ADVERTISEMENT AND BRAND IMAGE AS THE KEY DRIVING FORCE FOR CHANGING CUSTOMER'S BUYING BEHAVIORS: A MULTIPLE REGRESSION ANALYSIS

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ABSTRACT

Supported by an ever increasing body of literature, it is clear that advertisement and brand image play a crucial role to boost up any business performance. Then, while the advertisement is behaving as a driving force for any business as it's an effective source to convey your message and stay in customer's mind; the brand image is an implied tool which can positively change people's buying behaviors,. The objective of this study is to analyze the factor influencing consumers buying behavior and to examine the impact of advertisement and brand image on consumer buying behavior. Questionnaire was used to collect the data by using judgmental sampling technique. A sample of 202 respondents was selected. Collected data was analyzed using correlation, regressions, t-statistics, reliability analysis and descriptive statistics Findings show that advertisement and brand image have strong positive influence and significant relationship with consumer buying behavior. People perceive the advertisement and brand image with positive attitude. Study depicted that respondents are. In the last of article limitations of research, implications and suggestions for further research also included.

Keywords: Advertisement, brand image, driving force, customer's buying behaviors

Introduction

In this global and emerging market, companies are so conscious about their customer's

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satisfaction. Advertising is any paid form of non-personal communication about an organization or its product to a target audience through a mass/ broadcast medium by an identified sponsor. It should be observed that for any promotional activity to be called advertisement it must be paid for. In the real sense, it is the method used by companies for creating awareness of their products, as well as making new products known to the new and potential consumers. Brand is considered as implied device through which any business can attain the attraction of people and can enjoy the competitive edge. Brand image is a long term process and it can prove a strong weapon to fight with your competitors. Customers rely on branded products and mostly prefer to buy products with well known brand name. Marketing valuable strategies and tools can develop the brand of any product.

As advertising and brand image are playing an positively affects by branding status, attitude toward a important role in any business to make it successful therefore the core purpose of this study will shed light on how advertising and brand image can really affect a consumer's buying decisions in a growing economy like that of Togo and how successful these two variables can keep businesses going even in the midst a tough competition.

Research objectives

The study was focused on the following broad objectives:

➢ To analyze the factor influencing consumers buying behavior.

➢ To examine the impact of advertisement and brand image on consumer buying behavior

➢ To give suggestions to improve the advertisement techniques.

Research Hypothesis

In the present study the researcher frame four hypotheses to test the effect of advertisement and brand image on consumer buying behavior. In this regard the following null hypotheses are framed:

➢ **H1:** There is a strong significant correlation between advertisement and brand image

➢ **H2:** There is a strong significant relationship between advertisement and consumer buying satisfaction

➢ **H3:** There is a strong significant relationship between brand image and consumer buying

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satisfaction

> **H4:** Advertisement and brand image are strongly and significantly related with consumer buying satisfaction

Review of Literature

Advertisement

The advertising has a foremost and vital impact on purchasing behavior of consumers. It is a big marketing weapon to attract customers and to stay in customer's mind. As a promotional tool advertising also tends to remind, reassure and influence the decisions of the consumers because an advertisement itself enlightens, educates, and persuades consumers on their acceptability of the product offering. Advertisement in such a media as print (newspaper, magazines, billboards, flyers) or broadcast (radio, television, mobile, internet) typically consist of pictures, headlines, information about the product and occasionally a response coupon. Broadcast advertisement on the other hand consists of an audio or video narrative that can range from 15 seconds spots to longer segments known as infomercials, which generally last 30 to 60 minutes. Advertisements can also be seen on the seats of grocery carts, on the wall of airport walkways, on the sides of buses, airplane and train. Advertisements are usually placed anywhere an audience can easily and/or frequently an access visual and/or video. (Busari 2002). There was a time in 60s and 70s when the main target audience of advertisers was house-wives but this gave way to youth being the target of the ads. The focus then shifted to children, which continues even today.

