

Consumer's Brand Purchase Intention in Emerging Markets Like Pakistan

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Abstract

Purpose – The objective of this research paper is to examine the intention of consumers towards the purchase of branded product in newly emerging markets like Pakistan. **Design/Methodology/Approach** – This is descriptive type of study based upon survey method and data were collected through self administered questionnaire. Sample size consists of 125 respondents, in which 52 males and 64 females participated from Bahawalpur region of Pakistan. Data were examined by using regression analysis and R square analysis. **Findings** – The results suggest that among all relevant factors perceived quality, brand awareness, brand image have strong effect on the consumers brand purchase intention, But brand association and information acquisition does not show any positive or significant relationship with the consumer brand purchase intention. **Research Limitations/Implications** – This research used sample size of 125 respondents moreover 9 respondents refused to respond, further study could conduct by using large sample size. This research determine the consumers brand purchase intention on low involvement products, further studies could determine the results by using high involvement products. Furthermore it results represent only consumers of Bahawalpur region and can be implemented in any emerging market throughout the globe. **Originality/Value** – Previous studies were conducted in various cultures of several countries. This study is more specifically focused the consumers brand purchase intention in under develop city of developing country like Pakistan. Many multinational companies could use this research to determine the consumers brand purchase intention in emerging markets.

Keywords: Purchase intention, Perceived quality, Brand awareness, Brand image, Brand association, and Information.

Introduction

Today's people are significantly conscious and cognizant regarding purchase of product and services. Consumer purchase intention is presumed as a plan of purchasers to acquire product or service which can solve their ultimate problem. Now day's consumer has a lot of choices to purchase product and services like superstores, restaurants, bookstores etc are working national and intercontinental level and increasing day by day, Companies are much concerning to determine consumer purchase intention to capture the considerable market share. Businesses use unique strategies to get the consumers intention and induce them to buy their products. Brands apply modified elements of marketing mix to bring exclusivity from their competitors to get the customers purchase plan. As competition became much intensive and abandoned growth of population swaying the brands to enter into new markets and induce the new customers (Steenkamp & Hofstede, 2002), the newest emerging markets (china, India Pakistan and other Asian countries) are inducing the appealing firms to ensure their existence and catch the intention of these particular markets (Dickson et al., 2004). Appealing firms into the emerging markets are mostly attracting the attention of young consumers who have knowledge about the brand and give importance to the branded products; they are much responsive to their offers, opinions and ideas. Furthermore globally prominent and developed markets are also penetrated and challenging, it is very important to determine exactly features of product which could match with the customer's desire, it pushes marketers to focus on product attributes that are important and positively correlated with customer buying intention.

Buying intention is noteworthy to identify the behavior of customers regarding purchase for the branded product and how appealing firms are attracting the consumer towards their products? Country of origin has noteworthy effect on the brand association and brand image, consumer can have the stereotypic observation toward the branded product and services signify its country of origin (Nagashima, 1970; Roth and Romeo, 1992; Bluemelhuber et al., 2007) in addition consumers purchase attention towards brand basis on the factors like product functionality, product information, moreover most important its dealing with consumer's personality, attitude, social status and brand attachment with the consumers. Goods utilization and disposition have a significant effect upon the product attainment. Brands use different terms, symbols, signs, promotional activities to represents their uniqueness and persuaded the consumers to purchase their products and service.

The study discusses many concealed demographic factors which will fill the gap of previous studies. Furthermore this research paper will facilitate the foreign firms to better understand the consumer characteristics of Pakistan's market and adopt the effective approaches for Pakistan's susceptible market; however its main aim to find out the results that brands has to target quality and their brands emotional attributes for requiring the market of Pakistan. Consumer purchase intention is the plan of consumer to buy product and services in the future. Brand awareness means customer recognize the brand but have limited knowledge which may affect the

consumer emotional attachment and his purchase intention. On the other hand brand association means the brand image, symbol that is deep placed in the customer's mind. Brand image is an exclusive relationship of brand with the consumer's mind and promises made by brand with consumer. Information is knowledge being conveyed to attract the consumers. Furthermore perceived quality is consumer's perception regarding superiority and quality of a particular brand as compare to others.

