



Arabian Journal of Business and Management Review (Nigerian Chapter)



Research Article

Homepage: www.arabianjbmr.com

AGJ

IMPACT OF BRAND IMAGE ON CONSUMER BUYING BEHAVIOR

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Abstract

This article attempts to analyze the impact of brand image on consumer buying behavior. Branding is an important marketing terminology which has been discussed and researched over the years. Branding system motivates the customer's thinking and perception and buying behavior of the consumers on time basis. This research helps us to enhance the in depth knowledge about brand image and what are the process from which the customer go through while purchasing a product.

Keywords: Brand Image, Brand Equity, Customer Equity, Consumer Behavior.

Introduction

Keller, (2003), defines the brand image as anything which is tangible and has physical existence and can be offered to customers in the market for the purpose of acquaintance and usage which satisfy customers' need and want. To prove this definition a brand can be product, service, organization or anything which can be offered to customers which may satisfy customers need and wants. He establishes five levels to define his concept. The basic benefit level of product: The basic need or wants that satisfy customers. The Generic level of product: it is the level in which products are just containing the specific characteristics which are necessary for its functioning. The expected level of product: The expectations about characteristics of products which a consumer has while purchasing the specific product. The augmented level of product: The additional benefit, attributes and characteristics of a product which are attached to it which establish the point of differentiation from its competitor's product. The potential level of product: The ultimately the augmented means additional characteristics and real characteristics which a product has.

People who are concerned with the brand are following a particular quality or characteristic that makes it special or unique (Ries, 2002). .Dimensions are added to a product or service by the brand to distinguish the product or service from others (Kotler and Keller, 2006). Brand is a permanent commitment of a vendor to provide a set of features, benefits and special services to buyers (Inter Brand Group, 2011). Farrukh, (2007), researched on impact of labeling and packaging on buying behavior of customers. They concluded that labeling has no direct impact on purchasing behaviors but packaging has direct and significant impact on buying behavior of customers. (Stahl et al. 2011) defines in their research that the brand equity has positive, direct, meaningful and profitable impact in maintaining, acquiring the brand image. Even it also have affect on customers lifetime value directly or indirectly.

Lavneet, (2013), researched on impact of brand image on buying behavior of the customers through advertisement and brand image. He states that advertisement is a strong and big tool through which brand is made remember in the minds of the customers whenever they tend to purchase the specific product. (Sharma et al. 2013) researched on beauty

industry on women's buying habits. Women used to buy the same products out of their habits. Women always use the specific buying behavior patterns and they don't even switch their products. They researched and concluded that there are two main things for which women switch their products or brand those are price and brand. And women follow their friends and their experiences in purchasing beauty products.

Problem Statement

“Impact of brand image on the buying behavior of the consumers while purchasing the products”

The main purpose of the study is to evaluate the direct and significant relationship between brand image and consumer buying behavior that what affect the people which make them to purchase specific product on other. This is too much important for the people of today to look different and special. Everyone wants to be followed by their mates etc. That's why this is much important to study and keep knowledge about brand.

Research Objectives

- To determine the impact of brand image on consumer buying behavior.
- To study the effect of brand on different age groups.
- To find out the factors which lead to brand loyalty?
- To understand the consumers buying behavior pattern.
- To investigate the brand awareness in the minds of consumers.
- To determine the affect of brand image on customer's lifestyle.
- To investigate the factors which make the consumers switch on the brand.

Hypotheses

Hypothesis is the explanation which is made on the basis of assumptions on which research is done further.

H1: There is a relationship between brand image and consumer buying behavior.

H2: There is a relationship between brand ambassador and consumer buying behavior.

H3: There is a relationship between advertisement and consumer buying behavior.

H4: There is a relationship between brand equity and consumer buying behavior.

H5: There is a relationship between brand loyalty and consumer buying behavior.

Literature Review

In consumer decision making process, there are lots of factors which affect the consumer decision that which product to choose and which to quit or switch.