Brand image

Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. In short, it is nothing but the consumers' perception about the product. It is the manner in which a specific brand is positioned in the market. Brand image conveys emotional value and not just a mental image. It is an accumulation of contact and observation by people external to an organization. It should highlight an organization's mission and vision to all. The main elements of positive brand image are- unique logo reflecting organization's image, slogan describing

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organization's business in brief and brand identifier supporting the key values. Brand image is the overall impression in consumers' mind that is formed from all sources. Consumers develop various associations with the brand. Based on these associations, they form brand image. An image is formed about the brand on the basis of subjective perceptions of association's bundle that the consumers have about the brand. Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience.

Consumer buying behavior

The terms 'buyer' or 'consumer' are used both for personal consumers and organizational consumers and refer to two different kinds of consuming entities. Buyer behavior is an extremely important and complex subject for any marketer. Consumer behavior refers to the buying behavior of ultimate consumers, those persons who purchase product for personal or household use, not for business purpose. Studying consumers provide clues for improving or introducing product or services, setting prices, devising channels, creating messages and developing other marketing activities. The aim of marketing is to meet and satisfy target customers needs and wants better than the competitors.

Consumer behavior refers to the mental and emotional processes and the observable behavior of consumers during searching, purchasing, and post consumption of a product or service.

Factors of driving force impact on *customer's buying behaviors*

There are different factors of driving forces influenced on buying behavior of consumers in that it has been found that advertisements and brand image. Advertisements have a great impact on consumers whether it is decision of purchasing the products. Then, before purchasing any product customers / consumers collects information for their proper purchasing decision making activities, hence advertisement is mostly adopted to get information about the products.

In fact, the relationship between advertising and consumer behavior is influenced by various factors, ranging from personal motivation, needs attitude and values, personality characteristics, socio-economic and cultural background, age, sex, professional status to

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social influence of various kinds exerted by family, friends' colleagues and society as a whole. Each person has his / her own standards of judgments and distinct behavior in every aspects of his/ her role as a consumer. But, at the same time, underlying the individual differences there are similarities which make it possible to explain behavior of specific types or groups of people. A careful study of consumer behavior provides the advertiser with deeper insight of his target segments, which in turn proves to be very valuable in strategic advertising decisions, especially in defining the target markets and creating the advertising appeal and message. Advertising has enhanced their involvement in product selection and purchase. Consumers collectively decide with their family members, brand image to be purchased due to exposure of advertisements they like the advertisements of the products and brand image they are already using and believe that the quality of the product is as good as expected from advertisements. It can also be concluded that there is a considerable variation in the perception of both rural and urban consumers on the issue that demand for product purchase is influenced by the advertisements. A good advert should be effective, persuasive and contain the necessary information on the products and brand image and should be used to aid the customers to identify the company's products or service when they are making a purchase decision.

Based on literature review, the conceptual framework for this study as shown in Figure 2.8 proposes that advertising and brand image are some keys driving force for *changing customer's buying behavior.*

Fig. 1: Conceptual Framework
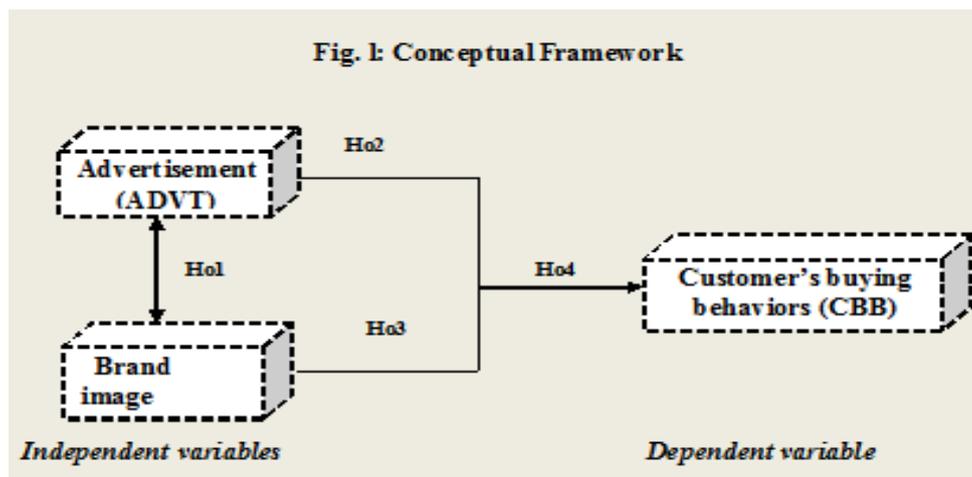
In the conceptual framework, advertising and brand image have a strong positive impact on consumer buying behavior as it's an implied device that can change people's buying