1. Consumer Purchase Intention

Purchase intention is some sort of decision to buy a particular product like considering to purchase a brand Aids to scope the intentions of purchasing (Porter, 1974). A buyer's viewpoint and evaluation and exterior elements build buyer's purchase intention, and it's a major reason to anticipate buyer conduct (Fishbein and Ajzen, 1975). Consumer purchase intention has wider scope of assumption rather than consumer behaviors and favorable effect on person actions (Ajzen and Driver, 1992; Pierre et al., 2005; Schlosser et al., 2006). The brand utilization has a significance relationship with the purchase intention and it is supported by several studies (e.g. Dubois and Paternault, 1995; Yoo and Lee, 2009; Zeithaml, 1988).

Consumer intention towards a branded product is majorly depended upon the brand attributes and consumer oneself attributes (Porter, 1974) A brand should be associated with the consumer personality which leads to consumer preference, frequent usage, positive feeling confidence, relieve into the mind of the customer (Biel, 1993). Brand differentiation influence the consumers purchase decision making processes and increase the buyer's intention is called brand image (Aaker, 1997). Consumer's attention towards a brand can be defined subjectively and objectively. objective form indicates the brands ,market share, promotional cost, strength of distribution system (Reddy et al., 1994) and subjective form represents the brand image, brand association, brand awareness, brand preference (Aaker and Keller, 1990; Smith and Park, 1992). Perceived quality is an important dimension of brand equity (Aaker, 1991). Perceived quality is not the actual quality of the product but the consumer's subjective evaluation of the product (Zeithaml, 1988, p. 3). Brand awareness is main component of brand image and brand image has significantly effect on the purchase intention (Aaker and Keller, 1990 Smith and Park, 1992). Brand awareness refers to the strength of a brand's presence in consumers' minds and it is an important component of brand equity (Aaker, 1991; Keller, 1993). Aaker mentioned several levels of brand awareness, ranging from mere brand recognition to brand dominance, which refers to the condition where the brand involvement is only brand recalled by a consumer. Aaker (1991) suggested that brand associations could provide value to the consumer by providing a reason for consumers to buy the brand and by creating positive attitudes/feelings among consumers. Information acquisition of any product can be stated into two types (a) product usage experience (b) product availability for evaluation both of these factors are helpful to prefer the well-known product (Smith and Park, 1992).

2. Brand Image

Brand is one of the main component of marketing which could be defined as the name of the brand or it could be any image, symbol, term used for brand, or mixture of all these important components. Unique perception of customers about the brand is called brand image. Brand image could also be defined as the linkage of customers mind or memory with the product (Malik & Naeem, 2012). Brand image is defined as the perceptions about the brand in customers mind associated with the brand by the Keller in 1993. While Aaker defined brand image as the association in the customers mind about any brand aspect in 1996. Basically brand image is the customer's perceptions about the attributes of the product in his memory. It could be knowledge, association, or any image in the memory of the customer. It can also be described as the image customers relate to the product in real life. If customers have strong brand awareness then they will also have strong relation with the brand image, these associations could be based on the physical or non-physical attributes. Hsieh and Li in 2008 said that brand image have strong relationships with the influence on competitors product selection that's why it is strongly related to customers purchase intention (Lee, lee, & Wo, 2011). If any brand got success in the creation of positive image in the mind of the customers as it can identify the want of customers in competition with other brands, then apparently brand has increased the probability of customers purchase intention. Brand image could also be said as the selected attribution of a product of any brand or a brand from the flood of total attributes of the product or brand which customer resumes in its mind and later on it creates a distinct image of that brand in its mind. Measurement of brand image is done on the basis of many attributes like brand values, brand benefits, price, packaging, style, color etc. (Sondho, Omar, & Wahid, January 2007).

If Brand image is positive then it can make a positive impact on the purchase intention of customers. Brand image have a direct and significant relationship with the purchase intention (Dewanti, Ismail, & Tasrehanto). Consumers purchase intention is affected by the image of the brand as the increment in the brand image will increase the likelihood of the purchase intention. If consumers have greater perceived value of brand then customers will prefer the product on other products with having greater purchase intention for the product (Lin & Lin, August 2007). Brand image is one of the very important aspects of the customers purchase intention.

It forces customers to make positive and good image of a product in minds of customers against other competitive brands. It makes possible for the customers to decide which product to give preference and to be purchased. If the product have good brand image it will create the positive and long term relationship with the customers and thus will increase the loyalty also in shape of more purchases in the future. It is very common to make good brand image which will create the long term relationship between customers and brand. Different basic factors could be there in the brand image likewise brand personality, product attributes and products benefits. If the brand image is higher purchase intention will also tend to be higher. Brand image is influenced by the advertisement and this will create the actual image of the product in the minds of the customers, brand image have moderate and significant relationship with the purchase intention. Moderate relationship is because of the promotion and advertising factor of the brand (Tariq, Nawaz, Nawaz, & Butt, 2013).

