

## Impact of Brand Image, Brand Trust and Advertisement on Consumer Loyalty & Consumer Buying Behavior

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### Abstract:

*Brand image, brand trust and advertisement play a key role to enhance business performance as brand image is an effective tool that positively influences the consumers' buying behavior. Moreover, brand trust is the key variable in building an durable desire to keep a long term brand relationship with consumers and advertisement as a motivating force for any brand as it is an effective tool to convey your message and remain in consumer mind.*

*The purpose of this study is to examine the impact of brand image, brand trust and advertisement on brand loyalty and consumer buying behavior in the general public at Gujranwala, Lahore and Jhelum city. Questionnaire survey was used for the purpose of data collection. A sample of 420 questionnaires was used and data have been collected by applying non-probability sampling technique within the period of two month. Finding summed up that brand trust, brand image, and advertisement have strong positive and significant influence on brand loyalty and consumer buying behavior. Findings also revealed that the teenagers are more conscious about their social status so they use the branded product and have trust on brands and*

*advertisement influence their buying behavior positively. At the last of paper conclusion of research, practical implications of research limitation of research suggestions for further research also included.*

**Key words:** Brand image, Brand trust, Advertisement, Brand loyalty, Consumer Buying Behavior.

## **INTRODUCTION**

Brand supposed as silent tool through which business attract people and possess the competitive advantage. It deemed as a precious asset for business and change customer buying behavior also perform a fundamental role to swell any business (Homburg, Klarmann, & Schmitt, 2010). Brand image extension is a long run approach and a weapon to compete the competitors. Customers prefer well-known brands and mostly use the products of these brands. Marketing strategies develop the brand. Effective brand management help to create new customers and retain existing customer of the brand and build the long run profit relationship with consumers (Kapferer, 2012). Quality products and social obligation of any business affect the behaviors of people positively regarding brand image, satisfaction, trust, and loyalty. At this time of globalization, competition is not on price the customer attraction, trust, relationship with customers and brand loyalty is necessary to survive. Advertisement in this regard plays a vital role for business to boost up sales graph and to attract new customers also retaining existing customers (Malik et al., 2013). Advertisement positively change buying behavior of customers and it create an image in the mind of potential customer and force people to buy products. Advertisement is an efficient way to communicate or convey your message toward the audience and create awareness relative to the product. Consumer buying behavior changed positively through advertisement. As brand

image, brand trust and advertisement play a crucial role in the performance of business. This study will explore that how people perceive any brand and how a brand image, brand trust, and advertising can influence the brand loyalty and Consumer Buying Behavior of people.

Moreover, consumer buying behavior changed positively through advertisement. As brand image, brand trust, advertisement successfully grow the business there for the study purpose is to explore the brand image, brand trust, advertisement effect on brand loyalty and consumer buying behavior. We want to see people perception about brands and in what way brand image, brand trust & advertisement effect brand loyalty and the buying behavior of consumers. The purpose of study is to explore how Brand Image, Brand trust, and Advertisement can affect the Brand Loyalty and Customer Buying Behavior. Current study will address the following research questions:

## **LITERATURE REVIEW**

### **Brand Loyalty**

Brand loyalty is defined as the willingness to be continually engaged in the services of a hotel without considering the differences in prices and some other factors. It also intellectualized as the consumers recommending the services to others intentionally. Again and again purchase is a self-evident term which simply means that how much a consumer after experiencing the brand re-purchases the same brand (Huei, 2011). In addition , brand loyalty can be elaborated in two different ways (Kyner, 1973). First one, loyalty is an attitude. Diverse moods make an individual attach to a product or organization these moods define the person's (purely thinking) degree of loyalty. The second one, loyalty is behavioral. Loyalty behavior means to purchase services from existing supplier

continually, enhancing the scale and scope of a bond (Yi, 1990). Therefore Brand loyalty can be considered when the consumers recommend to others after having satisfaction by the products they have consumed. It will help in creating more consumers to the company who has given full satisfaction to consumer by the product they were searching for (Purwantini et al, 2015). Brand loyalty exists when a consumer repeatedly visits a particular (store) that he or she knows and trusts (Khan & Khan, 2006).

