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Brand Name and Consumer's Buying Intention

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Abstract:

Purpose: *This study examines the degree of consumer's buying intention from products with brand name and from other different reasons that theoretically affect consumer's buying intention. Moreover, the relationship between the factors of packaging and advertising are examined.*
Design/Methodology/Approach: *To achieve the objectives of this study, the research was conducted using a structured questionnaire in March until June 2019. The final sample of this study consists of 395 consumers in Greece. The data were tasted for content and construct validity and the techniques that were applied were ANOVA, Correlation and Regression analysis, using SPSS 23.0.*
Findings: *The results showed that the branded products as long as the advertising are the most important factors in buying intention, followed by the packaging of the product. Consumers though, are affected by branded products and packaging differently, depending of their age and how strongly are influenced from the advertising.*
Practical Implications: *During the realization of this research some limitations came up with the most important the size of the sample. Moreover, the term of private label that was used in some questions made the consumers confused so, in order to understand the explanation examples were used mentioning some private labels of products. This might lead them to answer the questions thinking about a certain label and not with their own thoughts.*
Originality/Value: *This survey shows consumer's buying intention influenced by products with brand names in Greece.*

Keywords: *Brand name, product label, consumer behavior, buying intention, private product label.*

JEL codes: *M31.*

Paper type: *Research article.*

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1. Introduction

The positive store's image and the good value are important factors for the retailers to achieve and maintain success in a highly competitive market. Three important factors that seem to be the keys to decision making are: the retailer's store image, the product quality / branding and the prices / offers.

Consumers use certain brands as slogans for these items, for the store name, the brand, and the price discounts. Retail traders understand how these elements and the role of external conditions that represent them, can influence store protection decisions, and improve their competitiveness. In contrast, many retailers who do not understand this information (for example the reputation of the brands that have been transferred and the role of price promotion) are forced to go bankrupt and / or close their stores.

Today, consumers can find a lot of information about products, prices and online stores. As a result of their increased awareness, they are likely to become more sensitive. Thus, the role of the store's reputation, brand names and price discounts is likely to become more pronounced in the next decade.

2. Literature review and Research Hypotheses

2.1 Brand Name

The term brand name is a simpler description of buyer's conjecture that one product is and will be the best in the future compared to others. The strength of the brand name differs from a simple product or service by the competitive offers it can make. The brand name is a promise that customers consider offering them quality, service and value, as it has been established over time and repeated uses giving satisfaction to the person using it (Mariotti, 2006).

The brand name may be a logo, symbol, or slogan on a product. The brand also has an intangible nature that serves as a beacon of promise to consumers in terms of trust, consistency, expectations and performance of a product or service. Thus, the brand name is considered the second most important advantage of a business, after customers (Sago and Hinnenkamp, 2014).

Brand names can also protect consumers by serving as identifiers for product manufacturers. The strength of the brand has been found to be influenced by consumers' perceptions and understanding of what they have learned, observed, understood, and heard about the brand name. For customers, the brand name can make the selection simpler, promise a certain level of quality, reduce risk and / or build trust (Assali, 2016).

Consumers prefer to buy a well-known product with a well-known brand name in order to avoid taking the risk of trying a new one. Their loyalty to the product and to

the brand name is influenced by the image of the store, the image of the brand and also their satisfaction of the product, which leads to the continuous buying behavior of the brand. Usually, the consumer uses his previous experience of the product when he is about to buy a brand name regardless of its performance, quality, and aesthetics (Assali, 2016).

2.2 The Impact of Brand Name

In modern times, the brand plays a vital role in strengthening the global economy. Global brands are helping to raise short-term liquidity to finance short-term projects. The brand is one of the tools traders use to change the buyer's intention to buy (Shamsuddoha *et al.*, 2010). The brand is a combination of name, symbol, and design. Brands represent the customer's understanding or perceptions and his views on product performance. A strong brand is the one that will get consumer's attention and will impress his mind.

Brands vary depending on the strength and value they have in the market. Some brands will not be noticed by consumers, while other brands will show high popularity. Some consumers have a high level of trust in brands due to the stocks that they have created (Shamsuddoha et al., 2010).

Gilboa *et al.* (2012) concluded that consumers' buying intention is more influenced by external factors. They also argue that both intrinsic and exogenous factors are equally important and should be considered. Jaafar *et al.* (2012) developed an advanced and comprehensive model in their study, for estimating the effect of three intrinsic factors (perceived quality, perceived value and perceived risk), four exogenous factors (perceived price, advertising and packaging) and three characteristics of consumers' behavior (familiarity, perceived financial status and trust) in consumer's buying intention. The conclusion of this study was that consumers' attitudes and perceptions are the most important factors which are influencing consumers' buying intention especially towards private brands.

