

The Impact of Brands on Consumer Purchase Intentions

Syed Saad Hussain Shah, Jabran Aziz, Ahsan raza Jaffari, Sidra Waris, Wasiq Ejaz,
Maira Fatima and Syed Kamran Sherazi
Iqra University, Islamabad Campus, Pakistan

Abstract: The purpose of this study is to incorporate the core brand image, brand attitude and brand attachment with environmental consequences to testify the impact on the consumer purchase intentions. Does environmental consequences has some role while formatting purchase intention of the customer or people do not think about it. Either customers want to attach themselves with brand only or they also keep into account the corporate social responsibility index as well. Results show that core brand image and brand attitude has positive impact whereas environmental consequences have negative effect on the purchasing intention of customers (smokers).

Key words: Brand, brand attitude, brand attachment, core brand image, environmental consequences, purchasing intentions

INTRODUCTION

Today's world is more conscious about society whenever they make a purchase decision. The current ethical, religious, moral and environmental degradations have compelled the mankind to think of it seriously as no more deterioration is affordable for the universe. Environmental degradation and deterioration is the most threatening factor for today's mankind. Humans are facing global warming, sea drying out problem, change in season's patterns, contaminated climate and water and finally the elimination of various species which are part and parcel for the healthy survival for the human being. Now brands are known for their corporate social responsibility and not merely on the basis of product only.

Researchers have noted that it is imperative to take a closer look at how consumers develop relationship or interaction with brands and be able to form communities of brand in their own personal lives (Esch *et al.*, 2006). Dual mediation model can be important to investigate the attitude of consumer that is lead by an advertisement that further leads to their purchase behavior or intention (PI).

For the purchase intentions a consumer may consider environmental issues. So the question arises how to achieve acceptance of the consumer on brand through environmental issues? Follows and Jobber (2000) has addressed this issue of environmental impact upon brand in context of public and corporate policy. So in first hand environmental consequences has been taken as an independent variable along with the consumer brand attachment, attitude towards the brand, and core brand

image. Further how these independent variables along with the above mentioned independent variables will impact the purchase intention (dependent variable) will be studied.

Objective of study: The objective of this is study is to analyze environmental consequences on purchase intention with other brand related independent variables. Because in the developed countries customers are getting rationale in regards of environmental consequences of their purchase while they are intending to make a purchase decision. Furthermore contribution to literature is that this study has incorporated environmental consequences as an independent variable in the model of our study associated with other brand dimensions in order to view impact of these variables as a whole on purchase intentions of customers.

LITERATURE REVIEW

Core brand image (Table 1): In the perspective of core-brand image and in the context of extension of a brand one obvious issue is the strength of a brand which is vital part when extending the brand process. Older studies ended that the strength of the brand is perceived both as objectively or subjectively. Shwu-Ing and Chen-Lien (2009) said that market share, channel stronghold, distribution, and promotional and advertising costs are pointing out objectively. He further explained that overall assessment of the consumers to the brand which are on the top normally produces more publicity and share in the

Table 1: Dependent variable (purchasing decision/intention)

Independent variable	Author	Journal	Year
Core Brand Image	Shwu-Lng & Chen-Lien	Asia pacific Journal of marketing	2009
	Sevier	Journal of Marketing For Higher Education	2001
	Bogart and Lehman	Journal of Markeating Research	1973
	Moore and Steve	European journal of marketing	2000
	Ravi <i>et al.</i>	Journal of Product & Brand Management	2005
	Da Silva & Alwi	Journal of Product & Brand Management	2006
	Wong & Merrilees	International Marketing Review	1998
	Vahie and Paswan	International Journal of Retail &Distribution Management	2006
Brand Attitude	Teng,	Journal of consumer Marketing	2007
	Bagozzi and Recall	Marketing Science	1983
Brand Attachment	Esch <i>et al.</i>	Journal of Product &Brand Management	2006
	Martenson	International Journal of Retail & Distribution	2007
	berry	Journal of the academy of marketing science	2000
	Binninger	International Journal of Retail & Distribution Managemen	2008
	Deepak <i>et al.</i>	The Journal of Marketing	2002
	Zboja & Voorhees	Journal of services marketing	2006
	Delgado-Ballester & Munuera-Aleman	Journal of &Brand Management	2005
Environmental consequences	Zyglidopoulos	Journal of Business Ethics	2002
	Follows & Jobber	European journal of marketing	2000
	John McGee <i>et al.</i>	Strategic Management Journal	1998