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behaviors positively and consumers are becoming more and more conscious for branded products to show off their personality symbol.

Research Methodology

The research methodology conducted here was a descriptive technique in nature. The technique of sampling used Judgmental sampling. Questionnaire was used to collect the data by using judgmental sampling technique. In this study, a sample of respondents and sampling non-respondents were selected. Thus, suppose that precise estimates for the individual strata are not required. An estimate with a margin of error of ± 0.05 at a 95% confidence level for the area as a whole is sufficient. A preliminary estimate of the proportion is unavailable, so P= 0.5 is assumed. Then with a population of 320 and a response rate of 50% expected, the adequate sample size is determined using Cochran's formula as follow:

Description	Evaluation
Population = 320	
Sample size (SS).	
$SS = (Z\text{-score})^2 * p*(1-p) / (\text{margin of error})^2$	$SS = (1,96^2) * 0,5*0,5 / 0,05^2 =$ $SS = 385$
Sample size (SSadjusted)	
$SSadjusted = (SS) / (1 + [(SS - 1) / \text{population}]$	$SSadj. = 385 / (1 + [(385-1) / 320]$ $SSadj. = 175$
Final adequate. randomly	
$n = SSadjusted + SSadjusted*15\%$	$n = 175 + 175*15\% = 202$

For a population of **320**, the required sample size for a confidence level of 95% and margin of error 5% will be **175**. In this study, a sample of respondents and a sampling non-respondents is selected

According to Donald (1967), Hagbert (1968), Johnson (1959), and Miller and Smith (1983) recommend that the researcher take a random sample of 10-20% of non-respondents to use in non-respondent follow-up analyses. If non respondents are treated as a potentially different population, it does not appear that this recommendation is valid or adequate.

Rather, to compensate for non response or for persons that the researcher is unable to contact, we commonly add 10-20% to the sample size to increase and determine an adequate sample

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size of non respondents for the non-respondent follow-up response analyses. So that, we take a random sample of 15% of 175 and the adequate sample size is **202.**

The data was analyzed using various descriptive statistics tools such as percentage analysis, t-statistics, and correlation and regression analysis to test hypotheses. All the statistical techniques have been applied with the help of Statistical Package for Social Science (SPSS-19).

Statistical tools
Percentage Analysis   Percentage of Respondents $\quad - \quad \dfrac{\text{Number of respondents} \times 100}{\text{Total respondents}}$
Correlation Analysis $$r = \frac{N \sum xy - \sum x \sum y}{\sqrt{N \sum x^2 - (\sum x)^2} \; \sqrt{N \sum y^2 - (\sum y)^2}}$$ Where, r measures the degree of relation that exists between the variables

The percentage refers to special kind of ratio. It is not only to describe relationship but also to make comparison between two or more series of data.

The correlation and regression analysis are used to ascertain the association or relationship that exists between two or more variables.

