CATHOLIC UNIVERSITY COLLEGE OF GHANA

"RICE BRANDING AND CONSUMER BEHAVIOUR ON RICE

PURCHASE": A CASE STUDY OF SELECTED CONSUMERS OF RICE

IN THE BEREKUM MUNICIPALITY OF THE BONO REGION

ENOCH ARTHUR

2020

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BY

ENOCH ARTHUR

Dissertation submitted to the Faculty of Economics and Business

Administration, Catholic University College of Ghana, in partial fulfillment of

the requirements for the award of Master of Business Administration degree in

Marketing

JULY 2020

DECLARATION

Candidate's Declaration

I hereby declare that this dissertation is the result my own original research and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature: ……………………………. Date…………………..

Name: Enoch Arthur

Supervisor's Declaration

I hereby declare that the preparation and presentation of this dissertation were supervised in accordance with the guidelines on supervision of dissertation laid down by the Catholic University College of Ghana.

Supervisor's Signature: ………………………… Date: ……………………..

Name: Mr. George Kafui Agbozo

ABSTRACT

The purpose of this research is to study "Rice branding and consumer behaviour in rice purchasing". The objective of the study included identifying the various brands of rice in the Berekum Municipality, assess consumer awareness of the various brands of rice in the municipality, to examine how rice branding influence consumer preferences in the municipality and assess how the perceived quality affects quantity of rice purchased by consumers. The sample size for the study is made up of two hundred (200) consumers. The study revealed that consumers prefer to buy the foreign branded rice than the locally produced ones. Consumers also consider the quality of rice before making a buying decision. It is considered a priority for marketers to know the reasons behind the purchasing intentions of consumers towards their products. From this study, it is clear that consumers purchase branded imported rice due to its high quality. Product quality is a key factor in assessing purchase intention. It is a continuous process of improvement that the continuous changes increase product performance and consequently the satisfaction of customers' needs. Brand awareness and brand recognition play a larger role in the consumer purchase decision than one may think. Brand recognition is an asset that not only adds long-term value, but it can also lead consumers to an actual sale. The researcher recommends that producers of local rice should improve on the branding and quality of local rice so as to attract consumers.

ACKNOWLEDGEMENTS

DEDICATION

To my wife and children.

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CHAPTER ONE

INTRODUCTION

Rice (Oryza sativa L.) is one of the most important food crops as it is consumed by more than half of the world's population. Despite its importance, the international rice market is considered a "thin" market; it is highly segmented because rice consumers have very specific preferences. The definition of "premium-quality" rice is largely dependent on the socioeconomic context of consumers, with data suggesting that even lower income classes are increasingly conscious of food quality.

Rice quality is judged based on attributes, which could be classified several ways. Product characteristics could either be intrinsic such as taste, texture, or color; or extrinsic to the product, such as packaging, brand, or label. Another attribute classification distinguishes between search, experience, and credence attributes. Search attributes are available for product evaluation before purchase, such as price, appearance, brand, and packaging.

Experience attributes can be evaluated only upon product experience, thus, after purchase or product use—examples are taste, texture, ease of cooking, and swelling capacity. Credence attributes are attributes that consumers cannot evaluate or verify themselves. Instead, they rely on people or institutions, such as government controls or industry claims. Attributes relating to production, processing, and product contents are typical examples of the credence-type attributes. In this paper, we will focus on intrinsic search and experience attributes, such as visual and physicochemical grain properties. It is argued that measuring such properties objectively is difficult but relatively high

throughout the methods have been developed to conduct measurements of a number of rice quality parameters.

The purchasing process to buy a particular brand or product is affected by various factors such as price of the product, design, packaging, knowledge about product, quality, celebrity endorsement, fashion and sometimes family relation as well (Shafiq et al., 2011). In developed countries of the world, the retail market is mature (Berner et al., 2001). But in Asian markets like Japan, China, India and South Korea, the people of these countries are sensitive about product or brand and have some questions in their minds such as what the brand offers? And how the brand fulfills their needs (Anholt, 2000).

Background to the Study

Branding, like any other concept, has evolved over time: from the days when sheep of one herd started to be branded to distinguish them from another herd to the current era when everything, from water and flowers to clothes and food, is branded. Throughout these times, there have been numerous theories to describe and explain the underlying nuances.

As branding has evolved, brands have become more subjective – more about perception and accumulated meaning. Our conception of what a brand is has become more and more complicated, difficult to define, and hard to pin down with a single definition.

A single brand means something unique to each person – be it a current consumer, potential consumer, employee, recruit, or just within the world at large. Brands are dynamic and they can play a different role depending on who they interact with and when. Some people connect with certain aspects of a brand, while others connect meaningfully with another. And often times, a

person's relationship with a brand can really develop – increasing trust, loyalty, meaning, and engagement. Smart and successful brands work on reaching all the different audiences who matter to their business and aim to further their brand relationships with each individual.

The objective of branding strategy is to create alternatives that are differentiated from the competition, thereby reducing the number of substitutes in the marketplace. When high brand equity is achieved through brand differentiation, it allows the company to increase prices thereby improving profitability. Branding strategies are built on the interdependent frameworks of competitive brand positioning, value chain development, and brand equity management.

Purchase intention is the one of the most common concepts that has been studied by several marketing researches. Shah et al. (2012) showed that behaviour intention of the customer to buy a specific brand can be formed through the attitude about the brand and through recognizing the steps of some extra brands. Crosno, Freling and Skinner (2009) reported that purchase intention is the effectiveness of buying a particular brand in a product category during the purchase process.

Statement of the Problem

According to Denmark (2010), the concept of corporate brand is vital and draws synergy between organizational resources (human, fixed resources, tangibles and intangibles) and the strategic objectives of the organization to achieve success among competitors. In this regard, after achieving success through corporate branding, maintaining and managing the brands reputation becomes integral to be the market leader. Companies as a service provider needs

to provide services that really satisfy consumers' expectations in ensuring that the company survives economically. In order to achieve this feat, they need to understand consumers' switching behaviour in order to help them evaluate the product or service being offered.

A good portion of the research on brand is devoted to building better understanding in the area of brand choice; brand switching, brand loyalty and brand extension (Moore et.al 2008). There is an association between brand loyalty and continues demand. This is because a satisfied customer buys more and buys longer (Schultz, 2005).

The perception that Ghana has low average annual rice consumption per capita, compared with most West-African countries, is a notion of the past. The annual per capita consumption of rice in Ghana over the last decade has been increasing; from 17.5-kg during 1999–2001 to 24-kg during 2010–2011 (MOFA, 2012). The per capita consumption of rice in 2012-2014 was estimated at 32kg-35kg. Consumption of rice in Ghana is projected to reach its mile stone of about 63kg in the year 2015 (MOFA, 2014). Rice consumption in the mid-year of 2014/2015 was estimated at 950,000 metric tons up from 850,000 metric tons in the mid-year of 2013/2014 (MOFA, 2014).

Domestic production of rice in Ghana has been less than consumption needs, for a long period of time. Rice is by every account an important crop in the Ghanaian staple diet and its availability throughout the year is of great importance. Locally cultivated rice is often unattractive to prospective buyers or consumers and sometimes not available to them at all.

