

Effect of Brand Image of a Company on Consumer Purchase Intention

¹Anjali Malik, ²Mr. Bijesh Dhyani, ³Alreany C. Tabuena,

¹Asst. Professor, School of Management Studies, Graphic Era Hill University, Dehradun 248002,

²Assistant Professor, Department of Management Studies, Graphic Era Deemed to be University, Dehradun, Uttarakhand, India 248002

³College of Business Administration, Universidad De Manila, Manila, Philippines, Philippines

Abstract

Brand persona constitutes an elusive asset that wields immense influence over consumers' attitudes and predilections concerning a firm's commodities and amenities. The sway of a company's brand persona on consumer purchase proclivity represents a cardinal facet of advertising that has garnered considerable scholarly focus lately. Brand persona denotes the image of a corporation's goods and services that clientele cherish in their psyche. A robust brand persona can steer consumer conduct positively, whereas a frail one can impede it. Brand status, brand consciousness, and brand fealty are some of the facets that possess a more pronounced influence on consumer purchase proclivity than others. Promoters must concentrate on constructing and upholding an affirmative brand persona to prompt constructive consumer conduct and procure a competitive edge in the industry. Hence, establishments can augment consumer purchase proclivity and improve their financial performance. Overseeing and directing brand persona is also pivotal to guarantee that it endures steady and optimistic over an extended period. The study's implications are significant for marketers, as it underscores the need to cultivate a positive brand image and monitor it over time to enhance consumer purchase intention and gain a competitive edge in the market.

Keyword- Business brand Image, Consumer impact of brand, buying behaviour Consumer

Introduction

In contemporary, cutthroat market conditions, the brand image has acquired a paramount importance in determining the triumph of a company. A potent brand image can help enterprises stand out from their rivals and create a favorable perception in the psyche of consumers. Sallam (2014) investigated and found the brand image encompasses the manner in which consumers conceive a firm's commodities and amenities. It entails diverse aspects such as brand prestige, brand recognition, brand fidelity, and brand personality. The consumer's purchase inclination refers to the probability of a customer to procure a product or service from a certain enterprise. The interrelation between brand image and consumer purchase inclination holds immense significance in marketing. A robust brand image can wield a constructive influence on consumer purchase inclination, whereas a feeble brand image can bring about a detrimental effect on it.

Jalilvand and Samiei (2012) revealed Brand prestige constitutes one of the most crucial facets of brand image that exerts an influence on consumer purchase inclination. A corporation's standing can be swayed by an assortment of factors, including the caliber of its products and amenities, its customer service, and its social responsibility. When juxtaposed, individuals are more prone to procure products or amenities from a corporation whose reputation is favorable, rather than one whose reputation is unfavorable. A fundamental facet of brand image, brand awareness, is capable of exerting a substantial influence on consumer purchase intention. High brand awareness is a harbinger of a corporation's capacity to entice customers and increase their likelihood to buy products or amenities. Effective marketing stratagems such as advertising, social media campaigns,

and other promotional activities can be employed to bolster brand awareness. Another component of brand image is brand loyalty, which refers to the extent to which consumers are dedicated to a specific brand. Developing a robust brand image can foster brand loyalty, which in turn, can have a favorable impact on consumer purchase intention. Companies with a high degree of brand loyalty are more likely to retain customers and receive positive recommendations through word-of-mouth. Brand identity refers to a distinctive set of traits that characterizes a brand, including its name, logo, and personality. A robust brand identity can create a favorable brand image, which can influence the consumer's purchase decision in a positive way. To gain a competitive edge in the market, marketers should prioritize building and maintaining a favorable brand image to enhance consumer purchase intention and bolster their bottom line. However, it is crucial to monitor and manage the brand image to ensure its consistency and positivity over time. The impact of brand image on consumer purchase intention is a critical facet of marketing. A powerful brand image can influence consumer behavior positively, while a weak brand image can have an adverse effect on it. Brand reputation, awareness, loyalty, and identity are key dimensions of the brand image that affect consumer purchase intention. Marketers should focus on building and maintaining a positive brand image to gain a competitive advantage in the market.

