of consumer behaviour which are cultural, social, personal and psychological.

Significance of the Study

The study of the effect of brand equity on student sportswear buying behaviour is important because it can help companies better understand how their branding strategies are affecting consumer behaviour. Brand equity refers to the perceived value of a brand based on customer loyalty and recognition. By understanding the impact that brand equity has on student sportswear buying behaviour, marketers can develop more effective strategies to influence consumer decisions and increase revenue from sales. This can be especially beneficial for smaller, independent brands that may not have the same level of recognition as larger brands. This information can help companies better understand the effectiveness of their products and marketing strategies in different regions and tailor their products accordingly. It can also help guide decisions about product selection, pricing and promotion in different regions. Last but not least, analysing sportswear buying behaviour can provide invaluable insights into how to encourage more people to take part in physical activity. Students will also learn how the department of marketing can influence the buying behaviour of clients through brand equity before they join the corporate world. The research will also expose how students' psychology as consumers can be manipulated to increase their buying behaviour and how this can also manipulate their impulse buying on certain brands.

Future students will also benefit from the foundation laid up by this study in trying to understand the influence of brand equity on students buying behaviour.

Research Design

To collect information for the study, the researchers will use a quantitative strategy. Students at Near East University will be surveyed by use of a questionnaire to compile the necessary data. The information will be checked and analysed using IBM SPSS Statistics v26 ((IBM Corp., 2019)

Aims and objectives of the study

The research aims to assess and evaluate how brand equity affects students buying behaviour. To achieve the aims of the study, the following objectives will be sought,

- Evaluate how brand equity influences buying behaviour of students.
- Asses how brand loyalty affects the buying behaviour of students.
- Asses the effects of brand awareness on the buying behaviour of students
- Asses how perceived quality influences the buying behaviour of students
- Asses how brand association influences the buying behaviour of students

Research questions

- a. Does brand awareness influence the buying behaviour of students?
- b. Does brand loyalty influence the buying behaviour of students?
- c. Does perceived quality influence the buying behaviour of students?
- d. Does brand association influence the buying behaviour of students?

Organization of the Study

The study will follow the presentation structure as presented below:

- Chapter One will cover the background and explanation of the knowledge gap as well as the aim and objectives of the research.
- Chapter Two highlights the review of literature on the research variables.
- Chapter Three provides the research methodology,

- Chapter Four presents the analysis of findings and finally,
- Chapter Five gives a discussion and conclusion on the findings.

CHAPTER II

Literature review

Introduction.

Sportswear has become increasingly important in Northern Cyprus, as people are becoming more aware of the importance of physical activity. Sportswear provides comfort and protection during exercise, as well as helping to prevent injury. In addition, it can provide a way for sports teams to show their identity and pride, as well as promoting the sport they are playing. Furthermore, sportswear can give an individual a sense of belonging, allowing them to express themselves and their commitment to their sport. In recent years, the popularity of sportswear in Northern Cyprus has grown significantly, as more people have begun to take up sporting activities. Beyond sports, people tend to wear sportswear in their daily lives, thus an increase in the demand and expectation for sportswear to be more fashionable. Since sportswear has become more trendy and fashionable, the target market for these brands has become more than just athletes and people who work out. This trendiness is more popular among students, as they incorporate these into their personal style and more so to fit in and improve the way they are perceived by their peers. This has seen an increase in the demand for a wide range of sportswear brands available in Northern Cyprus, including Nike, Adidas, Puma, Vans and Under Armour. Moreover, an increasing number of shops are now devoted to selling sportswear, offering a wide selection of sporting brands. By studying the effects of brand equity on students' sportswear buying behaviour in Northern Cyprus, researchers can gain insight into the impact of different brands on consumer decision-making in a specific geographic area. This information can help companies better understand the effectiveness of their products and marketing strategies in different regions and tailor their products accordingly. It can also help guide decisions about product selection, pricing and promotion in different regions.

Brand equity is a widely discussed and critically important marketing term. Its widespread use may be ascribed to a number of factors, but studies consistently highlight the strategic role it plays in giving businesses an edge. Accurate and objective measurement of brand equity provides insight into the long-term effects of marketing

activities and choices (Barwise, 1993). The successful business is skilled at keeping its present clientele and ensuring their continued devotion to its products and services (Bakator et al., 2019; Dekimpe et al., 1996; J. Sheth & Koschmann, 2018). It has been proved that customer loyalty, demonstrated by repeated purchases and recommendations, and word of mouth, is a powerful growth driver (Akbar, 2019; Kaur & Mahajan, 2011). Due to globalisation and increased competition, consumers now have access to a large variety of brands. Companies increasingly leverage the development of brand equity to set their offerings apart from those of rivals. For the same kind of shoe, a customer may pay less for a different brand, yet Adidas may charge more. Consumers pay more for well-known brands than the value they provide. Brands are responsible for the ability to command a greater price. Name, symbol, or design that makes a product more desirable to consumers than it would be without it (Farquhar, 1989; Omar & Ali, 2010). Brand equity is the fuel that drives brands.

Brand Equity.

Brand equity, or the value consumers place on a product or service because of the reputation associated with a company's name, is crucial to that company's continued success ((Jalilvand et al., 2011). Brand equity refers to the positive and negative aspects of a company's or a product's name or logo that influence the value it brings to customers and investors. Brand equity, as defined by Lemon et al., (2001) goes beyond the objective information customers get about a brand and is, thus, intangible and difficult to measure. Despite the literature's many definitions of brand equity, Keller and Aaker said that brand equity is multifaceted and ultimately based on the value delivered to customers.

It's the main source of funding for a lot of different businesses. An increase in consumer faith in the quality of a brand's offerings is one of the intangible benefits of branding research. Profits, revenue inflow, customer readiness to pay price rises, mergers and acquisitions, share price, competitive advantage, and marketing performance are just few of the many metrics that may be influenced by a brand's reputation (Yoo & Donthu, 2001). Because a positive brand image is one of the most important factors in building up a company's brand equity, every single marketing initiative that a business does need to be geared toward achieving this goal. Customers have a greater likelihood of

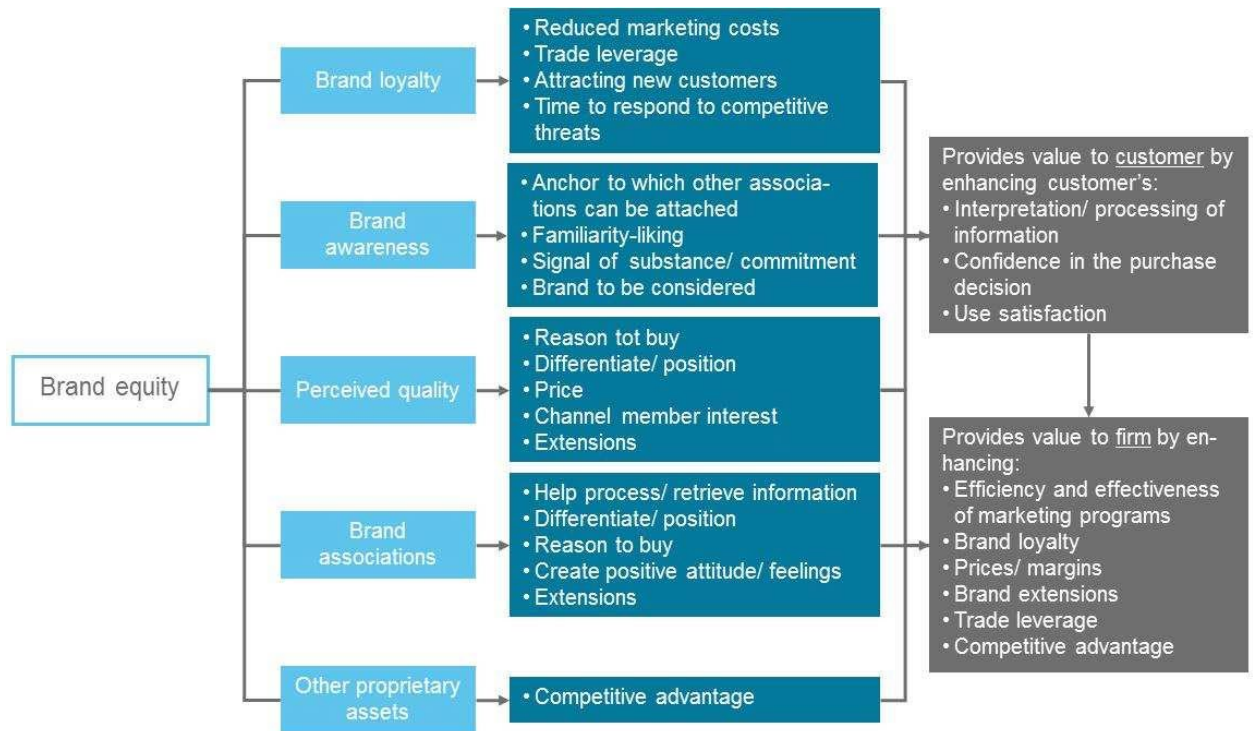
remembering a brand that they are already acquainted with (Ajeng & Soliha, 2020; Karunaratna, 2021).

David Aaker's Brand Equity Model

David Aaker established a methodology to quantify brand equity, and these five factors—loyalty to the brand, awareness of the brand, perceived quality, brand connections, and other unique assets—are the model's five pillars. According to Aaker's definition, brand equity is "the assets and liabilities associated with a brand's name, logo, and other distinctive qualities" (Aaker, 2000). These assets and liabilities are what may either boost or lower the market value of the product. Brand loyalty, name recognition, and the impression of high quality and positive connotations all count as assets. The methodology does not distinguish between client and business value additions, which is emphasised by the term of "brand added value" (EURIB, 2009). It is possible to apply the model in order to obtain a solid grasp on a brand's equity and discover how the several aspects of brand equity are related to a brand's potential. Beyond these five elements, the model displays the outcomes of the chosen branding strategy. Equity in a brand grows when there is widespread favourable sentiment toward the brand, a substantial growth in proprietary assets associated with the brand, and measurable gains in customer loyalty, brand recognition, and quality perception. The Aaker model provides indicators of the true value provided for the organisation and the customer by the branding strategy being followed

Figure 1

Aaker's Brand Equity Model



Brand Awareness

One definition of brand awareness is a consumer's recall and recognition that a certain brand is representative of a given product category (Aaker, 2000; A. D. Shocker & Aaker, 1993). Value and influence of various brands vary throughout the market.

There are two main groups of brands: the ones consumers are unfamiliar with and the ones they regularly use. Studies have shown that familiarity with a brand influences consumers' likelihood of making a purchase, as well as their decisions on alternative options, value judgments, and the acquisition of new knowledge. When people establish favourable associations with the brand in their thoughts, this is known as customer-based brand equity, and it occurs when there is a high degree of brand awareness. Customers who are already acquainted with a brand are more likely to make a purchase of the product or service being offered. Therefore, familiarity with the brand is crucial for predicting future purchases (Macdonald & Sharp, 2000). But it's worth noting that not a lot of research has looked at how brand recognition and brand perception impact customers' willingness to buy (Khanta, 2019; Shimul, 2022; Y. Wang & Tsai, 2014). Sales success has been found to depend on familiarity with the brand, as well as the consumer's opinion of the brand, and on the consumer's commitment to the brand (Akbar, 2019).

There is a correlation between a product's brand recognition and its quality rating (C. Wang & Hwang, 2001; Y. Wang & Tsai, 2014) and market share (Heding et al., 2008; Joko & Hurriyati, 2020) because consumers are more likely to recognise the brand among the other products and services in the portfolio and be willing to buy it (Khanta, 2019). Studies have shown that increasing customers' exposure to a brand may boost the brand's conversion rate (Macdonald and Sharp, 2000). There is evidence from a few studies that suggest that well-educated customers are more likely to remain loyal to the companies they buy (Parasuraman & Grewal, 2000).

Considered a crucial element of brand equity, brand awareness helps spread the word about a company's products and services (Aaker, 2000; Jalilvand et al., 2011). In order to get customers talking to a business, brand awareness must first be established (Shahid et al., 2017). A customer's familiarity with a brand is crucial to the success of any communication initiative between the product and the customer before the customer makes a purchase. Zhang, (2020) and backed up this view by describing the importance of brand awareness, arguing that no attitude can be established without first developing brand awareness. For consumers, knowing a product's brand name is crucial (Rossiter & Percy, 1991). Memory theory, as Vieceli & Alpert, (2002) and Zhang, (2020) explains it, is that raising brand awareness is the first step in forming lasting mental connections.