Brand

AMA American marketing association defines brand as the name, symbols, signs or terms or goods or services which is a point of differentiation from others competitors are called brand. (Herzog, 1963), brand is the general thinking and impression of consumers. (Levy, 1973) the emblematic meanings of the product or service for which it is purchased. (Martineau, 1957) brand image shows consumers' attributes and they purchase it to position themselves. Powerful brand is something that is stuck in the minds of the consumers when they make intention of buying something. In the study by (Kotle, 2010), the successful running of brand depends upon three main elements clarity, consistency and leadership. He is of the view that Environment of the market is changing consistently due to technological changing and other factors, these factors must be collaborated to compete in this changing environment.

In the study by (Aaker, 2008) a brand name is nonphysical and prestigious that an organization own. The nonphysical strength of brand lies in its name, product and services. The brand name and its characteristics are formulated very carefully to produce value or brand name. This value is directly created in the minds of consumers when he or she hears the brand or product name. (Hanses, 2003), it is said that every consumer link the brand name with the question in a

various ways. So companies always try to create stimulation or link between brand and consumer. So that consumer easily remembers the brand or product name.

Brand Image

Edo Rajh, (2007), defines that brand strength, brand uniqueness and its quality are the attributes which creates brand positioning in marketplace which may leads to brand performance. According to Business dictionary “brand is an impression of product or service in the minds of the consumer. In the psychological aspect a consumer is viewed as impulsive, irrational and passive when making decision (Zaichkowsky, 1991).According to Park et al. (1986), the construction and maintenance of the brand image is prerequisite to the brand management. Powerful brand image creates a differentiation point as compare to others company which affects the consumers purchase intention. Eventually brand image is the reflection of company’s values and attributes. Brand image reflects consumer’s characteristics, and they purchase the brand to express themselves (Martineau, 1957).

Brand Equity

Neslin, Scott A., (2011), “The Impact of Brand Equity on Customer Acquisition, Retention, and Profit Margin”. According to the researcher (Edo Raj, 2007) brand association is linked with customers. (Edo Raj, 2007), also stated that brand uniqueness also important when you are competing in the market.

Consumer buying behavior

“The buying behavior of consumers, individuals and households who buy goods and services for personal use” (Kotler, 2003) Consumer buying behavior is set of efforts make by consumer to purchase a particular product or service. Most researchers who researched on consumer’s behavior used (Fishbein, 1967), model in marketing field especially in consumer buying behavior research topics. Through Fishbein’ model researchers come to know that how consumers make purchase intention and adopt the similar products in near future. Bhattachergee, (2001), stated that if customer is satisfied after using the specific product, then he will definitely continue to purchase that product in future. Consumer buying behavior is affected by so many factors like demographic, psychological and social factors. For example if consumer has low income, he will tend to purchase just a product which just fulfill his need but a person which have high income will purchase brand on price premium which may be a status symbol or prestige for him. Consumer satisfy and discontent are the customer judgment whereas a firm succeed or letdown in meet expectation (Oliver, 1980). The first person to introduce customer satisfaction is Oliver. He defines satisfaction in his classical book is as the customer positive or fulfillment response on a product. In his other writings (Oliver, 1997) define satisfactory summary of mental state results when the feeling immediate unconfirmed expectation is attached with prior feeling almost customer practice.

Brand loyalty

“It is the customer commitment to the brand or approach to the brand (service, product category, etc.)” (Dick and Basu, 1994). “Loyalty is also interpreted as an expectation to continue a relationship with a particular brand” (Wilson, 1995). Women buyers buy same brands out of their habit. They are customary of their favorite brands, which they are having (Sharma and Neha, 2013). (Aaker and Keller, 1990), mentioned that a brand with high awareness and good image can promote brand loyalty to consumers.

Advertisement

According to Solomon, (2011) if the consumer like the advertisement and he express his feelings it means that he is communicate and deliver his needs and want to the marketer. “Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducting people to buy.” (Wheeler, 2004) “Advertising is a paid form of non-personal presentation of ideas, goods or services by an identified sponsor.” Elaborate by (Richard Buskirk, 2002)

Brand ambassador

Rani, (2014) in her study said that personality is an important factor for purchase behavior. A consumer buying patter is not same throughout his life, his values, lifestyle, environment, hobbies, activities and consumer habits evolve

throughout his life (Pinki, 2014). Psychological factors which include perception, motivation, acquired knowledge and skills, positions, personality, style of life affect purchase decision (Brown, 2006).

