

IMPACT OF BRAND IMAGE ON BUYING BEHAVIOUR AMONG TEENAGERS

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Abstract

The objective of this research study is to analyze the impact of brand image on teenagers brand choice, source of information, factors affecting buying choice and level of satisfaction. The sample of the study is 300 respondents in which 150 students were chosen from schools and 150 students were selected from colleges of Karachi. Two schools and two colleges were selected for this research study. Through a structured questionnaire data were collected and with the help of SPSS, analysis was made.

The results revealed that values of regression analysis shows that there is 33.7% variance of buying behavior of teenagers explain by the impact of advertisement on buying behavior, advertisement's impact on brand image and brand image impact on brand loyalty. The results of Pearson correlation shows that teenagers buying behavior is significantly 36% correlated with teenager's loyalty and 49% with advertisement impact on brand image. The teenagers buying behavior is also 38.8% positively and significantly correlated with advertisement. The results of correlation also interpreting that the all relationship is positive and high significant at 0.01 level.

There is a practical relation between brand image and consumer teenager buying behaviour. Marketers can utilize the findings in order to come up with carious marketing strategies in order to target teenagers in more precise manner.

Keywords: Brand Equity, Brand Image, Brand Recognition, Brand Loyalty

Introduction

Thriving businesses all over the world have the widespread goal of strengthening their brand Image Asim Nasar et al. (2012). In Pakistan, many companies are facing tough brand war among each other for getting

maximum market share. A company can get maximum share with the help of offering best product/brand with affordable price. Through providing best quality brand, companies can get a positive brand image with the help of proper and adequate brand positioning through advertisement. This research study will find the association between the variables and then analyze the cause and impact relationship between the Brand Image and purchasing behavior of the teenagers in Karachi. The school and college going teenagers will be selected as sample of this research. This quantitative research study will provide in-depth knowledge to the stake holders of the brand management (both empirically and academically).

According to Keller (1993), creating brand positioning in the market, companies try to develop various ways through which consumer's perception develops. This perception is called Brand Image. This perception generally creates positive or negative brand identity/positioning which could improve or demolish the overall performance of the brand. Consumers categorize a bunch of attributes and generate an image connection associated to the brand around both functional and symbolic dimensions Kotler & Keller (2006). These images are evaluated against numerous reference points (product category image, social image, ideal social image, self image, or ideal self image, to influence consumers' reactions to a given brand, including brand attitude, brand preference, and brand loyalty).

Researcher Edo Rajh (2002) stated in his research that Brand Strength, Brand Uniqueness and Brand Favorability are the brand associations which create brand positioning in marketplace and these variables have strong measurement tool for the calculation of brand performance. Bondesson (2012) presented linkages between brand image and brand strength outcomes along with brand loyalty determinants: "why purchasers choose", "select", "remain loyal to", or "repeatedly purchase" a brand.

With respect to Pakistan and especially Karachi, there is not a single research available which could provide the complete understanding of above mentioned phenomena with respect to marketing/branding strategies adopted by national and multinational companies situated in Karachi. The purpose of this research is to give better exploration in this area.

Literature reviews

Brand Awareness, Recognition and Knowledge

Brand knowledge consists of Brand awareness and Image Agarwal and Rao,(1996; Pappu and cooksay (2005). Previous researchers Franz-Rudolf Esch et al. (2006) have observed that Brand Image has direct effect on customer purchases while brand awareness has indirect affect. Brand awareness is defined by Keller (1993) as, how a consumer can effortlessly

memorize the brand when he is intended for purchase a product/brand. He further stated that brand awareness is directly associated with Brand Image and Brand Awareness cannot be created without the help of Brand Image. Researchers Franz-Rudolf Esch et al. (2006) argued that to evaluate brand awareness brand recall is a tool by which we can easily measure and predict brand awareness.