Customer familiarity with and confidence in recognising and naming a brand are indicators of high brand awareness (Aswad, 2016). One's ability to recognise a brand improves in proportion to the extent to which it is known to the general public. Loyalty from consumers to a brand, as shown by repeated purchases, is a key indicator of that brand's success. Consumers' familiarity with the purchasing process does not diminish the importance of brand awareness in swaying their purchases (Macdonald and Sharp, 2000). For a product's brand awareness to increase, all it takes is for a customer to recall seeing some aspect of the brand during the actual buying process. The more people who are aware of your brand, the more money you'll make from sales and the more devoted your customers will be (J. Sheth & Koschmann, 2018). Having a product's brand identification ingrained in a customer's consciousness before, during, and after the purchase process promotes brand recognition.

Greater product recognition leads to increased sales and brand loyalty (A. D. Shocker & Aaker, 1993). For a brand to succeed, it must first become familiar to consumers, who must then be able to readily identify it in a variety of contexts (Aaker, 1991). This is known as "brand awareness," and it is an essential component in creating brand equity (Yoo & Donthu, 2001). When a company's name is spoken, consumers who are familiar with that brand are more likely to think of the product because of their positive associations with the company and its products (K. L. Keller, 2013). A customer's ability to remember a brand and then make a purchase decision based on that memory is a major factor in the importance of brand awareness.

Considering that customers seldom desire to try anything which they have never purchased before due to security considerations of experimentation, a minimal amount of brand familiarity might be adequate for consumer choice. Customers also tend to assume that tried-and-true names in the industry are the best bets for their money and should be acquired on a frequent basis (Aswad, 2016; Bakator et al., 2019; Macdonald & Sharp, 1993). The power of brands and consumers' views of the quality of those brands are influenced by the connections consumers form with those brands (K. L. Keller, 2013). Customers have an easier time making a decision when there is a high degree of brand recognition and a strong brand image for a product on the market. This leads to brand loyalty and less competition from alternative products and services. This means that there is a connection between brand recognition and brand value.

Brand Loyalty

Customer devotion to the company's brand may be profitable. When it comes to brand loyalty, it's expected that people would differ and not be able to communicate effectively (Atilgan et al., 2005). Brand loyalty may be split down into two categories, attitudes and behaviours, based on the research of (Dick & Basu, 1994). When a customer's tastes align with those of the brand, a loyal customer relationship is formed, as shown by the attitudinal component of brand loyalty. A customer's first purchase is the behavioural trigger that sets in motion a chain reaction of loyalty-building recurrent purchases (Dick & Basu, 1994). In spite of being exposed to other alternatives and marketing efforts, customers who are loyal to a certain brand will continue to purchase

that brand over time. Customers' willingness to transfer brands in response to price or feature changes is measured by the concept of brand loyalty (Aaker, 2000).

Brand loyalty is an important component of brand equity (Chieng & Lee, 2011). The term "brand loyalty" refers to the firm resolve to repeatedly buy a chosen product or service in the future despite the presence of competing options or the presence of marketing campaigns designed to persuade consumers to switch brands (Chieng & Lee, 2011). Favourable brand attitudes and consistent, long-term purchase behaviour are common indicators of brand loyalty (Dick & Basu, 1994; Phd & Alvandi, 2015). Brand loyalty, as defined by Jacoby, (1971), consists of repeated purchases and suggests that this behaviour is a result of inner dynamics. The stochastic approach equates brand loyalty with recurrent purchases based on no obvious criteria. Customers that have been loyal in the past are not likely to defect to other businesses. In addition to returning consumers, word-of-mouth advertising from satisfied customers is a powerful marketing tool (Jensen & Hansen, 2006).

Brand loyalty delivers a steady stream of consumers over extended time periods, which increases a brand's worth, as argued by (Aaker, 2000). Consumers get emotionally invested in a brand when they see a strong connection between the brand and their own sense of identity. As stated by Ishak, F., Ghani, (2010), "brand loyalty" is a key phrase that characterises the connection between consumer and brand and shows the extent to which customers believe they are fully synchronised with the brand (Keller, 2013). An individual's level of brand loyalty, as described by Aaker, is a reflection of their willingness to switch brands in response to price increases or improvements in offerings from the same brand. Brand loyalty was a key factor in several studies of brand equity (Atilgan et al.,2005).

An organization's ability to win customers over via its brands is crucial to its survival. In particular, an organisation has to maintain its clientele and motivate them to create the brand in order to survive. After learning that every percentage point of loyalty was worth \$100 million in profits to Ford, former vice president Basil Coughlan pushed for massive investments from companies like Delta Beverages and Coca Cola to foster brand loyalty according to studies by (Monzó, 2004). Businesses that offer well-known brands that have a dedicated customer base have a leg up on the competition. Research

shows that the expenses of recruiting a new customer are six times greater than the costs of maintaining an existing one, therefore companies benefit greatly from having brand-loyal customers (Huang et al., 2015). Customers who are committed to a certain brand are willing to spend a higher price for such items (Chieng & Lee, 2011). In addition to providing the business with trade advantage and extra time, brand loyalty allows the company to better respond to rival actions. According to several studies, consumer loyalty is a significant driver of brand value (Ishak, F., Ghani, 2010; Jacoby, 1971; Oyenuga et al., 2021).

Brand Association

The mental connotations that arise whenever a certain brand is recalled is referred to as "brand association" (Aaker, 2000). It may also be thought of as anything except the brand itself that customers associate with the brand in their minds (Keller, 2013). Attributes of the brand that consumers associate with it serve as the basis for this mental connection. Both product-related and general concerns are acceptable.

Qualities that are directly associated with the product, such as its model or colour, are called "product-related," while attributes that are not are called "non-product-related," and deal with factors unrelated to the product, such as its cost. User imagery, brand personality, sentiments, and experiences are the other exterior brand qualities of the brand association. Brand benefits, which are the values and significance that customers ascribe to a product or service, are also part of the brand connection. Attitudes toward a brand, which are an integral part of the brand connection, are also considered when rating brands. The overall impression that a customer has of a particular brand is what we mean when we talk about that consumer's brand attitude (Mitchell & Olson, 1981). Different product connotations are triggered by different brands, which may be used to an advantage in the marketplace. Customers purchase and consume a brand because of the value they associate with its products and services (Ahirrao & Patil, 2017; Ashraf et al., 2017). There is a relationship between brand equity and brand association. The power of familiarity with a brand name may be used for information collecting (Cunha & Laran, 2009; van Osselaer & Janiszewski, 2001). Brand equity may be increased via the use of strong and efficient brand linkages (James, 2005; Severi & Ling, 2013). There are two sorts of brand associations: those with the product and those with the business.

Product associations include both functional and non-functional features, while company associations include both the product's history and the firm's reputation (K. Keller & Lehmann, 2006).

Associations with brands are the mental connotations a consumer has in their mind whenever they think about a certain product or service (Aaker,2000; Keller,2013). Tangible, functional, and experiential links are all valid types of linkages (Shocker et al., 1994). Attributes and advantages are two broad types of mental connections with brands (Keller, 2013). Products and non-products are clearly separated by attributes. Attributes of a product are those that help it fulfil its intended purpose for the consumer. Features of a good or service that have nothing to do with the product itself are said to be "extras." As defined by Keller (2013), there are three types of benefits that customers place importance on: utilitarian, experiential, and symbolic (Park et al.,1986). Consumers' opinions of brands are affected by a wide variety of elements, including those of a psychological, social, and even personal nature. In the competitive shoe industry, a recognisable brand name may make all the difference in attracting and retaining consumers One of the most crucial aspects that determines how customers feel about a certain product is whether or not it has a strong brand identity (Tekin et al.,2016).

Aaker (2000) argues that the most important factor to consider when reviewing research on brand image is the connections consumers have with various brands. Aaker argued that developing a customer-brand connection is crucial to a company's brand's success, and that different brands inspire different feelings in their customers. According to Aaker, consumers' positive connections with a company's brand may benefit both the company and its clientele in a number of ways, including influencing their purchasing choices and strengthening customer loyalty (Keller et al.,1995). Buying is a conceptual and physical process that culminates in a real transaction every day (Sheth & Koschmann, 2018; Sheth & Mittal, 2004). It's fascinating to think about why we purchase the things we do. Customers rely heavily on brands when making purchases, but there are many other considerations as well. When faced with a wide variety of items to pick from at sometimes negligible price points, consumers can't agree on how a certain brand should be perceived or portrayed (Tekini et al.,2016). Pradnyaputra and Chaerudin (2016) observed that people have a positive impression of the Weidenmann

brand and are loyal to the company's footwear. According to the study's findings, Weidenmann shoes' brand loyalty is most affected by consumers' perceptions of the company's positive traits, perks, and attitudes. The survey found that the most significant factor in consumers' decision to remain loyal to Weidenmann was the quality of the brand's features

Perceived Quality

The term "perceived quality" refers to how a customer evaluates a product or service in comparison to similar options (Zeithaml, 1988). Aaker (2000) argues that a brand's perceived quality offers it an edge in a number of ways, including giving customers a cause to purchase the brand, which will aid in distinguishing the brand from its rivals. offerings, allowing the company to charge a premium, and inspiring brand extensions. There are four types of perceived quality: intrinsic, extrinsic, aesthetic, and functional (Swinker & Hines, 2005; Vantamay, 2008a). Many studies have found a positive correlation between consumer perceptions of quality and their intent to make a purchase, supporting the idea that there is a connection between consumer satisfaction and brand commitment (Tsiotsou, 2006). Brand loyalty is mostly motivated by consumers' impressions of the product's overall quality (Biedenbach & Marell, 2010). Brand perception is boosted when quality is seen to be high (Chen & TSENG, 2010; Tan et al., 2011). Every member of the marketing management team needs a clear understanding of what constitutes "perceived quality." It has been shown that rivals care about how their goods and services are perceived by both brands and customers. The perceived worth of something is related to how satisfied that something makes you (Vantamay, 2008a). For the purposes of this definition, "perceive quality" refers to how consumers evaluate the entire package of a product or service, including its perceived monetary and experiential worth. Features related to performance, dependability, conformity, durability, and serviceability may all contribute to a product's perceived quality. The perceived quality of a service acts as a link between a company and its clientele (Vuong & Rajagopal, 2017).

The term "perceived quality" also refers to the individual's or group's impression of a product's superiority (Zeithaml, 1988). The term "perceived quality" refers to the customer's judgement of a product or service based on the company's claims about its

quality. Customers' unbiased assessments of products' quality are influenced by their prior experiences with the product, as well as their specific demands and the contexts in which they're used (Yoo and Lee, 2000). A product's perceived quality may be influenced by factors such as its mode of distribution, marketing strategy, brand reputation, and certifications (Vuong & Rajagopal, 2017). Customers are prompted to make a purchase when they perceive value, and companies may encourage brand loyalty and price distinction by offering premium services to channel partners (Tuan and Rajagopal, 2017).

One might take a production or a manufacturing approach to the issue of clothing quality. In a factory setting, a product's quality is determined by how closely it matches the predetermined requirements. There are criteria that must be met to guarantee a high-quality end result (Chaudhuri & Holbrook, 2001; Santos-Vijande et al., 2013). Quality as perceived by the customer is difficult to verify and prone to strong biases (Vantamay, 2008b). It's possible that the definition of quality used by manufacturers and the one used by consumers would disagree. Even if a product passes the manufacturer's quality assurance inspection, it doesn't mean it will meet the consumer's expectations for it (Zeithaml, 1988). In today's global economy, customers have access to a plethora of footwear options, making it difficult to choose. Sportswear shoe buyers must depend on heuristics in their decisions while being uninformed of the heuristics driving decision making, since even the best-designed shoes fail to do their job if they don't fit well and cause foot issues (Leighton and Bird, 2014).