Buying behavior of teenagers

Blackwell et al, (2001) researched on teenagers that how teenagers directly affect by advertisement through print, electronic and social media. He is of the view that teenagers learn technology and new modern things very quickly so they adapt new technology and new products faster as compare to other as groups. Consumer behavior is deeply affected by age (Panni, 2006). So companies invest more amounts to attract the teenager's attention to adopt the brand. Moreover they learn shopping skills from their parents while shopping. (Wood, 1998) in his study said that there is inverse relationship found between age and impulsive buying.

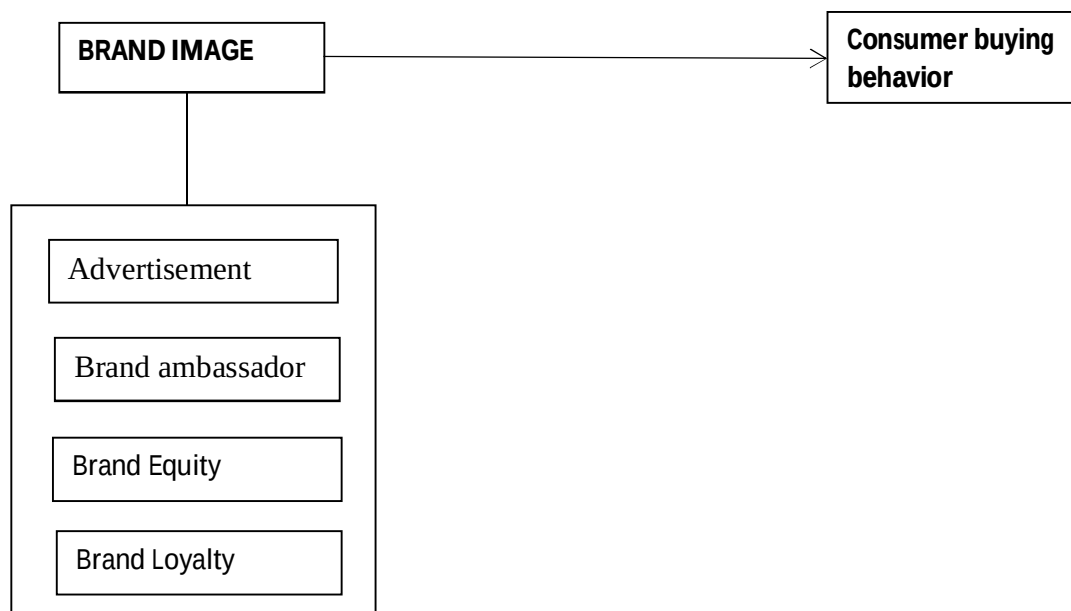
Buying behavior of old age

Durrani, (2015), "Impact of brand Image on buying behavior Among Teenagers" finds that teenagers buying behavior is correlated and influenced by advertisement, brand loyalty and brand image. Age is considered as one of the important demographic variables which can have a deep influence on purchase pattern on an individual (Srinivasan, 2014). Some researcher researched on old age buying behavior that they don't focus on brand. The brand thing doesn't attract old people.

Gap analysis

There is so much work done on impact of brand image on buying behavior of teenager and old people. The work on buying behavior of youngster has not been studied too much. So I choose youngster's buying behavior related to brand image because there is GAP between teenagers and old people buying behavior which is youngster's buying behavior.

Research Model



Methodology

This chapter is about methodology, research type, Research design, sampling technique, method for data collection, population, sampling and data collection tools. The tool used in this data will be discussed in detail. According to (Zikmund, 1990) exploratory research is done when no amount of information is known before hand and some issues are not clarified yet. In order to get the conclusive evidence, descriptive research is done. According to (Calderon, 2012)

descriptive study is done to describe, analyze, and interpret and to present the data known before hand about specific phenomenon.