### **Brand Trust**

Trust proposed as the level to which an individual is self-assured and enthusiastic to act on the words, decisions of colleagues (McAllister, 1995). The specific nature of trust determined that trust should be examined with different phases. In broad, research on interactive trust and business trust concerns trust as either a simple belief that another individual can be trusted (Zucker, 1986; Moorman et al., 1992) or a bunch of explicit beliefs regarding the integrity, kindness, and ability of the other party (Larzelere & Huston, 1980; Mayer et al., 1995). In addition to definitive goal of marketing is to produce a deep connection between the consumer and the brand, and the trust is the main ingredient of this bond (Hiscock, 2001). Brand trust has been defined as consumers have strong belief in the brand ability to deliver what it promised (Holbrook, 2001). In addition Brand trust progresses from experience and preceding communication (Johnson, 1999) because it is developed by experimental process of learning of an individual over time. Therefore knowledge and experiences of consumer are condensed with the brand. Furthermore As an experience characteristic, it is affected when the consumer evaluates any direct and indirect interaction like advertising and word of mouth with the brand (Keller, 1993; Krishnan, 1996).

## **Consumer Buying Behavior**

Consumer buy product for their own need or to fulfill the combined need of their family (Bergiel, 1989). More over the factor involved in buying decision making is classically presumed to separate organization and consumer buying contexts (Wilson, 2000). In addition the majority model of consumer buying behavior spotlight on signal individual, while the literature cover other situations such as domestic buying behavior and gift giving, in these situation the buyer is not the consumer of the product, or when more than one people involve in the decision making (Parsons, 2002). Therefore consumer is also giving value to price, quality product specification, and the availability of product in purchasing (Sarasin, 1995). In addition female consumers are highly and positively affect by brand name, brand status and with others opinion. Consumers are now become more conscious about branded fashion clothing (Harem, 2011). Furthermore packaging attributes influence buying behavior. Packaging attributes get attention of consumer. Packaging attract consumer more than brand awareness, product experience (Albert, 2010).

## **Brand image**

Brand image is the opinion that comes into consumer mind when they hear the brand name (Abdullah, 2015). Furthermore Brand consciousness effect consumer decision by persuading the formation and firming of brand association in the brand image (Keller, 2011). Moreover, corporate image that has ritual, thought, business name, reputе, and quality of service that increases the consumer relation to amaze of quality communication (Lee, 2009). Moreover brand image as the brand perception of the consumer. Furthermore brand image is normally a particular observation, which is understood either wisely or sensually by consumer. Brand image does not depend upon the technologies of product characteristic and object;

relatively it is affected and formed by correlated marketing activities, and receivers' own characteristics (Zinkhan, 1990). As concerned to target market brand image depends upon organizational operation and sales deeds and brand image not involve only consumers' personal awareness, but also generates value for the organization and the consumers (Park et al., 1986). However Brand is an important asset of the organization. Brand is affected by the brand relations held in consumer mind. Moreover brand image is an important foundation of brand equity which play the basic role of brand success (Keller, 1993).

### **Advertisement**

A large body of works designates that advertising has a direct result on various firms act metrics with sales ( Leone, 1998). Similarly Supporting performance return to advertising progress in brand equity (keller, 1998). Therefore, advertising increase and the resulting advanced brand equity produce a higher irregular sales response to sales promotion (Edward, 1995). Moreover, the brand equity of present leading brands produces great interest of consumers and distribution channel partners to new product primer (kaufman, 2006). In addition, most advertising are focused are consumers and classically are escorted by detailed purposes to improve consumer arrogance (Quilech, 1989).

### **Brand Image and Brand Loyalty**

As brand image and brand loyalty has positive relationship (Bial, 1992) therefore, companies should pay superior attention for constructing image of brand, attaining consumer pleasure. And by this the companies becomes successful in achieving brand loyalty (keller, 2003). Ina ddition, Mudassar et al. (2013) revealed that brand image, brand loyalty and consumer satisfaction are significantly related to each other. Study also

proved that image of the brands significantly influence satisfaction of the consumer and satisfaction of the consumer significantly influence on the loyalty of the brands. Moreover, Tariq et al. (2013) stated that companies image of the brands significantly influence consumer commitment and loyalty, and consumer commitment has solid impression on consumer loyalty for the sample (Chitty, 2007). Meanwhile, another also purported that brand image has significant and positive relationship with brand loyalty (Chang, 2005).