Both the physical characteristics of the goods and its location on the shelf have a significant impact on consumers' impressions of the product's quality. Kirmani and Wright (1989) discovered that advertising raised people's expectations for product quality. Particularly for low-involvement choices, one's level of brand familiarity is a deciding factor (Hoyer and Brown 1990 and Bettman and Park 1980;). Persuasive advertising is linked in the economic literature to assumptions about product quality (Bagwell 2007; Comanor and Wilson 1974) and desire to pay for the products or services (Bagwell 2007; Caves and Greene 1996; Sutton, 1991). In the moment of purchase, customers form preferences for consumable commodities. Products that are given a lot of real estate in comparison to those that aren't may be seen as a sign that the former are better quality. Even if shoppers are unaware of a product's brand name

(Dickson and Sawyer 1990; Hoyer 1984), a store's willingness to distribute shelf space widely may still cause them to make inferred judgments about the product's quality. According to these academics, a corporation whose goods are seen to be of higher quality will have more consumer loyalty who believe in and trust more because of higher levels of perceived quality. (Cronin and Hult 2000; Buzzle and Gale 1987, Stobart 1994 Yoo and Lee 2000, , Chaudhuri 2002, Lin and Kao 2004). Consumers always weigh the perceived quality of several options with respect to pricing within a category before making a purchase (Jin and Yong, 2005). An item's perceived quality is related to consumer perceptions about the company that made it (Davis et al, 2003).

Consumer Buying Behaviour

Consumer behaviour may be defined as the investigation, acquisition, and, ultimately, the abandonment of goods and services that consumers believe would fulfil their needs (Gebrewaid, 2012). Everyone who takes part in the consumption process is technically a consumer (Walters and Bergile, 1989), but there are several categories of customers that may be classified according to the marketplaces in which they normally or most often participate. There are two types of customers: individuals and businesses (Kardes, 2011). People make purchases to meet their own needs and desires, as well as the needs and wants of others they are close to. However, businesses purchase products and services for internal use, including production, resale to other businesses and individuals, and management (Kardes, 2011).

A customer's propensity to purchase a product may be influenced by a number of variables, both external and internal, including, but not limited to, the product's availability and price, and the customer's own characteristics, personality traits, and decision-making style. That's because customers' preferences in items and brands influence their purchasing decisions (Kotler, 2000). There is more to consider than only the buyer while making a purchasing decision. To begin, consumers do not merely shop for themselves. The family's breadwinner does the grocery shopping. The household members will have an impact on the breadwinner's dietary and clothing choices. The earner might splurge on things he or she does not need (Priest et al, 2013). It has been found that children have a great deal of sway over their parents when it comes to going shopping. In the end, it's up to the customer to weigh the current pricing of goods and services and choose what he'll put in his shopping cart. In the meanwhile, customers

are influenced by a wide range of other elements, including social, cultural, economic, individual, and psychological aspects (Ramya and Ali, 2016).

Consumer Behaviour Influencers

It was found that Azerbaijani teenagers are given a certain amount of autonomy over whatever things they choose to purchase, but that their decisions are often influenced by their parents (Abutalibov and Guliyev). Many multinational corporations track customer behaviour patterns. In order to have any impact on the company, these firms need to learn the local regulations in each nation. Physiological and biological requirements are only two examples of the many types of needs that people have. Consumer demands are influenced by not just broad societal influences but also by religious, cultural, and economic considerations on a global scale. Successful businesses understand the need of doing thorough and accurate customer behaviour analysis. Researchers in the Republic of Azerbaijan discovered that young consumption behaviour was influenced by factors such as nationalism, religiosity, and interpersonal relationships. A customer's buying decision is heavily influenced by the customer's own interests and tastes (Abutalibov & Guliyev, 2016). Ultimately, it all comes down to capacity, which means that the consumer's budget will play a major role in determining what gets purchased and what doesn't. The term "consumer" may refer to anybody, from parents purchasing toys for their children to a multinational corporation purchasing essential supplies or financing the purchase of massive equipment.

It's often believed that a company's loyal client base is the source of the brand's success. Studies show that positive brand equity is beneficial to businesses and their clients (Bagozzi et al, 1998). Liabilities associated with the brand may have the effect of either elevating or lowering the customer's estimation of the value of a product or service, and this is what is known as "brand equity" (Aaker, 1991). According to Aaker, there are five types of brand equity that contribute to a brand's value: proprietary brand assets, brand loyalty, brand awareness, perceived quality, brand associations, and other brand equity. Brand equity, as defined by Keller (1993), is the "differential influence of brand knowledge on client reaction to brand marketing." It is based on measuring brand awareness and image. Keller (2003) stressed the significance of consumers' in-memory brand knowledge, which includes descriptions and evaluations of brands. Customers need before being able to make a decision, customers need to be acquainted with the

brand and knowledgeable about the brand image (Keller, 1998). Growing the brand's name recognition isn't enough; it's also important to examine why customers are currently acquainted with it. When brand image and brand awareness are combined, the outcome is brand knowledge.

Many businesses look to brand equity as a means to gain a market advantage. Customers are more likely to feel satisfied with their purchase if they believe it is a premium brand rather than a generic one (Belch and Belch, 2009). Client perceptions of a brand are taken into account when calculating brand equity (Keller and Donald, 2003). Academics, businesses, and industries have all paid close attention to these evaluations and assessments. According to the theory put forward by Aaker (1996), brand equity is made up of a number of different aspects, the most important of which are the following: brand loyalty, perceived quality, brand awareness, brand associations, intellectual assets, patents, trademarks, and channel connections. Keller (1993) took a different stance, arguing that brand knowledge is essential to brand equity and providing an explanation of brand knowledge in terms of brand awareness and brand image. Keller's argument was not accepted. The models are used by researchers in the disciplines of consumer behaviour and marketing research (Kim et al, 2008). Since 1980, there has been a consistent rise in the importance placed on brand equity within marketing, which has led to an accompanying rise in the value of a company's trademark. Both academics and marketing experts agree that one of the most important factors is a company's brand equity. The most important reason for this is the strategic importance of brand equity in influencing top-level decisions and giving businesses an edge over their rivals (Atilgan et al, 2007).

Financial, corporate, and customer-focused strategies all contribute to building brand equity. According to the economic viewpoint, brand equity is the rise in sales and profits from both established and unproven goods and services. An organization's brand equity increases when consumers are keen to pay a higher price for a product or service with a recognised name than for an identical product sold under a different label (Keller and Lehman, 2004). According to Keller (1993), the key to building customer-based brand equity is to increase the brand's awareness and familiarity via targeted marketing efforts. Developing a recognisable brand is an iterative process, not a one-and-done endeavour. Awareness of the brand and the emotions it evokes in consumers are two examples of the cognitive and behavioural elements that make up brand equity.

Consumer Behaviour Theory

Back in 1963, researchers created the first consumer choice model (Du Pleiss, Rousseau et al. 1991). In addition, Howard and Sheth contributed to the development of the notion, which is today known as the Theory of Buyer Behavior (Howard and Sheth, 1969). The model skillfully organises the myriad of social, psychological, and marketing elements that might influence the ultimate choice made by a customer or client (Howard and Sheth, 1969). The word buyer was used rather than consumer because the author wanted to avoid excluding commercial purchases from the scope of the model. Additionally, the author's purpose was to design a tool that could be used to examine a broad range of different buying situations (Loudon and Bitta, 1993). The Theory of Consumer Behaviour is comprised mostly of endogenous factors, inputs, hypothetical constructs, and products.

The consumer is exposed to input variables, which are the environmental catalysts that are communicated from various sources. The images of brands as generated by marketers via advertising are referred to as the symbiotic catalyst, while the catalyst refers to the genuine attributes of things that the buyer experiences. (Loudon and Bitta, 1993). (Foxall, 1990). Family and other social members' meddling are examples of social triggers. Before these factors to affect a consumer's decision making, they must first be absorbed by the consumer. The degree to which a customer thinks about future purchases and actively seeks out additional information is influenced by the learning process.

Howard and Sheth proposed that consumers' decisions are affected differently depending on the strength of their attitudes toward the brands that are available to them. In situations where they do not have a firm opinion, consumers engage in Extended Problem Solving by doing research to clear up any confusion about the brand. A customer will deliberate carefully over what to buy. As consumers get used to the product, they are likely to pay less attention to the process (Foxall, 1990).

Brand Equity's Influence on Buyer Actions

Aaker (1991) notes the connection between brand equity and consumer propensity to shell out more money for something, arguing that when brand equity is strong,

consumers are more willing to shell out the extra cash for pricier options. This evidence demonstrates the positive correlation between brand equity and purchase intent, as customers are willing to pay a premium for a product with a strong reputation. Consumers' impressions of a product's quality may shed light on its unique selling points and motivate them to choose one brand over another. When customers have a favourable impression of a product, they are more likely to buy it. Companies need to build brands and enhance their equity via marketing because consumer recognition of a brand increases the likelihood that consumers will choose that brand when shopping.

Studies by Jung and Sung (2008) and Irshad (2012) show that as brand equity grows, so do consumers' fondness for and commitment to that brand. Brand loyalty, an essential component of brand equity that has a positive correlation with consumers' willingness to make a purchase, was identified after researchers found a robust link between brand equity and buy intent (Jung and Sung, 2008). Irshad conducted research to determine how brand equity is connected to consumers' propensity to make a purchase. Customers' purchase intent is positively related to their perceived associations, brand associations, and brand loyalty, all of which are considered components of customer-based brand equity. Brand equity has been demonstrated to positively affect customer preferences, purchasing intent, and brand preference (Chang and Liu, 2009; Irshad, 2012).

Consumers' attachment to sportswear brands is low, according to the literature. Sportswear companies have to compete in a cutthroat industry, so they need to figure out how to keep their customers loyal and how their customers feel about their products. Consumers of sportswear in Turkey showed moderate to strong brand loyalty, suggesting that Turkish retailers should focus on strategies to further strengthen brand attachment. The events must stand out from the other parts of the marketing mix, such as pricing and placement, by emphasising the product's unique qualities (Erdumlu et al., 2017).

The high brand equity value has turned into an extraordinarily crucial aspect that determines the customer's conduct toward a brand. After mastering and managing brand equity, a savvy brand manager will move on to shaping the traits that will influence customers' actions and final verdicts (Samantaray, 2015). Companies' brands

are extremely important because they are often considered an asset. Brand equity may be separated into brand awareness, perceived quality, brand loyalty and brand associations. The economic well-being of a country is directly tied to consumer spending, and businesses use data on consumer behaviour to tailor their marketing efforts to meet the wants and needs of their target demographic. Consumers' trust in a brand is influenced by the information provided by brand equity, which may be gleaned via conversations with sales associates or online reviews (Wang et al., 2014).

Customers who have a favourable impression are more likely to make more purchases after trying a business once. Preconceived notions formed by customers may account for their past purchasing habits and level of familiarity (Aaker, 1991). Brand equity may be used to create revenue streams. After merging in 2005, Adidas and Reebok were able to grow their market share and compete with Nike in the US sports industry, as well as attract additional investors due to their larger size and improved capability (Business Week, 2005). When consumers have a favourable impression of a product, they stop caring primarily about its immediate marketing and start considering the product as a whole (Aker, 1991; Keller, 1998). Insights from the study of consumer behaviour reveal that clients should be seen as essential guides to a company's prosperity (Blackwell et al., 2006).

The effect of branding on purchasing decisions has been studied. There hasn't been much investigation into the South African market, and its base-of-the-pyramid consumers have been mostly disregarded. The relationship between brand equity, socioeconomic status, price sensitivity, and intention to buy, as well as the effect of sales promotion on purchase intent, were all found to be significant in the study (Hella, 2019).

The company's leadership must take into account the preferences of customers while developing and executing branding strategies, and they must also be aware of the factors that lead consumers to pick a competitor's brand (Hella, 2019). Based on the belief that recurrent buying is a measure of brand loyalty Keller (1998) contested this view that it may not be true since some customers make regular purchases towards a certain brand due of its availability and successful marketing.