The strength of the brand is vital to the procedure of the brand expansion. The international literature states that the strength of the brand is perceived both objectively and subjectively. Shwu-Lng and Chen-Lien (2009) reported that market share, channel potential, distribution and the cost of promotion and advertising reflect the objective side of perception. They further explained that the overall consumer rating for the brand is at the top as it typically produces more publicity and market share, with the result that these brands are considered superior to consumers. They also argued that the key components of a brand's image are its awareness and brand preference. These two components have an impact on the image of the main brand and are positively related to the attitude of the main brand (Shah *et al.*, 2012).

2.3 Brand's Name Functions

Emotional connection:
Building relationships, giving a long-term value of brand and product, aesthetic experiences, motivations that make the consumer try the product and eventually buy it, are important ways of emotional connection with consumers. A brand name differentiates a product into different forms and can be broadly divided into two categories - material (logical) and intangible (emotional and symbolic). Either way, while the product performs its basic functions, the purchase label helps to differentiate a product. These dimensions differentiate a buying label from an anonymous one. A strong shopping label provides consumers with multiple access points, attracting it through both functional and emotional features (Bivainiene, 2011).

Lifestyle:
A brand name can be seen as a personality that can help communicate the characteristics of a product and thus contribute to a functional benefit. Similarly, it can help create a special benefit that makes a vehicle for the customer to express his personality. When consumers believe that a brand name is reliable, they buy it repeatedly and develop a commitment to it (Bivainiene, 2011).

Perception:
Perception is how people choose, organize, and interpret data to create a sense of self. Consumers usually view products based on their perception. Consumers initially have feelings for a brand name before consuming it. Understanding the image of the brand is important, as consumers analyse the personality of a label and then make sense of its message (Bivainiene, 2011).

Consumer's knowledge:
Reflecting the prestige of the brand name in the mind of the customer, its knowledge is formed on the basis of two components, its recognisability, and its image. Brand knowledge can be described as consumer awareness of the purchase label and its relevance. Understanding whether or not consumers know the brand label and the correlations they maintain with the brand is key information for developing a strong and fair brand (Bivainiene, 2011).

Trust:
Among the main functions of a brand on the part of consumers is considered to be minimizing the perceived purchasing risk, which in turn contributes to the cultivation of a relationship of trust. Brand awareness can affect consumer risk assessment and confidence in the purchase decision, due to its familiarity with the brand and its characteristics. Satisfaction with multiple interactions leads to a stage where the customer begins to have confidence in the offer and its consistency in performance. Satisfaction leads to trust when certain previous conditions are met, such as shared values and goals, dependence based on a stable expectation / perception of performance, and perceived cost of change (Bivainiene, 2011).

2.4 Consumer's Behavior

When consumers are looking to buy a product or a service, they look for product information in order to see if it meets their certain criteria. Sales aim to increase the consumer's desire to make a purchase. Consumers use information to form beliefs about the likelihood of a product meeting a specific need (Hervé and Mullet, 2009). Consumer behavior research allows a better understanding and prediction not only of the subject of the markets, but also of the purchasing incentives and the frequency of purchases (Diallo *et al.,* 2013). Consumer behaviour is one of the main issues in the science of marketing and deals with the reason that pushes the consumer to buy a product as well as his subsequent behaviour. Consumer behaviour is called upon to answer the following questions:

1. Why does the consumer want to buy a product?
2. How does the consumer make his purchase?
3. How does the consumer use the item he bought?
4. How does the consumer evaluate after purchasing the product?
5. What is the subsequent use or action performed on the product purchased after use?

One of the fundamental findings is the fact that people often buy products because of their subjectively estimated value. This does not mean that the main function of the products is not significant but that the current role of the product exceeds the limits of its services (Diallo *et al.,* 2013).

Age and lifestyle, purchasing power and income, personality and idea are the factors that cause consumers to develop product and brand preferences. Although many of these factors cannot be directly controlled by traders, understanding their impact is essential as marketing mix strategies can be developed to attract preferred market preferences (Diallo *et al.,* 2013).

When buying any product, the consumer goes through a decision-making process. This process consists of five stages: (1) Problem Recognition, (2) Search for Information, (3) Evaluation of Alternative Solutions, (4) Purchase Decision and (5) Behaviour after purchase.