In a survey of rice preferences, the proportion of respondents reported that they regularly purchase or consume local rice in the three (3) major cities,

Tamale, Accra, Kumasi, and consumption was at 74%, 40% and 38% respectively (Bam et al, 1998).

Nationally, there is a preference for imported rice (although in Northern Ghana the local parboiled rice is preferred). Local raw rice generally does not appear to compete well with imported rice, yet it is still preferred by many consumers for the preparation of local dishes.

A good number of research works has been done on rice production, distribution and consumption in Ghana, but the extent to which the various brands of rice affects purchase intentions of Consumers remains a critical area that needs a thorough investigation.

It is for this reason that, this study is undertaken to study "Rice Branding and Consumer Behaviour in Rice Purchasing".

Purpose of the Study

The purpose of this research was to study "Rice Branding and Consumer Behaviour in Rice Purchasing".

Objectives of the study

1. To identify the various rice brands in the municipality

2. To assess consumer awareness of the various brands of rice in the municipality.

3. To examine how rice branding influence consumer preferences in the municipality.

4. To assess how the perceived quality affects quantity of rice purchased by consumers.

Research Questions

1. What are the various rice brands in the municipality

2. What is the level of consumer awareness of the various brands of rice in the municipality?

3. How does rice branding influence consumer preferences in the municipality?

4. How does the perceived quality of rice influence the purchase intentions of consumers?

Significance of the Study

In recent times, consumers choose their favourable and familiar brands due to the rise in their consciousness. Consequently, the businesses in order to compete with others must create love for their brands in the minds of consumers. Brands primarily connect an organization and its consumers. Often, a brand stands as a symbol for vision, mission, quality and success of an organization (Kotler, 2012). Brands are often given human traits and persona to influence consumers (Kim & Kramer, 2015). Moreover, loyalty to a particular brand is a very complex and hybrid concept which encompasses behaviour and attitude of consumers to the brands and the relation of the brand loyalty with desire to be loyal to the brand (Kalauz, Ević & Tratnik, 2011).

If an organization has a successful brand awareness, it means that the products and services of the organization have a good repute in the market and simply acceptable (Gustafson & Chabot, 2007). The awareness of the brand plays a significant role while purchasing a product or service may have control on perceived risk evaluation of consumers and their level of assurance about the buying decision due to awareness with the brand and its uniqueness.

There must be a consideration of brand while making a decision to purchase a product or service, if there is nothing to be considered, the

probability is that there is nothing to be chosen (Baker W, J, & Nedungadi, 1986). Brand awareness creates a great association in memory about a particular brand (Stokes, 1985). Creating a strong brand image in the consumer's mind depends on the creation of an optimistic brand assessment, reachable brand approach, and a reliable brand representation (Farquhar, 1989). The importance of brand awareness in the mind of the customers can be evaluated at various stages e.g. recognition, recall, top of mind, brand dominance (they only call that particular brand), brand knowledge (what brand means to you) (Aaker, 1996). Some of the consumers can make rule to purchase only those brand which are famous in the market (Keller, 1993).

The customers can become the loyal to the brand due to its uniqueness, its taste, and feel easy by using that particular brand, and they also have enough knowledge about that brand and feel confident while make a purchase or may be due to price factor etc. Brand loyalty is very important for the organization to meet its objective so the organization tries to make its customers happy and also resolve the problems if they feel related to their particular product and service.

Consumers' feelings consist of personal liking and impulsive situation express that consumers' purchase intention differ due to variation in a situation e.g. prices increase more than the customers' expectations (Kotler, 2003). Brand awareness increases the brand loyalty, consumers' confidence as well as consumers' purchases intention (Aaker , 1990).

This research therefore, will be very beneficial to all producers and distributors of the various brands of rice in the area of customer's loyalty creation. It will also equally be beneficial to other service providers in branding

and customer loyalty creation. With this, they will remain very strong and competitive.

Companies are scrambling to boost brand equity and keep their current customers rather than devoting additional resources to chase potential customers. It is indeed very expensive to attract new customers but relatively cheaper to maintain current customers. The key to ensuring this lies in the creation of strong brands and a sound knowledge and understanding of your brand.

Delimitation

The study was carried out in the Berekum Municipality of the Bono Region of Ghana. The target population consists of all purchasers of rice in the Berekum Municipality.

This research included people age 18 and above in the Municipality since they are regarded as matured and have the purchasing power for rice for themselves and their families. The study covered all brands of rice available and used by consumers in the Berekum Municipality.

Limitations

Limitations of the study cannot be overlooked since participation in this study was not compulsory and those who did not want to participate might have being the ones who could give crucial information. Due to time constraints, not more than Two Hundred (200) people were considered for the study. Another limitation was that, some responders did not answer all the questions that were asked. There was also a possibility that some participants lied intentionally in order to paint a bad or good picture of the situation. Resource constraints were a significant limitation. The researcher was unable to get information such as

regional market share, overall industry trends and other relevant information that would have added great value to the research. This limited the intensity of the spread of the area of coverage for the study.

Definition of Terms

Key words: Brand, Branding, Brand Awareness, Consumer, Consumer Behaviour, Consumer Awareness, Purchase intention.

Brand: A Brand is a name, term, symbol or design or a combination of them, which is intended to identify the goods and services of a seller or a group of sellers and to differentiate them from those of competitors. It facilitates easy advertisements and publicity, creates special consumer preference over the product and helps increase sales.

Brand awareness: It describes the degree of consumer recognition of a product by its name. Creating brand awareness is a key step in promoting a new product or reviving an older brand. Ideally, awareness of the brand may include the qualities that distinguish the product from its competition. Brand awareness is the extent to which a brand is recognized by potential customers and correctly associated with a particular product or service.

Consumers: A consumer is one that buys goods for consumption and not for resale or commercial purpose. The consumer is an individual who pays some amount of money for the thing required to consume goods and services.

Consumer awareness is an act of making sure the buyer or consumer is aware of the information about products, goods, services, and consumers rights. Consumer awareness is important so that buyer can take the right decision and make the right choice.

Consumer behaviour: Consumer behavior refers to the mental and emotional process and the observable behavior of consumers during searching, purchasing and post consumption of a product or service. It involves study of how people buy, what they buy, when they buy and why they buy.

Purchase intentions: Purchase intention is the preference of consumer to buy the product or service. In other words, purchase intention has another aspect that the consumer will purchase a product after evaluation.

Organisation of the Study

For a systematic and comprehensive work, the study was divided into five chapters.

Chapter One covers the Introduction on the Background to the study, Statement of the problem, Objective of the study, Research questions/hypotheses, Significance of the study, Delimitation, Limitations, Definition of terms and the Organization of the study.

Chapter Two is concerned with Literature Review with related works (Empirical Evidence) and theoretical framework, and/or conceptual framework. With regards to this the following issues have been reviewed brand, branding strategies, consumer behaviour and branding, and consumer behaviour towards the various brands of rice, among others. It purpose is to throw more light on the various theories and concept surrounding what branding is as well as consumer behaviour and the effect of branding on consumer behaviour in rice purchasing.