Literature review

Brand perception encompasses the aggregate of cognitions, convictions, and attitudes that consumers uphold regarding a specific brand. According to Shah et al. (2012) the affirmative brand perception of a corporation has the potential to significantly influence consumer demeanour, particularly their intent to purchase. When consumers perceive a corporation and its products/services in a favourable light, they are more prone to entrust their confidence and sustain allegiance to the brand, which, as a result, can lead to an increase in purchase intent. A robust brand persona is capable of engendering a sentimental relationship between the brand and the customer, resulting in heightened familiarity, proclivity, and ultimately, a disposition to make a purchase.

Chang and Liu (2009) examined and revealed a positive brand persona can segregate the products and services of a company from those of its rivals, rendering them more captivating to consumers. This differentiation can yield the consumer's perception of the products or services being of superior quality, more dependable, and reliable, ultimately amplifying their inclination to make a purchase. In today's fiercely contested marketplace, it is indispensable for companies to establish a formidable brand persona to distinguish themselves from their adversaries.

Lien et al. (2015) found that a potent brand image can distinguish a company's commodities or services from its rivals, rendering them more enticing to customers, and in turn, raising purchase inclination. In the presence of a multitude of alternatives, a compelling brand image can facilitate effortless identification and differentiation of a company's commodities or services from its competitors. This can be accomplished through efficacious branding and marketing strategies that foster a distinctive and captivating identity for the brand. Moreover, a strong brand image can inculcate a perception of superlative quality, dependability, and credibility amongst consumers, leading to an augmented purchase inclination.

Zhang (2015) revealed that consumers may exhibit a willingness to pay a premium cost for a brand that embodies elevated levels of quality and value, however, constructing a robust brand identity necessitates substantial exertion, duration, and resources. Corporations must expend capital in branding, advertising, and product innovation to foster a unique character and form a standing for their brand. They must also guarantee the constancy of their branding exertions to uphold a potent and identifiable brand image. An adverse brand image may impart deleterious consequences to a company's prosperity by diminishing the confidence and allegiance of consumers, subsequently decreasing the intention to buy and steering patrons towards competitors.

Aghekyan-Simonian et al. (2012) found that a conglomeration of reasons, including shoddy goods, adverse advertising, and unprincipled practices, could give rise to a detrimental brand perception. Whenever consumers view a company's image in a negative light, they tend to question the corporation and its offerings, leading to a reduced probability of purchasing. Moreover, such a discouraging impression could result in a loss of client fidelity, as they may flock to rivals that they perceive as more dependable and credible. A negative brand perception may also produce adverse word-of-mouth advertising, which could further impair the establishment's standing and lower the intention to purchase. The ramifications of declining sales and profitability can initiate a detrimental cycle that could ultimately impede a company's long-term triumph.

Bian and Moutinho (2011) examined and revealed that to preserve a favourable brand image, it is crucial for companies to prioritize not only product quality but also ethical practices and effective communication with their consumers. Furthermore, it is imperative that corporations maintain a transparent demeanour in their communication with the public and address any adverse publicity or concerns promptly and with utmost professionalism. Brand perception is a pivotal factor in shaping the consumer's opinion regarding the quality of a product. A favorable brand perception has the potential to induce a belief of high-quality and increase purchase intent. Consumers often associate a strong brand perception with product superiority, dependability, and reliability.

Severi and Ling (2013) revealed a positive brand perception can establish an emotional link between the brand and the consumer, which results in heightened familiarity, preference, and eventually, purchase intent. The said emotional association can impact the consumer's assessment of the product's quality, with a positive brand perception leading to a higher quality perception. A favorable image of a brand can result in heightened confidence in the brand and its products, which can additionally sway the consumer's perception of superiority. Consumers are frequently willing to expend a higher cost for a brand that they deem to be of superior quality and worth. Conversely, an unfavorable brand image can result in reduced consumer confidence and perception of superiority, leading to a decrease in purchasing intention and possibly guiding consumers towards rivals.

