



**Impact of Branded Goods on Consumer's Purchase Intentions**

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## Impact of Branded Goods on Consumer's Purchase Intentions

### **Abstract**

Brands have become an important figure nowadays and branded goods have immensely changed the perceptions of the individuals purchase decisions. Branded goods are basically an ironic symbol for the consumers for that they are willing to pay higher prices in return of a good name. Purchase intentions may be blocked by the brand loyalty which can be a result of the cause related exertions of marketing. This research paper tries to explore the influence of apparent product image, past experience and product awareness on consumers purchase intention. This may leads consumers towards branded products. The independent variables which are argued in this particular study is firstly, the price which shows a detailed relations with the customer satisfaction and then how consumers persuade towards the particular goods with its complete intentions. Secondly, core brand image is the variable which is the direct component that comes in the minds of consumers while making a definite reason to opt for the brand. Thirdly, brand attitude is another variable which look for in the consumers mental state that what sort of marketing efforts are been done by the brands for themselves and according to that they perceives the brand. Lastly, brand attachment is the most vital variable which comes and shows the level of loyalty of the consumers towards the brand. These two important variables brand trust and brand attachment are operative on purchase intentions on the road to branded products. Purchase intentions of consumer is a state where consumers are delightful to make decisions to make a deal with the vender as defined in the literature. The sampling technique which is used in this research is random sampling. KHAADI in Karachi is chosen for the sampling data, the sample size is 150 out of which 117 were authentically returned. KHAADI. Regression is a key tool that has been used for the testing of hypotheses and positive results are determined that consumers do have direct impact of branded goods on their purchase intentions while keeping the variables into considerations. Therefore, analysis also discovered very imperative

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information and this research also shows the future research directions. The study is beneficial for the progress of the market and marks a positive and persuade the consumers towards branded products for its core values. The information provided in this piece of writing is exceedingly functional for the Brands with the aim to find out the depth of actual consumer's intentions to have a competitive edge over market. Price and market mechanism (Demand and Supply) are the two essentials which needs to be kept in consideration for potential learners related to this field.

Keywords: Brand attitude, Brand attachment, Core brand image, Price, Purchase intentions.

### **Introduction**

#### **Overview and Background**

Branding has appeared to be the most important element in the management significance in the past many years and have created its own value in the intangible assets of the firms. Brands serve several valuable functions. At the beginning level brands functions as markers for the introduction of the firms. For customers, brands makes them to simplify their choices, ensures a required quality level and lower down the risks. Brands are built on the product itself, and brands relatively makes its awareness through strong marketing mediums. Therefore, brands imitate the ample knowledge that customers have with the products. Moreover, brands also a pivotal role in defining how the marketing efforts were effective such as channel placement and advertising. Finally, brands have become an asset for the organizations as far as finances are concerned. Therefore, brand clear their impact on three levels i.e. customer market, product market and financial market. (Keller & Lehman, May 2005).

In increasing economies specifically for common frequently purchased products the market special brands. A sequestered brand comes from a very low scale in house manufacturer

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or a domestic retail businesses. Whereas as the PLC brands is also a domestic brand but relatively a bigger than that of, and spends considerably huge amounts of capital on advertisements, promotions and marketing a private brand. As the economy start to progress and consumers flourishes with this than market started to appeal the international businesses who often possess the product line. (Sanjoy & Lowengart, November 2012).

Presently world is more aware of the fact that culture is very important whenever an individual is making a buying decision. Buying intentions signifies to plot a strategy or behavior to purchase of goods and services in the future. The current principled, spiritual, proper, and ecological restricts an individual humans towards the feeling of the particular brand intensely. Fitzmons and Morwitz (1996) ensures that ensuring intentions influence which brands customer purchase. Purchase intention categorize as system of people who are buying the brands and their perception towards it. (Qayyum, Qadeer, & Rizwan, 2014).

