

EFFECT OF BRAND EQUITY ON CONSUMER PURCHASE INTENTION**ESSMAEEL ROOZY^{a1}, MOHAMMAD ALI ARASTOO^b AND HOSSEIN VAZIFEHDUST^c**^aYoung Researchers Club, Khuzestan Science and Research Branch, Islamic Azad University, Ahvaz, Iran^bDepartment of Executive Management, Science and Research Branch, Islamic Azad University, Khuzestan, Iran^cDepartment of Executive Management, Science and Research Branch, Islamic Azad University, Tehran, Iran**ABSTRACT**

One of the major goals of salesman is to create and keep the proper position of a special brand in the customers' minds in order to affect their decision making and also their purchase intention the aim of this research is the relation of brand equity based on the customer on the customer's purchase intention in the foods industry. The Aakerfour component model of brand equity based on the customer viewpoint is used in this article. The instrument for data gathering is the questionnaire containing the following components: Brand equity (Brand awareness, perceived quality and Brand loyalty) and purchase intention (willing purchase, considering purchase and recommendation purchase). Regarding the result of the original hypothesis, about two teensubordinate hypotheses were presented eight subordinate hypotheses were accepted and fourwererefuse. The brand loyalty has the most influence on the purchases intention.

KEYWORDS: Brand Equity, Brand Loyalty, Brand Awareness, Perceived Quality, Brand Association, Purchase Intention

Regarding this fact the final goal of any business is to sell the products, to consent the customer and to keep this cycle. furthermore, else to this matter that we can approach the dynamic economy through fortifying the efficiency of business and clearing up the environmental conditions, it is necessary to do such surveys in Iran where is entering to the global markets and modern marketing. Nowadays, there are a great number of well-known universal brands, so to inter to these markets it's necessary to get aware of consumer's attitude and their purchase intention and the effect of perceived quality based on the customer's viewpoint and the producers can use this serious affair to achieve the competitive advantage .

METHODOLOGY

This survey is descriptive-measuring based on the applied goals and the method of gathering data this article describe the view point of food industries customer about the competent and indexes in the questionnaire. so, it is a field research study regarding the study of the brand quality relation on the customer's purchase intention in food industry so, the topical field of this article is branding and brand-making id marketing in marketing field and it includes all the customers of food industry id Ahwaz and due to the

unlimited statistical society, the sample volume has been obtained from the unlimited sampling formula.

We sampled from foodstuffs stores in 2013. The sampling methods was systematic and accident – cluster and because the statistical society is unlimited (our statistical society is all the people in Ahwaz) so , the selected bulk of the statistical sample be at 160 persons and at the most, 320 persons. So first we divided Ahwaz city to 5 distinct and among well-known food stores in each district, 3 stores were chosen randomly based on the population of the city. Then we chose who answered among the consumers who were buying from that chosen stores and were inclined to answer to the questions. About 70 forms were completed that were 350 form in total. The admissibility of the questionnaire was confirmed regarding the viewpoints of some university masters and professional experts about the standards of clearness and correctness of the questions. The variables of this research are: brand associations, brand awareness, perceived quality, brand loyalty, willing purchase, considering purchase, recommendation purchase. For which to be finally confirmed, we used Cronbach'salpha , in this article it has been achieved in pre –test 0.87 and the whole society 0.85 , so it indicates the high stability of the questionnaire.