Dam (2020) found advertising and marketing initiatives play a critical role in shaping brand image and consumer perception, with effective branding and messaging contributing to a stronger brand image and increased purchasing intention. A company's branding and marketing endeavors are of utmost importance when it comes to developing an exclusive and captivating identity for the brand and conveying its value proposition to the customers. Successful branding and messaging can aid in setting a company's products/services apart from its competitors, thereby making them more attractive to consumers and increasing their inclination to make purchases. Accomplishing this requires the creation of an intelligible and unwavering message that resonates with the target

audience, while emphasizing the unique features and benefits of the brand. Advertising and marketing efforts can also aid in shaping consumer perception of the brand and its products/services, and eventually influencing purchase intention. Consistent and captivating messaging has the potential to foster a positive emotional bond with a brand, which can result in increased familiarity, preference, and ultimately, an intention to purchase. The image and perception of a brand is heavily influenced by a company's reputation, including its ethical practices and social responsibility. A favourable reputation can lead to an upsurge in consumer trust and loyalty, ultimately augmenting the likelihood of a purchase. Conversely, an unfavourable reputation can trigger a decrease in trust and loyalty, subsequently reducing the possibility of a purchase and even driving consumers towards competitors. Consumers are increasingly displaying social awareness and are often more inclined to support brands that are aligned with their values and convictions. The ethical practices and social responsibility of a corporation can greatly influence how consumers perceive and intend to purchase from it. A positive reputation for ethical practices and social responsibility can foster a powerful emotional connection between the brand and the consumer, resulting in greater familiarity, preference, and ultimately, purchase intention. Furthermore, a positive reputation can cultivate trust in the brand and its products, which can further sway consumer perception and purchasing behavior.

Objective: To explore the effect of brand image of a company on consumer purchase intention

Methodology: This study is descriptive in nature in which the data were obtained from the 195 respondents that includes consumers who have purchased or are considering purchasing a product or service from the company could be selected. This sample could be further refined based on demographic factors such as age, gender, income, education, and location to ensure a diverse representation of the target market. A checklist question was used to analyze and interpret the data. In a checklist question respondents choose “Yes” or “No” for all the questions.

Data Analysis and Interpretations:

Table 1 Effect of Brand Image of a company on Consumer Purchase Intention

SL No.	Effect of Brand Image of a company on Consumer Purchase Intention	Yes	% Yes	No	% No	Total
1	A brand image that resonates with consumers on an emotional level can create a sense of loyalty.	172	88.21	23	11.79	195
2	A brand image that conveys trustworthiness and reliability can increase consumer purchase intention.	153	78.46	42	21.54	195
3	A positive brand image can enhance the perceived value of a product or service.	165	84.62	30	15.38	195

4	Consumers often form their perception of a company based on its brand image.	185	94.87	10	5.13	195
5	Positive brand image can enhance consumer purchase intention.	177	90.77	18	9.23	195
6	A strong brand image may increase consumers' willingness to pay for a product or service.	144	73.85	51	26.15	195
7	Consistency in brand image across all marketing channels can help establish a sense of trust and reliability with consumers.	183	93.85	12	6.15	195
8	Consistent messaging across all touchpoints can help establish a clear and compelling brand image.	156	80.00	39	20.00	195

Table 1 explores the effect of brand image of a company on consumer purchase intention. It was found that around 94.8% of respondents accept that consumers often form their perception of a company based on its brand image, consistency in brand image across all marketing channels can help establish a sense of trust and reliability with consumers (93.8%), positive brand image can enhance consumer purchase intention (90.7%), a brand image that resonates with consumers on an emotional level can create a sense of loyalty (88.2%), a positive brand image can enhance the perceived value of a product or service (84.6%), consistent messaging across all touchpoints can help establish a clear and compelling brand image (80.0%), a brand image that conveys trustworthiness and reliability can increase consumer purchase intention (78.4%) and a strong brand image may increase consumers' willingness to pay for a product or service (73.8%).

Conclusion

The image a brand portrays is paramount in influencing the purchase decisions of consumers. If a brand has a robust image, it can instill a positive perception in the minds of consumers, leading them to develop a preference for the brand over its rivals. In addition, a favorable brand image can help a company forge an emotional connection with its customers, which can further boost brand loyalty and repeat purchases. Conversely, a negative brand image can prove to be a serious impediment to a company's sales and profitability, as consumers may abstain from buying products or services from a brand they view unfavorably. Companies must invest in cultivating a favorable and admirable brand image, which entails delivering exceptional and superior products and services, establishing and nurturing strong bonds with their customers, and upholding principled and ethical business conduct. It is crucial for companies to acknowledge that the image projected to the general public wields immense influence over their sales and overall financial performance. By constructing a positive and uplifting brand image and preserving its consistency, companies can boost their consumers' purchasing inclinations and engender unwavering and enduring brand loyalty.

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