

Impact of Branding on Consumer Buying Behavior: An Evidence of Footwear Industry of Punjab, Pakistan

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Abstract

Purpose – This paper is to examine the relationship between consumer buying behaviour and some marketing variables namely advertisement, brand image, brand association and brand loyalty in footwear industry. The primary focus of this paper is to understand impact of branding on consumer buying behaviour in foot wear industry.

Methodology – Primary data used for this study the data was analysed with using multiple regression and Pearson's co-relation run on SPSS to check the relationship between consumer buying behaviour and other marketing variables.

Data collection – For analysis purpose, the primary data were collected through questionnaire 170 respondents are selected and 16 questions are asked from them to measure the impact and the relation between both dependent variables and independent variables. Random sampling and Likert scaling technique used for this study.

Findings – Model was good fit and reveals strong relationship between dependent variable and independent variables.

Research restraints-

The study is limited in selection of sample size. Data can also be taken for larger sample sizes to increases the generalizability of the findings.

Originality/value- This study may help the future researcher to find the impact of branding on consumer behaviour, advertisement impact in the region of Punjab on consumer behaviour.

Keywords – Branding, Consumer Behaviour, Brand, Brand Association, Brand Performance

1. Introduction:

As the traditional marketing tools and techniques has been replaced by the modern marketing tools and techniques as there are the producers are generally the factories for the production of goods and services and the buyer purchase that goods for its use or to eliminate the problem that is being faced by buyer. As time passes the producer tries to make their product different from the other producer of the same product. These things give a birth to a new marketing dimension and new era of marketing by the emergence of branding.

In olden days the Brands were just a mark, sign or some sort of number to differentiate their goods. The brand then builds many function which creates the value in the mind of the customer. Like the advertisement which is the function of the branding and it creates a unique association and memory link in the minds of customer on one side and on other hand it creates the demand for your goods and services as it attracts the customer, it creates awareness about your production and also educate to the customer about the use of the goods and services.

The unique place in the minds of customer attracts and sometime it retains the customer on your goods and services. As the consumer buying behaviour has the second step of information search in this step customer got attracted towards your product by advertisement. This advertisement creates the perception in your customer mind. Customer expect many things from your product before using it only by the brand image and brand association.

Brand image can be positive and creates many customers and build strong customer relationship with them and maintain loyalty. But if the brand image is negative it will be a harmful as no customer repetition and retention. So firms pay a huge investment on advertisement to maintain the brand image and brand equity management programs. As brand image create perception in customer mind so after post purchase if cognitive dissonance occurred due to customer unhappy then customer buying behaviour changed.

Brand association will impact the consumer buying pattern and behaviour. These associations will affect your decision positively if the brand image is positive, from this way the customer purchase the product again and again and repeat its purchase. Brand loyalty reduce the cost for the firm to retain the customer forever. A loyal customer is helpful for the firm to create new customers. When a loyal customer buying goods and services when you have a number of brands in shop of same product you will definitely choose that brand about which you have association and are loyal to the brand.

Generally, brand has greater impact on consumer buying behaviour. But at local level, behaviour of consumer has also changed due to branded product and services. Customers are people who purchase the product. Consumer buying behaviour is the study of actions of consumer toward planning, purchasing and consuming goods and services. Consumer buying

decision consists of seven steps, 1) need recognition, 2) information search, 3) Pre-Purchase evaluation, 4) choose alternative 5) Purchase consumption, 6) post consumption evaluation and 7) feedback.

Brand management become the most important from traditional Brand management. To manage the brand of the firm has to full fill the desires and wishes of their consumers, in this way the firm manages the brand. Recently there are many kind of brands for one product. Consumer not only attracted towards brand by their attitudes and values but with trend environment they spend their life. It has changes the consumer life style also. So the brand is the factor which have greater impact on consumer buying behaviour.

Now market has become too much competitive due to hyper competition in the market. The best way is to compete these conditions to develop strong brand image. Brand image means a brand is easily too remembered by people. The key driver of brand equity is simply brand image. By easily remembering brand, quality production increased which leads to sales increases and makes more profits which leads to gain high goodwill and market share enhanced and leading towards more brand equity. It is the way which leads towards maximizing market share and to sustain competitive advantage and strong position in the market.