The duration of this decision process will vary. A consumer may not act alone in the market, but rather be influenced by any of the many individuals in different roles. The number of people participating in the market decision increases with the level of involvement and complexity of the market decision behavior. Consumer buyer behaviour and the resulting market decision are strongly influenced by cultural, social, personal and psychological characteristics. Understanding the impact of these factors is

essential for traders to develop appropriate marketing mixes to attract the target customer (Rani, 2014).

2.5 Consumer's Buying Intention

The key fundamental aspect of consumer behaviour is their purchasing intent, which in the literature is defined as the situation in which a customer is friendly to a transaction with a retailer. Intention to buy is a type of decision that is explored because a customer buys a brand in particular. Structures such as the examination of the purchase of a trademark and the provision for the purchase of a trademark, strengthen the scope of the purchase intention. Consumer buying intention is one of the key components used by marketing managers, to predict future sales and determine how the actions they will take will affect consumer buying behaviours (Morwitz, 2014).

Predicting consumer's behaviour is one of the most difficult tasks of any business, as it continues to change under the influence of unknown and dubious factors. Purchasing intention may be the likelihood that a buyer will buy a product; the greater the buyer's intention, the greater the likelihood of buying a product. The buying intention is defined as a situation in which the consumer tends to buy a particular product under certain conditions. The customers' decision to buy is a complex process. Buying intention is usually related to consumer behaviour, perceptions, and attitudes (Gogoi, 2013).

2.6 Factors Influencing Consumer's Buying Intention

Many factors affect consumer purchasing intent when choosing a product and the final decision depends on the intention of consumers with major external factors. Decisions about the market are influenced by the people involved in the process of choosing a brand for well-known products. Information about the brand also influences the decision to overlook an existing brand and focus on the market of that brand used by other people (Younus *et al.*, 2015).

Factors that affect consumer's buying intention are: (1) customer, (2) the knowledge, (3) consumer perception, (4) the packaging of the products or their design and (5) advertising of celebrities etc.

- *The customer and his behaviour:*

An individual's attitude tends to be a determining factor in his or her buying intention. Many studies have shown a positive relationship between the attitude towards an ad and the intention to buy (Drossos *et al.*, 2013). Planned Behaviour Theory considers that a person's behaviour is influenced by beliefs, behaviours, subjective rules, and other uncontrollable factors (Lin and Chen, 2015).

The Theory of Regulatory Focus has been widely used in the field of consumer behaviour. Researchers have found that promotion and prevention focus significantly on consumer decision-making.

According to the theory, a prevention focus forces consumers to realize the damage that using combined sales, are higher than they actually are; while a promotion focus encourages consumers to pay more attention to future results. In addition, the promotion and prevention of individuals focuses on different effects on their intention to buy, their participation in online product reviews and their willingness to spread positive word of mouth (Das, 2016).

- *The Knowledge:*

Consumer knowledge about the product plays an integral role in the decision to buy a product. At the same time, knowledge of the product is the main factor in the decision to buy products. The packaging of a product is also an important factor, since its main purpose is to be simple but also attractive. These factors are also very important and have affected consumer purchasing power (Younus *et al.*, 2015).

- *The packaging:*

The package nowadays represents the manufacturer and though this position is the best place for advertising or for carrying the company's slogan. Packaging is creating a personal character, and that is the reason why most of the companies are now focusing on it and recognise that even a small change can achieve high productivity in sales (Rahimniya *et al.*, 2012).

The packaging of the products has a strong effect on the market intentions of consumers, especially at the point of sale. In fact, the packaging of the products has become an essential part of the sales process. The packaging includes the visual elements of colour, image, size and shape but also the data elements of the packaging and information technology, which affect all consumer purchasing decisions (Rezaei and Amin, 2013).

- *Advertising and Celebrities:*

When the consumer gets convinced from the ad, it creates a feeling of what leads the brand promotion, and these who have a good sense of the brand, develop the desired attitude. A positive response to a brand or certain ads, increases the likelihood of a positive evaluation (Khan *et al.*, 2012).

The consumer is convinced that celebrities are generally reliable sources of information. Celebrities are considered more reliable than non-celebrities, as consumers are more easily influenced by someone who realizes they have higher standards. The reliability of an advertising supporter is one of the important factors in achieving the

consumer intention of the consumer. The higher the reliability, the higher the positive advertising and the prestige of the brand (Parengkuan, 2017).

2.7 Private Label Products

The private label product is the only trademark that can only be found on the product's packaging and get sold in a specific chain of stores at low prices. Retail traders control the private label product where they can decide about the advertisement, the package, the price, and the stock investments (Chen *et al.*, 2008).

