



## INFLUENCE OF BRAND PERCEPTION ON CONSUMER PURCHASE BEHAVIOR

**Pramod Matolia\*<sup>1</sup> and Dr. Pawan Kumar Verma<sup>2</sup>**

<sup>1</sup>Research Scholar, Faculty of Commerce and Management, OPJS University, Churu, Rajasthan, India.

<sup>2</sup>Asso. Professor & Research guide, OPJS University, Churu, Rajasthan, India.

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### \*Corresponding Author

**Pramod Matolia**

Research Scholar, Faculty of Commerce and Management, OPJS University, Churu, Rajasthan, India.

### ABSTRACT

Nowadays growing brand equity and perception become a necessity for every businesses whether small or multinational company. Especially in Afghanistan as there was less study done in this field. This study mainly focused on automobile customer in Kabul Afghanistan. The main objective of the study is to identify the influence of brand perception on consumer purchase behavior in

automobile industry in Kabul. In this study, researcher used regression analysis to test the hypothesis. The study conclude that there is strong influence on brand perception in customer mind has effect on their purchase behavior.

## 1. INTRODUCTION AND OVERVIEW

### 1.1 Introduction

The concept of branding is not a new term; the branding is consider as crucial aspect of marketing over the years. We know that the whole world in changing into a global village with the passage of time competing among organizations, countries even persons increase day by day. In addition, as competition is increasing, production organizations have changed their marketing strategies toward branding and they now focus more on branding. Branding is a good and best tool for the producer and the consumers. Based on branding production companies can make differentiation between their own product and the product of their competitors. Besides, consumers of products can also have advantage of branding on

differentiation of products available in markets. Moreover, branding can assist consumers in decision making in purchasing and usage of goods and services available in market. Consumers affected by external and internal functionality of products of any producer. The most important external characteristics of a product or service attributed to the brand of a specific product or service.

Customer purchasing behavior influenced by so many socio cultural factors; an example can be the social class, personality, likes and dislikes demographics and other small factors.

Consumer's in Afghanistan are not different then consumer's in other part of the world. Their perceptions too have value through which we can learn a lot about their buying behavior or pattern. Afghan consumers will be familiar with brands and branding, as lot of international chains has started operating in Afghanistan in a last decade or so. Afghanistan contains consumers of different demographic profiles, which make Afghanistan a perfect market for firms to operate.

## **1.2 Problem Statement**

Advertisement have its vital affects over consumers perception on a specific brand, the brand image can built through advertisement. Organizations with negative advertisement or inappropriate advertisement strategy affect the image and brand name negatively; it also decreases the shares in the market.. Keeping in mind, the needs and wants of the consumers are the main aspect of advertisement and creation of brand name in the minds of consumers. Mostly organizations ignore consumer perception on their brand, but consumer perception on a specific brand is the base for failure and success of organizations.

## **1.3 Objective of the study**

The research aims are

To determine the effects brand perception on consumer satisfaction

To find out the existence of relationship between consumer satisfaction and brand perception.

## **1.4 Research Question**

This research will try to answer the question:

Why consumers prefer a specific brand in Afghanistan?

### 1.5 Hypothesis

This research will test the hypothesis that vehicle consumers in Afghanistan prefer the Toyota brand and has a positive perception towards it compared to other vehicle brands.

Ho: Branding has its influence on consumers' perception

H1: Branding has a significant effect on consumer choice for automobile

### 1.6 Research Significance

Organizational image and the perception of the consumers influenced in high level through advertisement. Not effective advertising means and strategies is affecting the sales of a company low.

Advertising has become an integral part of our society. It has become so unusual in our lives that we cannot go through a newspaper without reading advertisement; we cannot watch a TV program without seeing some commercials. Advertising is a forceful tool in molding our attitudes and beliefs towards the products, ideas, and services. It motivates us to buy things that we do not need.

## 2. LITERATURE REVIEW

### 2.1 Definition of Branding

To take a reasonable understanding of the topic under inspection, there is the need to explain what a brand is from the scholastic viewpoint. A brand says to the entire image caught in the psyche and depth of purchasers and accordingly, brands are love as vital resources to the extent people, associations or organizations are concerned. For example, what about the "Coca – Cola" mark? What at that topic comes into mind? What moods conveyed from the mind to the whole body?

### 2.2 Brand Equity

Numerous scientists like Kotler, Keller and Aaker have given definitions and models about brand value. David Aaker was the first to present the idea of brand value (amid the 1980s). Aaker (1991) depicted brand value as "an arrangement of brand resources and liabilities connected to a brand, its name and image that add to or subtract from the esteem gave by an item or administration."

### **2.3 Brand Awareness**

This is the degree or degree, to which customers perceive a specific brand. This influences shoppers to create solid bonds with the related item and in this way to can influence them to buy even more much of the time.