Nowadays, the increase of individual awareness has prepared consumer to opt for their personal favorite brands on whom they are most satisfied. Thus. If businesses need to overthrow their rivals, they have to ensure that their personal customers are more attracted towards their personal brands. Macdonald and sharp (2000) reference that event though consumers familiarize and are willing to purchase products and brand consciousness are still a significant factor to create aspirations in the purchasing decisions. When people wanted to purchase any of the goods and services the brand name instantly comes over their mind, it reveals that products has a very higher brand knowledge. The buying pattern of individuals can be inclined if a that good has a higher brand awareness. (Chi & Yeh, February 2009).

The major reason is the plan of feedback will straight raised buying intentions. Customers who are not aware of the brand will obviously won't intend to purchase the product. The

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significance of brand loyalty cannot be refuted. When brand awareness and desired quality is important for the purchase of the brand, the loyalty is assured to purchase as stated by Oliver (1997), therefore it plays a key role in switching behavior, repurchase and purchase. (Yaseen & Tahira, December 2011).

### **Problem Statement**

Most of the companies consider Branding as an additional feature to their businesses and are not aware of the potential benefit that could be gain from this. Here a question rises does Branded goods really impacts the purchase intention of the consumers on the particular goods?

### **Significance of the Study**

Branding is relatively a new concept. By using the variables which are affecting the behavior of customers while purchasing the brands, companies can work better according to the needs and wants of their customers. Consumers can also use these variables in order to make decisions to choose the best brand for themselves.

### **Scope of Research**

This research is for the retail company who sells women clothing, so that they can use this research in order to understand the purchase intentions and buying behavior of their customers.

### **Overview of Company**

KHAADI is a multinational Pakistani clothing fashion brand founded in 1999 by Shamoan Sultan.

It concentrate in "hand woven" technique products, specifically an ample clothing range for women in Pret wear, it also offer unstitched lawn, children clothing's, shoes, bags, jewelry, and is schedules to open a clothing range of men's wear. The foremost boutique was release in

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Karachi's ZamZama in 1999 and acknowledged extensive increase applause in short-span of two weeks.

They then get bigger to multi-stores within it two years of its commencement and launch thick assortment of women's wear of luxury PretS and lawn. Arshad Abdullah dole as an interior designer for KHAADI stores at Pakistan, UK, and UAE.

More to the point clothing stores, company has entire of five KHAADI home stores which recommend duvet wraps, bed covers, bed sheets, cushion cover up, tableware, wall clocks, etc. It is regarded as the one of the best fashion brand in Pakistan.

### **Objectives**

The primary objective behind this research is to gather all the necessary element and key features related to branding that how this has changed the perceptions of the consumers. The secondary objective of this research is to visualizes and understand all the pros and cons related to the field, and to overcome all uncertain scenarios.

- If Brand satisfaction is very strong then it do play a positive impact on the consumer's buying intentions.
- Through Past experience customers get to know the fact about whether they are interested towards the particular brand and that brand fulfills there requirements or not.
- Competitive pricing is one of the key objective that needs to keep in mind by the brands that it should not be beyond competitor's price, which in result deviates the consumers desires towards other brands.
- Brand attachment have a direct relation with brand trust which always gets more intense when brands offers variety of goods with a relatable quality that consumers demands for.

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- Brand image plays a pivotal role because customers have some perceived values about a certain brand in their mind.

### Hypothesis

H1<sub>a</sub>: Brand awareness and preference (Core Brand Image) has a significant impact on consumers purchase intentions.

H1<sub>o</sub>: There is no significant impact of Brand awareness and preference (Core Brand Image) on consumers purchase intentions.

H2<sub>a</sub>: Brand Attitude has a significant impact on consumers purchase intentions.

H2<sub>o</sub>: There is no significant impact of brand attitude on consumers purchase intentions.