A private label product is usually priced below the usual product's price and is therefore an alternative solution to consumer's products. However, these products will be less likely to be bought from consumers who judge the product by quality, because they believe that quality is more important than price. Based on previous studies, consumers have begun to accept the private brand and believe that this positively represents the value for money (Walker, 2006). From all the above mentioned the hypotheses defined are:

H1: Packaging is significantly and positively related to consumer's buying intention.
H2: Promotion - advertising is significantly and positively related to consumer's buy ing intention.
H3: The brand is significantly and positively related to consumer's buying intention.

3. Research Methodology

3.1 Sample and Data Collection

In order to achieve the objectives of this study, a research was conducted between the months of March and June 2019. A structured questionnaire was used as the research instrument. The target population of the survey were the consumers of various regions of Greece. For the completion of the questionnaire an electronic form was created which was posted on a social networking site (https://docs.google.com/forms). The total sample consists of 395 people. Analysing the collected data, 32.4% were men and 67.6% were woman, and in the age groups <20, 7.6% of 21-30 30.6%, in 31-40 15.7%, in 41-50 23.8% and >50 22.3%. From the sample, 2.3% was educational level range from elementary school certificate, 6.3% was gymnasium school certificate, 37.7% was high school certificate, 44.3% was in higher education and in postgraduate or doctorate was 9.4%.

3.2 Instrument Development

The purpose of this questionnaire is to examine how the brand name of a product can influence consumer's buying intention. The development of the questionnaire that has been used in the research is based in previous research studies about the same or similar subject. Main studies that were used for the development of this questionnaire

were Ling *et al.* (2014), Jaafar *et al.* (2012), Gunawardane and Mohammadzadeh (2015). Overall, the questionnaire consists of three (3) sections and contains twenty-four (24) questions. The first section (questions 1-4) refers to Demographics. The second section (questions 5-12) focuses on products with a brand name, while the third sections (questions 13-24) examines consumer's buying intention. The answers that responders were asked to give were based on the Likert scale (5 = strongly agree, 4 = agree, 3 = Neutral, 2 = disagree and 1 = strongly disagree).

3.3 Validity and Reliability of Research Instrument

Plenty of tests were performed to establish Content Validity, Construct Validity and Reliability of the research instrument. Validity focuses on if we measure and to what extent is being measured, compared to what it actually should be. A measurement tool can be considered invalid when it has already been used many times successfully in pilot tests. In order to check the Content Validity, a literature review of the subject under study has been made and a test in a group of experts, as well as a sample of individuals who did not take part in the pilot test, was conducted (Dimitriadis, 2016).

Construct Validity is assessed in three ways (Cao and Dowlatshahi, 2005). The first evaluation concerns the control of the one-dimensional structure of the data and is carried out with factor analysis. The second method measures convergent validity, which is considered acceptable when the loadings of all variables are greater than 0.5 and the variables loading on only one factor with an eigenvalue greater than 1 (Kim *et al*., 2009; Wixon and Watson, 2001). The third way measures discriminant validity. Churchill (1979) states that there is an indication of discriminant validity when the correlation coefficient among the factors, is less than the Cronbach index of each factor.

The principal component method (Principal Component Analysis) was used to extract the factors. Bartlett's test of sphericity was used to test the suitability of the data for factor analysis. At the same time, the MSA (Measures of Sampling Adequacy) index of Kaiser-Mayer-Olkin (K.M.O) was calculated, which indicates to what extent the objects belong to the same factor. The K.M.O. must be greater than 0.8 and the eigenvalue criterion was used to determine the number of factors, according to which factors greater than 1 eigenvalue are selected.

The results of factor analysis for the 8 items of products with brand names, 3 items of packaging, 5 items of advertising and 4 items of buying intention, in the following table 1 are presented. All the results are satisfying enough as they cover the restrictions mentioned previously.

Discriminant validity is faced with the idea that different constructions must be dissimilar (Burns and Bush, 1995). An indicator of discriminant validity can be found, if

the correlation coefficients between the pairs of the variables is less than the Cronbach's alpha (Churchill, 1979).

Reliability is an indicator that shows whether different elements measure the same variable and is estimated by the Cronbach's alpha coefficient, which shows the internal consistency of a scale. The value of Cronbach's alpha is considered acceptable when it is higher than 0.7, while the higher the price, the greater the reliability (Litwin, 1995; Houser, 2008; Nunally, 1978). Table 2 presents the findings from the tests that are really satisfactory.