market so as a result these brands are perceived by the consumers as superior. Shwu-Ing and Chen-Lien (2009) portrayed researches on a larger scale suggesting the major components of core-brand image are awareness for the brand and preference for the brand. The two components of core brand image; awareness for the brand and preference for the brand has an impact on core-brand image and is positively associated with the attitude of the core-brand (Shwu-Ing and Chen-Lien, 2009). Moreover for the effective branding, relevance and awareness both are vital (Sevier, 2001). Bogart and Lehman (1973) explained that brand awareness came into being from the big consists of dissimilar parts and dependent upon extension to different fields of advertised messages. Moore and Steve, (2000) described that fashion brand expansion into global market has achieved success in space of brand image and awareness. Furthermore attributes (the thing which exists and can be distinguished from each other) that are rational might be in true sense viewed as “causes” to the image of the brand rather saying than the image itself. (Da Silva and Alwi, 2006).

Take a closer look at the brand, it represents the ability of producing synergy effect of complete efforts of the marketing that inserts and stretch the existence of an image in the minds of consumer, and add a helping hand to the firm’s success with the help of stronger cash flows and higher values in terms of the shareholders (Wong and Merrilees, 1998). Atmosphere and quality of the store positively impacts the perception of quality of private label brands. Contrary to it, the similarity among national brand and image of the store shows negative impact on the quality of private label brands (Vahie and Paswan, 2006). Roberts and Dowling (2002) explained operational definition as “The corporate brand is a valuable intangible asset, that is difficult to imitate, and which may help to achieve sustained superior financial performance”.

Environmental consequences (Table 1): Green politics has set a criterion that influences purchasing behavior of the consumer from the marketers’ perspective. Majority of users are worried for the impact of environment of their expenditure in North America. Follows and Jobber (2000) explained that products that are responsible for the environment smelled from criticism that the concepts in marketing neglected society as a whole in accordance to the impact of consumption of an individual. In this regard to explain the growing consumption and the survival of the humans, it is considered that the business, government, and consumers to think about the costs that bears environment and advantages which producer receives there is need for a decision about consumption and existence. Follows and Jobber(2000) focused on the consumers that they should decrease their resources of

consumption that are insufficient to supply and act as a replacement for their products which are current for the ones that provides damage to a smaller extent in scope of ecology. Follows and Jobber (2000) further explained a term ‘a conscious consumer’ in social context is the one who considers impact of his or her private usage on public or in other words the consumer who brings change socially by the usage of his or her purchasing power. The issue relating to the impact of purchase behavior on environment is always associated with the measurement problems. John McGee *et al.* (1998) explained that CSR (Corporate social responsibility) consists of two dimensions: The first one is micro level dimension which explains the interface between firm and its environment, and the second dimension is the society in which the operations take place. Zyglidopoulos (2002) described that in a specific country the social and environmental responsibilities of a multinational Operationalization is also dependent on all the countries laws and regulations,

customs and practices of the business it uses for its operations. Follows and Jobber (2000) gave operational definition as; environmentally responsible products in general tend to be viewed as the socially acceptable choice which can inflate intention relative to actual behavior.