According to Hague, (1996) there are mainly two types of research like qualitative research and quantitative research. Qualitative research is done to describe the qualities and characteristics of specific issue. (Gauri, 2005) stated that to answer our research question there is significant need of collecting data. If we have data or information we can get an idea or can conclude something out of the study. Data can be collected through mainly two sources e.g. primary data or secondary data sources. Secondary data is too much helpful in clarifying and understanding the specific problem or issue. Convenience sampling is in general used for gathering a huge number of completed surveys speedily and with economy (Lym et al.2010). I have selected as sample of 250 participants from the age of 18 to 60 years which includes men and women. According to the demographics youngsters are more brands conscious including men and women they are giving more accurate data than older. Participants in my study are youngsters as the citizen on Lahore Punjab Pakistan.

Data analysis

The chapter 4 is including all the research and test analysis on all the data collection through SPSS. All the data collected from the respondents analyze through SPSS.20. All the Five necessary test runs to check the reliability and relationship. For this purpose I use these major tests as

- Descriptive analysis
- Reliability cronbach's alpha
- Correlation
- Regression

Results

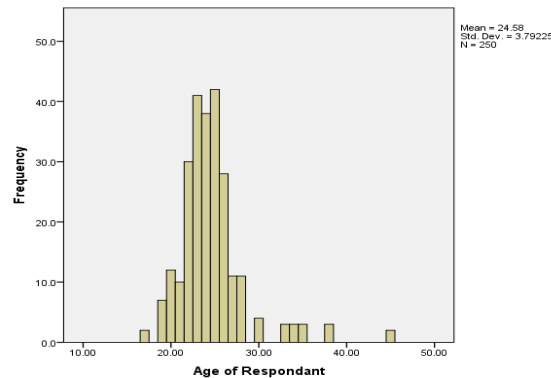
This chapter will cover the data results and their interpretations. This chapter is about the data collected from the respondents, finding and explanation etc. In this study distributed 280 questionnaires as samples for data collection but only 247 questionnaires were received and considered valid for our results and study. The respondents were from different sectors or professions like it included employees, students or mangers etc from Lahore city. The purpose of our study is to see the impact of brand image on the minds of the consumers while purchasing something.

Descriptive analysis

Table 1

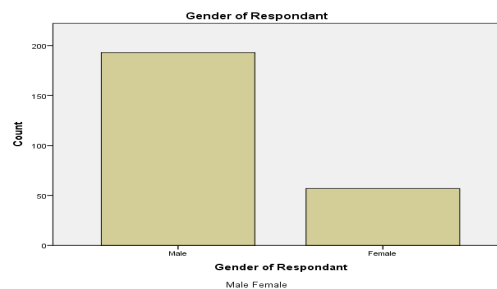
Respondents demographics		Frequency	Percentage
Age N=250	Under 20	21	8.4%
	21-30	215	86%
	31-40	12	4.8%
	Above 40	2	0.8%
Gender N=250	Male	193	77.2%
	Female	57	22.8%
Occupation	Students	83	33.2%
	Employees	129	51.6%
	Business person	38	15.2%
Education	Matric	8	3.2%
	Intermediate	15	16%
	Graduate	91	36.4%
	Masters	136	54.4%

Age of the respondents



There were 247 questionnaires collected and there were different ages of the respondents from whom questionnaires were filled. Under age 20, there were 21 teenagers who respond to our questionnaires which is 8.4% of the total respondents. While talking about the respondents whom age were between 21 to 30 they were 215 in total which is 86% of the total respondents. Means our respondents were mostly young people. And between age 31 to 40 there were 12 respondents which is 4.8% of the total respondents and above 40 there were only 2 people which is 0.8% of the total respondents.

Gender of the Respondents



It shows the demographic information of the respondents. Total 247 questionnaires were collected among respondents and there were 193 males of the total of 247 respondents which is 77.2% of out of 250 who respond our questionnaire and there were 57 females of the total of 250 respondents which is 22.8% out of 247 who respond our questionnaire. This result of gender shows that there were more males who respond our questionnaire than females.

