Influence of Brand Name on Consumer Choice & Decision

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Abstract: *Brand image or Brand name plays a crucial role to enhance the performance of any company or business. Brand name is the tool which can positively change people's buying behavior. The purpose of this study is to examine the Effect of brand name on consumer buying behavior in University students of Gujranwala, Faisalabad and Lahore. Questionnaire survey was used to collect the data by using non probability convenient sampling technique. The researchers sent 300 questionnaires to the different university students in above mentioned cities, in which 250 responses were collected in the period of one month. Findings show that brand image or brand name has significant positive relationship with consumer buying behavior. This study was conducted in university students of Gujranwala, Faisalabad, and Lahore and it shows that they are brand conscious and prefer branded products. In the last part of article with conclusion the future recommendations and practical implications are also included.*
Keywords: *Brand Image, Consumer Buying Behavior, Consumer Choice*

I.   Introduction

In the modern age, Brand plays an important role to boost up the economy of any country. Brand is the only tool that can change the buyer's behavior. Today people are more conscious about the brand than the past. This study is conducted to examine the buying behavior of people in respect of a brand name or brand image. In this busy life people need shortcuts they need a brand identity in selection of products. There are number of cues present in environment that guide public in selection. One of them is branding. It is considered more powerful mental shortcut in selection. The focus of this study is too aware the role of branding in decision making. This study is conducted due to two reasons:

First, brain and behavioral sciences have expanded our understanding how much we can store in our mind and how we can make decisions. Now we know how much information is needed to take decision. This scientific knowledge is too much beneficial for the consumer and organizations that are brand conscious.

Second, this study is conducted to understand the effects of brand on consumer choice for the best interest of the public. A brand can influence whether consumer notice the products or not. Moreover branding can influence how consumer quickly buys the product. This depend how consumer feel your product.

Brand attention also effect on consumer decision. A more attractive producthave more consumers. How it look different from other products? Consumer buys those products which are more beautified. It is estimated that we do not pay any attention nearly half of available products in the market or a particular store. According to Alamgir, Nasir, Shamsuddoha, and Nedelea (2010)people Often purchase branded cars because they are aware of the brand performance. Their study was on influence of Brand name of purchasing of cars. According to Krizanova and Stefanikova (2012)market information is used and then brand is positioned in market according to market strategy and most consumers think that brand is the guarantee of quality.

The purpose of this study is to examine and explore the impact of brand name on consumer buying behavior on the university students of Gujranwala, Faisalabad and Lahore.In this paper section two is representing the objectives and literature review section three is representing methodology and hypothesis development, section four is representing results, findings and Discussion and section five comprises of conclusion and future recommendations.

Objectives of study
1. To Explore the Effect of brand name on consumer decision making,
2. To understand the buying behavior of consumers with respect to brand,
3. To identify the Emotions of consumers regarding brands.

II.   Literature Review

Zhou, Arnold, Pereira, and Yu (2010)Summed up, both theoretically and empirically, the similarities and changes in customer culture and the related similarities and changes in decision-making styles among beach and inside customers. Dealers should be known the changes and similarities in customer culture and buying

styles. In the coastal bazaar, dealers should struggle to create a solid brand image, which seems to be central to coastal customers buying skill. The coastal customers are extra brand sensible and brand reliable show the importance of branding in this local bazaar .To build solid brand uniqueness in the mind of the customer. Dealers using novel, fashionable, recreational, and pleasure-seeking appeals are more respected in coastal customers than inside customer's .And there are no change among the two groups in customers' needs to have first-class goods. Companies should struggle to achieve high class, and transfer this to the customer efficiently in both marketplaces.

According to Khasawneh and Hasouneh (2010) Customers recognize the reputation of brand while in their buying decisions and customers 'demographic features have no significant relation and influence on brand awareness. People favor the branded goods with upper prices because they study that branded goods have more value than local goods.

Nepalia (2011) Summed up that to accomplish the brand means to apply marketing tackles for particular goods. If brand will be managed effectively product value and brand loyalty will also be enhanced in customers mind. Dealers consider a brand as an assurance with customers that product feature will be similar in upcoming and due to this assurance sales increase.