The basic objective of every business is to establish and keep a certain brand in the minds of consumers in such a way that it influences their purchasing decisions. Increased profits are a direct result of a company's brand equity (Akhtar et al, 2016). The research conducted by (Satvati et al., 2016) showed that there is a relationship between brand equity and consumer behaviour, including paying the extra price for a brand that consumers perceive to be more valuable. This is especially true in today's competitive world, where clients are confronted with a plethora of products from a variety of countries. Brand equity, as defined by Kotler and Keller (2016), is the value customers ascribe to a company's name and trademark. Consumers' attitudes, motivations, and actions in relation to a brand are tangible indicators of its equity. As a consequence of the different impact brand knowledge has on consumer reaction to brand advertising, a company may build customer-based brand equity (Aulia and Briliana, 2017)

Individuals exhibit consumer behaviour throughout the product discovery, acquisition, use, and evaluation phases (Andai, 2016). Successful businesses need to know their customers inside and out. Makers of athletic apparel now have little choice but to cater their wares to customers' wants and demands. In the context of the marketing idea, the phrase "consumer buying" refers to both the act of making a purchase and the series of events that precede and follow it (Hawkins and Mothersbaugh, 2010). Consumers' preferences and propensities to make purchases are influenced by variables related to brand equity (Andai, 2016).

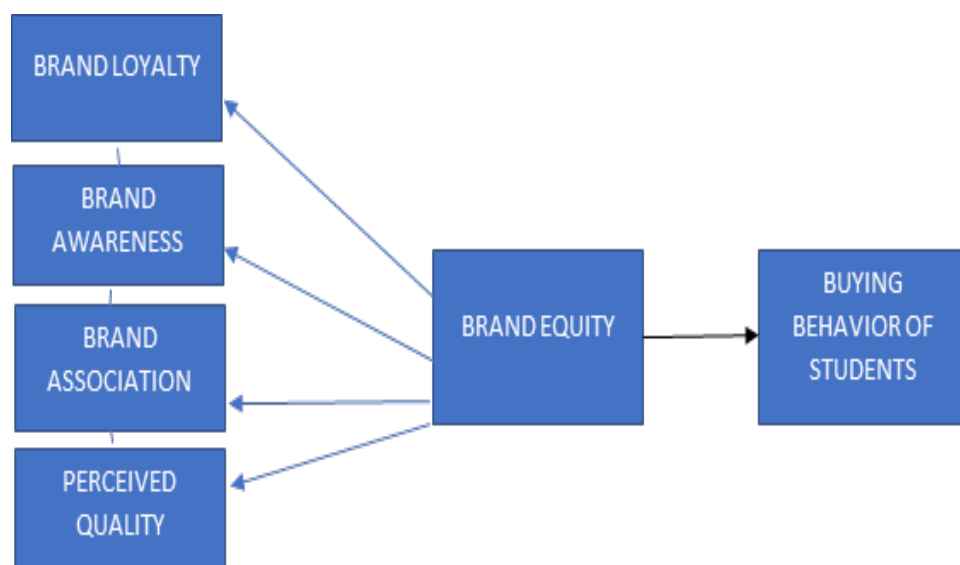
The evaluation of product equity, which includes elements like brand awareness, brand equity, brand association, and brand loyalty, should begin with the consumer's perception of the brand's equity (Jing et al.,2015). There are many wins for both the company and its customers in the reciprocal exchanges that make up the link between brand equity and consumer behaviour (Huang and Kandampully, 2012). Attracting and keeping consumers is crucial to every business's bottom line and the continued success of its product or service (Zavattaro et al., 2015). It has also been noticed that consumers are looking for brands with certain characteristics (Garsvaite and Caruana, 2014; Londono et al.,2016). Assessing brand equity is an effective technique for marketing managers to gauge consumer happiness and product success (Cai et al., 2014). (So and King, 2010; Sung Ho et al., 2015). Consumers' actions leading up to a potential

purchase are the focus of the field of buy intention. One's purpose to purchase a certain brand is formed not only by one's feelings about that brand, but also by the consumer's evaluation of other competing brands (Shah et al.,2012). Brand equity among Muslims in Malaysia who buy sportswear is affected by several factors: product quality perception; brand recognition; and positive connections with the brand. This is due to the fact that Muslim customers in Malaysia are generally pleased with the quality of popular athletic brands and are well-versed in the brand's market and the advantages it offers to its clientele. according to (Ahmad & Ahmed, 2013).

Conceptual Framework

Figure 2

Thesis Model



Explanation of the variable from the model

The model reflects the components of brand equity. These include, brand association, brand awareness, brand loyalty, and perceived quality which will be tested separately on how they affect the sportswear purchase behaviour of students at Near East University. This model's goal is to identify the relative strengths of the constituent parts. Student purchasing behaviour is the dependent variable, while brand equity is the

independent variable. In light of the above model, the following hypotheses were developed;

H1: Brand equity positively influences the buying behaviour of students.

H1(a): Brand awareness influences the buying behaviour of students.

H1(b): Brand loyalty influences the buying behaviour of students.

H1(c): Perceived quality influences the buying behaviour of students.

H1(d): Brand association influences the buying behaviour of students

CHAPTER III

Methodology

Research Design and Approach

The research opted for a philosophical route that is interested in the real nature and social construction which influences the behaviour of people, and this is known as an ontological route (Saunders et al, 2007). It is practical to evaluate an objective and come out with a hypothesis through mathematical data for analysis such that the observations can be done numerous times (O'Leary, 2005; Crossman, 2003). A deductive approach was selected as the best against the inductive approach due to its flexibility in taking steps applied to answer research questions to emphasize a point deriving a hypothesis from a non-practical way or denying a hypothesis. The focus of a quantitative study is to assess a hypothesis of large swathes of data in a deductive manner (O'Leary, 2005). The research as a result will focus much on the buying behaviour of students at Near East University.

A case study involves research of a real-life experience case scenario by limiting the actual number of cases involved. One mainly recognized disadvantage of case studies is that of its failure in meeting requirements which calls for validation of inferences from other different factors. The study aimed at finding a decision that is conclusive by researching the influence of brand equity on the buying behaviour of the university students at Near East University.

Deductive Approach

This approach will help the research study in that it concentrates on the final observed areas under study leaving some unwanted and unrelated to the thesis areas. Guided by the deductive approach the researcher was guided by the phenomenon theory which is measured against observations to arrive at a conclusion. On the other hand, the deductive approach concludes from ordinary and simple observations (Saunders et al, 2007). The deductive approach is ideal considering its compatibility with positivist and statistical research methods. The deductive approach is also interpretive of the phenomenon based on a history which is made up of theory (Crossman, 2013).

Quantitative Research

A statistical way can also be referred to as the scientific method (White, 2000). Under the quantitative method, the process involves gathering data from a big sample to forecast the result to the wide population. The use of quantitative ways can be used in law and generalizations which include the picking for this research which wants to evaluate the impact of brand equity on buying by university students at the Near East University. The study concept was evaluated through numbers and the statistical technique had to be carried out together with the positivist approach the best due to its mission and scientific approach.

Sampling

The corrective sample size was used to get the best sample size from Near East University. Carrying out a study on the whole population is unrealistic and expensive which is the reason why the selection of a sample from which representative data is collected. A sample can be referred to as a population subset where inference on the sample can be drawn and statistical research need a sample that can give answers to the main research objective questions. Considering this fact, a scientific sampling method was used through the absorption of a non-probability sampling technique.

The best sample was picked to provide answers to the research questions. Students who came from different backgrounds and different religions who studied Near East University were the main target to understand the impact of brand equity on students' buying behaviour. (Black, 1999). A convenience sampling method allows the researcher to distribute the questionnaires using convenient methods in a study. The questionnaires were delivered in the Near East University cafeterias and areas popular with students on campus. This was done because these were the most accessible individuals to the researcher. It is difficult and time consuming to access students from all departments equally as there are variations in department structures.

The 2012 survey system sample size calculator was the one used during this research. The sample size calculation was based on the population levels of university students at Near East University. A level of confidence was 95% and the margin error at 5%. The sample size was 27000 students at Near East University. At Near East University

the population number of students was 27000 and using online sample size calculator, it gave 379 as the sample size.

Measurement Instrument

The English language was used in the questionnaire as it is the language being used as the learning language at Near East University during the gathering of data from the students when the study of the assessment of the impact of brand equity on the buying behaviour of students was done.

The questionnaire is the instrument that was used in the collection of data for this research. The researcher physically handed them to respondents around cafeterias and other popular areas within the Near East Campus between the 1st of June and the 8th of June it was a bit prolonged due the fact that the students were engaged in their semester exams. Respondents answered the questions freely at their own consent guided by the ethics committee rules of maintaining their privacy. The questionnaire was based on Muigai (2017) who did a similar research on the effect of brand equity on smartphone purchase among millennials. There were alternatives for the respondent to select the best fit for the scenario. Gathered information from the research affected the questions on the questionnaire. As a way of remaining as objective as possible, the questionnaire was guided by the research objectives. The questionnaire was divided into two sections, Section A aimed to obtain demographical/personal information. It included questions such how many years have you been studying a NEU and what is your age. Section B was related to the research objectives (Brand Equity; Buying Behaviour). A 5-point Likert scale was used to measure the level of agreement with each statement. Some of the statements included; I exclusively purchase sportswear from well-known brands, when shopping for athletic gear, I prioritize brands that are considered socially elite, a brand that I would be willing to suggest to my friends is one that I am more inclined to purchase sportswear from and my decision to buy sportswear is influenced by my familiarity with a certain brand. Concurrently a cover letter was provided with the questionnaire for participants to have a feel and background of the study and remove any fears on ethical and confidential issues. The study opted for closed questions to derive answers through a scale of five as a way of ensuring comparing the research data with scores assigned to each response (Jolley, 2010).

Data presentation and Analysis Strategy

Data Presentation

The presentation of data for the research was done in charts, graphs, and tables. Graphic visuals and information graphics made it clear and enhanced understanding through patterns and trends (Hinkelman and Witschei, 2014). These mentioned presentation models offer simplicity in terms of reading and comprehending quantitative facts compared to reading plain texts (Hinkelman and Witschei, 2014) agreed on the interpretation of information graphics as compared to text and further indicates that it is processed at a better rate than next.

Data interpretation and Analysis.

Data analysis involves probing below the surface level appearance of something to get the components that have brought it to its status (Hinkelman and Witschei, 2014). Data analysis exposes principles and patterns that give more facts about the nature of the study factors and be used in the same arrangement (Black, 199). With the deductive approach after data collection and conceptualization and analysing using SPSS data for sorting and editing.

The interpretation, evaluation and analysis of the research data were carried out using the social science SPSS system. The calculation of percentages used in graphs and chart construction was shown on tables using mathematical methods.

H₁: Brand equity influences buying behaviour of students.

H₁(a): Brand awareness influences the buying behaviour of students.

H₁ (b): Brand loyalty influences the buying behaviour of students.

H₁ (c): Perceived quality influences the buying behaviour of students.

H₁ (d): Brand association influences the buying behaviour of students.

H₁ Hypothesis: Brand equity positively influences buying behaviour of students

Brand equity according to research brings value for the client and the firm (Bagozzi et al, 1998). A common fact is that the power of a brand lies in the minds of clients and what they have gone through and learned about the brand over a period.

H₁ (a) Hypothesis: Brand awareness influences the buying behaviour of students.

Brand awareness is regarded as a vital construct of brand equity (Aaker, 1996). It is difficult to start a communication process between a product and client without brand awareness as it is important for a client to be accustomed to a brand before buying the product or service (Rossiter et al, 1991).

H₁ (b) Hypothesis: Brand loyalty influences the buying behaviour of students.

Benefits can be derived to the company from the brand loyalty of clients. Brand loyalty is a complex construct itself that parties are supposed to disagree upon failing to understand each other (Atilgan et al., 2005).

H₁ (c) Hypothesis: Perceived quality influences the buying behaviour of students.

According to Aaker (1991) perceived quality gives an upper hand to a brand in many ways as high-quality gives consumers a reason to purchase the brand and allows the brand to distinguish itself from competitor products and assists in charging a premium and provides a reason for brand extension.

H₁ (d) Hypothesis: Brand association influences the buying behaviour of students.

Brand associations are the opinions and thoughts that a person has a person in the memory for a certain good or service (Aaker ,1991; Keller ,1993). The associations can be in the form of tangible, functional associations, and experiential associations (Shicker etal., 1994).

Validity and Reliability

Reliability evaluates the extent to which an instrument is used numerous times and correctly assesses the attributes as expected. Reliable results are those which can be repeated once for studies using the same way. As a way of satisfying validity, the sampling route employed ensured proper representation of the sample.