Chapter Three deals with the methodology that was adapted in arriving at the research data and the description of the research data. It was done under the following headings: Introduction, Study Area, Study Type and Design,

Population, Sample and Sampling techniques, Instrumentation, Data Collection Procedure, Data Analysis Plan, Ethical consideration.

Chapter Four focuses on the presentation of results and discussion. This chapter shows the findings from the analysis of the data gathered and their discussions to test the various research questions stated. The data is also interpreted by relating it to relevant literature.

Chapter Five is about the summary, conclusions and recommendations. Portion of the research presents the overview of the entire study.

CHAPTER TWO

LITERATURE REVIEW

Introduction

This chapter provides the relevant literature and theoretical/conceptual framework to the study. It critically analyses the research topic and is the key process of any research project as it allows the research to be placed in the context. The various sections presented here include: empirical review and the conceptual framework to the study. Data was collected from various sources such as textbooks, journals, magazines and websites.

DEMOGRAPHIC
Perceived Economic Situation
Age

INTRINSIC CUE
Perceived Quality
Perceived Value
Perceived Risk

EXTRINSIC CUE
Brand
(Advertisement, WOM)
Perceived Price

Satisfaction

Dissatisfaction

ATTITUDE

PURCHASE INTENTION
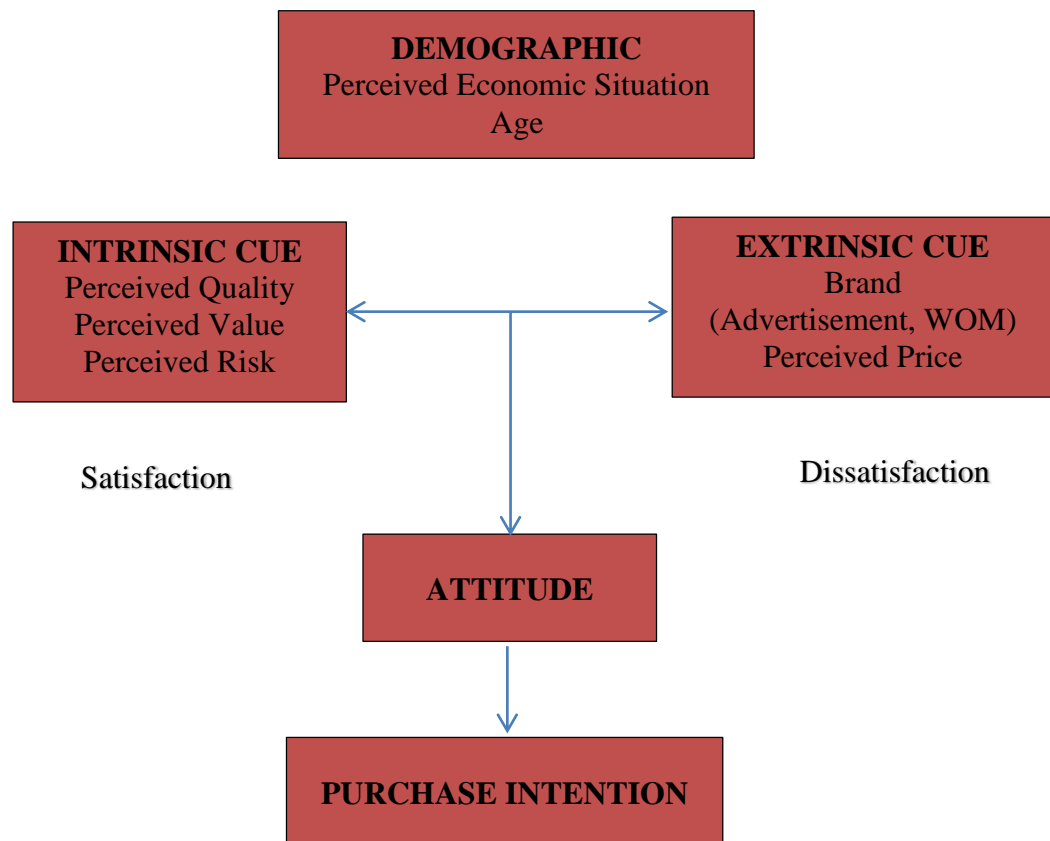
Figure 1: Theoretical framework

Source: Author's construct (2020)

Brands and branding are by no means a new phenomenon, neither for academics nor the business world. It is possible to trace back the use of brands

all the way to the Stone Age, when hunters used weapons of specific "brands" to succeed in the hunt (Almquist & Roberts: 10). It was during the 16th century, however, that brands similar to those we see today have started to take shape. Some of the earliest-known brands were established by the English ceramist Josiah Wedgwood and the French fashion designer Rose Bertin (Burke, 1996; de Paola, 1985). Since the 18th-century England and France, there has been a massive development of the knowledge, procedures, and theories within branding. Contemporary branding theories have their origin and evolutionary starting point in the mid-20th century, primarily due to the development of commercials in mass media (Farquhar, 1995: 10).

This development will be the subject of this research. The increased importance of branding has augmented the attention to the theories behind the concept, and this has led to an abundance of branding literature. However, the current literature suffers from a lack of consensus, since there are several different streams that are contradictory to each other and have little, or nothing, that links them together. This calls for a new integrated framework to describe the current theories and explain how they are interconnected.

Branding theories are often examined as isolated events where mutual influences between the concepts are neglected. The literature is surprisingly scarce when explaining the evolutionary development in branding or identifying the cause and effect in the evolution of branding theories. Nevertheless, some authors, most notably Holt (2004) and Roper and Parker (2006), have contributed to describing the evolution of branding. Their efforts have contributed to simplifying and summing up the existing theories; however, they mainly focused on classifying the theories into groups, and a limitation of their

studies resulted from the representation of the development of branding as isolated events. Thus, there is a need to go beyond the current literature and explore the causal connections among the different theories, since these have not yet been investigated.

For a long time, an uncertainty existed as to how much companies should emphasize their brands and how much the average customer cared about those brands. Hence, it became vital for marketers to establish through research how important brands were in the purchasing process. This challenge was accepted by Marquardt et al. (1965) when they decided to investigate this issue by focusing on an everyday product. The results revealed that consumers wanted products with a well-known brand and that only 25% of the respondents did not pay attention to the brand at all, instead considering the price as the most important factor in buying the product.

The Concept of Brand and Branding

A lot of people including those in Branding sector struggle with answering the question: what is a Brand? David Ogilvy, the "Father of Advertising," defined brand as "the intangible sum of a product's attributes." The Dictionary of Brand defines brand as "a person's perception of a product, service, experience, or organization." (https://www.emotivebrand.com/defining-brand/).

Marty Neumeier, author and speaker on all things brand, defines brand by first laying out what a brand is not: "A brand is not a logo. A brand is not an identity. A brand is not a product." Neumeier goes on to say that "a brand is a person's gut feeling about a product, service, or organization." (https://www.emotivebrand.com/defining-brand/)

A successful brand is one of the most important assets to many businesses (Broyles et al., 2009; Esch et al., 2006; Pappu & Quester, 2006; Keller & Lehmann, 2006).

The concept of branding has been variously explained and discussed by researchers, pundits and the learned in the business discourse and academia.