Tam (2007) [4] Said that brand use as valuable asset and attractive trick to capture consumers for specific goods. Customer behavior can be inspected on the base of brand consciousness, relationship and loyalty. Chinese persons have adverse behavior for their own made brands while in UK brand development is better than China. Female customers' purchasing behavior is extremely and clearly affects by branding position, behavior toward a brand, Self- Thoughts and with others' ideas. People are now more aware and involved in branded fashion clothing. Many features have significant impact on female buying behavior.

Furthermore Doostar, Akhlagh, and abadi (2012) Said that brand is important tool that helps out to corporations to receive a competitive advantage. Brand strength is multidimensional structure with customer opinion. Brand assets with distinguish quality and rate of dairy goods have a progressive and direct link with customer purchasing behavior.

According to Doostar1, Abadi, and Abadi (2012) brand fairness has a positive impact on buying decisions, customers Feel by heights of brand equity for the first time after use and then tend to make buying decisions, they use brands that is slightly aware with its name and express value that this worth has made for them. Dimensions of brand fairness have a positive impact on buying choices.

Malik, Ghafoor, Iqbal, and Ali (2013) Mentioned that Brand image has solid progressive control on Customer purchasing behavior as it's an implied method that can modify people's purchasing behaviors positively and youngsters in Gujranwala are becoming more attentive for brand-named goods to show off their character sign. If persons will be well conscious about the brand and they have decent brand view, reliability and association then routinely brand image will be extra and stronger in their minds and that brand will develop the part of their purchasing behavior. Advertisement is a large promotion weapon to attract your consumers and to stay in consumer's mind.

Ayanwale, Alimi, and MatthewAyanbimipe (2005)Described that when there is number of rivals and customers have changed brand selections producers wants to understand the features that can advantage the attraction of purchasers. Man and woman both similarly influenced by promotion for brand selections. Television ads are most favorite by individuals. Firms should give proper care for publicity their goods to enhance their market portion.

III. Data and Methodology

In this study the researcher adopted descriptive research design to conclude the inferences of hypothesized testing.

Basically the researcher adopted the questionnaire fromZhou et al. (2010) and it is separated into two parts. Part 1 measuring the quality of the product, brand image, shopping conscious, impulsive shopping and band loyalty. Part 2 is all about the demographics of the respondents like gender, age, qualification, experience, level of the job and type of the organization. In this study the researcher has decided to take five opinions Likert scale "Not at all" (1), once in a while (2), sometimes (3),fairly often (4) and "Frequently, if not always" (5) of all verified hypothesis. In this study the target population belongs to business students who are studying in public and private universities in three different cities Lahore, Faisalabad and Gujranwala. Total 300 potential respondents are included in the sample size in order to choose the respondents the convenient sampling technique was adopted by the researcher. Total 300 questionnaires were sent to the different university students in above mentioned cities in order to find out their response regarding effect of brand name on their decision making.

Before the actual study the researcher conducted a pilot study with 40 respondents. The purpose of this survey is to check the reliability and as well as the excellence of the questionnaires. Out of 300 questionnaires, that the researcher distributes among the respondents only 250 questionnaires are properly filled up and other 50

questioners are missed or not properly filled up. However, remaining questionnaires (83 percent) have been used for further data analysis by using Statistical Package for Social Sciences (version 16).

Hypothesis:
H1:   Brand name has significant relationship with Consumer buying behavior.

Theoretical Framework:

Independent Variable   **Dependent Variable**

Consumer Buying Behavior

- Quality Conscious
- Brand Name
- Price Conscious
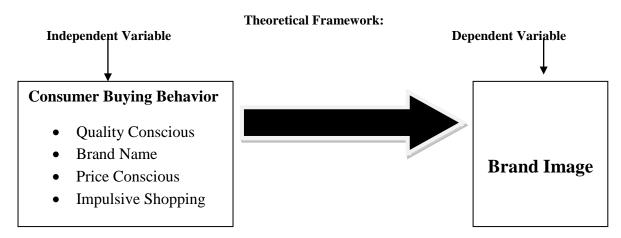- Impulsive Shopping

Brand Image

Figure 1: Conceptual framework
On the basis of literature review and previous studies we developed a framework which is showing relationship of brand name and consumer buying behavior.