This study is classified into different sections in which section 2 is explains the literature review. Section 3 is about theoretical framework in which clearly define the relationship between four independent variables and one dependent variables. Data and methodology is defining in section 4 in which section 4.1 is about the selected product class and the brand 4.2 is the selection of brands 4.3 is about data Collection 4.4 is about measure.

Analysis of data and their interpretations are described in section 5. This section has three tables the table 1 shows the result of descriptive statistics results. The table 2 is about the co-relational result, the third table shows the t-value and the significance percentage. The conclusion of this study is to define under section 6. The main goal of this paper is to find the impact of branding on consumer decision process in buying behaviour.

2. Literature Review

Production that is produced in a factory it may be the goods or services are product and a brand is unique something that differentiate itself from same products it is conveyed by a customer. A product is common & can easily copied but a brand is somehow unique. By time products can be old-fashioned but one successful brand may be for entire life (McQuiston 2004).

The market management team states brands as being valuable objects including intangible characters covering from sign or logo, product or bundle of unique features to the entire corporation (Kotler,1991;Aaker,1996) (Park and Srinivasan 1994, Hatch and Schultz 2001, Leitch and Richardson 2003, Kapferer 2012). Brand meaning is often used for the people or group which may be the member of brand interest group (Sherry, 2007).

There is huge literature dealing with the branding and its impact on consumer behaviour. There are some early studies on branding and brand management (Aaker, 1991; Aaker, 1997). Many countries has studied the impact of branding and its relation with the consumer

behaviour. Single countries examples are for London (Blackwell, R. D., et al. 2001; Hatch and Schultz 2001; Solomon, M. R. and C., 1994), Turkey (Atilgan, E., et al., 2005), California (Aaker, D. A., 1991), California (Aaker, J. L., 1997), India (Assael, H., 2005; Keller, K. L., et al. 2011; Malhotra, N. K., 2008), Pakistan (Khan, I., et al., 2012; Rasool, M. S., et al. 2012), Canada (Aaker, D. A. 1991), Europe (Leitch, S. and N. Richardson 2003; Zain Ul Abideen, S. S.).

Brand Association

Brand Associations is everything associated in your mind regarding particular brand (Aaker 1991). Brand associations provides differentiating in evoked set of products, hence provide competitive advantage. Brand association involves product features and customer benefits to become a consumer want and reason to buy and consume the brand. Brand associations are firstly discussed by Anderson. According to Keller, brand association is classified into three major categories benefits, attributes, and attitudes. Brand equity and brand association are strongly interconnected with each other. Brand association can be used as information gathering tool (Van Osselaer and Janiszewski 2001).

Highly effective brand associations act as leverage to boost the brand equity (James 2005). Yoo, Donthu et al. (2000) and Atilgan, Aksoy et al. (2005) discussed that brand loyalty is raised by effective and strong brand association. Brand associations contains all brand-related feelings, thoughts, perceptions, experiences, images, attitudes, beliefs Keller, Parameswaran et al. (2011) and is any single thing present in memory against the brand. Brand association is of two types product association and organization association (Keller and Lehmann 2006). Functional and non-functional attributes are the product attributes.

Brand Image

Consumers considers some attributes of the product before making decision. Keller (1993) stated that the brand image is the whole the reflection and understanding about the product that he has in his mind. Brand is as an image that public remember & which makes a positive brand image and easily recalled by the people (Aaker 1997).

As make people to think about everything from business side, brand image was created as well defined brand image benefits the company in the long term (Morgan and Hunt 1994). Brand image is also referred to as the customer perception through more emotions towards selected brand (Assael 2005, Malhotra 2008).

Brand image is also stated as an explanation of company's offer that includes the symbolic meaning attached to customers through specific benefits and features of the products or services. Brand image is an understanding in customer's mind with fair history (Hawkins, Best et al. 2010). The fair & good impression can only be raised by brand's unique advantage, good reputé, popularity, trust and willingness to provide the best service (Kotler and Keller 2006; Keller).