Branding has been defined as the use of identifiable variable like attractive names, symbolisms, terminologies (slogans), terms, signs and in an extended version, the combination of all the aforementioned variables with the intent of associating it with particular services and products in an organization which is distinctive from competitors' brand (Bennett, 1995). Branding has been in existence hitherto large commercial activities (before the industrial revolution) to identify one product from the other particularly among the artistic workers. A brand that is meticulously planned and executed dominates the subconscious minds of consumers who do not struggle to recall them whenever the need arises and hence has become a vital tool for business organizations to break into every market. For instance, in Ghana, popular names like MTN, Vodafone, Airtel, Tigo and Glo come into their mind when mobile networks are mentioned. Also, when the name Nestles comes to mind, beverage is what people think about. In that accord, the American Marketing Association (2014) asserted that products and services are branded to bring out the uniqueness of the product making it different from other products and services of competitors within the industry the organization finds itself.

The American Marketing Association (2014) emphasized that products and services can be branded using a name, symbol, logos, terms, designs and can be a combination of these variables. Researchers such as Watkins, (1986),

Aaker, (1991) and (Kotler, 2000) adheres this definition. Through branding, customers develop an emotional connection with the product and the organization. When individuals develop emotional attachments with the product of the organization, it becomes easy for the product to be identified with an increasingly choked market.

Communicating the brand of a product to potential customers is very important. Proper communication measures make it easy for potential customers to understand and associate themselves with a particular brand. Communication removes all ambiguities concerning the purpose of a brand and easily creates brand awareness. Branding qualifies a product to become more than a product because of the emotional and mental connection they develop (Kapferer 2008; Kapferer, 1992).

Formally, branding was defined as names, associations and other ingredients that are used to identify a product (Kotler 2012). Potential and aggregate consumers see branding as an integral part of every product, assign meaning to it and in the long run producers or service providers win the heart of their customers through branding. When a brand is perceived to be of high quality, there is still prestige highlighted on that product. Based on this finding, it is obvious that brands have an immense role on consumer's behaviour and therefore its effect will make consumers to shift from one brand to another.

History of Branding

In the late eighteenth and early nineteenth centuries, through improvement of production processes, transportation, and communication, the industrial revolution led to the development of international trade among countries (Jones & Morgan, 1994; Keller, 2008). Domestic manufacturers

expanded their businesses to buyers in foreign countries, beginning to use a trademark for consumers to recognize, and to differentiate their products or service from those of global competitors (Moore & Reid, 2008).

A trademark refers to any distinctive word, design, or non-descriptive mark attached to goods or services (Cohen, 1986). According to the American Marketing Association, between the nineteenth to early twentieth century, a brand was regarded the same as a trademark (e.g. a name, sign, logo, and symbol) (Kotler & Keller, 2006).

The purpose of branding during this period of time was to reinforce the perceived value of a product through positive associations that consumers have with it (Farquhar, 1989). The earliest U.S. branding pioneers were Levi Strauss & Co. (founded in 1853), Heinz (1869), Coca-Cola (1886), Tylenol (1893), Nabisco (1898), and Marlboro (1902). These brands defined their identity through associations with their products' performance, tangible attributes, originality, and culture (Keller, 2008).

In the twentieth century, the purpose of branding evolved from associations with tangible product features to intangible, symbolic features emblematic of personality and lifestyle (Gobé, 2001; Healey, 2008; Moore & Reid, 2008; Neumeier, 2006; Schmitt, 1999). Traditional marketing focused on creating brands that provide tangible benefits through product features and quality; whereas, recent marketing has focused on intangible aspects of branding, tapping into sensory and emotional elements of brand experience (Gobé, 2001; Pine & Gilmore, 1999; Schmitt, 1999). Therefore, providing consumers with a deep emotional experience, associated with a brand, became increasingly important for brand managers seeking to obtain positive responses

from consumers (Carroll & Ahuvia, 2006; Gobé, 2001; Healey, 2008; Roberts, 2004, 2006; Thomson et al., 2005).

A Brand is a unique element (e.g., name, symbol, and design) that identifies the products or services of one organization from those of competitors, and contributes to enhancing the value of the offerings (Aaker, 1991; Farquhar, 1989; Solomon & Stuart, 2002). Therefore, Branding is the process of using a name, symbol, design, and experience to differentiate goods or services by providing distinct images, associations, and experiences related to the offerings and firms (Neumeier, 2006; Schmitt, 1999). A consistent image, positive associations, and favorable attitudes formed from memorable experiences are essential in building a strong brand (Farquhar, 1989). Branding benefits both businesses and consumers in a variety of ways.

Branding Strategies

The globalization of production and the chain of multinational companies have influenced companies to develop strategic branding tools that are executed through specific goals, the culture of the organization and the chain of command within the organization. Brands of organizations can range from visuals (logos, symbols, colours, the physical edifice of the organization and the likes) to audios (jingles, composed songs, recitals and others) and also be grouped under tangible and intangible elements of branding (Davies, 2000).

In addition, Davies (2000) mentioned five strategic branding strategies; positioning, brand extension, the channel through which distribution takes place and pricing.

The positioning of product is essential and deals with its uniqueness, sustainability, credibility and the value that customers' get for their money and

depending on the level of satisfaction the customer gets, the more they are drawn to the product. Positioning also elucidates the product direction and the basis for the product and in a pursuing new market, communicating and setting prices as well as gives clarity and guidance for internal employees. "The value of branding has also been recognized by suppliers who produce ingredients or components that are incorporated into final products" (Norris, 1992). Further studies also show an analogy between branding strategy and strategic pricing.

The author is of the view that premium strategy also has price tendencies. This implies that when companies invest in strategic branding it would win customers even in the face of higher service charges (Davies, 2000).

Brand Equity as a Strategy

Bonne and Kurtz (2005) stipulated that Brand Equity refers to the additional value that the brand of a product adds to a particular product as against its substitutes. Hence, industries can deploy measures such as providing healthcare screening among others, for their customers which is outside their main stream action of work.
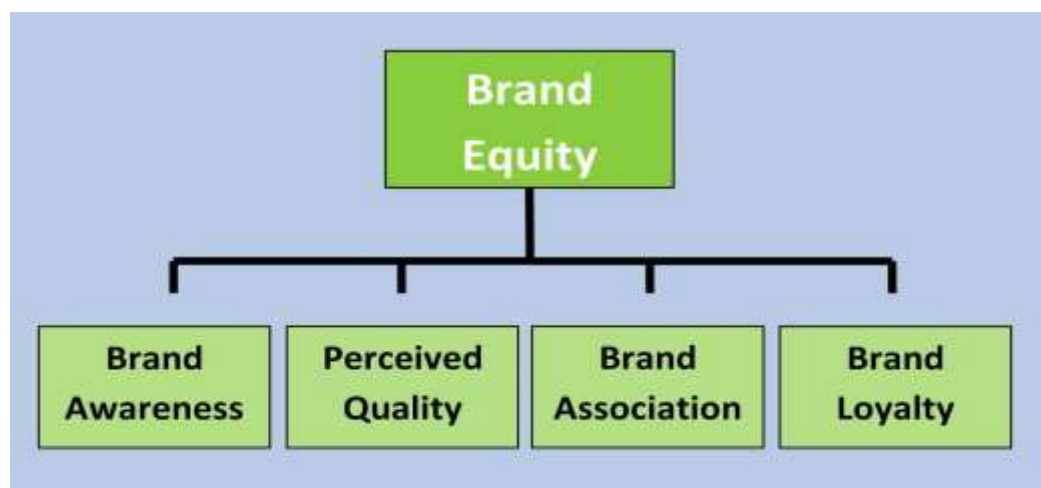
Figure 2: Elements of brand equity

Source: Field data (2020)

Core Identity

Core Identity is another strategy a company can use, this involve the deployment of sophisticated technology to provide the needs of individuals, corporate and government market and this helps to enter other market segment in the future therefore building the brand knowledge of customers should be taken into consideration.