With respect to Brand Recognition Keller (2003) stated brand loyalty, brand awareness, perceived quality and brand image as the imperative parts. Brand Familiarity shows customers' previous knowledge of and experience with a brand Jing Hu et al. (2012). This knowledge can be based upon tangible/intangible attributes and the relationships among them Keller (1993). Brand Mascot also play important role in brand recognition process. A strong mascot marketing effort enables to create media exposure and excitement, generate goodwill for the brand, and act as an ambassador for the brand by providing a voice for the company's social integrity. They take the role of a 'spokesperson', with their own Facebook pages and this personality would be more appealing than the brand's page. Brand mascots can build engagement even more effectively with mobile and social media, by Michal Clements (2013). They are cartoon symbols and companies use them to make their products distinctive.

Brand Associations

Brand associations, memory, knowledge, awareness and recall has been observed in the previous studies Aaker (1991) Keller (1993) and Yasin et al. (2007), and the researchers validate that further equity of a brand is by and large supported by customer's associations towards the brand, which contribute to a specific brand image.

Researcher Edo Rajh (2002) noted that the power of brand association is connected with the potential of their linkage with the Brand Node. He further stated that whenever the strength of the brand association increases, there is always a chance of enhanced capability of recalling that particular brand. The favorability of brand associations is associated with the customers' beliefs that brand attributes and benefits will suit their needs and wants with satisfaction. He also observed that the uniqueness of brand associations is connected with the scope to which brand associations of one brand are not shared by any other rival brands.

Brand Image and Loyalty

Previous authors Keller (2003) and Biel (1992) stated that a positive Brand Image creates when a customer associate him/herself with a particular brand with unique association and that person could recommend that brand to another person and hold a positive attitude towards that brand. This brand

Image has a direct impact on the purchase behavior of the consumer. Asim Nasar et al. (2012) stated in their research study that a number of companies give valuable consideration for building brand image and utilize capital for formulating and executing marketing strategies and practices. They further argued that Brand image is one of the most powerful aspects that establish the reputation of a specific brand in the marketplace. Without a positive and strong Brand Image, companies cannot get a great part of the market share. For that, companies frequently observe their marketing and branding strategies and practices.

Bondesson (2012) stated that loyalty can be measured through various methods. He further stated that one can measure Brand Loyalty with the help of measuring purchase intention and recommendation. He further observed that brand equity largely focuses on two kinds of brand strength. One is brand loyalty, which is empirically captured by such measures as recommendation, preference, and purchase intention. Second one is customers' willingness to pay a price premium for a specific brand on the other hand

Fouladivand et al., (2013) claimed that brand loyalty has the ability to effect both positively and negatively on the quality of a brand

Brands and Consumer Purchase Behavior

Blackwell et al., (2001) observed that consumer behavior is a set of activities in which they possess, consume and dispose products and services. Teng, Laroche and Huihuang (2007) stated that purchase intention of the specific brand needs assessment of all available Brands. Customers experience diverse assessment criteria when making any purchase decision for example brand, prices, features, quality, performance, user friendliness and convenience Khan et al. (2012). Research conducted by Conner and Armitage (1998) also observed that when a person decides his/her future purchase with the help of his/her past experiences of purchases, one can predict the intention of that person in the future too. D'Souza et al. (2006) stated that if a person get benefit from his/her previous purchase, s/he will tell about that experience to others and also purchase that product or services again and again. Muhammad Irfan Tariq et al. (2013) elucidated purchase intention concerning four behaviors of consumers comprising the absolute plan to purchase the brand, thinking clearly to buy the brand, when someone consider to purchase the brand in the future, and to purchase the particular product absolutely.

Brand Image, Brand Loyalty and Price Premium

Bondesson (2012) examined the associations between brand image, brand loyalty and price premium. The results showed that brand loyalty and

price premium are two separate customer responses determined by unlike brand image elements. They further noted through survey research that connections to a brand's company reputation, service relationship ability, and product solution mainly build brand loyalty, while price premium is built exclusively by relationships to the brand's community.

Aaker (1996) stated about the price premium that brand has a price premium when the total consumers are ready to pay for the products or services from a brand is higher than the total they are agreeable to pay for matching offerings from other brands Some authors Netemeyer et al., (2004) and Niklas Bondesson (2012) treated price premium as a key brand strength.

