

## Impact of Brand Image and Advertisement on Consumer Buying Behavior

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**Abstract:** Brand image and advertisement play a crucial role to boost up any business performance as brand image is an implied tool which can positively change people's buying behaviors and advertisement is behaving as a driving force for any business as it's an effective source to convey your message and stay in customer's mind. The purpose of this study is to examine the impact of brand image and advertisement on consumer buying behavior in the general public at Gujranwala city. Questionnaire survey was used to collect the data by using non probability convenient sampling technique. A sample of 200 questionnaires was used in which 175 responses were collected within the period of one month. Findings show that brand image and advertisement have strong positive influence and significant relationship with Consumer buying behavior. People perceive the brand image with positive attitude. Study depicted that teenagers in Gujranwala are more conscious about their social status so they prefer branded products and advertisement affects their Consumer Buying Behavior positively. In the last of article limitations of research, implications and suggestions for further research also included.

**Key words:** Brand image • Advertisement • Consumer Buying Behavior

### INTRODUCTION

People in our society are so conscious about their status and they prefer to use branded products to show off their status symbol. Brand is considered as implied device through which any business can attain the attraction of people and can enjoy the competitive edge. In our local scenario it also considered as a valuable asset for any business as it can change peoples' buying behavior. It can play a vital role to expand any business. Brand image development is a long term process and it can prove a strong weapon to fight with your competitors. Customers rely on branded products and mostly prefer to buy products with well known brand name. Marketing valuable strategies and tools can develop the brand of any product. If brand is managed in effective ways, a business can enjoy maximum number of customers and

can build long term profitable relations with customers. Refine quality of products and social responsibilities of any business can positively affect the behaviors of people regarding brand image, satisfaction and loyalty.

At present time in global and emerging markets business war is not only on price but customer attraction, loyalty and relationship matters a lot. Companies are so conscious about their customer's satisfaction. Advertisement plays a crucial role for any business to boost up its performance graph as it is a powerful strategy to attract your customers toward your product. In Pakistan advertisement also becoming a driving force for any business because it can force people to change their behavior regarding your product in positive sense. Advertisement is a dominant and leading weapon in all marketing tools due to its positive impact on consumers' buying behavior. It's an effective way to communicate

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and convey your message to the audience and it's a promotional strategy for the promotion of awareness relating to any product. Consumer buying behavior can be positively changed due to attractive ads.

As brand image and advertising are playing an important role in any business to make it successful therefore the core purpose of this study is to explore the impact of brand image and advertisement on Consumer Buying Behavior. We want to see that how people perceive any brand and how a brand image and advertising can influence the Consumer Buying Behavior of people and especially the buying behavior of teenagers at Gujranwala. Section two will present a picture of literature and hypotheses development. Section three and four will show the research methodology and findings of this study respectively. Section five comprises on conclusion, limitation in research and further suggestions and opportunities for this research.

**Literature Reviews:** According to Khasawneh and Hasouneh [1] Customers realize the importance of brand while in their purchasing decisions and customers' demographic characteristics have no significant relation and effect on brand awareness. People prefer the branded products with higher prices because they consider that branded items have more quality than non branded products. Brand preference is also a symbol of status. Nepalia [2] summed up that to manage the brand means to apply marketing tools for a brand or particular product or series. If brand will be managed effectively product value and brand loyalty will also be enhanced in customers' mind. Marketers consider a brand as a promise with consumers that product quality will be same in future and due to this promise sales enhance. Furthermore Saad Hussain *et al.* [3] said that sometimes companies' social responsible activities affect positively to customer' brand choice. Brand attitude and image affects positively and environmental issues affects negatively to customer buying behavior. In addition, Del Rio *et al.* [4] explained that customers recognize the value of any brand with respect to its different functions like guarantee, social and personal identification and status symbol. These factors have positive effects on customers' brand loyalty and willingness to accept extension in brands. Brand association has a positive relation with buyer purchasing attentions. As mentioned by Tamm [5] that brand is considered as valuable asset and attractive tool to capture customers for particular products. Consumer behavior can be examined on the basis of brand awareness, association

and loyalty. Chinese people have negative behavior for their own produced brands while in UK brand development is better than China.