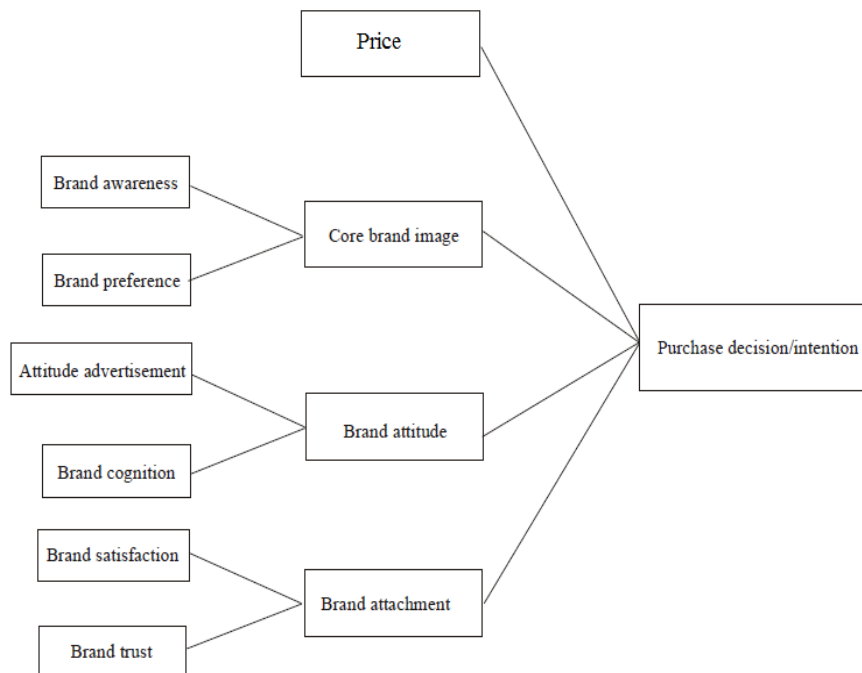
H3<sub>a</sub>: Brand Attachment has a significant impact on consumers purchase intentions.

H3<sub>o</sub>: There is no significant impact of brand attachment on consumers purchase intentions.

H4<sub>a</sub>: Price of the brand has a significant impact on consumers purchase intentions.

H4<sub>o</sub>: There is no significant impact of price of the brand on consumers purchase intentions.

### Research Model



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(Shah, Aziz, & Jafferri, September 2011; Porral & Levy Mengin, 2015)

## **Limitations**

The first limitation was the shortage of time. Due to financial constraints the research, it was not possible to work for the entire industry, the research is based on the information gathered from a single company so this research cannot be generalized for the specific industry

## **Summary**

This research basically focuses on the impact of branded goods on consumer purchase intentions. As the importance of marketing is on rise in today's era, the proper use of this concept can result in gaining a competitive advantage. This research is conducted to develop an understanding to those companies who still have not adopted this concept of leading their businesses.

## **Literature Review**

### **Purchase Intentions**

The core feature of buying pattern is their purchase intentions which in this paper has been defined as that where consumers sets up its satisfaction level to buy goods for its consumption from the retailers. According to Dodds, Manroe and products from the retailers' Grewal (1991) purchase intentions is the thoughtful act that when customer is ready to buy those goods and services from the competitive market. For marketers concept of purchase intentions is of immense value because their complete forecast of the customers buying relationship is dependent on this concept. Predicting consumer behavior is the most difficult tasks for any business because it keeps on changing with the new thoughts and new market



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trends and does not remain constant with the passage of time, and after evaluating after every aspect try to go purchase state.

Buyer's intent will specify the fact that whether their complete knowledge regarding their brands is appropriate and gives customers the full satisfaction and external vicinity for the collection of information and assessing the substitutes buying choice. Prior studies argued that, the purchase got encouraged by the consumers to afford a product, irrespective of the attentiveness of the buyers towards the price of the product whether it's to low or too high.

The latest study estimated investigations resulted in self-valuation goods info, which involved buyer's thanked good of the fake products, along with the relation amongst these variables on buyer's purchase intentions. (Rizwan, 2014).