Brand Loyalty

According to Aaker (1991), in brand equity consumer only make purchase to same brand regardless of the demonstrated benefits (including quality, price, and ease of use). Customer loyalty means a brand has strong position in the market and the chances of customers to switch in another brand become low and customers are willing to purchase the same brand,

they want to invest time and money in that brand. But Keller (2003) highlights the fact customers purchase the same brand continuously, is not brand loyalty, they just do it because of their common habits, that don't change or, they are being attracted by sales pitch or any other promotional tool.

Brand Loyalty Pyramid introduced. This brand loyalty pyramid represents major five brand loyalty stages. The basic first stage defines customers aren't questioning about brand loyalty. Switchers purchase the brand that is in sale whether to look at brand name, suggested that best marketing strategy that increase brand awareness. The Habitual buyers are following. Customers that purchase the specific brand habitually and don't want a need to change the specific brand. Highest level of the customers is satisfied and pleased buyers with switching cost in this pyramid. Such customers are highly satisfied but only switched to another brand due to more distance cost, additional cost and time wastage.

Customers prefer the brand which satisfy his need and wants. The most of the loyal customers are called the committed buyers. The brand plays a vital role in their lives, and they don't raise any question about switching brand. Committed buyers purchases the brand because of close relationship between the brand and their personal values. Hence best marketing strategy to retain these customers segment is that suggested by him is loyalty program. This could efficiently be done by introducing loyalty points programs, loyalty cards program, and etc.

Every company desires to have loyal customer base and retain them. Brand loyalty is thought as the most important and vital asset for the company. Brand loyalty can help company in reducing marketing cost, as loyal customer tends to repeat purchase of same brand and it cost less to the company than collecting the new customers to purchase the same brand.

Advertisement

Advertisement is a powerful tool for attracting people's attention and change their perception positively towards product. There is presence of moderate relationship between consumer purchase intention and environmental factors. The preference to purchase the product is attached with consumer emotion (Niazi, Siddiqui et al.). People also change their brands to check other brands. Advertisement also change the purchase intentions (Rasool, Rafique et al. 2012).

Advertisement is marketing promotional strategies to attract the people towards specific product or service (Zain-Ul-Abideen). According to Driessen (2005) companies can create brand image and recognition through advertisement. He also explained that by advertisement, companies mostly try to target teenagers and youth adult as they are attracted towards traditional advertisement direct more easily than adults those who are mature also they shows positive reaction and quick reaction to the company's advertisement.

Older person has more purchasing experience than younger one. As they have much knowledge about the market by their experience and consider diversify options. On the other hand, younger one has less experience and prefer brands and price premium. Schiffman and Kanuk (2000) stated, consumer behaviour is the decision making process on the basis of informational and financial resources. Gabbott and Hogg (1998) and Blackett (1993) provides a holistic view on consumer behaviour.

Consumer Behaviour

In consumer behaviour consumer shows the attitude towards the product experience, ideas and services. Nation's economy is affected by the consumer behaviour (Engel, Miniard et al. 2006). To meet customer need marketing strategies are made (Engel, Miniard et al. 2006). Blackwell, Miniard et al. (2001) define that consumer behaviour is a combination of buying and using services or products. Therefore, seven steps for consumer buying decision are "need recognition, search for information, pre-purchase, evaluation, purchase, consumption, post-consumption evaluation and divestment (Engel, Miniard et al. 2006)".