### **Brand Image and Consumer Buying Behavior**

There are number of previous studies identified significant relationship between brand image and consumer buying behaviors (Aghekyan-Simonian, Forsythe, Kwon, & Chattaraman, 2012; Malik et al., 2013). Brand Image and advertisement have solid optimistic impact and major connection with buying behavior of consumers (Malik et al., 2013). Therefore, through sustaining and establishing the brand images and standards, Individuals have positive purchasing behaviors towards brands due to positive image (Bendixen, 2004). Moreover, according to Khasawneh and Hasouneh (2010), customers realize the importance of brand while in their purchasing decisions and customers' demographic characteristics have no significant relation and effect on brand awareness. People prefer the branded products with higher prices because they consider that branded items have more quality than non-branded products.

### **Advertisement and Brand Loyalty**

Online Advertisement has positive impact on brand loyalty (Chang, 2005). The result of the study shows that online marketing communication, online advertisement are effective tool in enhancing brand loyalty and product buying behavior through social media and company website platform.

Advertising is an effective and important tool to build brand loyalty. The marketer can increase sales by advertising their product on internet website. Heymam et al. (2009) enlightened that online brand group is able to create brand loyalty. The result of the study showed eight factors effect on consumer loyalty that is offering various services, technology and processes, flexibility, building good relationship with consumer, brand identity in continuous advertisement, organization size consumer perception about brand, consumer experience. TV advertisement, brand awareness, brand association, event sponsorship, print advertising, are significantly influence on brand loyalty (rotter, 1975).

### **Advertisement and Consumer Buying Behavior**

Previous studies showed that advertisement is the main source to build senses in consumer that motivates them to buy advertising mobile phone product. The result show that advertisement have countless impact on consumer buying behavior and people often buy mobile phone after watching ads. Television advertisement plays a crucial role in the buying behavior of woman consumers (Larzelere, 1980) Research showed that 50 % respondents strongly agreed that their purchasing decision influence by advertisement. More than 75% respondents agreed that they bought more advertised product than those which are not advertised and women are more influenced through advertising than man (Geyer, 2006). The results showed that advertisement influence the consumer to at least purchase the product once in a lifetime. Consumers believe advertisement as a trustworthy source of knowledge as compare to their friend, neighbors, reference group. Consumers were inclined by the appeal and personality that used in the advertisement of a specific brand. Result shows that advertisement has positive and significant effect on consumer buying behavior, but the factor of rural areas has negative and



statistically significant effect on consumer buying behavior (Muhammad et al., 2013)

### **Brand Trust and Brand Loyalty**

The effort proceeding brand trust exists that here is a highly significant durable constructive bond amongst brand trust and brand loyalty (Chaudhuri, 2001). A highly significant positive connection is established between brand loyalty and brand trust. (Morgan 1994, Chaudhuri, 2001). Moreover, Beery (1993) and Reicheld (2000) explained that trust is compulsory on behalf of the extension of loyalty. To retain extensive duration trust connection is reflected for instance one of the energetic variables. Loyalty established if nearby is an component of trust (Berry, 1993; Schefter, 2000). Morris & Arjun (2001) discovered around the grounds of loyalty exists an founding thru a prolongation and preservation of the estimation relation, and brand trust disturbs the preservation of the estimation. Lastly, the situation exploration resilient brand trust drives a positive effect to the consumer loyalty. Brand trust shows optimistic influence on brand loyalty. The entire demographics variables ensure a constructive and vital result on Consumer brand loyalty. In association-presentation collected works, trust has been observed as per element of the loyalty (Berry, 1983). Brand trust, now in current readings has been known such as a important movable in extensive-period interactions through consumers, which in drive positively affects brand loyalty (Sung et al., 2010; Matzler et al., 2008; Ming et al., 2011). Trust indicates upper ranks of loyalty by means of trust builds interchange relations that are extremely appreciated (Hunt, 1994). Chaudhuri (2001) said that brand trust powerfully affects the consumer's approach and repurchase as a final point, brand trust recognized an important & constructive result on brand loyalty.

## Research Model



## HYPOTHESES

H1; There is significant and positive relationship between brand image and brand loyalty.