### **Core Brand Image**

Perception of core brand image and a brand apparent issue is strength of a brand which shows an important part when increasing the brand progression. Shuw-lung and Chen –lien (2009) stated that market share, and strong distribution, promotional and advertising expenses are vibrantly out objectively. Moreover he explained this that initially consumers fully assess the brand before getting onto any sort buying intentions and gives more awareness and promotion therefore, these brands are perceived by the consumers as superiors. The two main core-brand image are awareness for the brand and preference for the brand.

These brand image components have a positive impact in relation with the approach of core brand. Furthermore, to have an effective branding and awareness both are important (Sevier, 2001). Bogart and Lehman (1973) elaborates that that brand awareness exists and comprises of unrelated schemes of and is totally depend on stretching of different field of marketed messages.

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Ambiance and quality of the stores influence the perceptions of quality of isolated labeled brands positively. "The corporate brand is a valuable intangible asset, that is difficult to imitate, and which may help to achieve sustained superior financial performance."

### **Brand Attitude**

In a twin mode encouragement process, Attitude towards the promotions and brand cognition unswervingly reacts on attitude towards the brand. Porter (1974) stated that by instigation of the mood not only be transpire promptly but also may lead to have faith in handing out that it is actually progressing. Porter (1974) prevented that marketing must not offered in openness and do competitions with other advertisements therefore, according to the consumer's perception generally of other advertisements reacts to have a leading advertisements. Teng also concludes the fact that a customer attitude which is towards focused brand is completely rely on the thought and actual value of the brand, but also focused on the insights in particular brand at competitive market. Therefore, researchers have greatly emphasizes on the attitude towards advertisements and brand interaction because it gives a direct influence to the purchasing behavior and purchase intention of the consumers leads towards the brands.

Consumers sometimes are surround by the values that is been portrayed in advertisements presentation throughout the world. And the response to the promotional activities are not up to the mark. In contradiction, the factor like attitude, implanted evidence, and more information which lends some better form of brand attitude. (Bagozzi & Silk, 1984).

Bagozzi (1983) states that brand attitude as customer attitudes in a non-dimensional sense as the summation of the beliefs of products time evaluation, it may be beneficial to scrutinize

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attitudes as two way dimensions which furthermore forms the strong networks between the beliefs and evaluations of the consumers individually.

### **Price**

Due to the characteristics of clothing and the economic conditions of the country, the major portion of target market is seen to be price conscious who basically seek economic benefits along with the quality from the purchases and especially in the condition where unbranded clothes are available in the market. Zeithaml (1988) suggested that price can be conceptualized as a sacrificed or given up to obtain any product. Furthermore, it has a complex stimulus as explained by Lichtenstein, Ridgway, & Netemeyer, (1993) that price contains both roles, positive and negative.

Positive role of higher prices send positive messages to market that product or services contains more quality and hence it increases the probability of purchase(Zeithaml, 1988) whereas the negative role of pricing may send the signals of sacrifice or cost that consumers incur to purchase a product or service and hence it may result in reduction of probability of purchase.

### **Brand Attachment**

Public relations includes the awareness for other people. However, trust is a relevant outcome of these interactions. In previous studies and exploration in psychology and marketing, it is clearly stated as important element for the best and most important relationship. Keeping a firm belief in the prescribed brand interactions related with the brand. Therefore, adopted model specifies and clearly visualizes the impact of satisfaction for the brand which is included and furthermore this variable is again involved on the brand to affirm the nominal, quantify and effective result. Thus, another construct has been added

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which signifies the fact that the brand attachment is only happens when consumers are fully satisfied and after that actual attachment is observable. (Berry , 2000).

Moreover, this attachment with the particular brand always makes a positive kind of relationship and signifies that how an individual is powerfully express its gratitude towards the brand which he/she wish to buy or intended to buy in a near future. Brand was a very pivotal in retailers concerned to services as those brands which have got a solid association with any value is considered to perceived greater trust of the customers whose purchase is invincible. (Berry, 2000). Binningerr (2008) suggested that earlier in 1990s customer's loyalty is considered as the most important feature against on association with many others that carries of assurance, fulfillment, identification, trust or attitude leads to brand. Trust of customers and retailers facilitates the impact of trust in brand and satisfaction on customer's intention to repurchase. (Zboja & Voorhees, 2006).