Consumers View on Branding

Branding undoubtedly adds a significant amount of value to a particular product that instigates consumers to purchase it. This unseen value is delivered together with the physical product that customers buy from cosmetic shops, groceries, convenient shops, telecommunication industries and among others. Consumers, prior to acquiring a product, develop a perceived level of expected satisfaction or experience through the brand of the product especially when they understand the brand of the organization. A vivid example is, before a potential customer purchases an Apple product, they are assured of originality, quality, having a good experience and prestige for the brand of Apple. A special attachment both emotional and mental is developed by the customer towards the brand. Similarly, some of the vibrant industries in Ghana can possibly adopt these strategies; low cost of product, promotional packages, and other aspects of dealing with value addition. From the foregoing, it can be said that branding and customer buying behaviors are mutually related.

Empirical Review on Branding

According to Denmark, (2010) the concept of corporate brand is vital and draws synergy between organizational resources (human, fixed resources, tangibles and intangibles) and the strategic objectives of the organization to

achieve success among competitors. In this regard, after achieving success through corporate branding, maintaining and managing the brands reputation becomes integral to be the market leader. Bickerton, (2003) considered the emerging focus in both academic and practitioner literature on the concept of the corporate brand and argues that the underlying generative mechanisms and processes that enable successful corporate brand management are not clearly understood.

Denmark, (2010) argued that, there are floods of branding within the market, therefore uniqueness in the market helps for easy identification and can catch the eye of potential customers. Alizadeh, et al., (2014) determined Comparison of Product and Corporate Branding Strategy: a conceptual framework and concluded that competition within the free market environment has grown to become a throat cutting one and hence calls for distinctive branding in order to be easily noticed by consumers. Branding of organizations shows or depicts itself in the culture of the organization representing the intangible aspect of the product. Also, the social, ecological and organizational structure shows the brand of the organization. In developing the brand of a company, it is vital the organization strategically considers the internal and external factors within and outside the market to make a concrete decision.

Hence, a feasibility study of the environment is needed to get the perfect picture of the type and kind of brand to develop and should easily be modified to suit the changing conditions. One cannot justly affirm the superiority of product branding over corporate branding and vice versa but branding among organizations are moving towards corporate branding. Zhang, (2015) assessed the Impact of Brand Image on Consumer Behavior: A Literature Review.

The perceived and real satisfaction of customers has been long linked with the brand image of a product or an organization. There are an appreciable number of literatures that supports this assertion. Through customer satisfaction, consumers build loyalty towards a particular brand and influence their buying behaviour both directly and indirectly. In the study, it was ascertained that brand image does not have direct impact on loyalty but through customer satisfaction consumers build loyalty.

Hatch et al., (2001) describe corporate branding as an organizational tool whose successful application depends upon attending to the context in which it is used. Branding and particularly, corporate branding should be sensitive to three key elements; organizational culture, organizational vision and most importantly the image of the organization. There should be a proper coordination between stakeholders, management, and the employees of the organization to have a wider scope and deliberations about corporate branding and image.

A very good corporate brand inspires confidence on employees, stakeholders who develop association with the organization and glues customers to the brand when they come in contact with it. Knox and Balmer, (2001) examined corporate identity, corporate branding and corporate marketing seeing through the fog. The researchers emphasized that top managements of organizations never understood the power of branding until recently where organizations have incorporated branding into their strategic goals and due to competition within the market, individual organizations use branding to distinguish itself from other competitors.

Similarly, Tu et al. (2012) ascertained Corporate Brand Image and Customer Satisfaction on Loyalty: An Empirical Study of Starbucks Coffee in Taiwan. Tu et al. (2012) indicated that organizational branding directly affects customer satisfaction. This finding was affirmed by the results of Johnson, Andreessen, Lervik and Cha, (2001); and Davies et al. (2003).

In addition, the study found that the level of customer satisfaction adequately influences customer loyalty which was supported by the findings of (Eakuru & Mat 2008; Ogba & Tan, 2009, Johnson, Andreessen, Lervik, & Cha, 2001; Martineau, 1958; Selnes, 1993). Uggla (2005) analyzed and discussed the strategic positioning of associations that can be established between a corporate brand and entities in its surrounding network such as brands, product categories, persons, places and institutions.

In the real business environment, branding performs multidimensional activities through its complex semiotic models. Branding through it model assists organizations to strategically align themselves with other organizations they share similar characteristics with and, to a larger extent, share the same policy arrangements, corporate goals and objectives and their visions and missions are similarly geared toward a common destination. Branding also informs the type of employees an organization seeks to employ and how they can project the image of the organization (Leitch & Richardson, 2000; Balmer & Dinnie, 1999). Branding may have a percentage of risks which needs to be thoroughly evaluated to see whether it will not overly affect the image of the organization and the loyalty of customers. For instance, using celebrities to brand an organization, a product and the likes inadvertently transfers the negatives of the celebrity to the organization or product they stand for. That is,

the association of Michael Jordan to NIKE influenced a lot of basketball players and funs to buy into the products of NIKE, but a negative image might have affected the brand negatively. In this case, internal and external policies are very much relevant to sustain the organization or product. Saraniemi and Ahonen (2008) presented how branding, and especially corporate branding, is utilized in destination branding studies. In the world of tourism, tourists only have lasting and memorable experience when they are delighted or satisfied with the hospitality of the destination visited.

However, branding is most integral in drawing tourists to a particular destination and sets that destination apart from the others. These brandings are in the form of imageries used on websites, unique experiences that are found only at that destination and among others.

In the same direction, Shah, et al., (2012) studied the core of brand image, brand attitude and brand attachment with environmental consequences to testify the impact on the consumer purchase intentions. The study concluded that attitudinal formations towards smoking are most formed through the brand of cigarette that is commonly used by the masses. This indicates that, popularity of brand among customers influences others to purchase the same product based on the trusts and acceptance of other consumers. The study found that smokers give less consideration to the harmful effects that their actions are having on the environment just to gratify their personal desires. Cooper et al. (2009) proposed the use of corporate branding firstly to integrate the fragmented corporate social responsibility literature and secondly to integrate the fragmented sustainability literature. Cooper et al. (2009) again proposed the use of a long term sustainable

corporate social responsibility as a marketing tool to catch the attention of potential customers.