H1: Brand image has significant and positive relationship with the customer purchase intention.

3. Perceived Quality

Perceived quality is a general assessment of the consumer, different from objective quality, it has been recognized as a component of brand value (Zenithal, 1988), and as a variable that drives consumers to choose one brand over other competing brands (Levy & Guterman, 2012). Perceived quality is an intangible, overall feeling about a brand. However it usually will be based on underlying dimensions which include characteristics of the products such as reliability and performance. According to Asker (1991, p. 85-86) perceived quality can be defined as the overall perception of customers about brilliance and quality of products or services as compare with the rivalry offering. Zenithal (1988) and Cerenkov and Dungun (2010) state that quality of product is different from perceived quality because perceived quality is the buyer's subjective appraisal of the product it is basically thought of buyer about a particular brand. Perceived quality can also defined as the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose. Perceived quality is first as perception of customers. It thus differs from several related concepts, such as:

- a) Actual or objective quality: the extent to which the product or service delivers superior service
- b) Product-based quality: the nature and quantity of ingredients, features, or services included
- c) Manufacturing quality: conformance to specification, the "zero defects" goal.

Previous research indicates significant perceived quality differences between store brands and national brands (Cunningham al., 1982; Richardson et al., 1994). National brands are perceived as higher-quality products; the greater the perceived difference in quality between national brands and store brands, the higher the buying preference of national brands (Hoch and Banerji, 1993; Batra and Sinha, 2000), and some retailers really make an effort to emphasize the quality of their store brands. These retailers develop premium and high quality store brands intend to compete with leading manufacturer brands on the basis of quality and image, and even attempt to advertise their store brands in the media (Verhoef et al., 2002). Perceived quality cannot essentially be objectively determined, infact it is a perception and judgments of consumer about brand. If consumers' perception about a brand's quality is positive then they will purchase and also create positive words of mouth. Perceived quality can be affected through strong advertisement, positive words of mouth and brand image. Perceived quality also influenced by concerns such as past experience, education picked out jeopardy and provisional variables such as purchase cause pay for state, occasion force, and community settings of customers (Holbrook & Corfman, 1985). Brand image can modify the relationship of perceived quality with purchase intention. According to Hsieh and Li (2008), strong brand image does create superior brand messages of a particular brand over the rivalry brand. Consequently, customer's behavior will be affected and determined by brand image (Burmman et al., 2008).

Advertising is a strategy used by managers to design positive brand perception about their products through extrinsic cues that signal quality (Milgrom and Roberts, 1986). Extrinsic cues are product-related attributes, such as brand name, packaging, advertising and price, which are not actual parts of the physical product (Zenithal, 1988; Richardson et al., 1994; Richardson et al., 1996). Perceived quality cannot necessarily be fairly determined because perceived quality in itself is a summary construct (Aaker, 1991, p. 85-86). Zeithaml (1988) asserts that perceived quality can act as a key influencing factor in determining consumer's choices.

H2: Brand perceived quality has significant and positive relationship with customer purchase intention.

4. Brand Awareness

Brand awareness means consumer has some knowledge about the survival and accessibility of a company's product or service. To promote a product or brand companies pay attention on brand awareness. There are slight feature which distinguish merchandise from its competitors hence brand awareness has great importance for companies. Primary part of brand awareness is creation of business name, logo and taglines. Coca cola and Pepsi give importance to their brand awareness in term of their images and names. Higher brand awareness is associated with higher consumers purchase decision. Companies are needed to form their brand image after identifying the target market; broad and deep brand awareness leads strong, favorable and unique brand

association of consumer. Proper brand awareness create brand image into customer mind. Brand image is perception of brand as return by brand association held in customer mind. Brand images should absolutely represent trade and it should fit into target market. When companies create awareness through hiring specific personality for specific product in advertisement it effects on consumers purchase intention (Aaker, 1997).it is promotional tool to create an image about product and appealing attitude specially for targeted audience (Bilkey and Nes, 1982; Johansson et al., 1985; Saeed, 1994.Han (1989).COO image is also make brand image. It is all about like home country of product like Germany and perception about its car will be very positive etc.

H6: Brand awareness has significant and positive relationship with the brand image.