Data Analysis and Discussions

Following tables which give detail of different structure of questionnaire and detail of control variables such as demographic characteristics of gender, age are addressed:

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Table 1: Respondents Demographics

Gender				
Variables	**Frequency**	Percent	**Cumulative Percent**	**Interpretation**
Male	92	45.54 %	45.54 %	With a total sample size of 202 respondents, 110 were filled by female and 92 filled by male respondents whose percentage is 54.46 % and 45.54 % respectively.
Female	**110**	54.46 %	**100%**	
Total	**202**	**100%**		
Age				
Variables	**Frequency**	Percent	**Cumulative Percent**	**Interpretation**
15-25 years	75	37.13 %	**37.13 %**	Mostly respondents were between the ages of 15-25 years whose percentage is 337.13 %. Following to this 30.69% were of the age group 26-35 years, 22.28 % were of the age 36-45 and 9.9 %16 % were above 45 years respectively
26-35 years	62	30.69%	**67.82 %**	
36-45 years	45	22.28 %	**90.10 %**	
above 45 years	20	9.9 %	**100 %**	
Total	**202**	**100 %**		

Source: developed by author

Reliability Analysis

The Cronbach alpha values of the variables under study are highlighted in the Table 2 below.
The reliability coefficient (Cronbach Alpha) of the variables exceeded the minimum acceptable level of 0.70 (Nunnally & Bernstein, 1994).

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Table 4 :   Reliability statistics of the study variables

Reliability statistics		
Variables	**No. of items**	**Cronbach Alpha**
advertisement (ADVT)	5	0.77
Brand image (BI)	4	0.88
consumer buying satisfaction (CBS)	5	0.81

Source: developed by author

The results of the test indicated that the data collected from the respondents were very much reliable because all the Cronbach's alpha coefficients ranged of the study between 0.77 and 0.87 and which are within the minimum acceptable value of .70)

Data analysis : Hypotheses analysis and results interpretations

H1: There is a strong significant correlation between advertisement and brand image

Table 2: Mean and standard deviation and correlation of opinions regarding impact of advertisement on brand image

Descriptive Statistics				
Consumers opinions regarding impact of advertisement on brand image	Mean	Std. Deviation	T-Value	SIG.
Buyers often want products seen in Advertisement	1.45	0.48	0.58	0.12
Effect/impact of advertising can change as brand grows older	2.70	0.87	1.21	0.038
Advertising gives room for brand image /product comparison	1.88	0.43	0.64	0.10
No product can survive competition without intensive advertisement	2.81	0.78	1.05	0.042

All data measured on five-point scales (1.00= to very low, 5.00= to very high), higher ratings are more favorable.

Hypothesis	Model	R	R Square	Adjusted R Square	F	SIG.	Findings
H1	1	0.412	0.344	0.276	140.223	0.012	Rejected

Summary statistics of the mean and standard deviation view that all of four items not exceed

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3.0 on a five-point scale : No product can survive competition without intensive advertisement (Mean =2.81, Std Dev. = 0.78, t- Value= 1.05 . p-value = 0.042 < 0.05), the advertising can change as brand grows older (Mean = 2.70, Std Dev. = 0.87, t- Value= 1.21 . p-value = 0.038 < 0.05) , the advertising gives room for brand image /product comparison (Mean = 1.88, Std Dev. = 0.43, t- Value= 0.64 . p-value = 0.10 > 0.05) and buyers often want products seen in advertisement   (Mean = 1.45, Std Dev. = 0.48, t- Value= 0.58 . p-value = 0.12 > 0.05). Generally respondents disagreed with the opinions regarding the impact of advertisement on brand image.

The R Square value = 0.344 < 0.7 tells us how the two variables are not strongly and significantly related. So, the researcher rejected hypothesis H1 which says that there is a strong significant correlation between advertisement and brand image

H2: There is a strong positive significant relationship between advertisement and consumer buying satisfaction

Table 3: Mean and standard deviation and correlation of opinions regarding impact of advertisement on consumer buying satisfaction

Descriptive Statistics				
Consumers opinions regarding impact of advertisement on customer buying behavior	Mean	Std. Deviation	T-Value	SIG.
Consumers feel that exposure to ads has enhanced my involvement in purchasing	3.08	1.012	1.58	0.02
Consumers engage in the process of buying advertised products	3.55	1.108	1.31	0.001
Ads help me to find the best products	3.96	0.814	1.64	0.000
Ads induce customer to buy products for enjoyment even though he does not require them	3.61	0.913	1.15	0.000

All data measured on five-point scales (1.00= to very low , 5.00= to very high), higher ratings are more favorable.