Female consumers' buying behavior is highly and positively affects by branding status, attitude toward a brand, Self Concepts and with others' opinions. People are now more conscious and involved in branded fashion clothing. Different factor have significant influence on female buying behavior.[6]. Furthermore Prince [7] summed up that brand name and product packaging affects individual buying behavior. Packaging attributes of a product attract consumers. Product experience, brand awareness and buyer confidence have relatively few influence on college students' buying behavior in consumer products as compared to packaging. Dastoor *et al.* [8] mentioned that brand equity has different dimensions like brand image, brand awareness, brand identity and perceived quality. Brand equity of low mental conflict products with respect to these dimensions has a direct and positive effect on consumer buying intentions. Mentioned by Dastoor *et al.* [9] that brand is implied device that helps out to companies to enjoy competitive benefits. Brand asset is multidimensional structure with consumer point of view. Brand assets with perceived quality and price of dairy products have a positive and direct relationship with consumer buying behavior. Rubini [10] said that brand is an intangible thing but it has a great influence on consumer buying attention. Brand loyalty can be behavioral or attitudinal so we can say that brand loyalty can be coincident. Knowledge regarding a brand has influence on customer buying behavior when customers are brand oriented.

In addition Niazi *et al.* [11] said that advertising is an effective tool to attract people and to divert their attitude positively toward product. There is a moderate relationship between consumer purchase attention, environmental factors and emotional factors. If consumer is emotionally attached with the product he/she will prefer to purchase that product. According to Rasool *et al.* [12] sometimes people change their brands just to test the other brands. Purchase attention of people also changed with change in income level and male mostly prefer the advertisements than female. In expensive products advertisement and repetition in ads not positively affect consumer buying behavior. Zain-ul-Abideen and Saleem [13] said that advertising is a marketing promotional strategy to catch the people's attraction for specific action for product or service. Consumer purchase behavior positively affects by emotional responses.

People mostly prefer those brands with which they are emotionally attached. Similarly Ayanwale *et al.* [14] described that when there is number of competitors and consumers have different brand choices than manufacturer needs to understand the factors that can gain the attraction of buyers. Male and female both equally influenced by advertising for brand choices. TV ads are most preferred by people. Companies should give proper attention for advertising their products to increase their market share. Bishnoi and Sharma [15] concluded that teenagers in rural areas are more influenced by advertisings rather than urban areas. TV ads play a vital to role to enhance the involvement of people in product selection and purchase decision. The ads of those brands which are not required to urban teenagers have no greater influence on them. They positively react for those products ads which they consider that benefits of product will be more than expectations.

Advertisement convinces the people to use product at least once in their lives. Celebrities used in ads have greater positive influence on people. Most of the times people rely on advertisements rather than other sources like family, friends and reference groups opinions regarding product. Advertisement can affect people with any income level but it has no greater influence on expensive products. [16]. In current scenario advertisers want to make internet ads rather than television with a view to additional worth of interactivity in ads. Interactivity in ads lead to more people involvement and this interaction will drive to create brand loyalty. In online advertising feedback is effective tool for effective strategic planning. [17]. According to Pughazhendi *et al.* [18] in emerging markets advertisers use dominant celebrities in ads to promote their product image. Single and multiple celebrity involvement in ads affect buying behavior in different ways. This study shows that consumer behavior and attitude regarding brand, ads and purchase decision are positively affects by multiple celebrities' ads but just in low involvement products and in more involvement products there is no major difference in single or multiple celebrities' ads.