### **2.4 Perceived quality**

This is the purchaser's outlook on the nature of an item or brand having the capacity to satisfying a desire. This is generally in light of the organization's picture or

## **3. Research Methodology**

### **3.1 Research Population**

Population of this study are of vehicle users in Kabul, Afghanistan. Although in Kabul city there are hundred thousands of people who uses the products of different vehicle brands.

### **3.2 Sample Population**

Reminding research type and research nature, research method for the selection of sample size was Random sampling. The sample size is for the research is 100 vehicle owners in Kabul city. Although, 100 sample does not make a reasonable percentage as compared with research population, but due to time constraint the sample size is selected 100.

### **3.3 Data collection method**

Data for this investigation is combo of primary and secondary. The primary data for the research collected from consumers of different products in Kabul city. Besides, the secondary data for the research gathered from the books related to consumer perception and consumer satisfaction and other research papers available in the internet. Main tool for primary data collection is questionnaire.

### **3.4 Questionnaire**

A set of questions related to consumer's perception, consumer satisfaction designed, and the targeted sample size and respondents answer them. The questionnaire is combo of both multiple-choice questions and five options (Likert scale) questions.

### **3.5 Research design**

This research is has both secondary and primary information. The primary information collected from the research sample through questionnaire. The secondary information ased on the researches of other researchers related to this topic and books available on the internet.

#### 4. Analysis and Findings

##### 4.1 Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.524	23

##### Interpretation

The reliability statistics table shows the reliability of research instrument. Cronbach's Alpha is equal to 0.524. However, the value is less than the normal, which is 0.70.

##### 4.2 Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834 <sup>a</sup>	.695	.661	3.39621
a. Predictors: (Constant), Branding				

##### Interpretation

In Model, summary table the R square is more than 0.60, where it expresses that the model is a good fit for the analysis. Whenever the value of R square is more than 0.60 as in this research, the value is 0.695, which means that the independent variables of this research has 69.5 percent effect of consumer purchasing behavior.

ANOVA <sup>b</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	236.373	1	236.373	20.493	.001 <sup>a</sup>
	Residual	103.808	9	11.534		
	Total	340.182	10			
a. Predictors: (Constant), Branding						
b. Dependent Variable: Consumer purchasing behavior Interpretation						

According to ANOVA table, the significance value is 0.001. It shows that this linear regression analyses is scientifically significant and valid. So the results of the findings are scientifically accepted.

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	24.524	2.197		.000
	Branding	.355	.055	.234	.001
a. Dependent Variable: Consumer purchasing behavior					

### Interpretation

According to the coefficient table, branding has a positive relationship with consumer purchasing behavior. As of coefficients, table consumer purchasing behavior is affected 35.5 percent by branding promotion that automobile production companies offer. In addition, whenever the volume of branding practices increases level of consumers in Kabul city also increase and vice versa.]

## 5. CONCLUSION AND RECOMMENDATIONS

### 5.1 Conclusion

Population of this study are of vehicle users in Kabul, Afghanistan. Although in Kabul city there are hundred thousands of people who uses the products of different vehicle brands.

Reminding research type and research nature, research method for the selection of sample size was Random sampling. The sample size is for the research is 100 vehicle owners in Kabul city. Although, 100 sample does not make a reasonable percentage as compared with research population, but due to time constraint the sample size is selected 100.

A set of questions related to consumer's perception, consumer satisfaction designed, and the targeted sample size and respondents answer them. The questionnaire is combo of both multiple-choice questions and five options (Likert scale) questions.

The reliability statistics table shows the reliability of research instrument. The research questionnaire's Cranach's Alpha is equal to 0.524. However, the value is less than the normal that is 0.70.

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percent by branding promotion that automobile production companies offer. In addition, whenever the volume of branding practices increases level of consumers in Kabul city also increase and vice versa.

The research identified many factors that influence consumer-buying behavior in Low price private label that is: Brand and Brand related activities (advertisement& word of mouth), Consumer Perception, Attitude, Purchase Intention and Demographic factors. Though these five factors have impact consumer purchase decision, the study proves that, for food products price-quality relationship is most important factor. Consumer prefer lower price moreover take in to consideration of the quality of the vehicles that are the specification, quality and other depends on consumer preference.

## 5.2 Recommendations

1. Manufacturers and service providers should take care of their packaging, branding, and technology use that a consumer should feel more satisfied from the product he or she buys.
2. Companies should focus more on the quality of the product not the price. Now a days, consumers have willingness to buy the products with higher quality not are not price conscious. Keeping the price low were used as a tool to grab more customers but now it do not work well.
3. Products of the companies should be available in any part of the country. There are potential customers for every product in any location of a country. The best tool for covering whole country is the usage of social media advertisement.
4. The unknown or less familiar companies should work hard on the quality, make the price compatible, make their product in reach of every potential customer for their business success.

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