### **Research Methodology**

#### **Method of data collection**

The methodology of this research is based on the accurate data with a high representation from the population. Initially, a secondary data collection was preferred to get the detailed view of the research area and more insights of the field, and after completing the research on this the primary research took place.

The survey research method has been used. The research is based on quantitative techniques to give the strong background of the research and to support the mathematically explained model and hypothesis, secondary information is being elaborated here and many research articles and research papers have been referred in this report which highlights the possible aspects on impact of branded goods on consumer purchase intentions. The

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questionnaires were distributed to the different respondents based on the 5 point liker scale. The population were females who are extreme consumers and users of the targeted brand KHAADI, respondents who were chosen were mostly working women and the girls studying in universities.

### **Sampling technique**

The sampling technique which has been used in this article is convenience sampling technique. This is a non-probability sampling method in which the access to respondents are easy.

### **Sample size**

The data that was collected to understand the situation of the purchase intentions, a sample of 150 respondents will ask to contribute in a self-administered questionnaire and in 150 questionnaires 117 were authentically returned.

The questionnaire was according to the adoption of the model and research.

### **Statistical technique**

The model is the example of the multiple regression analysis. It is a powerful technique used for predicting the unknown value of a variable from the known value of two or more variables.

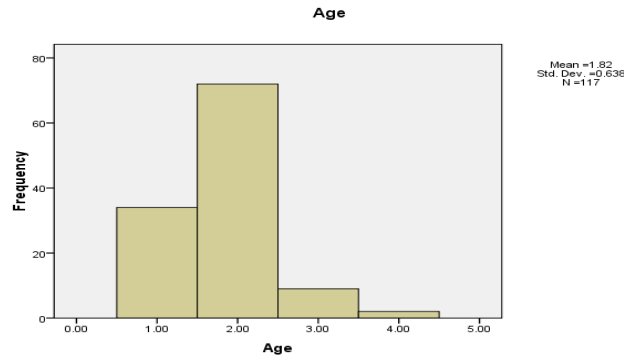
## **Results**

This chapter highlights the complete findings related to our research study about the impact of branded goods on consumers purchase intentions. The impact is determined by the results which we get by run a software of SPSS and applied a testing tool of linear regression. The demographic profiles has been shown in the form of graphs of histogram. The demographic factor of Age is showing the mean value of 1.82 and standard deviation 0.638 in histogram 1. Income is the second demographic factor which is shown in histogram 2 which has the mean

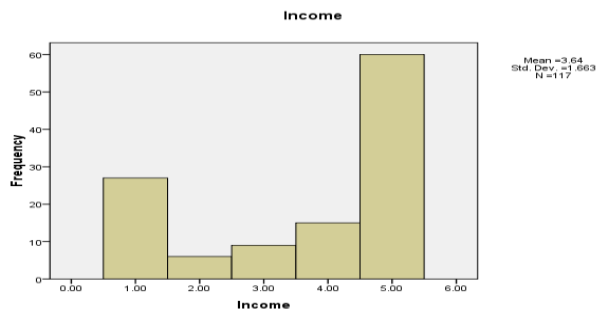
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value 3.64 and standard deviation is 1.663. The last demographic factor shows qualification and its mean value is 2.85 and the standard deviation is 0.903 which is in the histogram 3.