Hypothesis	Model	R	R Square	Adjusted R Square	F	SIG.	Findings
H2	1	0.948	0.844	0.821	240.312	0.002	Accepted

Summary statistics of the mean and standard deviation view that all of four items exceed 3.0 on a five-point scale: Ads help me to find the best products (Mean = 3.96, Std Dev. = 0. 814,

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t- Value= 1.64 . p-value = 0.000 < 0.05), Ads induce customer to buy products for enjoyment even though he does not require them (Mean = 3.61, Std Dev. = 0.913 , t- Value= 1.15, p-value = 0.000 < 0.05) , the consumers engage in the process of buying advertised products (Mean = 3.55 , Std Dev. = 1.108 , t- Value= 1.31 . p-value = 0.001 < 0.05) and consumers feel that exposure to ads has enhanced my involvement in purchasing (Mean = 3.08, Std Dev. = 1.012, t- Value= 1.58 . p-value = 0.02   < 0.05). Generally respondents agreed with the opinions regarding the impact of advertisement on consumer buying satisfaction

The R Square value = 0.844 > 0.7 tells us how the two variables are strongly and significantly related. So, the researcher accepted hypothesis H2 which says that there is a strong significant correlation between advertisement and consumer buying satisfaction

H3: There is a strong significant relationship between brand image and consumer buying satisfaction

Table 4: Mean and standard deviation and correlation of opinions regarding impact of brand image on consumer buying satisfaction

Descriptive Statistics				
Consumers opinions regarding impact of brand image on customer buying behavior	Mean	Std. Deviation	T-Value	SIG.
Purchase the product on the basis of brand name	3.51	1.044	1.08	0.000
Quality of product is as good as expected from brand image	3.74	0.784	1.13	0.000
Consumers feel brand image make them purchase of the products easier	3.68	0.772	1.06	0.000
Consumers or Buyers mostly purchase products shown through brand image	3.94	0.902	1.35	0.000

All data measured on five-point scales (1.00= to very low , 5.00= to very high), higher ratings are more favorable

Hypothesis	Model	R	R Square	Adjusted R Square	F	SIG.	Findings
H3	1	0.898	0.876	0.811	231.410	0.000	Accepted

Summary statistics of the mean and standard deviation view that all of four items exceed 3.0 on a five-point scale : Consumers or Buyers mostly purchase products shown through brand image (Mean = 3.94, Std Dev. = 0.902, t- Value= 1.35 . p-value = 0.000   < 0.05), Quality of

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product is as good as expected from brand image (Mean = 3.74, Std Dev. = 0.784, t- Value= 1.13 . p-value = 0.000 < 0.05) , Consumers feel brand image make them purchase of the products easier (Mean = 3.68, Std Dev. = 0.772, t- Value= 1.06 . p-value = 0.000 <0.05) and purchase the product on the basis of brand name (Mean = 3.51, Std Dev. = 1.044, t- Value= 1.08, p-value = 0.000 < 0.05). Generally respondents agreed with the opinions regarding the impact of brand image on consumer buying satisfaction

The R Square value = 0.876 > 0.7 tells us how the two variables are strongly and significantly related. So, the researcher accepted hypothesis H3 which says that there is a strong significant correlation between brand image and consumer buying satisfaction

H4: Advertisement and brand image are strongly and significantly related with consumer buying satisfaction

Table 5: Estimates from the OLS Regression Analysis of Advertisement (ADVT) and brand image (BI) (CBS)on consumer buying satisfaction

Correlation Matrix			
Hypotheses	AVT	BI	CBS
AVT	1		
BI	** 0.019	1	
CBS	*0.789	*0.739	1

** At 5% level of significance   * At 1% level of significance

Sources	Sum of Squares	df	Mean Square	F	Sig.
Regression	32.595	2	10.226	284.555	0.000
Residual	3.515	1	3.515		
Total	36.11	3			