The Impact of Brand Image and Advertisement on Consumer Buying Behavior

According to Driessen, (2005) Advertisement is a tool, through which companies can create and adapt the image of themselves and their brands. He further noted that through advertisement, companies mostly target the teenagers and young adults because they accept traditional direct advertisement more easily than mature adults and they react on the companies' advertisement more positively and quickly. They also found that through public relations strategy of advertisement, companies create the image. Saeed, et al. (2013) studied the impact of brand image on brand loyalty. They researchers employed quantitative study by taking telecommunication sector with the help of 150 youngsters. They selected survey methodology and for getting the data, they used questionnaire as an instrument. They employed Pearson Correlation and Regression analysis for the data analysis. Results show a positive and significant relation exists between Brand Image and Brand loyalty.

Muhammad Shoaib et al. (2012) discovered the associations between the brand image, advertisement and purchase behavior. They selected 185 family members for their research study from different areas of Allama Iqbal town, Lahore. They found a relationship between advertisements of multinational products and consumer purchasing behavior. While, Muhammad Irfan Tariq et al. (2013) explored the relationship with brand image and purchase intentions of young adults of Pakistan with respect to FMCGs. They found a positive relationship between the brand image and purchase intentions.

Muhammad Mudasar Ghafoor et al. (2012) investigated the impact of customer satisfaction and brand image on brand loyalty. The data acquired from the consumers of Gujranwala, Pakistan and questionnaire survey was carried out to get data from randomly selected universities of the Punjab for instance; Gift University, Indus Industries and local society consumers. They chose a sample of about 200 respondents. Results showed that the

customer satisfaction and brand image both have a significant positive impact on the brand loyalty.

Muhammad Shafiq Gul et al. (2010) observed the association between brand loyalty and brand image with respect to Toyota Car users in Peshawar, Pakistan. Through convenience sampling method, sample of 100 car users were selected. They found that Brand Image and Loyalty was highly insignificant with age group, level of education, point of purchase and repeat purchase duration. While brand image and loyalty was highly significant with brand choice of Toyota, level of satisfaction of the use of product and the repeat purchase frequency of the product.

According to Malik et al., (2013) Brand Image plays a critical job to enhance any business performance because brand image is an indirect instrument which can optimistically change people's purchasing behavior. They employed questionnaire survey in order to gather the data by utilizing non probability convenient sampling technique. Sample size was 200 in which 175 responses were collected. Results after analyzing the data showed that Brand Image has strong positive influence and significant relationship with consumer buying behavior. As stated by Khan et al. (2012) that brand related factors (Brand knowledge, brand relationship, behavioral intention, brand advertisement and past experience about the brand) on the purchase intention of the customers. They further observed that behavioral intention, past experience and purchase intention is high in female then male customer. But male customers have stronger brand relationship then female customers.

Buying Behavior of Teenagers

Blackwell et al. (2001) stated in their research that today's teenagers live in a fast shifting world with information and technology advancing at a volatile rate. The teenagers adopt new technology sooner than all other age groups and are effortlessly influenced by media and peer pressure. In reality, now marketers spend excessive amount and time trying to study and forecast varying behaviour of adolescence. Blackwell et al. (2001) observed that teenagers learn their purchasing skills while shopping with parents.

McNeal (1993) and John (1999) stated in their research that teenagers have many stages while buying the products or brands and shows different behavior with respect to different products and brands. They stated that in the last stage that is called reflective stage; teenagers pay more attention to the social aspects of being a consumer. Ward S (1974) stated that there are many factors which enable the teenagers for the socialization such as family members, friends, mass media, school, retailers. Family is the primary agent of socialization.

Acuff (1997) found in their study that teenagers do not seek advice from their parents for purchasing soft drinks in 92% of cases. However, teenagers do ask from their parents while purchasing expensive products and brands before purchasing them. Sheth, Mittal, B & Newman B (1999) stated that consumer socialization occurs when teenagers learn to make choices among brands, knowledge about product features and functioning of market place.

Methodology

To observe the impact of brand image on teenager's buying behavior, a survey method is applied. The nature of this research study is quantitative. Through getting personal observations and experiences from respondents, researcher will analyze the cause and impact relationship

Sampling Technique

Muhammad Irfan Tariq et al. (2013) used random sampling technique to collect the data. Probability random sampling technique was used for this research study. Questionnaires were distributed randomly to the teenagers including students of different schools and colleges.