Main marketing goal is to build and maintain brand awareness, advertisement repetition is used to remain the brand in consumers consideration set; when consumer is going to purchase, he gives serious attention to set of brands which are in his mind. Brand awareness has important relationship with consumer buying intention especially such brand which entered into consumer's consideration set and selected from the consideration set. If consumer has slightly knowledge about a product then consumer can evaluate a product before its purchase. Consumer awareness of a brand has a great impact on purchase intention. Brand awareness can change the perception of brand which already exists in consumer mind. According to Follows and Jobber (2000) consumer can purchase definite product as he want with definite awareness.

H3: Brand awareness has significant and positive relationship with customer purchase intention.

5. Brand Association

A brand association is "anything linked in memory to a brand" (Aaker, 1991, p. 109). Brand association may reproduce the distinctiveness of the brand. Brand associations could give value to the consumers by providing reasons for consumers to choose and buy the brand, and by making optimistic feelings and attitudes among consumers (Aaker, 1991). Brand association is defined by Keller (1998) as informational nodes related to the brand node in memory that holds the meaning of the brand for consumers. Keller (1993, 1998) sorted brand associations into three major categories such as, attitudes, benefits and attributes. Attributes are those descriptive features that differentiate a brand, such as what a consumer thinks about the specific brand and what is concerned with its brand purchase and consumption? The personal value that's why consumers attach to the brand attributes are benefits, such as what consumer thinks the brand be able to do for them. The overall evaluation of the band is the consumers brand attitude (Chattopadhyay and Alba, 1988) the associations linked to the brand functions represent a larger level of concept than those referring to the attributes and these are more reachable and stay longer in the consumer's memory. Another specific feature of functions is that these functions have a positive nature such as the brand value is greater than higher the level of concept or abstraction.

According to Aaker (1991) brand associations are the category of a brand's assets and liabilities that contain "linked" into memory of consumers. Brand associations are very important for customers and for marketers. Marketers use brand associations to differentiate, position, to expand brands, to produce positive attitudes and feelings of customers toward brands, and also to suggest benefits of purchasing a brand and using a specific brand. On other hand Consumers use brand associations to assist process, organize process and regain related information according to brand in their memory and use this information in making purchase decisions (Aaker, 1991, pp.109-13). At the same time as several researches are conducted to explore specific elements of brand associations (Gardner and Levy, 1955; Aaker, 1991; 1996a; 1996b; Aaker and Jacobson, 1994; Aaker, 1997;Keller, 1993), but the same time no research has been conducted that united these elements in the similar study in organize to measure how these elements are interconnected. Many Scales have been developed to measure the brand associations. For example, Park and Srinivasan (1994) developed objects to estimate and measure the one dimension of tooth paste brand associations that included the brand's ability to come to blows plaque, put a stop to cavities and freshen breath. In past many specialized scales were developed for multiple purposes and for long time these scales were used in some functional or applied settings. Another significant problem that has not been empirically examined in the past literature is whether brand associations present multi-dimensional construct or a one-dimensional construct. Brand association is very important to marketers because once it create association between consumer and brand it gives long run benefit to the company.

H4: Brand association has significant and positive relationship with the customer purchase intention.

6. Information Acquisition

Most consumers search for product information before making their purchasing decisions. Consumer examines the product, touch it, ask for information from other consumers, and maybe read about it. Consumers move towards information acquisition and update their beliefs on how much they would enjoy the product. At a certain point, consumers decide not to search any more, and make purchase decision of product. As the Internet has made information gathering seemingly easier than ever, consumers still end up making purchase decisions without full information because there are still search and processing costs (see, e.g., Chen and Sudhir 2004).

Consumers with extensive knowledge should prefer to process message information in a manner that

they perceive facilitates their progress toward a goal. This prediction is consistent with the observation that compared with those with limited knowledge, Consumers with extensive prior knowledge exhibit a greater tendency to make quick decisions (Thunholm2005) and display greater selectivity in the information they consider as a basis for decisions (Bettman and Park1980; Brucks 1985; Schraagen and Leijenhorst 2001), to the point that they sometimes over look useful information (Radecki and Jaccard 1995) or prematurely stop learning new information (WoodandLynch2002).

In contrast, consumers with limited prior knowledge are likely to prefer an assessment mode, which enables consumers to adopt processing strategies that facilitate their careful and complete consideration of information to compensate for their lack of prior knowledge and acquire information. Consistent with this reasoning, consumers with limited knowledge make more comparisons among alternatives than more knowledgeable consumers (MitchellandDacin1996). They also exhibit a greater tendency to engage in data-driven processing, which facilitates their acquisition and consideration of all pieces of information (Chi, Glaser, and Rees 1982), including information peripheral to the decision (Alba and Hutchinson 1987; Thunholm 2005). These findings suggest that an assessment processing mode, which is characterized by detailed comparisons among alternatives, should fit with the processing proclivities of consumers with limited prior knowledge.