- Number of observations: 3
- F (5, 1) = 284.556
- R Square = 0.899
- Adjusted R Square = 0.895
- Durbin-Watson statistics = 0.824
- Standard error of the estimate = 1.8749

Hypothesis	Variables	Regression Coefficients	Std. Error	t	Sig.	Findings
H4	Constant		0.530	-0.847	0.405	
	ADVT	0.869	0.145	4.582	0.000	Accepted
	BI	0.775	0.099	6.582	0.000	

a. Predictors: (Constant), Advertisement, Brand image

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Correlation coefficients (Pearson Correlation) have been calculated between all the variable pairs. Therefore, Advertisement (ADVT) was positively and no significantly related with Brand image, BI ($r = 0.019 < 0.7$, $p < 0.05$). However Advertisement (ADVT) and Brand image (BI) were positively and strongly correlated with role Consumer Buying Behavior ,CBS,   ($r = 0.789$, $p < 0.01$ and $r = 0.7, 39$, $p < 0.01$) .

The following observations may be made on the basis of regression results obtained for Model .The multiple regression model with CBB as dependent variable has a coefficient of determination of 0.998 with a standard error of the estimate of 1.8749 (Model). Observed F statistics of the model (F = 284.556, p= 0.000 < 0.05), is 0.000 and it is significant at 5% level. This indicates that all two independent variables, advertisement (ADVT) and brand image (BI) have a strong significant influence on the consumer buying behavior (CBS), at 5% level. Specifically, among the explanatory variables, the regression results confirmed the significant impact of advertisement (ADVT) and brand image (BI) on customer buying satisfaction (CBS): β = 0.869, p < 0.05 and β = 0.775, p < 0.05 respectively. Therefore, the researcher accepted hypothesis H4 which says that advertisement and brand image are strongly and significantly related with consumer buying satisfaction.

Suggestions of the Study

The study suggests that consumers mostly like the advertisement which has enhanced their involvement in product selection and purchase. As advert campaigns are relayed from different service providers, the adverts should be used to aid the customers to identify the company's products or service when they are making a purchase decision. The company should also ensure that advertising agencies place their product adverts on stations and places where the consumers will easily identify with them make a purchase. A good advert should be effective, persuasive and contain the necessary information on the products. Thus, brand image has strong positive impact on consumer buying behavior as it's an implied device that can change people's buying behaviors positively and consumers are becoming more and more conscious for branded products to show off their personality symbol. Advertisement also has positive impact on consumer buying behavior. After these results and finding we can summarize this research that if people will be well aware about the brand and they have good

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brand perception, loyalty and association then automatically brand image will be more and stronger in their minds and that brand will become the part of their buying behavior.

Conclusion

This study examined the relationship to examine the relationship between advertisement . brand image and Consumer For this purpose survey questionnaire buying behavior. For this purpose survey questionnaire method was used and through non probability convenient sampling technique responses of respondents collected . After applying all necessary SPSS tests results revealed that advertisement and brand image have great impact on buying behavior of customers. Before purchasing any product customers/ consumers collects information for their proper purchasing decision making activities, hence advertisement is mostly adopted to get information about the products. In the light of this study we can say that now day's advertisement is a big marketing weapon to attract your customers and to stay in customer's mind.

This research provides the insight to the companies and business that how they can make better their marketing and promotional tools to capture their customers. With the help of this study Marketing Managers of companies can understand that how important a brand image and advertisement is to boost up any business. This is a real picture of society that advertisement and brand image playing a crucial role to change the people's buying behavior and maximum number of consumers are attracted towards the marketing strategy through advertising and brand image. In addition this study can be more accurate in future. As this study was financial constrained which is only limited to Togolese people so Sample size can be increased and a longitudinal study could be study in near future. As managerial implications this research help managers and decisions makers to understand that how important a brand image and advertisement is to boost up any business. This research also provides them the insight to make better their marketing and promotional tools to capture their customers. In this way advertisement and brand image are as the key driving force for changing customer's buying behaviors

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