Consequently Jakstien *et al.* [19] said advertising has a vital role in modern age because it's a mechanism to build the behaviors of society regarding products. With the help of ads people can enjoy information and make decisions regarding product. People emotional, psychological and behavioral aspects play a crucial role during buying decision. There is a significant positive relationship between television ads and Consumer Buying

Behavior. Due to television ads canned food demand as well as price increased. Television ads play a crucial role to change consumers purchase attention and increase consumer's new patterns about canned foods. [20]. Furthermore Ghani and Jan [21] described that demographic factors have significant relationship with consumer buying desire trend. An age factor has negative relation with customers buying desire and gender and income are not significantly attached with it. All demographic variables indirectly deal with consumer buying behavior tendency. In Modern age people make shopping for social status, self esteem and mental satisfaction. Consumer buying behavior significant positive relation with social status and brand loyalty. Income has no moderate relation among brand loyalty and consumer purchase attention. [22]

**H1:** Brand Image has significant relationship with Consumer Buying Behavior.

**H2:** Advertisement has significant relationship with Consumer Buying Behavior.

**Hypothetical Model:** On the basis of literature review and previous hypothesis researchers develop a frame work which is expressing the relationship between brand image, advertisement and consumer buying behavior.

## MATERIALS AND METHODS

**Research Instrument and Sample:** To examine the impact of brand image and advertisement on consumer buying behavior survey method is applied. Questionnaire we have designed comprises of two sections. First section is related to the personal profile of the respondents including their age, gender, marital status, education level and income level which is measured by nominal scale. Second section is related to the questions relevant to variables namely brand image, advertising and consumer buying behavior measured by 5-point likert scale.

We selected the educational institutes (University of Punjab Gujranwala Campus, Gift University and Punjab College) and general consumers in markets as sampling frame of our study, from which we distributed questionnaire by adopting non probability convenient sampling technique. 200 questionnaires were distributed randomly to the general public and in educational institute.

**Demographics:** We distributed 200 questionnaires out of which 175 questionnaires were correctly responded by respondents. 106 were filled by female and 69 filled by male respondents whose percentage is 60.6% and 39.4% respectively. Mostly respondents were between the ages of 15-20 years whose percentage is 64%. Following to this 25.7% were of the age group 21-25 years, 3.4% were of the age 26-30, 5.1% and 1.7% were of the age group 31-35 and 36-40 respectively. Among these respondents 90.9% respondents were single and 9.1% respondents were married. Furthermore respondents were 18.3%, 66.9%, 8.6% and 6.3% belonged to intermediate, graduate, post graduate and higher education level respectively.

**Analysis, Findings and Discussion of Results:** To observe the impact of brand image and advertisement on consumer buying behavior we used the multiple regression analysis and applied Pearson correlation to examine the connection between variables. In descriptive statistics, we calculated mean and standard deviation to check the inclination of our respondents.

Table 1.1 showed that the mean value of Brand image is 3.8527 which is near to 4 and it means that most of the respondents response positively and their responses in support of brand image at 5 likert scale and these responses can deviate 0.44049 from the average responses of the respondents. Mean value of Advertisement is 3.5578 and it is near to 4, it shows that mostly people are agree that advertisement has positive impact on their buying behaviors. These responses can deviate 0.64856 for advertisement and 0.88109 for consumer buying behavior at 5 point scale from strongly disagree to strongly agree.

Table 1.2 indicates that brand image is positively related to the consumer buying behavior with value of 0.469 which is significant at 1%. Advertisement is also positively related to the consumer buying behavior with the value of 0.324 which is significant at 1%. The correlation of 0.469 indicates that brand image and consumer buying behavior explain the variance in one another to the extent of 21.9% (0.469)<sup>2</sup>. The correlation of 0.324 shows that advertisement and consumer buying

Table 1.1: Descriptive Statistics

	Mean	Std. Deviation	N
Brand Image	3.8527	.44049	175
Advertisement	3.5578	.64856	175
Consumer Buying Behavior	3.4381	.88109	175

Table 1.2: Correlations

		Brand Image	Advertisement	Consumer Buying Behavior
Brand Image	Pearson Correlation	1	.406**	.469**
	Sig. (2-tailed)		.000	.000
	N	175	175	175
Advertisement	Pearson Correlation	.406**	1	.324**
	Sig. (2-tailed)	.000		.000
	N	175	175	175
Consumer Buying Behavior	Pearson Correlation	.469**	.324**	1
	Sig. (2-tailed)	.000	.000	
	N	175	175	175