The conceptual model of the research

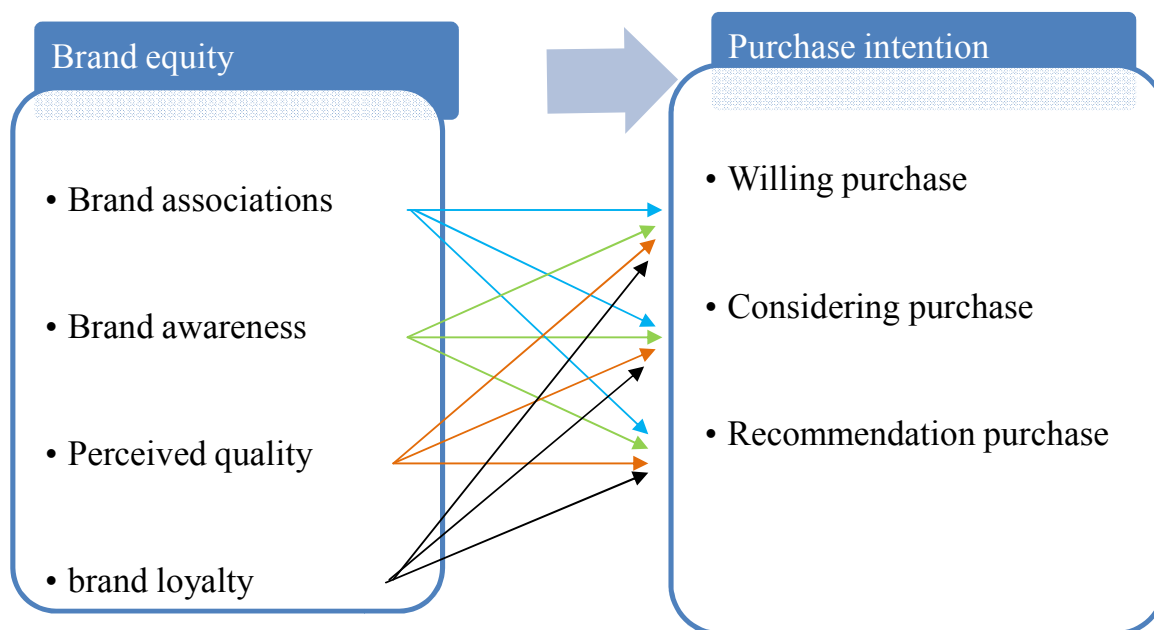


Figure 1: The conceptual model and the variable of the research

Theoretical and operational definition of the variable

Brand equity: According to Aaker (1993), the brand equity, is a collection of brand properties and debts is the name and symbol of the brand that increases or reduces the values which a product or a service makes for companies or customers. The brand equity is a very important concept in trading and university researches because the agencies that have the special and high valuable brands involves, making any opportunity for brand important, flexibility against propagandistic pressures of competitors and also barrier the new competitors. The brand equity based on the customer's view point is the different effects of brand perception of the consumer's reaction to the marketing activities of that brand.

In another word it is the different reaction that the customers show toward a main brand and a product without a brand id a case in which both have the same features and have been accomplished based on the same marketing actives. So, the brand perception is as the source of brand equity by creating different reaction in the consumer and affecting marketing plans for brand-making. (Kotler 2003)

The brand equity is subject to brand loyalty, brand association, perceived quality and brand perceptions which includes following components:

Brand association – Brand awareness-
Perceived quality- Brand loyalty

Purchase intention:

The attitude criterion to indicate the willing purchase in the consumer based on the dictionary id deciding to purchase and means the scale of willing purchase it is defined practically as the possibility of shopping. The purchase intention is subject to willing purchase, considering purchase and recommendation purchase.

The test of research hypotheses

First, the normality of the variables was examined using Kolmogorov-Smirnov test and then, the relation of Pearson correlation between the two variables was tested using SPSS 18 software. And if just this relation exists and meaningful, so the cause relation between those variables is tested by model-making of the Pearson correlation test has been used in order to study the non existence of harmony among the variables.

The total results of the test are indicated in table 1. the semantic level of all the variable were calculated in the mistake level 0.01 and regarding the correlation result, we can state that the correlation is id a proper level among the existing major variable and it prepares more analytical possibility.

Table1:The result of Pearson correlation test

	Brand associations	Brand awareness	Perceived quality	brand loyalty	Willing purchase	Considering purchase	Recommendation purchase
Brand associations	1						
Brand awareness	0.29	1					
Perceived quality	0.37	0.24	1				
brand loyalty	0.28	0.38	0.41	1			
Willing purchase	0.68	0.59	0.65	0.63	1		
Considering purchase	0.71	0.67	0.66	0.71	0.54	1	
Recommendation purchase	0.58	0.58	0.60	0.69	0.48	0.67	1

Conformational managing research

CFI are used in this research to assess the benevolence of the model ·IFI·NFI·AGFI·GFI·The standards such as RMR .fitness

Each index will be studied in table 2 and 3

Table 2:The corallines indexes of the conformational-managing model of independent variables

index	Abbreviation	Indicator	The acceptable range	In the present research
Comparative (relation)	NFI	Nor med Fit Index	<0.80	0.898
	CFI	Comparative Fit Index	<0.90	0.953
	IFI	Incremental Fit Index	<0.90	0.953
Absolute	GFI	Goodness of Fit Index	Near 1	0.894
	AGFI	Adjusted Goodness of Fit Index	Near 1	0.867
	RMR	Root Mean Square Residual	Near 0	0.038
	CMIN/df		2<	1.753

Table 3: The corallines indexes of the conformational-managing model of dependnt variables

index	Abbreviation	Indicator	The acceptable range	In the present research
Comparative (relation)	NFI	Nor med Fit Index	<0.80	0.989
	CFI	Comparative Fit Index	<0.90	1.00
	IFI	Incremental Fit Index	<0.90	1.00
Absolute	GFI	Goodness of Fit Index	Near 1	0.993
	AGFI	Adjusted Goodness of Fit Index	Near 1	0.974
	RMR	Root Mean Square Residual	Near 0	0.015
	CMIN/df		2<	0.945

The model test

The structural model of the research has been achieved using version 18 of Amos software. Indeed, the obtained standard factors should be studied a long with the obtained meaningfulness level.

The results are shown in table 4. Regarding this fact that those subordinate hypotheses will be confirmed which their p-value are less than 0.05. So 4 of 12 subordinate hypotheses will not be confirmed.