IV.   Research Results
Research results and findings are explained below.

4.1 Demographic Analysis
The respondents were 155 male and 95 female in this survey which means male are 62 percent and female are 38 percent. Respondent's age trend is as follows.
Age group of 18-22 has lowest percentage 10 percent with 25 respondents, Age Group of 22-24 has highest percentage 70 percent with 175 respondents, Age group of 24-28 has following percentage 20 with 50 respondents.

4.2 Reliability test
To measure the Reliability we measure the Cronbach Alpha by using Statistical Package for Social Sciences. If the Cronbach alpha value is greater than 0.70 it is acceptable and good Cavana et al., (2001).
The overall reliability of all constructs is 0.807 It is concluded that the measurement scales of the Constructs are stable and consistent.

4.3 Analysis, Findings and Discussion
Brand name or brand image is the dependent variable of study and Consumer buying behavior is independent variable which is sub divided into four variables as shown above in figure 1.The purpose of our study is to measure the Consumer preference regarding brand Image or brand name and we are supporting that brand image plays a vital role for consumers while doing shopping or purchasing goods.
The target population is students and youngsters because in this information age the students are well aware from brands and good will of companies and most of them are brand Conscious.
This Research Study is conducted in Three Metro Cities of Pakistan that are Lahore, Gujranwala and Faisalabad. Correlation results are shown as follows in table.2.

Table.2 Correlations

Variables	Brand name	Quality Conscious	Impulsive Shopping	Price Conscious	Brand Loyalty
Brand name	1				
Quality Conscious	0.594	1			
Impulsive Shopping	0.52	0.49	1		
Price Conscious	0.47	0.45	0.493	1	
Brand Loyalty	0.52	0.51	0.636	0.594	1

Table.3 Model Summary

Model	R	R square	Adjusted R square	Std. Error of the Estimate	Durbin-Watson
1	0.594	0.353	0.350	0.5910	1.549

a. Predictor is Consumer Buying Behavior(four independent variables)
b. Dependent Variable is Brand name

Table.4 Anova

Model	Sum of Squares	D.f	Mean square	F	Sig
1Regression	47.205	1	47.205	135.109	0.000
Residual	86.648	248	0.349		
Total	133.85	249			

Table 2 Explains that brand name is positively related with consumer buying behavior as shown above. Correlation results of all variables are correlated with Brand name or brand image. Furthermore to examine the impact of brand name on Consumer buying behavior we applied multiple regression analysis with Durbin Watson to examine the nature of correlations.

Table 3 explains the summary of findings, R Square shows the variation in consumer buying behavior due to brand image or brand name, R Square is 0.353 it means that independent variable has 35.3% impact on dependent variable. Durbin Watson was calculated to check whether there is positive, negative or zero correlation among variables. Durbin Watson is 1.549 which means there is positive autocorrelation among variables of study and it is less than 2.

Table 4 demonstrates the level of significance that it is acceptable or not. But the results in table shows that significance level is 0.000 which is less than 0.05 and it is acceptable and shows strong impact of brand image/brand name on consumer buying behavior.

Hence From above results it is concluded that all results are supporting H1, and there is Significant and strong positive relationship between brand name and consumer buying behavior.

IV. Conclusion

The purpose of this study is to examine the relationship between brand image and consumer buying behavior. For this purpose survey questionnaire method and non-probability sampling technique was used. After applying all SPSS tests results we conclude that brand image or brand name has strong positive relationship with consumer buying behavior. The University students of Gujranwala, Faisalabad and Lahore are more and more conscious for branded products to show off themselves. According to Hillenbrand, Alcauter, and Cervantes (2013) one of the most important link to the customer is brand as brand has all the characteristics the full fill the need of people and company aim should be to create a brand name which relates the customers positively.

5.1 Practical Implication

This Research study provides deep understanding to business and companies that how they can make better their promotional and marketing tool to capture the customers and to increase their profits. Marketing Managers can understand that people in this information age are moving toward branded and quality products.

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