Brand attitude (Table 1): In dual mode persuasion process, Attitude towards the advertisement and brand cognition directly impact on attitude towards the brand. Teng *et al.* (2007) revealed that abundant studies expressed that advertisement is evaluated by the impact of ad context. Formation of responses that are cognitive gives back a necessary process directing to account change in the attitude. Porter (1974) said that by activation of the feelings may not only be occur speedily but also may lead to believe processing that is following in order or succession. Porter (1974) forbade that advertisement should not be presented in hollowness and compete against other advertisements so in this context a consumer's perception in general of other advertisements may have impact on his or her attitude leading to the focused advertisement. Teng *et al.* (2007) concluded that a customer attitude leading to a focused brand not only is dependent on his cognition of brand, but also dependent on his perceptions of brand in a competition. As a result researches extend to one more factor i.e. attitude towards advertisement and attitude towards the brand interaction to purchasing behavior or intention leading towards the brand.

Consumers very often embed information in advertisements into easy presentations throughout the globe. The reactions to advertisements are not as such valid. However the models like attitude, embedded information, and other such models perhaps lend better possibilities to form brand attitude (Bagozzi and Recall, 1983). Bagozzi and Recall (1983) operationalized definition of brand attitude as consumer attitudes in a unidimensional sense as the sum of the products of beliefs times evaluations, it may be fruitful to examine attitudes as multidimensional constructs consisting of networks of interconnected beliefs and evaluations.

Purchase decision: Intent to purchase is a kind of decision in which studied why a customer purchases a brand in particular. Constructs like considering something purchasing a brand and anticipating to purchase a brand aids to scope the intentions of purchasing (Porter, 1974). Porter (1974) also elaborated customers' intention to purchase a focused brand is not merely by his same brand attitude, but also by his attitudes leading to other brands in choice of set considered. Schoen bachler (2004) explained a type of loyal customer, whose purchase

decision is insensitive to pricing and the show their loyalty by suggesting positive recommendations to firm and even investing money in the brand which show their extreme trust in the brand. Porter (1974) explained that customers buying behavior also depend on the level of existing competition in the industry. Wang (2004) told that people of China who have affordability expensive imported branded items of clothing, they are becoming receptive in large number to fashionable styles internationally and demand for imported brand products increasing due to variations in behavior of the consumer as well as growing purchasing power. According to Rajagopal (2006) under these circumstances, customers must depend merely on extrinsic attributes of the product. Sovereignty of the consumer rely on saving decisions which want that the individual effectively finds income view of current and future consumptions (Redmond, 2000). To do so consumers should obey their practices in the past for the products in particular type (e.g. brand loyalty or habitual buying) in formation of the decision for the purchase of the product (Terrell, 2002). According to Sproles and Kendall (1986), a consumer's decision-making style is "a mental orientation characterizing a consumer's approach to making choices".

Brand attachment (Table 1): Aspects of public interactions include sensation for other people. On the other hand trust is a vital result of these interactions. In earlier researches in psychology as well as in marketing, it is concluded as vital element for the close interactions. Trust on the brand is impact based, that refers to a touch which is the result of public interaction associated with brand (Esch *et al.*, 2006). Thus in the model satisfaction for the brand is included in addition trust is also added on the brand to testify rational and affective results. Since interactions are relationship over time. Therefore one more construct has been included that indicates this interdependence: attachment towards the brand. Only if a brand's outcome is a satisfied customer and is trusted by the customer then there will be attachment that can be observable (Berry, 2000). Secondly the attachment towards the brand makes interaction and specifies the brand powerfully express an outcome in advance that how often brand was bought in the past and will be bought in the future. Brand plays an extra ordinary role in companies related to services because brands which are strong increase the pace of customer's trust of the purchase that is invisible (Berry, 2000).