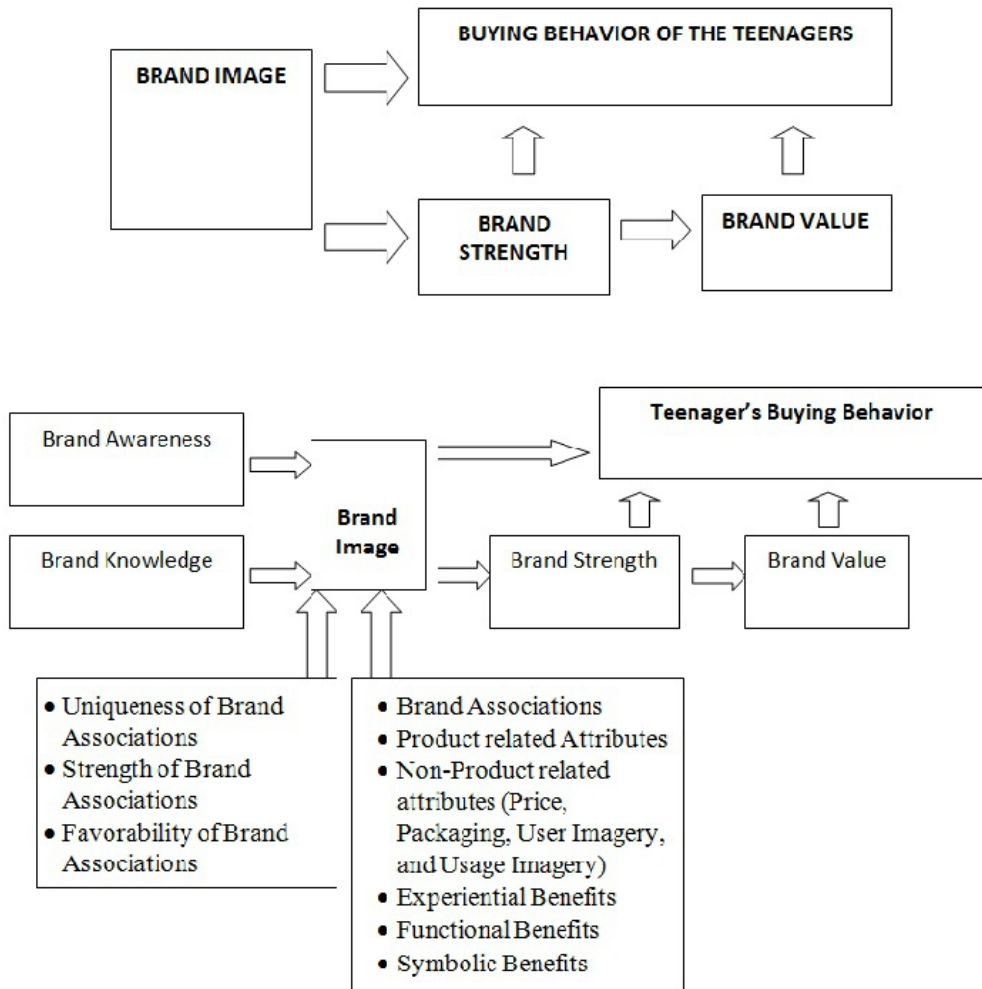
Sample Size

300 questionnaires were distributed for collecting the responses. 150 students from schools and colleges were selected. Two schools and two colleges were selected as a sample for this research in order to select the respondents of this research.

Data Collection Instrument

Muhammad Irfan Tariq et al. (2013) self administered questionnaires were used to collect data. Chi, Yeh and Yang (2008) also used closed ended questionnaire for their research in order to investigate the relationship between brand image and buying behavior. This research study used primary data through survey. Structured questionnaire was developed to get the responses.

Research Model



Regression Equation

Teenagers' buying behavior = $\alpha + \beta_1$ teenager's loyalty + β_2 advertisement on brand image + β_3 advertisement on buying behavior.

