

**UNIVERSITI TEKNOLOGI MARA**

**BUILDING BRAND IDENTITY FOR  
SUSTAINABILITY OF NEW EMERGING  
ENTERPRISES  
(A CASE STUDY OF BUMIPUTERA SMALL  
FASHION ENTERPRISES IN MALAYSIA)**

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Thesis is submitted in fulfilment  
of the requirements for the degree of  
**Master of Art and Design**

**Faculty of Art and Design**

December 2016

## ABSTRACT

Brand identity takes an aspirational perspective on ‘what’ and ‘who’ Bumiputera new emerging fashion (BNEF) enterprises in the market while emphasizing on the needs for sustainability. The increasing numbers of BNEF enterprises that hardly survive in the dynamic business environment and the rising roles of active consumers online and offline in Malaysia context have taken a toll even though have been supported by the government in so many ways. Thus, using brand identity building as a strategic tool for BNEF enterprises’ sustainability is an exploratory study that well described as the independent variable: Internal Elements which consist of Corporate Identity and Organizational Identity and External Elements which consist of Corporate Image and Reputation resulting Brand Loyalty as dependent variable. The conceptual framework therefore, significantly creates Brand Awareness and thus, develop Brand Loyalty for the sustainability of BNEF enterprises in the market. This research study seeks to the advancement of establishing the conceptualization of brand identity building by proposing brand identity as dynamic and strategic tools constructed by influencing inputs from top management, stakeholders and loyal customers. Hence, the research study proposes an innovative managerial framework together with the alignment of Strategic Stars of Brand Identity (Hatch & Schultz, 2001) in order to challenge the establishment approach of brand identity building specifically for sustainability of BNEF enterprises in Malaysia.

**Keywords:** Brand Identity, Corporate Identity, Organizational Identity, Corporate Image, Reputation, Brand Awareness, Brand Loyalty

## **ACKNOWLEDGEMENT**

Firstly, I wish to thank Allah for giving me the opportunity to embark on my Master and for completing this long and challenging journey successfully. My gratitude and thanks go to my supervisor Dr. Rosita Mohd. Tajuddin and co-supervisor, Assoc. Prof. Dr. Ameer Shakir Zainol for their guidance and perseverance.

My appreciation goes to all respondents of Bumiputera fashion business owners who provided the facilities and assistance during the case studies conducted regardless of their busy and hectic schedules. Special thanks to my colleagues and friends for helping me with this project.

Finally, this thesis is dedicated to the loving memory of my very dear late father and my lovely mother for the vision and determination to educate me. Also, the dedication goes to my dear lovely husband and children for their love and patience throughout the learning process. This piece of victory is specially dedicated to all of you. Alhamdulillah.

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# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 RESEARCH BACKGROUND**

This research is an exploratory study towards a conceptual framework of brand identity building perpetually meant to answer the research questions of the prolonged problems encountered by Small and Medium Enterprises (SMEs) in Malaysia that involved in fashion related businesses. The study is later being narrowed down to focus on New Emerging Enterprises in Bumiputera business community which are the most struggling to survive and sustain in the competitive and opened market in Malaysia. The overall study will be based on the past literatures of corporate brand identity as represented by the mainstream of marketing and organizational studies (van Riel & Balmer, 1997; Ind, 1997; Balmer 2001a, 2001b; Hatch & Schultz, 2001; 2003; Urde, 2003; de Chernatony, 2002; Balmer & Gray, 2003; Balmer & Greyser, 2003; Kapferer, 2004).

This research paper will then challenge the common views of the corporate brand identity as the core practices and meanings of the organization (Balmer & Gray, 2003) towards visible internal and external elements based on the underlying features of vision, culture and image which create an individuality to differentiate the brand (van Riel & Balmer, 1997) and values (Ind, 1997). The concept of the corporate brand identity has prominently risen to scholars and practitioners by pointing to the potential economic value inherent in managing and developing the brand at the level of the organization thus, will assist Bumiputera New Emerging Enterprises in business sustainability (Kohar, 2013). To be specific, the paper will concentrate towards the common unpleasant perception of Bumiputera enterprises in Malaysia and find the significant in using the conceptual framework of brand identity building internally and externally as the main objective.

After so many years and efforts by the Government in the development of the Bumiputera SMEs to be more competitive and resilient in the market, problems are still arisen (Mahathir, 1970; Shukor, 2006). A lot of excuses being given to defend the