Binninger (2008) suggested that earlier in 1990s customers loyalty is marked as a main concept against in association with many others that consists of commitment, satisfaction, identification, trust and the relationship with or attitude leading to brand. Trust of the customer and satisfaction with a retailer mediates the impact of trust in brand and satisfaction on customer

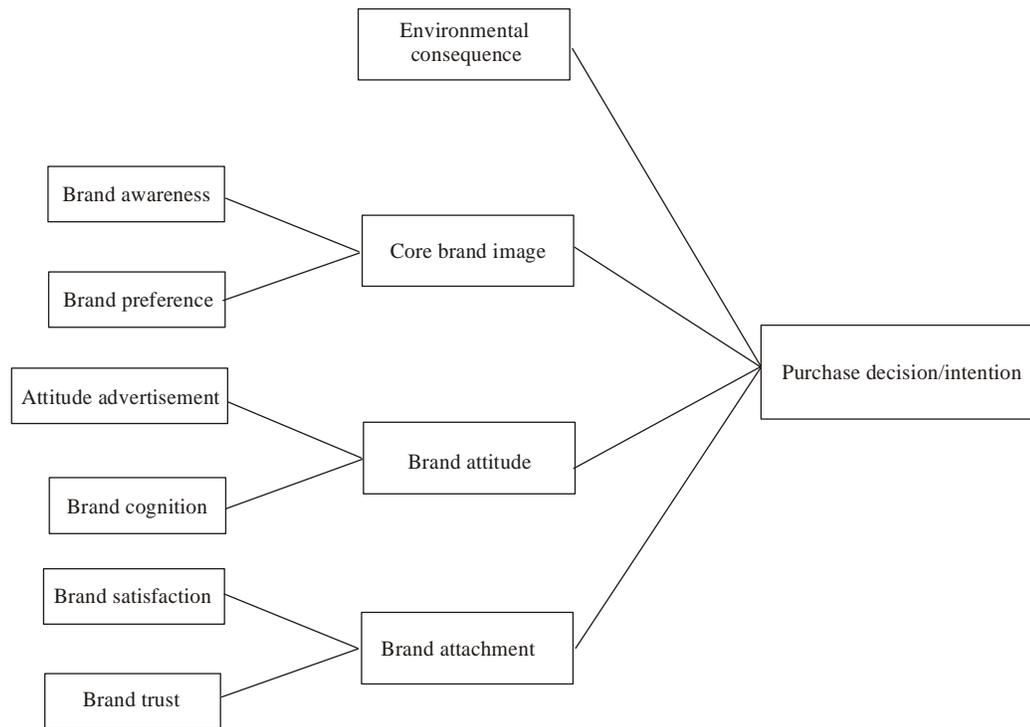


Fig 1: Frame work of study

intentions to repurchase (Zboja and Voorhees, 2006). Sirdesh mukh *et al.* (2002) declared trust of the customer as a vital and necessary construct in developing customer relationships stronger and achieve sustainable share in the market. Few segments related to consumers are interested in store brands where as customers that are satisfied marked as loyal (Martenson, 2007).

Delgado-Ballester and Munuera-Aleman (2005) declared trust associated from past experience becomes the part for current purchase and terms the customers as loyal which further intact the brand equity. Esch *et al.* (2006) defined operationally as Brand attachment is a longer-lasting, commitment inducing bond between the brand and the consumer.

Framework of study:

Hypothesis (Fig. 1):

- H1:** Brand awareness and preference (Core Brand Image) has a positive impact on Purchase intention.
- H2:** Brand Attitude has a significant impact on Purchase intention.
- H3:** Brand Attachment has a positive impact on Purchase intention.
- H4:** Environmental Consequences of the brand has impact (Positive or negative) on Purchase intention.

METHODOLOGY

The method of sampling was non-random, convenient sampling, so the sample was based on non-probability data. Survey was conducted in the year 2010 and questionnaire was based on 5 point likert scale. Sample size consists of 150 respondents of the vicinity of Satellite town and Chaklala Scheme III Rawalpindi in Pakistan. The population was male smokers of the above vicinity. The targeted brand was Pakistan Tobacco Company (PTC).

Instruments and measures: There are five variables in all. Four (4) independent variables are Brand Image (BI), Brand Attitude (BA), Brand Attachment (BAtt) and Environmental Consequences (EC). The dependent variable was Purchase Intention (PI). Except Environmental Consequences all three independent variables have two sub variables. Core Brand Image consists of brand awareness and preference. Brand Attitude formulated on brand advertisement and cognition. Brand Attachment comes out of the brand trust and satisfaction. All four variables have 5 items each except brand attitude which have three items. The questionnaire was adapted according to research.