Development of Hypothesis

Null Hypothesis: Ho:

β_1 teenager's loyalty + β_2 advertisement on brand image + β_3 advertisement on buying behavior has no impact on teenagers' buying behavior

$H_0 \rightarrow \beta_1 = \beta_2 = \beta_3 = 0$

Alternative Hypotheses

Hypothesis 1: teenager's loyalty has positive impact on teenagers'buying behavior ($\beta_1 \neq 0$)

Hypothesis 2:advertisement on brand image has positive impact on Teenagers' buying behavior ($\beta_2 \neq 0$)

Hypothesis 3: advertisement on buying behavior has positive impact on Teenagers' buying behavior ($\beta_3 \neq 0$)

Data analysis

First part was connected to the individual profile of the respondent including his/her age, gender, marital status and education level which will be measured by nominal scale. The second part of the questionnaire was measured through 5-point likert scale and was analyzed through SPSS.Muhammad Irfan Tariq et al. (2013) analyzed the data through Pearson’s correlation to find the relationship between independent and dependent variables.

Researchers Trong (2008) and Field (2009) have noted that this technique is usually used whenever one wants to evaluate and assess the degree of close association between two or more variables and if there would be a low level of correlation between the variables, then oneshould use factor analysis.

Pearson correlation was used to examine the relationship and impact of brand image. Questionnaire was distributed to different schools and colleges for collection of data. All the respondents were teenagers. Out of 300 questionnaires distributed, 279 were included in the analysis, the rest were rejected due to various reasons.The regression analysis table is given below.

Regression Analysis Results

Table 1. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.580 ^a	.337	.330	.687

a. Predictors: (Constant), impact of advertisement on buying behavior, impact of advertisement on brand image , impact of brand image on teenager's loyalty

Table 1 shows the model summary of regression analysis. R square value shows the variance in dependent variable explained by the independent variables. In this table, R square value shows that there is only 33.7% variance in buying behavior of teenagers explained by the impact of advertisement on buying behavior, advertisement impact on brand image and brand image impact on brand loyalty. In other words, there is only 33.7% influence of independent variables (impact of advertisement on buying

behavior, impact of advertisement on brand image, impact of brand image on teenager's loyalty) on teenagers buying behavior.

Table 2. ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	65.610	3	21.870	46.382	.000 ^a
Residual	129.196	274	.472		
Total	194.806	277			

a. Predictors: (Constant), impact of advertisement on buying behavior, impact of advertisement on brand image , impact of brand image on teenager's loyalty.

b. Dependent Variable: impact of brand image on teenagers 'buying behavior

Table 2 showsthat the overall model is significant. The significance of Anova shows that the regression analysis is interpreting the true results.

Table 3. Coefficients

Model	Standardized Coefficients	t	Sig.	VIF
	Beta			
1 (Constant)		4.668	.000	
impact of brand image on teenager's loyalty	.217	4.082	.000	1.169
impact of advertisement on brand image	.384	7.268	.000	1.156
impact of advertisement on buying behavior	.173	3.124	.002	1.266

a. Dependent Variable: impact of brand image on teenagers 'buying behavior

Regression Equation

Teenagers' buying behavior = 0.217 teenager's loyalty + 0.384 advertisement on brand image + 0.173 advertisement on buying behavior.

Table 3 shows coefficient of regression equation. This table represents the significance of each variable in the regression equation. It shows the coefficient of teenagers' loyalty is 0.217 which means that if teenager's loyalty is increased by 1 unit, teenagers' buying behavior will increase by 0.217 units. Similarly if advertisement on brand image is increased by 1 unit, teenagers' buying behavior will increase by 0.384 units and if advertisement on buying behavior is increased by 1 unit then teenagers' buying behavior will increase by 0.173 units. According to regression equation advertisement influences most on buying behavior of teenagers.

Conclusion

The above results show that teenagers buying behavior is correlated and influenced by advertisement, brand loyalty and brand image.

Regression analysis shows that the 33% variation in teenagers buying behavior is explained by given factors. Further all three null hypotheses were rejected which shows that teenagers buying behavior to some extent depends on the brand loyalty, advertisement and brand image.

In the light of the analysis and interpretations it is suggested that companies that are targeting teenagers should focus more on teenager advertisements because it was found that most of the teens were influenced by advertisements.

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