H5: Information Acquisition has significant and positive relationship with customer purchase intention

7. Research Model

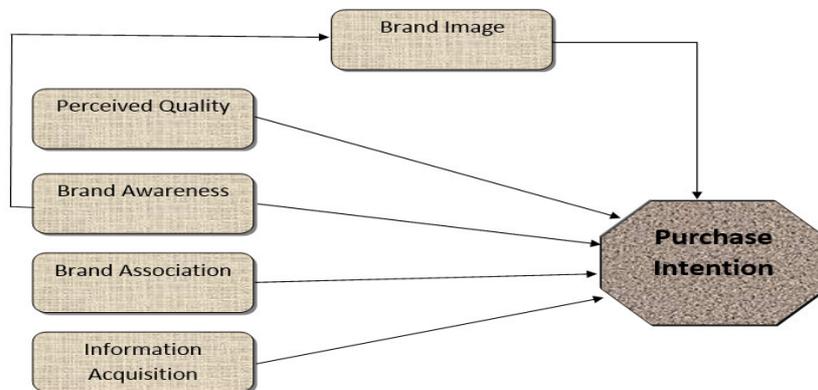


Table No.1 Calculation of Beta and Significance Level

Hypothesis	Variable	Beta	Sig.	Status
H1	Brand Image	.175	.041	Accepted
H2	Perceived Quality	.352	.000	Accepted
H3	Brand Awareness	.191	.039	Accepted
H4	Brand Association	.123	.145	Rejected
H5	Information Acquisition	.073	.427	Rejected

8. Discussion and Analysis

Results have shown that 52 males and 64 females have contributed in the research by providing their opinions about their future purchase intention towards a brand. H1 is accepted by sig: 0.041 and beta 0.175, concluding that brand image have positive impact on consumer purchase intention. H2 is also accepted by sig: 0.000 and beta 0.352. It concludes that perceived quality have positive association with the purchase intention of people. H3 is also accepted by sig: 0.039 and beta is 0.191, concluding that brand awareness have positive impact on purchase intention. H4 is rejected as the sig is 0.145 and beta is 0.123 which concludes that brand association does not have any impact on the consumer purchase intention. H5 is also rejected by the sig: 0.427 and beta 0.073 concluding that information acquisition do not have any effect on the purchase intention of consumer. H6 is accepted with sig 0.000 and beta 0.361 concluding that brand awareness has positive impact on the brand image. Over all adjusted R square of the variables is 0.408 with alpha -1.636. Brand image has significant and positive relationship with the consumer purchase intention of any brand. Brand perceived quality is likely to exert a positive influence on purchase intention of consumer. Brand awareness has positive impact on the purchase intention of consumer. Brand association does not have significant direct effect on purchase intention of consumer. Information acquisition does not have positive impact on the consumer purchase intention. Brand awareness has positive impact on brand image. Over all Brand image is affected by brand awareness while brand image and brand awareness have significant and positive relationship with the customer purchase intention. Perceived quality has also significant and positive relationship with the customer purchase intention. But brand

association and information acquisition do not show any positive or significant relationship with the customer purchase intention.

9. Conclusion

The purpose of this research paper is to determine the contribution of several important factors into the consumer purchases intention. It inspected the effect of mediating and moderating factors on the independent variable. This study discloses the consumers purchase intention of under developed cities of Pakistan like Bahawalpur. The collected data is consist of generalize results and implacable for organizations working within Pakistan. The suggested results are most relevant and enough supported with the literature review with slight exception, Model is noticeably representing the relationships of variables. From above suggested results it is concluded that perceived quality is people perceptual and comparable brand supremacy have significant relationship with the consumer purchase intention. Furthermore brand awareness means minimum amount of knowledge into the consumer's mind is extensively effect towards the consumer purchase decision. Brand image is consumers desire to look distinguish from others is greatly deal with his purchase intention, brand association is consumers loyalty and information about brand has not any essential impact on the consumer purchase intention. Organization should focus on the factors like perceived quality, brand image, brand awareness have significant connection with the consumers brand purchase plan, organizations have to increase promotion activities and brand advertisements to improve the consumers deliberate and incidental learning. Intensive investment on advertisement can enhance the consumers' prior knowledge, unique or affirmative mental approach towards brand and as well as improve the revenue and profitability of any company.

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