Factor Analysis

High numbers of things may be reduced to manageable chunks with the use of factor analysis (Pallant, 2007). It was utilised by the researcher to explore the connections between variables, formulate research questions, and locate latent variables. This method focuses on how common factors and manifest variables interact with one another. It also aids in the establishment of links between indicators and variables prior to going on to the next stage of the study. The factor analysis theory is carried out to make sure research questions are true, balanced and correct for the measurement of the research variables (buying behaviour, brand awareness, brand association, brand loyalty and perceived quality) and to minimize research data complexity (Patel, 2015). (Pallant, 2007)

Reliability Test

The five-brand equity independent variables and the student buying behaviour dependent variable were subjected to the Cronbach's Alpha reliability test for analysis in this research. To determine whether the questions in a survey are substantially related with one another and if respondents gave consistent responses across all independent and dependent variables, researchers often use a reliability analysis. To measure internal consistency, we use Cronbach's Alpha, which is often employed for multipoint - scaled objects (Pallant, 2007). It is generally considered that a Cronbach's Alpha Coefficient of 0.7 or above indicates a reliable instrument (DeVellis, 2003). However, variations are influenced by sample sizes. The results from this poll may be trusted since the numbers fell between 0.899 and 0.943 on a scale where 0.7 indicates reliability.

The table below shows the alpha values for the variables

Table 1

Cronbach's Alpha

Variable	Cronbach's Alpha	Number of items
Brand awareness	.923	5
Brand loyalty	.934	6
Brand association	.943	6
Perceived quality	.899	5
Buying behaviour	.938	3
Brand Equity	0.924(BAW+BL+BAS+PQ)	22

Correlation Analysis

A statistical test known as the Pearson's correlation coefficient is used to establish the statistical linkage or connection between two continuous variables. It is acknowledged as the best method for assessing the relationship between relevant variables because it is based on the concept of covariance. Both the magnitude and the direction of the association are indicated by this correlation. To measure the strength of the relationship between the dependent variable, student buying behaviour, and the independent variables, brand equity (brand association, brand awareness, brand loyalty, and perceived quality), a Pearson correlation test was used in this study.

Regression Analysis

One of the most important tools for measuring the negativity or positivity of the variable relationship amongst themselves. Regression analysis is an effective way for determining whether factors have an impact on a particular subject. The regression procedure allows you to safely establish which elements are most important, which factors may be ignored, and how these factors impact each other. The impact of brand equity (brand association, brand awareness, brand loyalty, and perceived quality on student purchasing behaviour) was examined using multiple regression analysis (Pallent, 2007). Here is the regression equation:

$$\mathbf{BBE = \beta_0 + \beta_1 BLT + \beta_2.BAW + \beta_3.BAS + \beta_4. PQ + e}$$

Whereby:

BBE = Student buying behaviour

BL=Brand Loyalty

BAW=Brand Awareness

BAS = Brand association

PQ = Perceived quality

e= Error Term

CHAPTER IV

Data analysis and findings

This chapter describes the findings of the study. It includes an explanation of the descriptive

statistics of the variables used, correlational analysis and regression. The results from this chapter form a basis for the conclusion and recommendations in Chapter 5.

Demographic characteristics of the students

Age distribution

Figure 3 gives the age of the respondents in this study.

Figure 3

Age of Respondents

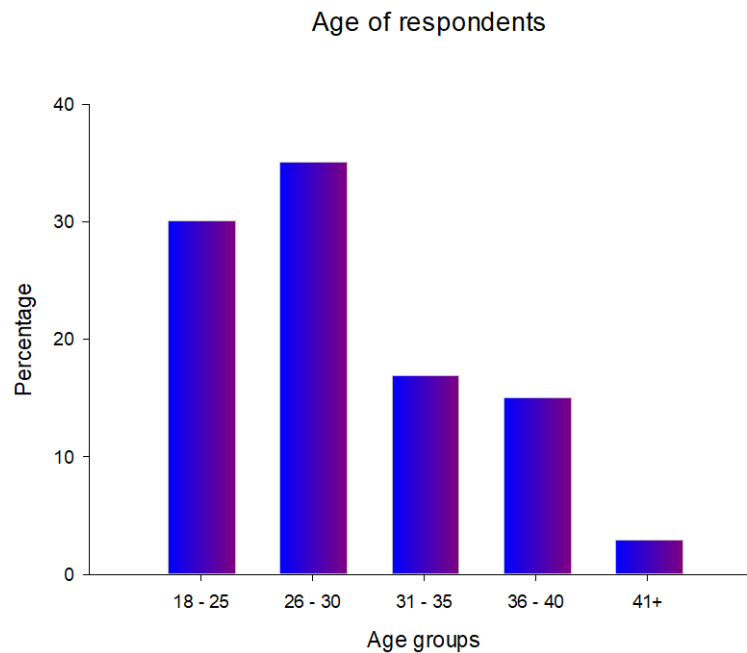


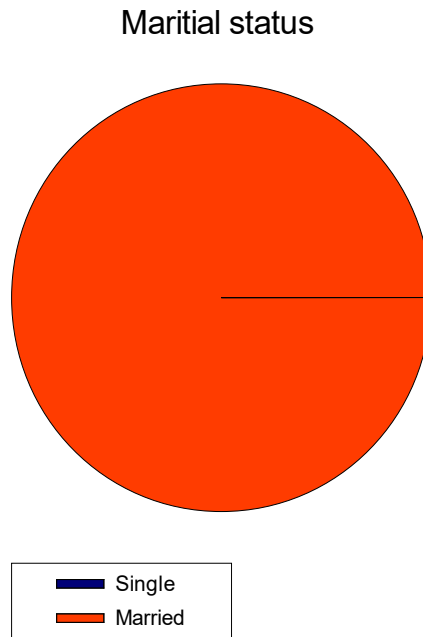
Fig 3 shows the age group of the respondents. Majority of the respondents were aged between 26-30 with 35.1%, N=133 followed by the age group 18-25 (30.1%, N=114), and age 31-35 was (16.9% N=64), and the age 36-40 was (15%, N=57) and lastly the age of 41+ years (2.9%, N=11)

Marital status

Figure 4 gives the marital status of the respondents in this study.

Figure 4

Marital Status



As shown by fig 4 over 93% of the selected students were single whilst about 7% were married.

Gender distribution

Figure 5 gives the gender of the respondents in this study.

Figure 5

Gender of the Respondents

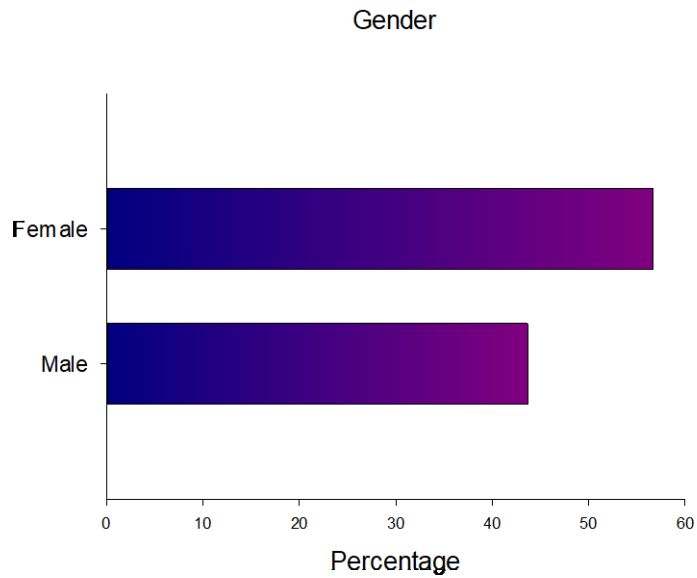


Fig 5; shows that there were more females (56.5%) in the study than males (43.5%). This suggests that somewhat more women than men attend Near East University.

Years of studying at NEU

Figure 6 gives the number of years the respondents have been studying in NEU.

Figure 6

Years of Studying at NEU

Years studying at Near East University

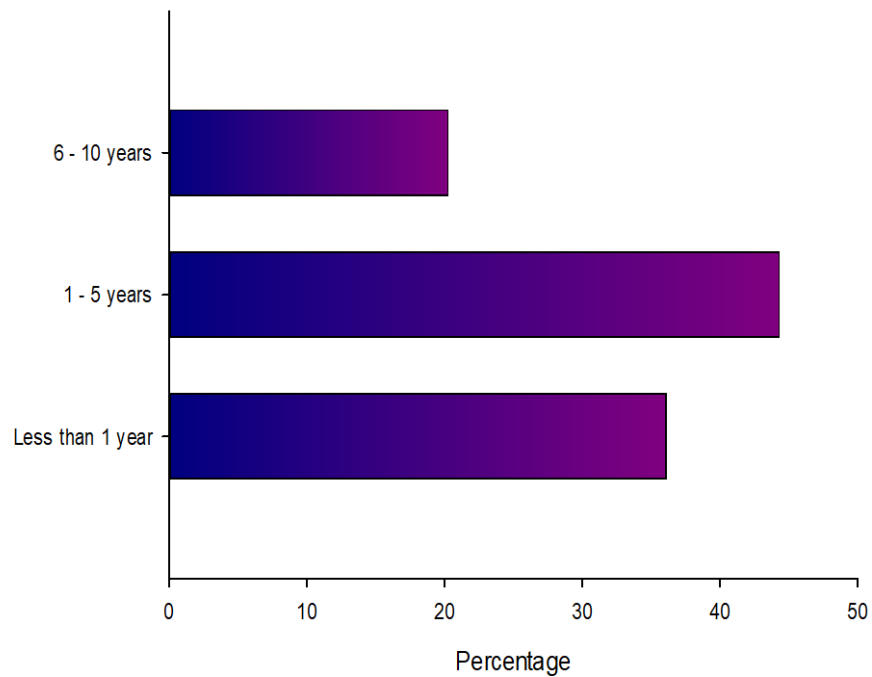
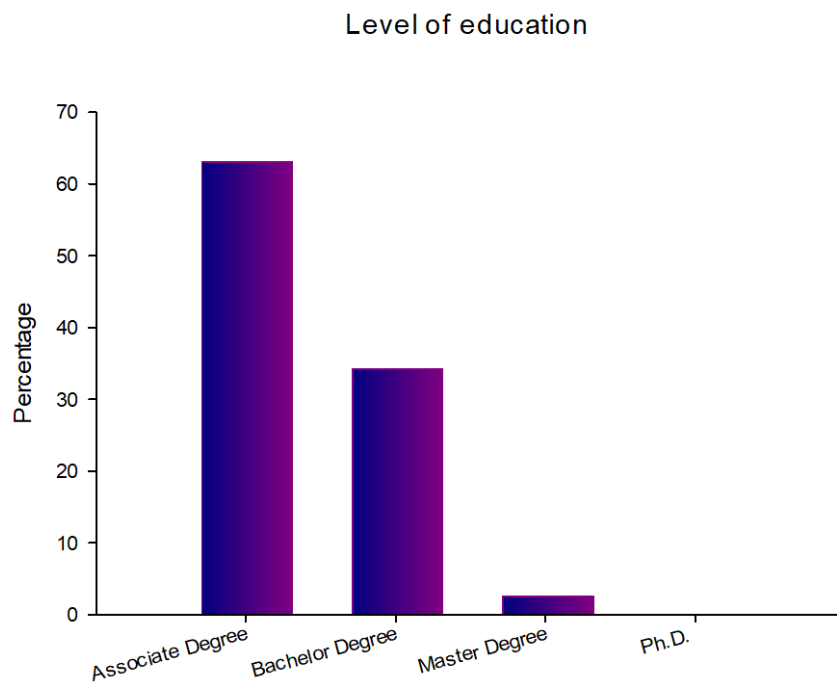


Fig 6 shows that the highest number of students were those who had studied for 1-5 years (44.1%, N=167) followed by those who studied for less than 1 year (35.9%, N=136) and the lowest were those who studied for 6-10 years (20.1%, N=76)

Level of Education

Figure 7 gives the level of education of the respondents in this study.

Figure 7
Level of Education



From fig 7 shows that the majority of the respondents (63.1%) were studying towards an associate degree followed by those studying towards a bachelor's degree (34.3%). Those studying towards a master's degree were only 2.6% of the sample whilst none were doing a Ph.D. program.

Descriptive statistics

The mean and standard deviation of the findings are included in the descriptive analysis of this study. Respondents' views about the dependent variable (purchasing behaviour) and the independent variables (brand awareness, brand loyalty, perceived quality and brand association). The average values on the Likert scale are regarded as strongly disagreeing when less than 1.5, disagreeing when between 1.5 and 2.9, neutral when between 2.91 and 3.5, agreeing when between 3.51 and 4.5, and strongly agreeing when more than 4.5.