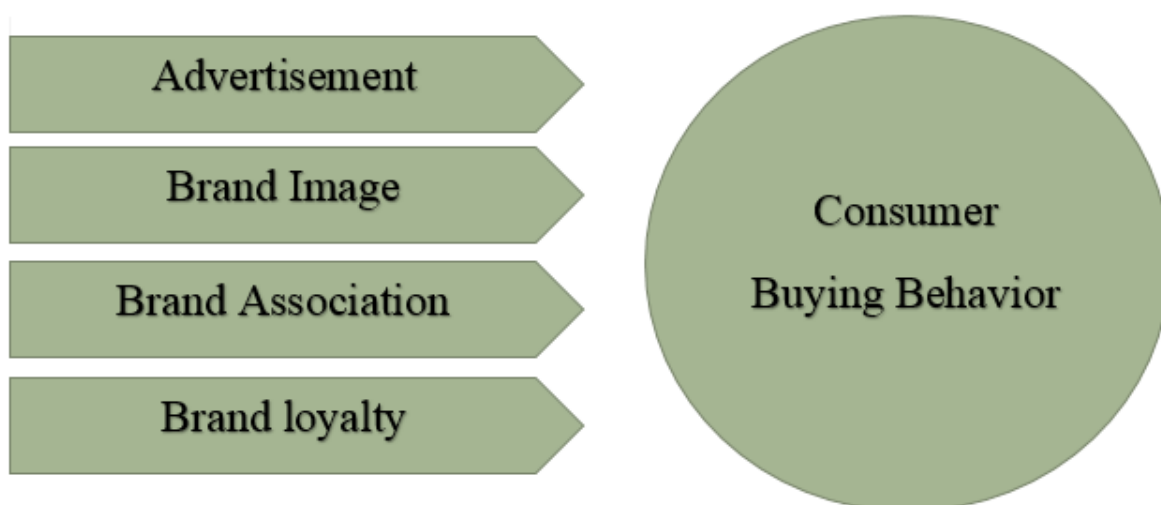
In defining consumer behaviour, one may refer to consumer behaviour is accessed in planning, purchasing and using brands. Solomon and Behavior (1994) again explains further by defining it as consumer behaviour is the set of process involved when customers select, buy, and use products services and ideas to satisfy their requirements. Teng, Laroche et al. (2007) stated that purchase intention of the particular brand needs information of all alternative brands. Customers assess the brand, features, prices, performance, quality, user convenience and friendliness before purchase (Khan, Ghauri et al. 2012)

3. Research Methodology

The survey technique which has been taken to carry out this research. We conducted secondary as well as primary research. The secondary research is done by literature review, to find theoretical framework, also to distinguish what initial research describe or found regarding our selected topic. For primary research survey method has been used, for survey questionnaire developed to see impact of brand image, advertisement, brand loyalty, and brand association on consumer buying behaviour in footwear in Punjab.

The questionnaire was pre-tested to see the validity of questionnaire by 5 respondents. In this study we developed 2 questions related to brand image, 4 questions related to advertisement, 3 questions related to brand loyalty, 2 questions related to brand association and 5 questions about consumer behaviour. There are total 16 questions for independent variables to check the impact on consumer buying behaviour. This questionnaire will also indicate the impact of branded product.

Theoretical Framework



4. Data Collection

4.1 . Selected Product Class and Brands

To test hypothesis, footwear industry was studied. The focus of the survey was to find the impact of brand on customer buying process within footwear industry by using a quantitative method of questionnaire. The brands that were selected has strong brand image. They are well engaged in the advertisement and the customers are loyal towards their brands due to the brand association dimensions. For this study we select the following brands that has all the above mentioned attributes the names of the brands are Bata, Starlet, Service, Borjaan, Hush Puppies, Stylo, Lisa, and ECS.

4.2. Selection of Brands:

The process of brand selection is as follow firstly we 100 individuals are interviewed to made the list of the brands that are known to the consumer. The respondents are asked about the brands that they have used and have knowledge about the brand complete features. The brands are as follow Bata, Starlet, Service, Borjan, Hush Puppies, Stylo, Lisa, and ECS.

4.3. Data Collection:

The data was collected in the market of Punjab through questionnaire. Total 250 questionnaires were filled from which 170 are valid and were selected for the analysed.

4.4. Sampling technique Measures:

Random sampling technique were used for this study. Sample size was based on the

- In-depth interview with the distributors and the consumers in market
- Relevant to the definition in the research paper
- Strong knowledge and information about brand
- Studied already published journals
- Current market analysis reports

4.5. Scale Measures:

The questionnaire has the 16 questions and all the questions are analysed on Likert's scale ranging from 1) strongly agree to 5) strongly disagree the 5-point scale. The first five questions measures Consumer behaviour by asking respondent about the likeness towards brand, preference towards brand, and trust towards the brand and its quality. The second variable advertisement was measured by the questions four in number and relevant to the advertisement by media, print, internet and increase in awareness by advertisement. The next two questions were relevant to the brand image and measures the impact by asking about the brand image and the easiness of recalling the brand during purchase decision. The next two questions are relevant to the brand association and measure it by covering the attitude of customer and the association of customer due to brand features. Brand Loyalty is relevant to the last three questions and is measured by asking the suggestion of brand towards customer and the ratio to suggest to other and purchase of the brand.