H2; There is a significant and positive relationship between brand image and consumer buying behavior.

H3; There is a significant and positive relationship between brand trust and brand loyalty.

H4; There is a significant and positive relationship between brand trust and consumer buying behavior.

H5; There is a significant and positive relationship between advertisement and brand loyalty. H6; There is a significant and positive relationship between advertisement and consumer buying behavior.

## METHODOLOGY

The core purpose of this study is to examine the relationship among brand trust, advertisement, brand image, brand loyalty, and consumer buying behavior. The study is descriptive and quantitative in nature.

### Questionnaire Design

Survey method used to explore relationship among brand image, brand trust, advertisement, brand loyalty, and consumer buying behavior. Questionnaire survey method has been used. Questionnaire is dividing into two sections. The first section is associated to the personal profile of the respondents

including their gender, age group, educational level. The second section linked with the under study variables (Brand Image, Brand Trust, Advertisement, Brand loyalty and consumer buying behavior).

### **Sampling**

Target population included the general public of district Gujranwala Pakistan. Study used Non-probability convenient sampling for data collection.

### **Data Collection Method**

We have distributed 420 questionnaires to general public that used branded product. Questionnaire survey method used to collect data from respondent. We distribute 420 questionnaires to different people and give one day time to record their answer and after one day we received 401 questionnaires out of which 4 have missing values and 9 were incomplete.

### **Demographics**

Out of 420 questionnaires 401 questionnaires were valid responded, 95.48% was response rate. In which 160 male and 241 female whose percentage is 39.9% and 60.01% respectively. Age group of mostly respondents was up to 25 year that percentage is 96.6%, and the remaining respondents percentage is 3.4% whose age group 26-45. In addition, respondents were 2.8%, 29%, 67.6%, and 0.7% belonged to Inter, Bachelors, Masters, and M.Phil of educational level respectively.

## RESULTS

**Table 1**

Construct	Mean	SD	Alpha	1	2	3	4	5
1 Brand Image	3.79	.42	.781	---				
2 Advertisement	3.71	.49	.797	.600**	---			
3 Consumer buying behavior	3.78	.79	.756	.512**	.422**	---		
4 Brand trust	3.54	.54	.886	.533**	.505**	.470**	---	
5 Brand loyalty	3.46	.55	.831	.286**	.313**	.217**	.501**	---

The above-mentioned table is representing the descriptive statistics, reliability and Pearson correlation between all understudies variables. The highest correlation existed between Brand image and advertisement which is valued at .600. It is presenting that brand image and advertisement are positively related with each other with a moderate standard deviation. All other variable that are consumer buying behavior, brand trust and brand loyalty are also correlated with each other. The means values of all under study variables represent that most of the respondents showed agreeableness. Result shows that alpha value for all under study variable are under acceptable range to conform data reliability.

### Psychometric Analysis

**Table 2**

	CR	AVE	BI	AD	CB	BT	BL
Brand image	0.863	0.654	<b>0.819</b>				
Advertisement	0.846	0.514	0.322	<b>0.787</b>			
Consumer buying behavior	0.854	0.691	0.21	0.301	<b>0.831</b>		
Brand trust	0.883	0.672	0.48	0.209	0.223	<b>0.819</b>	
Brand loyalty	0.896	0.624	0.234	0.326	0.567	0.78	<b>0.789</b>

The above mention table is reflecting the discriminant and convergent validity of the model as the value of AVE and composite reliability are more than 0.5 and 0.8 respectively

which shows that this model has convergent validity. The discriminant validity is also concerned; the discriminant value depends upon the value of square root of AVE that must be more than the correlation values. The values of the correlation are show in the above table is less than the values of the square root of AVE so model also present the discriminant validity.