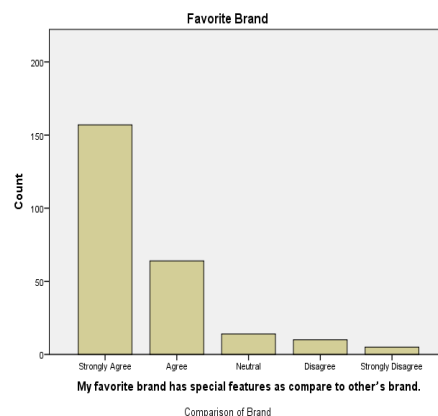
Occupation of Respondent



Table above shows the demographic information of the respondents. Total 247 questionnaires were collected among respondents and question was about the occupation of the respondents. Out of 247 questionnaires, there were 83 students of the total 250 respondents which are 33.2% of the total who respond our questionnaire. Out of 247 questionnaires, there were 129 employees of the total 247 respondents which are 51.6% of the total who respond our questionnaire. Out of 247 questionnaires, there were 38 business persons of the total 247 respondents which are 15.2% of the total who respond our questionnaire. From above results it is shown that there more employees who respond our questionnaire than students or business persons. After that students and then business person percentage

Education of Respondents

Table above shows the demographic information of the respondents. Total 247 questionnaires were collected among respondents and question was about Education of the respondents. Out of 250 questionnaires, there were 3 metric students of the total 247 respondents which are 3.2% of the total who respond our questionnaire. Out of 247 questionnaires, there were 15 intermediate students of the total 250 respondents which are 6% of the total who respond our questionnaire. Out of 247 questionnaires, there were 91 Graduation students of the total 250 respondents which are 36.4% of the total who respond our questionnaire.



Out of 247 respondents, there were 136 Masters Students which is 54.4% of the total respondents who respond our questionnaires. From above results it is shown that there more Masters and Graduation students who respond our questionnaires than intermediate or metric students. At this point, we concluded that this is good sign of our study that age of respondents was 22 to 25 which are youngster and our focal point was also youngster and gender involved in the study was males and females and it is good sign that females are also added to conduct our study. Then there was educational level of the respondents, it is also the good sign that mostly masters students were involved in the study then graduation

Constructs	Valid Number	No. of items	Cronbach's alpha
Brand image	247	5	.933
Brand loyalty	249	3	.924

students. Then occupation of the respondents, there were more

employees who respond our questionnaire. Consumers are those who are willing to purchase something and have buying powers. So employees are earning and they have busying powers. So this is also good thing for our study.

Reliability measurement (Cronbach's alpha test)

Brand ambassador	248	2	.861
Brand equity	243	7	.950

Above

table shows cronbach's alpha results which shows the reliability and inter related consistency of the constructs. (Bagozzi and yi, 1988) state that the minimum value of cronbach's alpha should not be less than 0.6 so it is considered to be most reliable data and we can go for further analysis and in case the value of Cronbach's alpha is less than **0.6** than it is difficult to use the data for further analysis. The value near 1 is more appropriate and useful.

KMO and Bartlett's test

Table:2

Construct	Number of items	Kaiser-Meyer-Olkin Measure of Sampling Adequacy	Bartlett's Test of Sphericity	Bartlett's Test of Sphericity sig
Brand image	5	.895	1019.885	.000
Brand loyalty	3	.714	661.340	.000
Brand ambassador	2	.600	211.357	.000
Brand equity	7	.882	1993.242	.000

According to (Hutheson and Sofronion, 1999), if value or score is 0.5 to 0.7 then this value is considered mediocre, if value or score is between 0.7 and 0.8, then this value is considered to be good, if value or score is between 0.8 and 0.9 then this is considered great and if value or score is more than 0.9 then is superb.