Brand awareness (BAW)

The study attempted to ascertain respondents' perspectives on the impact of varying brand awareness on buying behaviour. The results are shown in table 2

Table 2

Brand Awareness

Brand awareness	Mean	Std. Deviation
1. I exclusively purchase sportswear from well-known brands.	4.23	0.446
2. I have no qualms about purchasing athletic apparel from a company I am unfamiliar with.	3.95	0.672
3. I like to shop for athletic apparel from a name I can easily identify amid a sea of other labels.	3.99	0.595
4. My current sportswear's emblem or symbol was easy to remember even before I bought it.	4.14	0.481
5. If I could go out and get some new athletic apparel right now, I would probably go with the first brand that comes to mind.	4.07	0.457
Overall	4.08	0.53

The mean for brand awareness ranged from 3.99 to 4.23 for the five-assessment questions, brand awareness affected their choice when buying. The respondents mostly 'agreed' with five brand awareness statements.

Brand association (BAS)

Table 3 below shows brand association and how it will influence buying patterns of students and it was assessed in six statements about brand association.

Table 3

Brand Association

Brand association	Mean	Std. Deviation
1. I would only think about purchasing sportswear from a reputable brand.	3.99	0.522
2. I'm more inclined to shop for trendy athletic gear or clothing from a company that matches who I am (such as being functional or flashy).	3.94	0.577

3. If a company is widely popular among students, I am more inclined to purchase their clothing.	3.96	0.523
4. When shopping for athletic apparel, I give preference to labels that can help me get greater respect among my contemporaries.	3.96	0.518
5. I'm more likely to purchase sportswear from a company if it might enhance how my peers view me.	4.13	0.333
6. When shopping for athletic gear, I prioritize brands that are considered socially elite.	4.12	0.343
Overall	4.02	0.47

The typical score varied from 3.96 to 4.13. As a result, the respondents' responses indicate that they are pleased with the brand they purchase. This indicates that "Agree" is the respondents' response to the comments made about brand associations.

Brand loyalty (BLO)

The study also attempted to ascertain respondents' perspectives on the impact of varying brand loyalty on buying behaviour. The results are shown in table 4

Table 4

Brand Loyalty

Brand loyalty	Mean	Std. Deviation
1. I'm more likely to purchase sportswear from a company I think won't let its clients down.	4.55	0.53
2. A brand that I would be willing to suggest to my friends is one that I am more inclined to purchase sportswear from.	4.14	0.54
3. I'm more likely to purchase sportswear from a company I think provides good value for the money	3.97	0.572
4. I am more inclined to purchase sportswear from a company that interests me greatly.	4.08	0.49

5. I'm more inclined to purchase sportswear from a company whose products I'd be willing to pay more for.	4.08	0.41
6. I'm more likely to purchase sportswear from a brand that is frequently my first pick.	4.12	0.39
Overall	4.16	0.49

The range of the six statements' mean brand loyalty scores was 3.97 to 4.55. As a result, the respondents indicated that they agreed and strongly agreed with the six claims about brand loyalty that were presented.

Perceived quality (PQ)

Table 5 shows the means score for perceived quality on student buying behaviour.

Table 5

Perceived Quality

Perceived quality	Mean	Std. Deviation
1. I frequently purchase sportswear from a company with a reputation for having one of the greatest brands in the industry.	4.01	0.49
2. I compare and contrast the many sportswear companies before making a purchase, and I usually go with the one that has the best features.	4.22	0.44
3. I'm more likely to purchase sportswear from a company that has a reputation for producing high-quality sportswear.	3.44	0.67
4. I would only think about purchasing sportswear with superb design.	3.99	0.60
5. My decision to buy something is influenced by what people think of me and the brands I choose to use.	4.13	0.48
Overall	3.959	0.536

Five statements were used to gauge perceived quality in the same manner as other aspects of brand equity. The typical score varied from 3.44 to 4.22. This indicates that the respondents' responses to the five items ranged from neutral to agree.

Buying behaviour (BBE)

Table 6 is a frequency table that shows the mean score of each statement to measure of customer buying behaviour

Table 6

Buying Behaviour

Buying behaviour	Mean	Std. Deviation
6. My decision to buy sportswear is influenced by my familiarity with a certain brand.	4.07	0.45
7. The overall evaluation of a brand's quality influences my choice of product.	4.15	0.53
8. I'll continue to purchase the same brand that I currently own.	4.14	0.54
9. In the future, I will buy the same brand I already have.	3.78	0.40
Overall	4.04	0.48

Brand equity (BE)

Table 7 shows the overall mean score for brand equity.

Table 7

Brand Equity	Mean	Std. Deviation
1. Brand Awareness	4.08	0.53
2.Brand Association	4.02	0.47
3.Brand Loyalty	4.16	0.49
4.Perceived Quality	3.958	0.536
Brand Equity (Overall)	4.054	0.506

The mean on brand equity based on the 4 components was 4.054 with a standard deviation of 0.506. The scores ranged from 3.13 to 5 meaning some of the respondents

were neutral on the effects of brand equity on their sportswear buying behaviour. However, majority agreed that, as shown by the overall mean of 4.054, brand equity has an influence on their purchasing behaviour.

Hypothesis testing

Exploratory factor analysis

Using exploratory factor analysis, we were able to refine the components. The data was initially tested for factorability using the aforementioned indications (Kaiser Meyer-Olin Measure of Sampling Adequacy, Bartlett's Test of Sphericity, and communalities).
Size of Samples for KMO Analysis

Table 8 shows both the sphericity p-values from the Bartlett's test and KMO value for the data set. For the KMO, values less than 0.6 indicates that the sampling is not adequate and values between 0.8 and 1 indicate the sampling is adequate. For the Bartlett's test, spherical values are only significant when the p-value is less than 0.05%

Table 8

KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.886
Bartlett's Test of Sphericity	Approx. Chi-Square	3124.511
	df	515
	Sig.	.000

Total variance explained

Table 9 shows the total variance attributed to the 25 components

Table 9

Total variance explained

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	16.991	67.964	67.964	16.991	67.964	67.964	14.369
2	2.793	11.173	79.137	2.793	11.173	79.137	11.964
3	1.601	6.404	85.541	1.601	6.404	85.541	11.846
4	1.354	5.015	90.556	1.254	5.015	90.556	4.925
5	1.169	2.675	93.231	1.169	2.675	93.231	3.798
6	.561	2.243	95.474				
7	.362	1.449	96.923				
8	.226	.904	97.827				
9	.136	.546	98.373				
10	.130	.519	98.892				
11	.103	.413	99.305				
12	.080	.319	99.524				
13	.074	.137	99.661				
14	.052	.099	99.709				
15	.039	.082	99.807				
16	.031	.075	99.859				
17	.025	.070	99.894				
18	.0200	.066	99.903				
19	.016	.058	99.913				
20	.010	.040	99.919				
21	.009	.036	99.922				
22	.007	.029	99.924				
23	.006	.027	99.955				
24	.004	.024	99.979				
25	.004	.021	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

According to Kaiser's standards, five of the total 25 components were imputed. They were able to independently account for 93.231% of the variance in the data. The

threshold is an eigenvalue larger or equal to 1.0, and the eigenvalues of the five components in the original solution are more than 1.1.

Pattern matrix

With the use of the communality values, we evaluated the amount of variation in each observable variable that could be accounted for by the extracted components (Field, 2009). If the communality of a variable is low, for example below 0.3, this might mean that it does not work well with the other variables in its component (Pallant, 2010). Table 10 illustrates the weights of variables and their relationship amongst themselves.

Table 10

Pattern matrix

	Pattern Matrix					Communalities
	Component					
	BAS	BLT	BAW	PQ	BBE	
BAS12	0.92					0.777
BAS13	0.92					0.869
BAS14	0.918					0.854
BAS15	0.918					0.888
BAS16	0.758					0.857
BAS17	0.758					0.764
BAW4			0.893			0.654
BAW5			0.889			0.82
BAW1			0.758			0.886
BAW2			0.758			0.812
BAW3			0.544			0.841
BBE23					0.88	0.904
BBE24					0.864	0.869
BBE25					0.863	0.893
BLT10		0.403				0.799
BLT11		0.78				0.897
BLT8		0.811				0.851

Table 10 (Continued)

BLT6	0.865	0.84
BLT7	0.865	0.877
BLT9	0.951	0.869
PQ20.	0.56	0.854
PQ19	0.575	0.788
PQ18.	0.811	0.857
PQ21	0.834	0.764
PQ22	0.834	0.754

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.

Rotation converged in 1 iteration

As seen in table 10, all elements had communalities greater than 0.5, indicating adequate factorability. Coefficients in the pattern matrix varied from 0.654 to 0.904, indicating an extremely high degree of correlation between the variables and the component structure. Everything was kept because it had a statistically significant relationship to the variables it was tested against.

Correlations Analysis

Relationships between independent factors and the dependent variable are analysed using Pearson correlation, the results of which are shown in Table 11.

Table 11

Correlation matrix

	Correlations				
	BAW	BLT	BAS	PQ	BBE
BAW	1				
BLT	.858**	1			
BAS	.742**	.787**	1		
PQ	.982**	.848**	.805**	1	
BBE	.901**	.952**	.649**	.854**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000

N	379	379	379	377	379
---	-----	-----	-----	-----	-----

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

The accompanying table reveals that there is a significant association between brand awareness and students' purchasing behaviour, with a p-value of 0.000. There is a strong positive relationship between these variables, as shown by the correlation coefficient ($r = 0.901$). Therefore, it stands to reason that a product's brand awareness has a direct correlation to its influence on customers' propensity to purchase that product. Similarly, there is a strong correlation between the dependent variable and brand loyalty. There is a very strong positive correlation between brand loyalty and the purchasing habits of students ($r = 0.952$; $p = 0.000$). Student purchasing behaviour is significantly and positively correlated with the third independent variable, brand association. With a correlation of $r = 0.649$ and a p-value of 0.000, this independent variable is statistically significant. This link demonstrates how a product's emotional connection to a consumer might influence their purchasing decisions. Finally, the perceived quality has a substantial positive influence on the purchasing decisions of students, as shown by a relation coefficient of ($r = 0.854$) and a p-value of 0.000 ($p < 0.001$).

Regression Analysis

The table below shows the regression model between brand awareness and buying behavior

Table 12

Model summary of BAW in BBE

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.901 ^a	.812	.811	.20980

a. Predictors: (Constant), BAW

The high value of R (0.901 in the table) indicates a strong positive correlation between the two variables. An R^2 of 0.812 indicates that the independent variable of brand

awareness explain 81% of the variance in the dependent variable of student purchasing behaviour.

Table 13

ANOVA of BAW in BBE

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.570	1	71.570	1625.996	.000 ^b
	Residual	16.594	377	.044		
	Total	88.164	378			

a. Dependent Variable: BBE

b. Predictors: (Constant), BAW

The ANOVA table above illustrates the relationship between BAW and BBE is statistically significant. The p-values showing .000 that is less than .05. (Pallent, 2007).

Table 14

Coefficient Analysis of BAW on BBE

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.346	.094	.901	3.677	.000
	BAW	.926	.023		40.324	.000

a. Dependent Variable: BBE

The table 14 illustrates a standard beta coefficient of .901, this means an increase in the impact of BAW on BBE. This is a confirmation that hypothesis 1 (H1) is positively significant and accepted on BAW on BBE. The table indicates a linear connection of BAW and BBE.

Table 15

Model summary of BLT in BBE

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.952 ^a	.906	.906	.14792

a. Predictors: (Constant), BLT

Table 15 above illustrates R. square of .906 which translates to 90.6% of regression model between BLT in BBE. Adjusted R Square is .906 which is 90.6% which explains the regression model of BLT in BBE and indicating a standard error estimate of .14792

Table 16

ANOVA of BLT in BBE

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.915	1	79.915	3652.216	.000 ^b
	Residual	8.249	377	.022		
	Total	88.164	378			

a. Dependent Variable: BBE

b. Predictors: (Constant), BLT

The table above 16 illustrates Anova linear regression which determines BLT influences BBE. The p-values showing .000 that is less than .05. This translates it is significantly accepted according to (Pallent, 2007).