Table 1. *Results of Factor's Analysis*

Factor	Loadings	Eigenvalue	K.M.O.	Total Variance Explained
Brand Name	0.488-0.853	4.866	0.834	60.81%
Packaging	0.530-0.715	1.295	0.848	43.171%
Advertising	0.483-0.793	2.068	0.767	41.360%
Buying Intention	0.595-0.797	2.044	0.742	51.092%

Source: *Own study.*

Table 2. *Test for Discriminant Validity*

	1	2	3	4
Products with Brand Name	0.824*			
Packaging	0.334	0.710*		
Advertising	0.153	0.441	0.780*	
Buying Intention	0.332	0.288	0.562	0.675*

Note: ** Cronbach's alpha index.*
Source: *Own study.*

4. Data Analysis – Results

The means and standard deviations for all the factors used in the analysis are presented. According to the results, "Packaging" and "Buying Intention" have the highest levels, which mean that they are the most important reasons taken into consideration, when consumers are thinking to purchase a product. "Products with Brand Name" and "Advertising" seem almost indifferent. According to the results "Advertising" with a mean of 2.93 (st.d 1.147) has the highest level of Coefficient of Variation, but "Products with Brand Name" with a mean of 2.96 (st.d 1.036) has also a high level of Coefficient Variation. "Packaging" comes third with a mean of 3.33 (st.d 0.885), and last comes "Buying Intention" with a mean of 3.44 (st.d 0.772)

The coefficient of variation shows that the extent of variability of the mean score is quite large. Thus, ANOVA is used to determine whether there are any statistically significant differences. In terms of gender, there is a difference on "Products with Brand Name" (F=9.300, Sig.=0.002) and "Packaging" (F=5.217, Sig.=0.023). Women tend to be influenced from "Packaging" more than men. As age of consumers, there is no statistically significant difference in any factor. There are not any

statistically significant differences between education level and all factors influencing the consumer's buying intention.

A regression analysis was performed to test the research hypotheses. "Purchasing Intention" was used as a dependent variable, while the factors "Branded Products", "Packaging" and "Advertising" were counting the independent variables. According to subsequent results, the data are suitable for regression analysis, as the statistical F is significant (F = 35.575, Sig. F = 0.000 <0.01). In addition, the R-square with a value of 45.4% states that about half of the total variation of the dependent variable, is interpreted by the variations of the independent variables. The regression model was also tested for autocorrelation and Collinearity. The Durbin-Watson index of autocorrelation is 1.914 ≈2, confirmed that there is no auto-correlation problem in the model. The V.I.F. indexes of Collinearity are all smaller than 5 and thus none of the variables has problem of Collinearity.

Finally, Table 3 presents the standardised coefficients Beta of the variables, from which we can conclude that the only Independent Variable that does not have a positive effect on the dependent variable "Buying Intention", is " Packaging" because the Sig.t=0.966>0.05. "Products with Brand Name" or (Branded Products) with Beta= 0.211 and "Advertising" with Beta=0.088 have a positive effect on dependent variable "Buying Intention". Table 4 presents the final decision about the three hypotheses.

Table 3. *Regression Coefficients*

Independent Variables	Beta	t	Sig.
Products with Brand Name	0.211	4.825	0.000
Packaging	0.002	0.042	0.966
Advertising	0.088	2.015	0.045

Source: *Own study.*

Table 4. *Hypotheses Testing Results*

Hypotheses	Decision
H1: Packaging is significantly and positively related to consumer's buying intention.	Not supported
H2: Promotion - advertising is significantly and positively related to consumer's buying intention.	Accepted
H3: The brand is significantly and positively related to consumer's buying intention.	Accepted

Source: *Own study.*

5. Conclusions

The main purpose of this study was to investigate the effect of branded products on consumer's buying intention, but also to be aware of some other factors that affect

buying intention, in the Greek market. As a result of the analysis, it is understood that branded products as long as the advertising, are the most important factors in buying intention, followed by the packaging of the product. On the other hand, consumers are getting affected by branded products and packaging differently, depending on their age and how strongly they are getting influenced from the advertising that exists in their lives. This can be explained by the influence of social media and the way people use them every day.

This study focused on a sample that in future can be even bigger, might be more representative and interprets better the factors that influence a consumer's purchasing intention. Finally, as the brand name is one of the important issues in the analysis of marketing science, empirical studies could be carried out at other levels of sustainable consumer behaviour, as well as giving more extensive basis to people's influence on behaviour, such as interpersonal.

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