



Syrian Immigrant Businesses Protecting Their Brand Value in the Destination Country: The Case of Gaziantep

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Abstract

It is important for the continuity of brand identity and image that migrant communities continue their production habits in the places they go and bring their brands with them. The 2011 Syrian civil war negatively affected many businesses. After the war, many brands left Syria and tried to hold on to the market with new strategies in the country they migrated to. By promoting their brands in new places, businesses focus on their cultural heritage with the marketing strategies they use and ensure the sustainability of brand value in the migrated place. The existence of historical and cultural relations between Syria and Gaziantep is seen among the reasons why Syrian businesses prefer Gaziantep. The fact that these businesses offer products reflecting Syrian culture and traditions is also important for economic development and the tourism sector in the region. The migration of Syrian businesses with their brands helps them to be accepted in the new place. Migrant businesses protect their brands by building strong ties among their communities. Through these migrant solidarity networks, status and social cohesion play a critical role in maintaining brand value. It is important to determine what new strategies these businesses apply when entering new markets are and what their brand perceptions are in terms of business managers. This article is written to reveal the brand perceptions of managers and how they sustain it while Syrian businesses holding the trademark rights continue with their existing brand in Gaziantep. In terms of methodology, MAXQDA 2022 qualitative data analysis software was used in the context of qualitative research. As a result of the study, it has been found out that: (i) Syrian business owners differentiate their products in order to ensure brand continuity, (ii) they adjust their working hours according to the new country, (iii) the people responsible for brand continuity are family members, (iv) businesses advertise on digital platforms due to lack of budget.

Keywords

Migration, Brand Value, Syrian Migration, Immigrant Entrepreneur, Syrian Businesses

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