Table 17

Coefficient Analysis of BLT on BBE

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.274	.073	.952	-3.747	.000

BLT	1.074	.018	60.434	.000
-----	-------	------	--------	------

a. Dependent Variable: BBE

The table 17 illustrates a standard beta coefficient of .952, this means an increase in the impact of BLT on BBE. This is a confirmation that hypothesis 2 (H2) is positively significant and accepted on BLT on BBE. The table indicates a linear connection of BLT and BBE.

Table 18

Model summary of PQ in BBE

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854 ^a	.729	.728	.25244

a. Predictors: (Constant), PQ

Table 18 above illustrates R. square of .729 which translates to 72.9% of regression model between PQ in BBE. Adjusted R Square is .728 which is 72.8% which explains the regression model of PQ in BBE and indicating a standard error estimate of .25244

Table 19

ANOVA of PQ in BBE

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.237	1	64.237	1007.991	.000 ^b
	Residual	23.898	375	.064		
	Total	88.135	376			

a. Dependent Variable: BBE

b. Predictors: (Constant), PQ

The table above 19 illustrates Anova linear regression which determines PQ influences BBE. The p-values showing .000 that is less than .05. This translates it is significantly accepted according to (Pallent, 2007).

Table 20

Coefficient Analysis of PQ on BBE

		Coefficients^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.468	.116	.854	4.043	.000
	PQ	.899	.028		31.749	.000

a. Dependent Variable: BBE

The table 20 illustrates a standard beta coefficient of .854, this means an increase in the impact of PQ on BBE. This is a confirmation that hypothesis 3 (H3) is positively significant and accepted on PQ on BBE. The table indicates a linear connection of PQ and BBE.

Table 21

Model summary of BAS in BBE

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.649 ^a	.421	.420	.36786

a. Predictors: (Constant), BAS

Table 21 above illustrates R. square of .421 which translates to 42.1% of regression model between BAS in BBE. Adjusted R Square is .420 which is 42.0% which explains the regression model of BAS in BBE and indicating a standard error estimate of .36786

Table 22

ANOVA of BAS in BBE

ANOVA^a					
Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	37.148	1	37.148	274.511	.000 ^b
	Residual	51.017	377	.135		
	Total	88.164	378			

a. Dependent Variable: BBE

b. Predictors: (Constant), BAS

The table 22 illustrates ANOV linear regression which determines BAS influences BBE. The p-values showing .000 that is less than .05. This translates it is significantly accepted according to (Pallent, 2007).

Table 23

Coefficient Analysis of BAS on BBE

		Coefficients^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	1.137	.181	.649	6.281	.000
	BAS	.743	.045		16.568	.000

a. Dependent Variable: BBE

The table 23 illustrates a standard beta coefficient of .649, this means an increase in the impact of BAS on BBE. This is a confirmation that hypothesis 4 (H4) is positively significant and accepted on BAS on BBE. The table indicates a linear connection of BAS and BBE.

Multiple regression analysis

Homoscedasticity and multicollinearity were first tested and were found to be present before any additional analysis was performed. Breusch Pagan (BP) and Koenker test were used to examine for homoscedasticity. Heteroscedasticity was not found ($p = 0.005$ in BP and $p = 0.352$ in Koenker). To rule out multicollinearity, the variance inflation factor (VIF) in the multicollinearity symptom check should be between 1 and 10. Due to the lack of multicollinearity in this data set, the VIF is 1.

The regression analysis model summary is shown in Table 24

Table 24

Model summary for regression analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.990 ^a	.980	.980	.06903

a. Predictors: (Constant), PQ, BAS, BLT, BAW)

The high value of R (0.99 in the table) indicates a robust positive correlation between the two variables. An R^2 of 0.98 indicates that the independent variables of brand awareness, brand association, brand loyalty, and perceived quality explain 98% of the variance in the dependent variable of student purchasing behaviour, while the remaining 2% is attributable to other factors beyond the scope of this study.

Table 25

ANOVA for brand equity on student buying behaviour

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.925	4	21.481	4508.094	.000 ^b
	Residual	1.773	372	.005		
	Total	87.698	376			

a. Dependent Variable: BBE

b. Predictors: (Constant), PQ, BAS, BLT, BAW

Based on the results of the analysis of variance (ANOVA), the independent variable may be utilised to explain the variation in student purchasing behaviour ($P=0$; F-Stat). The above table shows that there is a statistically significant relationship between the brand equity independent variables (brand association, brand awareness, brand loyalty, and perceived quality) and the brand equity dependent variable (student purchasing behaviour), with an F-value of (4508.094) at a 0.000 p-value.

The intensity of the influence of each independent variable on the dependent variable is shown in Table 26 through beta coefficients.

Table 26

Beta coefficients of regression

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficient	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.069	.036		1.912	.037
	BAW	.889	.050	.865	17.787	.000
	BLT	.929	.019	.823	49.577	.000
	BAS	.268	.018	.235	14.728	.000
	PQ	.530	.053	.505	9.933	.000

a. Dependent Variable: BBE

The researcher utilised the unstandardized Beta coefficient to develop the linear regression equation and the standardised Beta coefficient to determine the relative importance of each independent variable in predicting the dependent variable. The regression equation for this study was generated using the unstandardized beta value from the table above, and it reads as:

$$\text{BBE} = 0.069 + 0.889\text{BAW} + 0.929\text{BLT} + 0.268\text{BAS} + 0.530\text{PQ} + e$$

According to Table 25, there is a statistically significant relationship between brand loyalty ($\beta = .929$), brand association ($\beta = .268$), brand awareness ($\beta = .889$), and perceived quality ($\beta = .530$). This suggests that there is a linear relationship between the amount of variation in the independent variables (perceived quality, brand loyalty, brand association, and brand awareness). and the amount of variation in the dependent variable (student purchasing behaviour) Data from this study reveal that a shift of one (1) unit in brand loyalty would result in a shift of .929 unit in consumer behaviour, assuming no other changes were occurred. Furthermore, the data indicates that a one (1) unit shift in brand awareness results in a .889-unit shift in student purchasing behaviour, assuming all other factors remain constant. Finally, a shift of one unit in students' perception of quality will lead to a .503 shift in their purchasing habits, everything else being equal. It was concluded that the alternative hypotheses were acceptable because of the substantial effects that students' knowledge of brands,

associations with brands, and loyalty to brands had on their purchasing decisions. Researchers picked alternative hypotheses in line with the work of Chinomona and Maziriri (2017), and Masika (2013).

CHAPTER V

Discussion

The numerous dimensions of brand equity also referred to as the "brand equity components," which include brand awareness, perceived quality, brand loyalty, brand associations; and how they influence consumer purchasing behaviour (decision making) of students at Near East University discussed in this study highlight important aspects. These aspects could be utilized or improved by various marketing teams from multiple organisations so they influence and stimulate those very decisions (purchasing decisions). When marketers have more information on the choices that are most significant to the audience in regard to brand equity, as well as the thinking processes, emotions, and motivating elements that are behind those decisions, they will be in a better position to influence those individuals.

The purpose of this research was to determine the perspectives of respondents on the influence of different levels of sports brand awareness on purchasing behaviour. The findings revealed that brand awareness had a substantial positive association (0.901) with consumer behaviour among students, and the majority of respondents, with a mean of 4.23, stated that they would only buy sportswear from a well-known brand. One of the most important aspects of brand equity is the level of brand awareness among respondents. Marketers should always think of the following questions such as, "How much do people know about the brand? When the name Adidas is mentioned, what comes to people's mind?" Insightful people often ask themselves such inquiries. Having a well-recognized brand is important. People are more inclined to purchase what they are already acquainted with, thus it's important that the brand itself is well-known. They corroborate research done by Masika in 2018 that found consumers' familiarity with a brand was the single most influential factor in influencing their final purchasing decisions. Another comparable research, conducted by Lin and Chang (2003), found that brand recognition was the most influential factor in customers' purchasing decisions. Brand awareness, as described by Keller (2013), is the combination of brand recall and brand recognition. While shopping, he suggested, customers are less likely to buy an unknown brand, suggesting that brand awareness may be more significant than product quality when making a final purchase choice. One

cannot, however, rule out the possibility of saying that no one buys what they are unaware of as a possible response all the time. According to what Aaker (2010) said, there are many different degrees of brand awareness. Even with the most basic degree of familiarity, some customers buy products because they have some experience with the brand, which helps them to more easily remember the names of those products. Some consumers, as seen by the results of this research, are open to purchasing sportswear from companies they are unfamiliar with (response with a mean of 3.95). The next level is brand recall and reflects awareness. Some respondents (mean 4.14) support the statement that "before purchase, he/she could quickly recall the symbol/logo of current sportswear". The highest level of awareness is top-of-mind which concurs with the statement "I would only buy sportswear from a brand well known to me". Unprompted recall of a brand is preferred over prompted recall, as stated by Peter and Olsson (2008), since it shows that the brand is presently in the mind of the customer. Customers who are already acquainted with a brand are more inclined to buy that brand than those who aren't because they are better able to evaluate the brand's quality, packaging, and price. (Koniewski, 2012).

Results from descriptive statistics showed a positive relationship ($r=0.854$) between how a product is evaluated in terms of quality and how likely a consumer is to make a purchase. When consumers hear a specific brand name, their first thought is often "oh, it must be excellent or fancy." These are the qualities that people associate with certain brands, and they forge a connection between the product's perceived advantages and disadvantages. Consumers' opinions of an entity's overall perfection or superiority are what constitute its "perceived quality," as explained by Schiffman, Kanuk, and Wisenblit (2010). Results showed that consumers' opinions of a brand's quality had a role in how consumers saw the brand (Ming et al., 2011; Chen and Tseng, 2010). This study's results are consistent with those of other research that suggest that a consumer's perception of quality has a significant, favourable effect on their likelihood to make a purchase (Tsiotsou, 2006). The majority of respondents (4.22%) agree that when shopping for sportswear, they compare several brands and then choose the one that has the best overall features.

The results of this investigation likewise showed a favourable connection ($r=0.649$) between consumers' association with a brand and their subsequent purchases of that

brand. Brand knowledge is an important source of customer-based brand equity, and previous research has indicated that uniqueness, appeal, and association strength are significant components of brand knowledge (Keller, 2013). What a brand's customers stand for is crucial to its success. Initially, Mohan (2014) found that information on objective qualities like price and physical attributes may influence brand connections. Take for instance, if one purchases a pair of sports shoes which happen to have a Ferrari logo on the side, the first thought is that these must be really fast because they have a horse on them. That is what brand association looks like. The horse/stallion represents speed, wild and powerful and so that logo really just associated with speed and power which is very important to athletes. Marketers are interested in what people associate their brands with because if they associate quality, speed and power, people are more likely to purchase that product as it will most likely efficiently carry out its performance qualities and meet generated expectations as opposed to a product that is associated with weakness. Second, Chen et al (2013) expressed the status function as an important aspect. The status function incorporates feelings of admiration and prestige that customers experience upon using the brand. This is in agreement with results from the study. The majority of respondents, with a mean score of 4.13, agreed that they are more inclined to purchase athletic apparel from a company if it has the potential to enhance the manner in which their contemporaries see them. Other respondents, with a mean score of 4.12, agreed with the statement that they are more inclined to purchase athletic apparel that is seen to be a mark of prestige. Some brands are associated with social identification as some consumers manifest desire to dissociate themselves from groups of individuals or to be integrated.

In the world of business, brand loyalty is worth gold. It takes years to cultivate. However, it is something service providers must aim for as loyalty brings a lot of value to the company as it is cheaper to keep the same customers than to look for new customers. The study revealed that there is also a strong positive correlation (0.952) between brand loyalty and consumer purchasing behaviour. This concurs with the study conducted by Qaisar and Ali (2018) where their results also stated that there was indeed a positive correlation between brand loyalty and consumer buying behaviour. Schiffman et al. (2010) integrated a conceptual framework which viewed consumer loyalty as the function of three groups of factors, namely: personal degree of risk aversion or variety seeking, the brand's reputation and availability of substitute brands

and social group influences and peers' recommendations. This in turn led to the four types of loyalty – no loyalty, covetous, inertia and premium loyalty. Consumers with no loyalty do not purchase product at all and do not have any cognitive attachment. Covetous loyalty refers to customers who do not purchase but are strongly attached to brand. Inertia consumers purchase out of habit and convenience. Lastly premium consumers have high purchase rate and high attachment (customers that are willing to pay a premium price)

One noteworthy observation is that different authors perceived different elements of brand equity to be the most critical. In the study by Masika 2018, brand awareness was the biggest or most critical element for buying behaviour. On the contrary to the literature Yee and San (2011) viewed perceived quality as a critical element for consumer decision making. This study revealed that brand loyalty is the most critical as it had the highest correlation with consumer buying behaviour (0.952). Future research in the field of consumer buying behaviour in relation to brand equity must be done utilising longer sampling frames and sample size which may provide further foundation to the effect that these variables have on consumer buying effect.