5. Analysis of Result:

Table .1

Descriptive Statistics Result

	Mean	Minimum	Maximum	Std. Deviation
CBB	2.1329	1.00	5.00	.78475
Adv.	1.8853	1.00	4.00	.53232
B.I.	2.0588	1.00	5.00	.82100
B.A.	2.1412	1.00	5.00	.85003
B.L.	2.1647	1.00	5.00	.79797

The table one shows the descriptive result of the topic impact of branding and consumer buying behaviour. Table shows that mean of consumer behaviour is 2.1329 with maximum and minimum values respectively 5 and 1, standard deviation is .78475 which is less than mean. Advertisement shows mean value of 1.8853, the maximum value is 4 and minimum is 1 with standard deviation .53232 which is less than mean. Brand image shows mean value of 2.0588 the maximum value is 5 and minimum is 4 standard deviations is .82100 which is less than the mean value. Brand association has mean value 2.1412 and maximum and minimum values respectively 5 and 1 standard deviation is .85003 which is less than mean value. Brand loyalty has the mean value, maximum and minimum values respectively 2.1647, 5, and 1 with standard deviation of .79797 which is less than mean value.

Table .2

Relationship between Variables

	CBB.	Adv.	B.I.	B.A.	B.L.
CBB	1				
Adv.	.348**	1			
B.I.	.579**	.361**	1		
B.A.	.590**	.252**	.469**	1	
B.L.	.530**	.319**	.517**	.566**	1

The following table shows the correlational results of the relation between all the variables. the result of these variables in the table indicate the relationship and also the significance of variables. Consumer buying behaviour positively and significantly correlate with advertisement at 34.8 percent, brand image at 57.9 percent, brand association at 59 percent and brand loyalty at 53 percent. Advertisement positively and significantly correlate with brand image at 36.1 percent, brand association 25.2 percent, brand loyalty 31.9 percent. Brand association positively and significantly correlate with brand loyalty at 56.6 percent. All the variable correlate positively and significantly.

Table.3

Dependent Variable: CBB

	B	Std. Error	t	Sig.
(Constant)	.258	.182	1.418	.158
Adv.	.155	.089	1.740	.084**
B.I.	.294	.066	4.472	.000*
B.A.	.310	.064	4.821	.000*
B.L.	.145	.071	2.036	.043*

Note: Significant level: *5, **10 and ***15percent

We use two phase least square technique for analysis of relation of Consumer buying behaviour (CBB) with others variables advertisement(adv.), brand image(B.I.) brand association (B.A.) and brand loyalty (B.L.) is positive with consumer buying behaviour with significant level. The t value of CBB confirms positive and significant with 1.418 t-value and 15 percent significance value. Advertisement confirms positive and significant with 1.740 t-value and at 10 percent significance level. Brand Image confirms positive and significant result with 4.472 t- value and at 5 percent significant value. Brand association confirms positive and significant result with 4.821 t-value at 5 percent significance level. Brand loyalty confirms positive and significant result with 2.036 t-value at 5 percent significance level.

6. Conclusion and Future implications:

This paper investigates the relationship between the branding and consumer buying behaviour. Using a sample, theoretical model, we explain the positive impact of branding on consumer buying behaviour. Based on the model, our result suggests that the advertisement create the brand image and increase the preference and suggestion towards purchase during purchase decision. Same the impact of the brand image, brand loyalty and brand association has the significant impact on consumer buying behaviour. In our study the impact of advertisement in Narowal is low but when we talk about all Punjab it is significant and had a greater impact on the consumer behaviour. A cross country study of developing countries with rich data is recommended to further investigate the impact of marketing determinants like psychological, socio culture, economic, demographic and personal determinants on consumer buying behaviour in Pakistan. Data can also be taken for larger sample sizes to increases the generalizability of the findings.

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