Ideally, societies are moved towards organizations that give back to society through their engagement in humanitarian activities like providing healthcare services, organizing empowerment programs for the rural poor, supporting the growth of education and among others. Contributing or shearing a company's benefits with society leads to the creation of brand awareness among potential customers, which translates into customer trust and customer loyalty among individuals in the society. Dolatabadi et al. (2012) examined the impact of Brand Personality on Product Sale through Brand Equity (Case Study: Cosmetic Products Retailers). Equity delivery through products to customers is key to developing customer trust and loyalty among potential customers. Equity ensures leverage which is devoid of inequality or preferential treatment from customers and extends the boundaries of customer satisfaction leading customer retention.

In the study, Dolatabadi et al. (2012) found a significant relation between product equity and customer loyalty and trust among customers. Ghodeswar (2008) identified important elements of brand building based on a literature review and case studies of successful brands in India. The study concluded that one basic requirement in sustaining brand is communication. Proper communication measures make it easy for potential customers to understand and associate themselves with a particular brand. Communication removes all ambiguities concerning the purpose of a brand and easily creates brand awareness. The study enumerated four stages including positioning of the brand, communicating the brand to the masses, delivering of the brand

performance and lastly leveraging the brand equity. Saravanan (2016) identified the factors influencing the brand awareness level of Ashok Leyland (Boss) among the customers of TVS in Madurai city. Brand awareness increases sales of a particular brand which improves brand performance. In the study, BOSS as a product has gained enough brand awareness and it is performing well in the market and loyalty of the product has been on the rise. Pattuglia, et al., (2015) extend the authenticity research towards further mass markets (products and services) and to explore the effects of consumers' authenticity perceptions on brand image, trust loyalty and premium price. In the era of big data analysis, the researchers resulted using large amount of data to ascertain certain variables and their positive impacts on products and accordingly lack of customers' having adequate information about a product leads to mistrust among customers and this have been affirmed by (Gilmore & Pine, 2007; Kapferer, 2008; Balmer, 2012a).

However, capturing the trust of consumers has a positive bearing on the credibility of brands, the loyalty developed by customers and commitment towards brands (Erdem & Swait, 2004; Chaudhuri & Holbrook, 2001; Garbarino & Johnson, 1999; Morgan and Hunt 1994; Sirdeshmukh et al. 2002) which transcends into developing a successful brand relationships with the open market (Morgan & Hunt, 1994; Urban, Sultan, & Qualls, 2000). The forces of market elements have a significant effect on brands originality. More and more people are now seeking brands which do not lose their values as dynamisms and the forces of market begin to affect it through substitute goods, complementary products, other similar and cheaper products may be the main challenges of the product (Penaloza 2000; Peterson 2005, Beverland, 2005; Napoli et al., 2014;

Molleda, 2010; Balmer, 2012b; Balmer et al., 2009; Balmer, 2012b, Hatch & Schultz, 2001).

Benefits of Branding for Companies

Researchers agree that branding provides a variety of important benefits to the industry. First, a clear brand identity helps marketers successfully differentiate their offerings from their competitors (Aaker, 2007; Keller, 2008). Second, successful branding helps firms reduce advertising costs by increasing awareness of the brand name (Keller & Lehmann, 2006; Keller, 2008). Third, branding helps a firm to become a leader among the competitors in the same product category (Keller, 2008). As a consequence, a desirable brand identity not only helps increase the profit margin resulting from consumers' willingness to pay a premium for products, it may lead to profitable brand extensions into the same or different market. Finally, certain characteristics of branding help firms safeguard their product features through legal protection from counterfeiting (Keller, 2008; Keller & Lehmann, 2006; Schmitt & Simonson, 1997).

Benefits of Branding for Consumers

Branding provides consumers with three major benefits: risk reduction, information efficiency, and self-expression (Aaker, 2007; Keller, 2003, 2008; Riesenbeck & Perrey, 2007). Keller (2008) argued that branding helps consumers decrease the chance of choosing a product that may not perform well or meet their expectations. Thus, risk reduction is accomplished by providing assurance of consistent quality. Riesenbeck and Perrey (2007) suggested that branding may help consumers recognize and become aware of offerings in a

specific product category, which helps them efficiently categorize vast amounts of information available about the product.

Finally, branding involves creating cognitive structures that help consumers organize knowledge and experience regarding different products, which may help consumers transfer characteristics of the brand onto themselves (Riesenbeck & Perrey, 2007). This process, in turn, could affect consumers 'perception of a brand as a reflection of their personality, character, social status, and lifestyle (Aaker, 2007).

Brand Awareness

Brand awareness means the ability of a consumer to recognize and recall a brand in different situations (Aaker, 1996). Brand awareness consists of brand recall and brand recognition. Brand recall means when consumers see a product category, they can recall a brand name exactly, and brand recognition means consumers has ability to identify a brand when there is a brand cue. That is, consumers can tell a brand correctly if they ever saw or heard it. Moreover, Hoeffler and Keller (2002) indicate that brand awareness can be distinguished from depth and width. Depth means how to make consumers to recall or identify brand easily, and width expresses infers when consumers purchase a product, a brand name will come to their minds at once. If a product owns brand depth and brand width at the same time, consumers will think of a specific brand when they want to buy a product. That is, the product has higher brand awareness. Moreover, brand name is the most important element in brand awareness (Davis, Golicic & Marquardt, 2008). As a consequence, brand awareness will affect purchase decision through brand association, and when a product owns a positive brand image, it will help in marketing activities (Keller, 1993). A brand

name offers a symbol that can assist consumers to identify service providers and to predict service results (Herbig & Milewicz, 1993; Janiszewski & Van Osselaer, 2000; Turley & Moore, 1995).

Brand awareness plays an important role on purchase intention because consumers tend to buy a familiar and well known product (Keller, 1993; Macdonald & Sharp, 2000). Brand awareness can help consumers to recognize a brand from a product category and make purchase decision (Percy & Rossiter, 1992). Brand awareness has a great influence on selections and can be a prior consideration base in a product category (Hoyer & Brown, 1990). Brand awareness also acts as a critical factor in the consumer purchase intention, and certain brands will accumulate in consumers' mind to influence consumer purchase decision. A product with a high level of brand awareness will receive higher consumer preferences because it has higher market share and quality evaluation (Dodds et al., 1991; Grewal et al., 1998).

Brand awareness is a primitive level of brand knowledge, involving at least identification of the name of a brand or a structure that has been developed on detailed information. Brand awareness is the fundamental and foremost limitation in any brand related search and it is the ability of a consumer to recognize and recall a brand in different situations. Brand awareness effects the decision making of a consumer about a product. When a consumer is going to buy something he considers a brand. If the consumer knows well about his brand he will have more opportunities for buying and he will always make wise economic decision. The most important goal of a company is building a strong brand which not only affects the short-term revenues but it is also fruitful in long term. Therefore, the goal of a good brand management team is to build a

brand that work out last for decades and can add up more products. (Kapferer, 2004; Keller, 2003).