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 1.3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.491 <sup>a</sup>	.241	.232	.77191	1.892

a. Predictors: (Constant), Adv, Brand image

b. Dependent Variable: Consumer Buying Behavior

Table 1.4: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.593	2	16.296	27.350	.000 <sup>a</sup>
	Residual	102.487	172	.596		
Total		135.079	174			

a. Predictors: (Constant), Advertisement, Brand image

b. Dependent Variable: Consumer Buying Behavior

Table 1.5: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.449	.530		-.847	.398
	Brand Image	.809	.145	.404	5.563	.000
	Advertisement	.217	.099	.160	2.198	.029

a. Dependent Variable: Consumer Buying Behavior

behavior explain the variance in one another to the extent of 10.49% (0.469)<sup>2</sup>. Furthermore to examine the impact of brand image and advertisement on Consumer buying behavior multiple regression analysis was applied with Durbin-Watson for the examining the nature of correlation.

Table 1.3 indicates the entire summary of findings. R square shows the variation in the Consumer buying behavior (dependent variable) due to the influence of brand image and advertisement (independent variables). R square value is 0.241 it means that independent variables (brand image and advertisement) has 24.1% influences on dependent variable (Consumer buying behavior). Durbin-Watson was calculated to examine the type of correlation among the study variables either correlation is positive, negative or zero. Durbin-Watson is 1.892 which is less than 2 and it demonstrates that positive autocorrelation exist among study variables.

Table 1.4 shows the level of significance whether it is acceptable or not. Results in table 1.4 indicate that significant level is 0.000 which is less than 0.05. Thus is acceptable and shows strong impact of brand image and advertisement on Consumer buying behavior.

Table 1.5 shows beta values which mean individual independent variables influence on dependent variable. Result indicated that brand image has the strong influence on Consumer buying behavior with beta value .404. It explains that 40.4% variation in Consumer buying behavior cause due to brand image which is significant at .000 and supported H1. Similarly advertisement has also strong impact on Consumer buying behavior with beta value .160. It explains that 16% variation in Consumer buying behavior cause due to advertisement which is significant at 0.29 and supported to H2. It shows that H2 is partly and weakly supported as compare to H1.

In the last we concluded that brand image and advertisement has strong positive impact on Consumer buying behavior. Results showed that people are so conscious about the purchase decisions regarding branded products. Brand image has significant positive influence and relationship with Consumer buying

behavior. Advertisement also has positive influence on consumer buying behavior as results showed that advertisement also playing a dynamic role especially in behaviors of teenagers.

**Conclusion, Limitations and Further Research:** Our purpose of this study was to examine the relationship between brand image, advertisement and Consumer buying behavior. For this purpose survey questionnaire method was used and through non probability convenient sampling technique responses of respondents collected. After applying all necessary SPSS tests results revealed that brand image has strong positive impact on Consumer buying behavior as it's an implied device that can change people's buying behaviors positively and teenagers in Gujranwala are becoming more and more conscious for branded products to show off their personality symbol. Advertisement also has positive impact on consumer buying behavior. After these results and finding we can summarize this research that if people will be well aware about the brand and they have good brand perception, loyalty and association then automatically brand image will be more and stronger in their minds and that brand will become the part of their buying behavior. In the light of this study we can say that now day's advertisement is a big marketing weapon to attract your customers and to stay in customer's mind.

In addition this study can be more accurate in future. Sample size can be increased. As this study was financial constrained which is only limited to people belongs to Gujranwala city, so other cities will also be studied in near future.

**Practical Implication:** This research provides the insight to the companies and business that how they can make better their marketing and promotional tools to capture their customers. With the help of this study Marketing Managers of companies can understand that how important a brand image and advertisement is to boost up any business. This is a real picture of society that brand image and advertisement playing a crucial role to change the people's buying behavior.

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