### **Fit Indices for CFA & SEM**

**Table 3**

<b>Fit Indices</b>	<b>CFA</b>	<b>SEM</b>
Chi-square/df	2.14	2.78
GFI	0.90	0.90
AGFI	0.88	0.894
CFI	0.91	0.91
RMSEA	0.05	0.06
NFI	0.87	0.89
PGFI	0.95	0.54
PNFI	0.60	0.64

**Table 3** presents the model fitness results from both CFA and SEM dimensions. At the first place Goodness of fit index is given which shows that the variance covariance matrix and its values are .90 so it is shows a good fit of the model. AGFI is adjusted GFI whose value is more than 0.8 which is reasonably to show that model is good fit. CFI is comparative fit index which is representing the more realistic values which shows that model is near to absolute fit due to more than 0.90 value. RMSEA representing the mean square error of approximation whose value is less than 0.10 so that is also shows the good fitness of model. The values of NFI, PGFI, PNFI are also in good range so they are also shows that model is fit in statistical terms.

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## SEM Regression Analysis

**Table 4**

SEM regression	<i>B</i>
Brand Image to Brand Loyalty	.45**
Brand Image to Consumer Buying Behavior	.58**
Brand Trust to Brand Loyalty	.42*
Brand Trust to Consumer Buying Behavior	.32**
Advertisement to Brand Loyalty	.34**
Advertisement to Consumer Buying Behavior	.51**

The above table 4 shows SEM regression weights. Results divulge that brand image, brand trust and consumer buying behavior has positive and significant association with brand loyalty ( $b=0.45$ ,  $b=0.42$ ,  $b=0.34$ ;  $P<0.05$ ) respectively. Moreover, findings also proved that brand image, brand trust and consumer buying behavior also has positive and significant relationship with consumer buying behavior ( $b=0.58$ ,  $b=0.32$ ,  $b=0.51$ ;  $P<0.05$ ) and supported to out all hypothesis.

## DISCUSSION & CONCLUSION

The study is conducted to examine that how brand image, brand trust, and advertisement effect brand loyalty and consumer buying behavior. The finding of the study described that there is a significant and positive relationship between brand image and brand loyalty and these results supported to H1. It means that consumer become more loyal with a brand who have well-known brand image. The results of this study are same as in the previous studies (Wu, 2011; Martineau, 1958; Johnson et al., 2001; Davies et al., 2003). The finding shows that there is a significant and positive relationship between brand image and consumer buying behavior that supports H2. This means that consumer pay more attention and want to buy the product that have brand image. These results correlate with the previous study (Tariq et al., 2013).

Finding enlightened that there is a significant and positive relationship between brand trust and brand loyalty that supported H3. This means that if consumer has trust in the brand they become more loyal with the brand. These results same as in the previous studies (Reicheld & Schefter, 2000; Arjun & Morris, 2001; Matzler et al., 2008; Sung et al., 2010; Ming et al., 2011).

The results summed up that there is a significant and positive relationship between brand trust and consumer buying behavior that supported H4. This means that if consumers have trust in the brand they will more and frequently buy the products. Finding depicted that there is a significant and positive relationship between advertisement and brand loyalty and these result supported to H5. This means that if companies more advertise their product the consumer become more loyal with the brand. These results match with the previous studies (Heymam at al., 2009). The finding shows that there is a positive and significant relationship between advertisement and consumer buying behavior which relates to H6. This means that consumer pay more attention to the brand that advertise their products. These results linked with the previous studies. The objectives of the study are to explore the factor that effect on brand loyalty and consumer buying behavior. Primary data was used to check the result. Questionnaire method was used for the data collection purpose and questionnaire distributed on the convent random sampling base. We distributed 420 questionnaire to respondent to records their answer in the closely define options. SPSS and AMOS software was used to calculate the results. The results summed up that there is a significant and positive relationship between all under study variable.

## **LIMITATION**

The limitations of this study are the sample size was used to check the relationship is very small. It may be possible that if we increase our population size the result differ from these results. The approach was used to collect data is questionnaire we also used others approaches for data collection purpose like focus group interview method etc. This study not conducts in a specific sector or specific brand we explore the relationship of under study variables in a specific sector or specific brand. The geographical area of this study is the population of the Gujranwala Lahore Jhelum we check the same relationship in other cities and others countries.

## **PRACTICAL IMPLICATION**

This study provides the imminent to the companies and business who they can make effective and efficient their marketing tools to increase the consumer loyalty and capture their consumer. By using this study companies marketing manager understand who brand image, brand trust, and advertisement are important to make better any business. This study present the real pictures of society how they give importance to the brand image, brand trust, advertisement to become loyal with a brand and to change their buying behavior.

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