Procedural design: The model is the example of multiple regression analysis. So SPSS 16.0 is used to analyze the

Table 2: Result of co-efficient β

Constant	Core brand Image (IV1)	Environmental consequences (IV2)	Brand attachment (IV3)	Brand attitude (IV4)	R ²	F
1.117 (0.253) [4.414] 0.000	0.307 t(0.053) [5.761] 0.000	-0.096 (0.048) [-2.002] 0.047	-0.022 (0.050) [-0.441] 0.660	0.442 (0.060) [7.336] 0.000	0.647	66.509 0.000

data. The reliability of the data is checked through Cronch Batch Alpha which is overall 0.72. It shows that data retrieved through the questionnaire is reliable. So reliability is confirmed through Cronch Batch Alpha.

RESULTS AND DISCUSSION

KEY: Co-efficient, Parenthesis (Standard Error), Brackets (t-value) and in italic (p-value)

Considering Fig. 1 results in Table 2 obtained show that as an individual co-efficients β in case of each and every variable indicates a positive result overall. The investigation of this research shows that purchasing intention of customers is positively affirmative as well as powerful correlation is observed with core brand image, environmental consequences and brand attitude i.e., the independent variables. However the first independent variable core brand Image shows a positive relationship with the dependent variable i.e. purchasing intention. This result is consistent with Shwu-Ing and Chen-Lien (2009) where they have showed the relationship between brand image and purchase intention through the brand attitude variable. While the second independent variable i.e. environmental consequences shows a negative relation with the dependent variable. This is also consistent with the H2 of Follows and Jobber (2000) where they hypothesized that environmental consequences have negative relationship with purchase intention and they used LISERAL to estimate the model. In the same model the fourth variable i.e., Brand Attitude also shows a positive relationship with the dependent variable. This is also consistent with the researches of Teng (2007) (H4 of the study) and Shwu-Ing and Chen-Lien (2009) (H5 of the study) also show a positive relationship with the dependent variable purchase intention. Whereas in the same Table 2 there exists an insignificant relationship with the third independent variable brand attachment with the dependent variable purchasing intention. R² 0.647 shows that the model is a fit one and 64.7% variation in the dependent variable i.e. Purchasing intention that is due to first, second and fourth independent variables. Whole analysis shows that the variables Core brand image, Environmental consequences & Brand attitude which are independent in nature influences purchasing intention of customers and gives a significant result as $p < 0.05$, $F = 66.509$ and the $R^2 > .60$ whereas the standard error < 1 . One reason for this abnormal result can be the level of

understanding of the respondents and their solemnity towards questionnaire filling habit. Further it also indicates that in the area where people have less civic sense have less consideration towards issues like environment.

CONCLUSION

The data collected consists of generalized result due to limitation of data which is non-random. Most of the results are significant and are relevant with the literature with little exception. Model is also a good fit of variables. From the above mentioned results it is concluded that smokers situated in the vicinity of Rawalpindi purchasing intentions are affected by the brand image & their attitude towards the PTC brand. Furthermore people don't consider environmental consequences while smoking as it has been adopted by many people in Pakistan as a source of pleasure and PTC products are famous as compared to its competitors but since people want to have pleasure they can use other brands too if PTC brand is unavailable. This can be threatening for PTC and necessary steps should be taken by PTC in order to increase the brand attachment of consumers,

RECOMMENDATION

For further studies it is recommended to use environmental consequences as a mediating or moderating variable. Its impact can also be seen through Core Brand Image. Core brand image and environmental consequences can also be used as sub variables of brand attitude. The data collection technique should also be redesigned by taking random data to increase its application. Further by utilizing improved software's can also improve the generalizability of results. Furthermore this research can also be further undertaken on the basis of demographic differences.

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