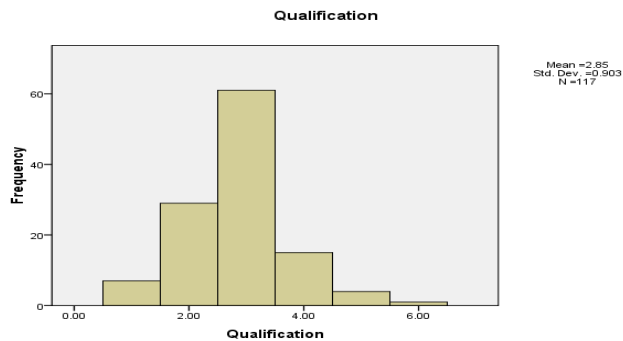
## Histogram 1: Age Factor



## Histogram 2: Income factor



## Histogram 3: Qualification Factor



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### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.763 <sup>a</sup>	.582	.567	.50035	1.891

a. Predictors: (Constant), brandattachment, price, corebrandimage, brandattitude

b. Dependent Variable: purchase intentions

This table gives us an information regarding the R and R<sup>2</sup> values. The R value shows the simple correlation and is .763 (the “**R**” column) which clarifies the high degree of correlation. The R<sup>2</sup> value (the **R square** column) indicates how much of the total variation in the dependent variable, Purchase intentions, can be explained by the independent variables i.e., (Price, Core brand image, Brand attitude, Brand attachment). In this case our R<sup>2</sup> value is 58.2% which indicates above average variation.

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.977	4	9.744	38.923	.000 <sup>a</sup>
	Residual	28.039	112	.250		
	Total	67.016	116			

a. Predictors: (Constant), brandattachment, price, corebrandimage, brandattitude

b. Dependent Variable: purchase intentions

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This table clarifies that the regression model estimates the dependent variable ominously well. The “**Regression**” row and go to the “**Sig**” column indicates the statistical significance of the regression model that was run, here, and predictors are less than 0.0005. Which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variable (i.e. it is a good fit for the data).

### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
	1	(Constant)	.084			.206		.408
	Price	.217	.065	.229	3.331	.009	.789	1.268
	Brandattitude	.369	.072	.416	5.136	.006	.569	1.758
	Corebrandimage	.150	.083	.129	1.807	.071	.730	1.370
	Brandattachment	.233	.093	.209	2.515	.018	.541	1.847

a. Dependent Variable: purchase intentions

The coefficient table provides us with the necessary information to predict purchase intentions from independent variables such as (Price, Brand Attitude. Core Brand Image, Brand



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Attachment), as well as determine whether these independent variables contributes statistically significantly to the model (by looking at the “Sig” column). Moreover, we can use the values in the “B” under the “Unstandardized Coefficients” columns.

Price (independent variable) has a significant value of 0.009 which is lesser than 0.05, therefore this variable is accepted.

Brand attitude (independent variable) has a significant value of 0.006 which is less than 0.05, therefore this variable is accepted.

Core brand image (independent variable) has a significant value of 0.71 which is greater than 0.05, therefore this variable is rejected.

Brand attachment (independent variable) has a significant value of 0.81 which is more than 0.05, as a result this variable is rejected.

To present the equation:

$$\text{Purchase intentions} = 0.084 + 0.217(\text{Price})$$

$$\text{Purchase intentions} = 0.084 + 0.369(\text{Brand Attitude})$$

$$\text{Purchase intentions} = 0.084 + 0.150(\text{Core Brand image})$$

$$\text{Purchase intentions} = 0.084 + 0.233(\text{Brand Attachment})$$

### **Conclusion**

The data which was collected was generalized due to restriction of data which was simple random sampling. Majority of the results are substantial and are in relation with the literature review as explored above with little exceptions. Model is according to the variables which are best fit in. The result which is quoted above are collected from the consumers (females) living in area of Karachi the dependent variable purchase intentions are influenced by brand image and the attitude towards the Branded clothing that is KHAADI. Furthermore, people are keen to pay

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the prices of the goods which they are willing to buy because of their ultimate satisfaction towards the goods

### **Recommendation**

For further exploration on this particular study it is recommended to use brand awareness variable. Core brand Image and Price might be used as sub variables. The data collection might get more authentic and filtered by opting for random data to further more refine its application. Moreover, by using advanced testing tools and software's it is quite evident that results could get more generalized and improved. Therefore, this study might be used on the demographic basis such as Age, Gender, Income Group, Ethnic Groups as well.

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