Table 4: The confirmation and not confirmation of the research subordinate hypotheses

The research subordinate hypotheses			Standard	P-value	Result
Subordinate hypotheses	1	Brand associations - Willing purchase	0.39	0.000	Confirmed
	2	Brand associations - Considering purchase	0.29	0.000	Confirmed
	3	Brand associations - Recommendation purchase	0.06	0.448	Failed
	4	Brand awareness - Willing purchase	0.00	0.973	Failed
	5	Brand awareness - Considering purchase	0.25	0.038	Confirmed
	6	Brand awareness - Recommendation purchase	0.06	0.431	Failed
	7	Perceived quality- Willing purchase	0.24	0.003	Confirmed
	8	Perceived quality- Considering purchase	0.10	0.042	Confirmed
	9	Perceived quality- Recommendation purchase	0.08	0.338	Failed
	10	Brand loyalty - Willing purchase	0.60	0.000	Confirmed
	11	Brand loyalty - Considering purchase	0.28	0.000	Confirmed
	12	Brand loyalty - Recommendation purchase	0.52	0.000	Confirmed

The obtained result of the research Subordinate hypotheses

There were no evidence to refuse subordinate hypotheses 1 and 2 but the subordinate hypothesis 3 was failed. This indicates that although the brand association, which is a stage after the brand awareness, has a meaningfulness effect on the willing and considering purchase, it does not lead to recommendation brand to others. As we concluded from the result of the first 3 subordinate hypotheses and the second 3 subordinate hypotheses the information should be along with the emphasis of the products characteristics and brand association in order to lead to fortify the brand equity and to increase the purchase intention.

Tsui-Yii Shih (2010) indicated that some of the special dimensions of the Aaker model brand have an indirect effect of the dimensions of brand equity. This show that these factors had some influences in general and also they are confirming the Aaker brand equity model.

The subordinate hypotheses 4 and 6 were refused but there were no evidence to refuse the subordinate hypotheses 5 indeed, the meaningfulness level of it was 0.038. Generally saying, the minimum positive meaningful effect on the brand equity dimension in this research was obtained related to the brand awareness.

This indicates that especially in the competitive market of food industries, the brand awareness is not enough for purchase selection and decision and intention. But as it was said before, the equity along with the awareness is more effective. In general the awareness in this paper means the consumer's ability to reminding and recognizing the name of a special trade mark. The purchase decision happens rarely without and recognition. Better to say that although the awareness is an essential factor for a brand, it cannot lead to sale spontaneously. (Aaker, 1993)

Indeed the brand awareness doesn't merely lead to improving the brand equity. The brand awareness should be accompanied by the emphasis on

the product features which are appeared in the module of the brand equity concept. There was no evidence to confirm the subordinate hypotheses 9. It means that the perceived quality of the product by the customer in the food industries doesn't lead to brand recommendation to others. While, the quality is considered as a major competitive advantage in modern marketing. Of course, in general, the perceived quality has the third place after brand loyalty and equity based on the importance. The relation between the perceived quality and willing purchase is 24% which indicates that while a consumer buys a special brand or agrees to pay more money for that brand, just 0.24 of this influence is related to the proper quality of the product. Regarding the purchases, the quality has 10% relation which is relatively low and it means that when a store doesn't have a special brand and the customer goes to another shop to provide that special brand so, about 10% is related to the perceived quality. Comparing the test result of this subordinate hypothesis is not convergent with the marketing logic. Indeed, the high quality is the customer's absolute right and that is an accepted rule. In order to get successful, the companies should identify those features related to quality for which the customers searching. According to the Kotler the economic units with a high quality gain more money since, the high quality gives them the opportunity to get the excess of sale price. In the other hand they enjoy the advantages of the customer loyalty and positive proper face to face advertisement (Kotler, 2008) so it is suggested that regarding the mentioned advantages, the companies should try to the proper and suitable quality. In this research, the most important factor in purchase intention, is loyalty which has a positive and meaningful relation with all the 3 components all the purchase intention all 3 subordinate hypotheses 10, 11, 12 were accepted and furthermore the loyalty was confirmed as the only factor in the positive and meaningful relation with the recommendation purchase.

CONCLUSION

If we want to increase the purchase intention in the food industries market via paying more attention to brand equity, the most important factor is to make customer loyal and it's the only factor in creating the recommendation purchase in customer. After that we should invest on the brand associations and perceived quality. Furthermore, the brand awareness has the minimum effect on the purchase intention in the food industries. In can be explained so: the brand awareness especially in the not involved products doesn't lead to recommendation brand to others and usual willing

purchase. As the results show, regarding brand loyalty had a major role in increasing the brand equity and purchase intention. Furthermore, the quality is very important and the food companies should keep their products quality in a proper extent because nowadays it's the absolute right for the customers. Also, the awareness and association should be accompanied at the beginning. This strategy is the heavy advertisements. It's necessary to plan well for the informative, strong and vast advertising in orders increase the brand equity. The past modern strategies for the leaders of food industries are effective but the heavy and mass advertising strategies are more suitable for challengers and market followers.

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