Correlation

Table: 3

Construct	Brand image	Brand loyalty	Brand ambassador	Brand equity
Brand image	1			
Brand loyalty	.869**	1		
Brand ambassador	.905*	.824**	1	
Brand equity	.898**	.948**	.844**	1

Table: 4 Interpretations

**Correlation is significant at 0.01 levels (2 tailed).

*correlation is significant at 0.05 levels (2 tailed)

Above table shows the Correlation among all the constructs. This test applies to check the mutual correlation between the all constructs. All the results found through the correlation shows that there is a positive correlation between all the constructs variables. I have collected the results as follow by analyzing this test brand image and Brand Loyalty as 0.869. Brand image and Brand loyalty with brand ambassador from .905 to .824 and if we check the correlation between brand image, Brand Loyalty, Brand Ambassador and brand equity is .898 to .948.

Regression

Regressor	R2	Adj R2	F-statistics	Prob. (F-statistics)
Brand equity	.869 ^a	.755	754.629	.000b
Brand ambassador	.905 ^a	.818	1099.442	.000b
Brand loyalty	.898 ^a	.806	1002.872	.000b

The regression analysis of our study shows that the impact of brand image, brand loyalty, brand ambassador and brand equity is significant on consumer buying behavior. 1st Dependent Variable is Brand equity, 2nd dependent Variable is Brand Ambassador and 3rd Dependent Variable is brand loyalty. There are multiple regressions which is used to check the significant relationship between the Dependent and independent variables. Researchers use this test to show the relationship between their variable. If there is no relationship between the variable then it will be difficult to support the topic. In the table my first dependent variable is Brand equity and the Adj. R² value is .869 which means the change in the independent variable can change in our dependent variable. There is a significant relationship between brand image and Brand equity because F-statistics value is more than prob.(F-Statistics) value as 754.629 which are bigger than .000^b. So there is a positive relationship between brand image and brand equity. $\beta = .869$, $\text{sig} < 0.01$ which means there is the significance relationship.

The next variable is Brand Ambassador having Adj. R² .905 it means if there is a change in our independent variable, change will be occurred in our dependent variable. The F-statistics value is 1099.442 which are more than P-value .000^b so it means there is a significance and positive relations between brand image and the Brand Ambassador. The $\beta = .905$, $\text{sig} < 0.01$ it shows that there is a relationship and reject the Null hypotheses. Brand loyalty has the Adj. R² .806 (90%) which means there is a change in one unit in our Independent variable can make a change in our dependent variable with 90%. The F-statistics value 1002.872 is also larger than the P-value .000^b which shows the positive and more significant relationship between brand image and brand loyalty. Beta value is positive $\beta = .946$, $\text{sig} < 0.01$ its means there is a relationship is positive. My all the variables are accepted because they have the positive significant relationship between all the dependents and independent variables because the Beta value is in positive so it's have the positive influence and as F-Statistics value is more than P-value its means there is a significance relationship. Our all the hypothesis are accepted so we can say that:

- H1: There is a relationship between brand image and consumer buying behavior.
- H2: There is a relationship between brand ambassador and consumer buying behavior.
- H3: There is a relationship between advertisement and consumer buying behavior.
- H4: There is a relationship between brand equity and consumer buying behavior.
- H5: There is a relationship between brand loyalty and consumer buying behavior.

Discussion/Conclusion

Results of our data for correlation show that there is positive correlation relationship between constructs. I have analyzed that there is correlation between brand image and brand loyalty as values of two are .193. Brand loyalty values are .142 to .178. Brand equity values are .281 to .293 and .212. So these show the positive relationship between variables.

Future research direction

This study is just limited to Lahore and teenagers. So the results of the Lahore cannot be applied to other cities or other provinces. This research topic can be extended to other cities of Pakistan as well. Further research can also be conducted on a large scale with a large sample size taking some more variables related to the research topic. In the light of above analysis and interpretation of results it is suggested that the companies who have brand image and targeting consumers specially teenagers should more focus on teenagers or consumers advertisement because it is found that most of the customers specially teenagers are influenced by advertisement directly or indirectly.

This research is useful for the companies specially focusing on consumer buying behavior and the students who want to study on the topic impact of brand image on consumer buying behavior. I find this research useful and beneficial for the marketing professionals and students.

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