

**Impact of Brand Signature on Brand Performance among Jordanian
and Georgian Consumers:
A Case of Carraefour in the Retail Industry.**

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‘As the author of this paper, I declare that this thesis presented for the degree of Master of Business Administration is the original report of my research and has been written by me. Due references have been provided on all supporting literatures and resources. I also confirm that this work has not been submitted for any other degree or professional qualification.

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Abstract

The brand attributes are the core values that define the nature of the company and represent the essence of the brand. Brand attributes significantly impact the brand's performance as attribution in the form of name and logo etc can become part of public and customer culture. This study attempts to understand the ways in which Carrefour stores brand signature impacts its brand performance among Jordanian and Georgian customers. It investigates about the case of Carrefour in the retail industry. Retail branding has undergone transformation. This transformation is manifested more in terms of how brand attributes, brand signature, customers' brand awareness, and brand attitude, and brand reputation are impacting the brand performance. Furthermore, the research attempts to analyse the customers views on Carrefour's brand attributes. Brand performance was studied in relation to Carrefour's brand reputation and performance. The study offers recommendations on similar and different ways in which Carrefour can transform its brand signature and performance in Georgia and Jordan, and last but not least, the study aims to show the lessons offered to improve brand performance in developing world offer for Carrefour's brand signature management.

For this study a quantitative research approach was adopted using a survey method of data collection. Using a random sampling technique, the survey was distributed online via facebook to gather 109 Jordanian and Georgian citizens and residents responses. The study attempted to understand the correlation between Carrefour's brand signature and its brand performance in Georgia and Jordan. In terms of a conceptual framework, the study used a thorough conceptual framework (Foroudi et al) that attempts to understand the correlation between brand signature and performance. The general basis of the investigation has included a positivist approach where 5 substantial hypotheses were tested for their accuracy as per the data gathered from the survey questionnaire. The data was specifically gathered around on following themes brand name, logo, design and colour, brand attitude, brand belief, brand awareness, brand recognizability, brand reputation, brand benevolence, brand performance, brand repurchase, and brand recommendation.

Based on the customers' responses emanating from their experience of shopping at Carrefour, the statistical data analysis shows that Carrefour customers both in Georgia and Jordan are generally satisfied about the services and products at Carrefour. It also found that they are familiar with the brand signature and it directly impacts on brand's performance in both Georgia and Jordan. However, there is room to improve the correlation between brand

signature and overall brand reputation and performance of Carrefour in these countries. The study indicated Carrefour is seen more as an international brand perhaps a little devoid of distant from the cultural and national relevance. It is therefore recommended that Carrefour can find national and local themes to become more representative of Georgian and Jordanian customers. Furthermore, it also recommends to improve the brand awareness through linking it to national and cultural memory of both the countries to improve Carrefour's overall brand performance. Finally, it also recommends that Carrefour localizes its brand to improve its effectiveness in the market, especially, with the high development of the social media and digital marketing, this study recommended that Carrefour has to be more active through a new marketing strategies to popularize its brand and target the new generation.

Keywords: brand, brand signature, brand performance, awareness, attitude, reputation, retail, characteristics, Jordan, Georgia, Carrefour.