Table 27

Summary of Hypothesis

Hypothesis	Result outcome
BE is positively related to BBE	Significantly accepted
BAW is positively related to BBE	Significantly accepted
BLT is positively related to BBE	Significantly accepted
PQ is positively related to BBE	Significantly accepted
BAS is positively related to BBE	Significantly accepted

CHAPTER VI

Conclusion and recommendations

The results showed that the independent factors (brand awareness, brand association, perceived quality and brand loyalty) influenced the students' buying behaviours at Near East University. It was shown that customers are more likely to make repeat purchases when they have a strong attachment to and loyalty toward a brand, and this is true only when the user has a deep and emotional connection with the brand. As a result, it's more important than ever for brands to be presented to their target market in a way that emphasises their product's features and capabilities, as well as a clear explanation of what those brands stand for and how they affect their customers' relationships. From establishing the brand's identity (brand awareness) to emphasising its unique selling proposition and target audience (brand performance and brand association) requires a methodical approach that, according to Marketing and Branding Research (2021), should follow both the rational (brand quality) and the intuitive (brand emotion) paths (brand feelings). In this way, customers may establish a favourable impression and an unbreakable relationship (brand loyalty) that shapes and impacts their buying behaviour.

In addition, the results showed that the students' brand awareness affected their purchasing decisions in a favourable and statistically significant way. Marketers and brand managers in the real world may take use of the insights provided by this research. For instance, brand managers should prioritise high-quality products in order to improve brand awareness campaigns for their goods and promotions for customers to get linked with brands because of the strong association between brand awareness and consumer behaviour. This means that customers will stick with the same sportswear company year after year. Customers may increase sales and brand awareness by telling their friends and family about the product. Moreover, the results showed that the students' favourable and substantial response to brand connection affected their purchasing decisions.

According to the findings, businesses should pay close attention to the brand connections associated to the guarantee, social identity, and status functions if they want to increase customer behaviour to repurchase their product categories. If

businesses want to charge more for their goods, they must encourage connections between their products' guarantees and social identities. It makes sense to appeal to a brand's reassuring and distinguishing qualities to encourage its consumers to spread the word about it. For this reason, the establishment of such capabilities necessitates the organization's developing constructive communications towards the brand. Above, we stated that the brand's image and social prestige had less of an impact on customer recommendations than the consumers' own impressions of the brand.

The research concluded that Near East University students' brand loyalty influences their purchasing habits in a favourable and statistically significant way. The findings suggest that producers should give serious thought to the influence of a brand's image, since this has a significant bearing on customers' opinions and, therefore, results in brand loyalty. In order to maintain customer loyalty, brands need to establish programmes and quality that provide benefits to the customer. Consumers' propensity to make a purchase is heavily influenced by the item's price and ease of availability. Consumers are less likely to switch brands when they find low costs combined with high quality. Managers in charge of marketing in businesses need to pay careful attention to the wants and requirements of consumers. In order to be successful, a product must be well received by its target market.

The study also revealed that an increase in in the perceived quality of a product the higher the purchase. The majority of a consumer's evaluation of a service, brand, or company is based on unconscious processes. Most people will have an innate knowledge of how to judge the quality of a product based on their senses of sight, touch, and hearing. An impression can be formed in a matter of minutes, sometimes even seconds. You'll be able to tell whether or not you're looking at a high-end vehicle simply by taking in all of the information presented to your senses. The first step in creating products that will not only satisfy, but delight, all five senses and provide an immediate "wow" to the customer is to have a firm grasp on perception and to break down each sensory input. In a market saturated with products that do what they're supposed to do and have all the bells and whistles consumers want, it is recommended that companies put the emphasis on perceived quality to turn otherwise comparable products into desirable premium offerings they can charge more for.

Research Limitation and Future Study

There are a few confinements and open doors for future investigations. Initially, the information for the current examination was gathered from Northern Cyprus, so it isn't certain whether the connection between brand equity and buying behaviour is the equivalent in different nations. Besides, there is a chance of inclination in the regular strategy for addressing all inquiries. Despite the fact that we did not measurably discover the issues of the technique common in this exploration, they cannot be barred completely. Thirdly, this research is conducted using cross-sectional data. This data can only at a specific time, reveal the total impact that predictor variable has towards a particular criterion variable. Thus, a longitudinal study utilizing larger sample size should be carried out instead, which may provide further foundation to the effect that these components of the independent variable have on consumer buying behavior. In addition, this research focuses only on sportswear brands, which rises whether the relationship we examined in this research will be different for other sectors. Finally, this study was conducted using a sample of 379 students from Near East University, therefore the results cannot generalize for the whole of Northern Cyprus. This study may only be generalized for Nicosia City as Near East University is the top university in Nicosia. This group may not represent the whole of Northern Cyprus. Moreover, longitudinal study is encouraged to be carried out in future research as this may bring more significant findings and results, capturing perception change on a period of time.

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APPENDICES

APPENDIX A: PLAGARISM REPORT

How brand equity can influence the buying behaviour of students in Northern Cyprus by Heather Sibanda

ORIGINALITY REPORT

11 %	11 %	4 %	%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	pdfs.semanticscholar.org Internet Source	1 %
2	etd.aau.edu.et Internet Source	1 %
3	ir.jkuat.ac.ke Internet Source	<1 %
4	repository.smuc.edu.et Internet Source	<1 %
5	mbr.cikd.ca Internet Source	<1 %
6	repository.president.ac.id Internet Source	<1 %
7	erepo.usiu.ac.ke Internet Source	<1 %
8	ervablogaddress.blogspot.com Internet Source	<1 %
9	1library.net Internet Source	<1 %

APPENDIX B: COMMITTEE APPROVAL**BİLİMSEL ARAŞTIRMALAR ETİK KURULU**

07.07.2022

Dear Heather Sibanda

Your application titled “**How Brand Equity can influence the buying behavior of students in Northern Cyprus**” with the application number NEU/SS/2022/1334 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Assoc. Prof. Dr. Direnç Kanol

Rapporteur of the Scientific Research Ethics Committee

Note:If you need to provide an official letter to an institution with the signature of the Head of NEU Scientific Research Ethics Committee, please apply to the secretariat of the ethics committee by showing this document.

APPENDIX C: QUESTIONNAIRE

Dear Respondent

My name is Heather Sibanda, a student at Near East University, Department of Business Administration currently studying Masters in Business Administration.

This study is part of an MBA thesis study seeking information on “How Brand Equity can influence the buying behaviour of students”. We are kindly inviting your participation in this study, which will involve a structured questionnaire. This questionnaire is completely confidential and is for scientific purposes only and will be kept confidential. **Your participation is completely voluntary** and you may stop taking part at any time you wish. The questionnaire should take about 5 minutes to complete. There are no right or wrong answers. If you have any questions concerning the research study, please feel free to contact us using the information stated below. Thank you in advance for your cooperation and assistance.

Research Team:

Heather Sibanda (MBA Student)
 Department of Business Administration
 Near East University
 TRNC
 Email: heathersibbs@gmail.com

Şerife Eyüpoğlu (Supervisor)
 Department of Business Administration
 Near East University
 TRNC
 Email: serife.eyupoglu@neu.edu.tr

This questionnaire is divided into two sections, Section A aims to obtain demographical/personal information and Section B is related to the research objectives. We extend our gratitude of thanks in advance for your cooperation.

Section A: Personal Information

Please kindly check with (√) in front of the appropriate option;

1) Age range;

18-25 years [] 26-30 years [] 31-35 years [] 35- 40 years [] 40
 + years []

2) Marital Status

Single [] Married []

3) Gender

Male [] Female []

4) Level of Education

Associate Degree [] Bachelor Degree [] Master Degree []
 PhD Degree []

5) Years of studying at Near East University

Less than 1 year [] 1-5 years [] 6-10 years []

Section B: Brand Equity; Buying Behavior

Indicate (X) for your level of agreement for each of the statements listed below in regards to your "choice of brand" and your "buying behaviour" according to the scale given below.

(1= Strongly Disagree 2= Disagree 3=Uncertain 4= Agree 5= Strongly Agree)

Questions	1	2	3	4	5
BRAND EQUITY					
BRAND AWARENESS					
Source: Catherine Njoki Muigai, "Impact of Brand Equity on Consumer Buyer Behavior of Smartphones Among Millennials: A Case Study Of The United States International University" (2017). A Student Research Project Report Submitted to the Chandaria School of Business.					
BAW1 I would only buy sportswear from a brand that is well known to me.					
BAW2 I would be willing to buy sportswear from a brand I have no knowledge about.					
BAW3 I typically buy sportswear from a brand that I can quickly recognize among competing brands.					
BAW4 Before purchase, I could quickly recall the symbol/logo of my current sportswear					
BAW5 If I could buy new sportswear today, I would most likely purchase the brand that first comes to mind.					
BRAND LOYALTY					
Source: Catherine Njoki Muigai, "Impact of Brand Equity on Consumer Buyer Behavior of Smartphones Among Millennials: A Case Study Of The United States International University" (2017). A Student Research Project Report Submitted to the Chandaria School of Business					
BLT6 I am more likely to buy sportswear from a brand that I believe does not disappoint its customers.					

	BLT7 I am more likely to buy sportswear from a brand I would be willing to recommend to my friends.					
8.	BLT8 I am more likely to buy sportswear from a brand I believe to offer value for money.					
	BLT9 I am more likely to buy sportswear from a brand I take a keen interest in.					
	BLT10 I am more likely to buy sportswear from a brand that I would be willing to pay a premium price for.					
1 1.	BLT11 I am more likely to buy sportswear from a brand that is, on a regular basis, typically my first choice					
BRAND ASSOCIATION						
Source: Catherine Njoki Muigai, "Impact of Brand Equity on Consumer Buyer Behavior of Smartphones Among Millenials: A Case Study Of The United States International University" (2017). A Student Research Project Report Submitted to the Chandaria School of Business						
1 2.	BAS12 I would only consider buying sportswear from a credible brand.					
1 3.	BA13 I am more likely to buy sportswear from a brand that reflects my individual personality (e.g., practical, flamboyant)					
1 4.	BA14 I am more likely to buy sportswear that is in fashion.					
1 5.	BA15 I am more likely to buy sportswear from a brand that is known to be a market leader.					
1 6.	BA16 I am more likely to buy a sportswear from a brand that could possibly improve the way I am perceived by my peers.					
1 7.	BA17 I am more likely to buy sportswear that is viewed by society as a status symbol.					
PERCEIVED QUALITY						
Source: Catherine Njoki Muigai, "Impact of Brand Equity on Consumer Buyer Behavior of Smartphones Among Millenials: A Case Study Of The United States International University" (2017). A Student Research Project Report Submitted to the Chandaria School of Business.						
	PQ18 I tend to buy sportswear from a brand which is known to have a brand image of being among the best in the sector.					
	PQ19 Before making a purchase, I compare and contrast the various brands of sportswear, and would typically buy the one exhibiting superior characteristics.					

	PQ20 I am more likely to buy sportswear from a brand that is known to manufacture sportswear of very good quality.					
	PQ21 I would only consider buying sportswear with excellent design.					
BUYING BEHAVIOUR						
<p>Source: Bezayit Melese, "The Effect Of Brand Equity On Consumer Purchase Decision: The Case of Cell Phone In Addis Ababa" (2020). A Thesis Submitted To St.Mary's University, School Of Graduate Studies.</p>						
	BBE22 My purchase decision depends upon how others think about me with the type of brand I use.					
	BBE23 My awareness regarding a sportswear brand guides my purchase decision.					
	BBE24 The overall assessment of the quality of a brand affects my purchase decision.					
	BBE25 In the future, I will buy the same brand I already have.					