Grewal, Krishnan, Baker and Borin (1998) conclude that brand awareness and perceived quality have a positive and significant relationship in a bicycle brand study. Many researches also maintain that the higher the brand awareness is, the higher perceived quality is (Monore, 1990; Dodds and Grewal, 1991; Wall, Liefeld, & Heslop, 1991; Lo, 2002; Lin, 2006). Kan (2002) further suggests that the higher the brand awareness is, the higher the consumers' quality evaluation is. Besides, Aaker and Keller (1990) mentioned that a brand with high awareness and good image can promote brand loyalty to consumers, and the higher the brand awareness is, the higher brand trust and purchase intention are to consumers. Peng (2006) indicates that brand awareness has the greatest total effects on brand loyalty.
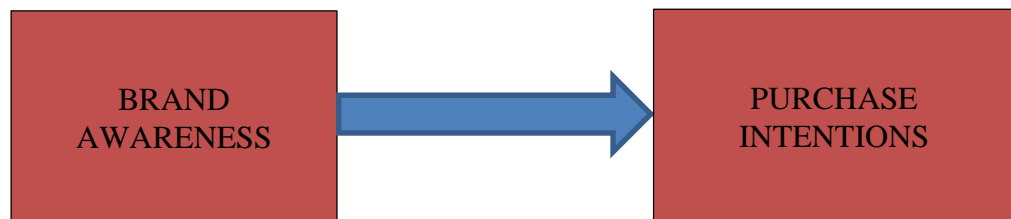

Figure 3: Brand awareness

Source: Field data (2020)

Factors Influencing Brand Awareness

There are different variables which affect the consumer's awareness about a brand which are;

1. Name: The name of a brand is the first thing which attracts a consumer towards a brand. If the company has an attractive brand name, consumer will be encouraged to buy that product.

2. Advertising: An effective advertisement also helps the organization to increase the awareness about a brand. The influence of advertisement is always on a large scale. An attractive TVC will bring more customers and one happy customer will advertise the brand by WOM (Word of Mouth). The celebrity who is endorsing the brand is also a very important part of advertising the product. Companies hire famous faces as their brand ambassadors and people get attracted towards the brand.

3. Promotions & Sales: The sales and promotions also increase the awareness about the brand. Companies use different ways to promote their brand like a free gift, free sampling, giving their product as a gift with another well-known product of their own brand or in collaboration of any other company.

4. 1st Mover Advantage: If a company is bringing any product for the first time in the market it will be remembered by the costumers for a long time. People will always remember that this particular product was introduced by that particular company. And they will compare the first brand with the other in the successors in the market.

Perceived Quality

Perceived quality is a result of consumers' subjective judgment on a product (Zeithaml, 1988; Dodds et al., 1991; Aaker, 1991). Bhuian (1997) also considers perceived quality as a judgment on the consistency of product specification or an evaluation on added value of a product. Garvin (1983) proposes that perceived quality is defined on the basis of users' recognition while objective quality is defined on the basis of product or manufacturing orientation. The differences between objective quality and perceived quality lie

in that objective quality has a pre-design standard to a product, and perceived quality is influenced by internal and external product attributes which is an evaluation basis for consumers (Olshavsky, 1985; Zeithaml, 1988). Kan (2002) points out that objective quality is that consumers will use their experience and knowledge to evaluate overall product benefit, function, durability, technology and reliability when consumers purchase a product. Perceived quality is a consumer judgment on the accumulative product benefits and a subjective feeling on product quality (Zeithaml, 1988; Dodds et al., 1991). Aaker (1991) argues that perceived quality can show the salient differentiation of a product or a service and becomes a selective brand in consumers' mind.

The reason why perceived quality is different to real quality is because (a) a previous bad image of a product will influence consumers' judgment on product quality in the future.

Moreover, even the product quality has been changed, consumers will not trust that product because of their unpleasant experience in previous (Aaker, 1996), (b) manufacturers and consumers have different views on the judgment of the quality dimensions (Morgan, 1985; Aaker, 1996), (c) consumers seldom hold enough information to evaluate a product objectively.

Though consumers have enough information, they may be insufficient in time and motivation to do a further judgment, and in the end they can only select little important information and make an evaluation on quality (Aaker, 1996; Wan, 2006). In addition, perceived quality is a relative concept which possesses situational, comparative, and individual attributes. Perceived quality will be affected by factors such as previous experience, education level, and perceived risk and situational variables such as purchase purpose, purchase

situation, time pressure, and social background from consumers (Holbrook & Corfman, 1985). In sum, perceived quality is a consumer subjective judgment on product quality, and he or she will evaluate product quality from their previous experiences and feelings.

Brand Loyalty

Aaker (1996) assumes that a loyal consumer base represents a barrier to entry, a basis for a price premium, time to respond to competitors, and a bulwark against deleterious price completion, and brand loyalty is a core dimension of brand equity. In addition, brand loyalty is the final destination of brand management, and if a company wants to test the weakness or strength of its customers' loyalty, it can easily check whether consumers still favor its product in contrast to competitors. Brand loyalty is consumer attitudes on a brand preference from previous use and shopping experience of a product (Deighton, Henderson, & Neslin, 1994; Aaker, 1991), and it can be measured from repurchase rate on a same brand.

Assael (1998) defines that, brand loyalty is that consumers satisfying their past experience in use of the same brand and incur repurchase behavior. Brand loyalty means brand preferences that consumers will not consider other brands when they buy a product (Baldinger & Rubinson, 1996; Cavero & Cebollada, 1997). Brand loyalty represents a repurchase commitment in the future purchase that promise consumers will not change their brand loyalty in different situations and still buy their favorable brands (Oliver, 1999). Brand loyalty includes behavior factors and attitude factors. Behavior loyalty represents repurchase behavior, and loyalty attitude means psychological commitment to a brand (Aaker, 1991; Assael, 1998; Oliver, 1999; Prus &

Brandt, 1995; Farr & Hollis, 1997). Thus, purchase frequency is not equal to loyalty. For instance, consumers to repurchase a product do not mean they like it but due to a convenient factor or a variety seeking behavior to purchase a certain specific product occasionally (Tseng, Liao, & Jan, 2004).

A true brand loyalty can be called when consumers are both inclined to these two factors, otherwise, it can only be called a spurious brand loyalty if only attitude or behavior factors are found (Baldinger & Rubinson, 1996). Loyalty can also be separated from short term loyalty and long term loyalty. Short term loyalty is not a real brand loyalty because a long term customer will not buy other brands even if there is a better choice (Jones & Sasser, 1995). In addition, Bloemer and Kasper (1995) argue that a real brand loyalty should include brand preferences and repurchase behaviors that present in a long term commitment, brand commitment and psychological processing (decision making and evaluation) function while Fornell (1992) proposes that brand loyalty can be measured from customer repurchase intention and price tolerance. Consumers with a strong commitment to a particular brand will constantly search for any marketing activity related to the brand (Brown, 1952; Barwise & Ehrenberg, 1987; Chaudhuri, 1995; Baldinger &Rubinson, 1996; Bandyopadhyay, Gupta, & Dube, 2005).

Furthermore, brand loyalty can be measured in two dimensions: affective loyalty and action loyalty. Affective loyalty is a specific brand preference from accumulative satisfaction to previous using experiences. However, affective loyalty just represents that a repurchase intention. It does not mean that consumers will take purchase action. It is very hard to say that consumers hold brand loyalty (Jacoby &Chestnut, 1978; Oliver, 1999; Kan,

2002). Action loyalty indicates that consumers not only have preferences to a specific brand but also perform purchase action repetitively, and become an action inertia (Jacoby & Chestnut, 1978; Oliver, 1999; Kan, 2002, Lin, 2005).

Consumer Behaviour

The Dictionary of Marketing and Advertising defines consumer behaviour as "observable activities chosen to maximise satisfaction through the attainment of economic goods and services such as choice of retail outlet, preference for particular brands and so on". According to Ostrow and Smith's Dictionary of Marketing, the term consumer behaviour refers to the actions of consumers in the market place and the underlying motives for those actions. Marketers expect that by understanding what causes consumers to buy particulars goods and services they will be able to determine which products are needed in the market place, which are obsolete, and how best to present the goods to the consumer".

According to Loudon and Della Bitta (1993), Consumer Behaviour is "the decision on process and physical activity individuals engage in when evaluating, acquiring, using or disposing of good and services".

The study of Consumer Behaviour is the study of how individuals make decisions to spend their available resource (time, money, effect) on consumption — related items. It includes the study of what they buy, why they buy it, when they buy it, where they buy it, how often they buy it and how often they use it. Take the simple example of toothpaste. Consumer researchers want to know what types of toothpaste consumers buy (gel, regular, striped, in a tube, with a pump); what brand (National/Private or generic brand); why they buy it (to prevent cavities, to remove stains, to brighten or whiten teeth or to use as a

mouth wash); where they buy it (Supermarket, Drugstore, Convenience Store); how often they use it (when they wake up, after each meal, when they go to bed) and how often they buy it (weekly, biweekly and monthly).

Consumer behaviour research goes for beyond the decision to buy goods and services by the consumer, it encompasses all of the behaviour that consumers display in searching for, purchasing using, evaluating and disposing of products and services that they except will satisfy their needs. For example, a consumer may experience dissatisfaction with their choice of product, they may communicate their dissatisfaction to friends and in turn, influence their friend's future purchases of the product. They may vow never to buy the same make or model of the product again, limiting their own future selection decision. Each of these possible consequences of consumer post-purchase dissatisfaction has significant ramifications for that product and marketers will have to build post purchase strategies into their promotional campaigns. In addition to studying consumer users and post-purchase evaluations of the products they buy, consumer researchers also are interested in how individuals dispose of their once-new purchases. For example, after consumers have used a product, do they store it, throw it or give it away, sell it, rent it or lend it out? The answers to these questions are important to marketers, because they must match their production to the frequency with which consumers buy replacements.

The term consumer is often used to describe two different kinds of consuming entities; the personal consumer and the organizational consumer. The personal consumer buys goods and services for his or her own use (e.g. Shampoo, Brush etc.), for the use of household (e.g. T.V., VCD etc.) or as a gift

for a friend (e.g. Books etc.). In each case, individuals, who are referred to as end users or ultimate consumers, buy the goods for final use.

The second category of consumer the organizational consumer-includes profit and not for profit business, government agencies (local, state and national) and institutions (e.g. schools, hospitals) all of which must buy products, equipment and services in order to run their organizations. Manufacturing companies must buy the raw materials and other components needed to manufacture and sell their own products; service companies must buy the office products needed to operate their agencies; institutions must buy the materials they need to maintain themselves and their populations.

Despite the importance of both categories of Consumers, Consumer behaviour focuses mainly on the individual consumer, who purchase for his or her own personal use or for household use. End use consumption is perhaps the most pervasive of all types of consumer behaviour, for it involves every individual, of every age and background, in the role of either buyer, user or both.

The person who makes a product purchase is not always the user, or the only under, of the product in question. Nor is the purchaser necessarily the person who makes the product decision. Buyers are not always the users, or the only users, of the products they buy, or do they necessarily make the product selection decision themselves. Marketers must decide at whom to direct their promotional efforts; the buyer or the user. For some products, they must identify the person who is most likely to influence the decision-who may be neither the buyer nor the user.

Importance of Consumer Behaviour

As the consumers and marketers are diverse, the reason for the study of consumer behaviour is also diverse. The field of consumer behaviour holds great interest for everyone as consumers, as marketers, and as students of human behaviour. As consumers, we benefit from insights into our own consumption related decisions: what we buy why we buy, and the promotional influences that persuade us to buy. The study of consumer behaviour enables us to become better, that is, wiser consumers. It is important for marketers to recognize why and how individuals make their consumption decisions, so that they can make better strategic marketing decisions. If marketers understand consumer behaviour, they are able to predict how consumers are likely to react to various informational and environmental cues, and are able to shape their marketing strategies accordingly, without doubt, marketers who understand consumer behaviour have great competitive advantage in the market place. Marketers should also gain insights into why individuals act in certain consumption related ways and with learning what internal and external influences impel them to act as they do indeed. Many early theories concerning consumer behaviour were based on economic theory, on the notion that individuals act rationally to maximize their benefits (Satisfactions) in the purchase of goods and services.

The initial thrust of consumer research was from a managerial perspective; marketing managers wanted to know the specific causes of consumer behaviour. They also wanted to know how people receive, store, and use consumption related information, so that they could design marketing strategies to influence consumption decisions. They regarded the consumer behaviour, discipline as an applied marketing science; if they could predict

consumer behaviour, they to be known as Positivism and consumer researchers primarily concerned with predicting consumer behaviour are known as positivists. The study of consumer behaviour from the point of view of understanding consumption behaviour and the meanings behind such behaviour is called interpretivism (also known as post-modernism). Interpretivism has expanded the boundaries of study to include many subjective aspects of consumer behaviour, the role of fantasy, of play, or rituals, even of the sensory pleasures that certain products and services provide. Many interpretivists consider each purchase experience unique because of the diverse set of variables it play at that one particular moment in time. Because of its focus on the consumption experience, the interpretive approach is also known as experientialism.

The importance of the study of consumer behaviour relevant for effective marketing management is as follows:

1. Consumers do not always act or react.

2. Consumer preferences are changing and become highly diversified.

3. Consumer research has vividly pointed out that customers dislike using identical products and prefer differentiated product.

4. Meeting of special needs of customer's requirement market segmentation.

5. Rapid introduction of new products with technological advancement has made the job of studying consumer behaviour more imperative.

6. Consumer behaviour can be used to sell products that might not sell easily.

Types of Buyer Behaviour

Consumer decision making varies with the type of buying decision. There are great differences between buying toothpaste, a tennis racquet, a personal computer and a new car. The more complex and expensive decisions are likely to involve more buyer deliberation and more buying participants. Assael (2005), distinguished four types of consumer buying behaviour based on the degree of buyer involvement in the purchase and the degree of differences among brands.

Four Types of Buying Behaviour:

Table 1: Types of Consumer Buying Behaviour

High Involvement Low Involvement

	High Involvement	**Low Involvement**
Significant difference between brands	Complex buying behaviour	Variety seeking buyer behaviour
Few differences between brands	Dissonance-reducing buying behaviour	Habitual buying behaviour

i.   Complex Buying Behaviour

Consumers go through complex buying behaviour when they are highly involved in a purchase and aware of significant difference existing among brands. Consumers are highly involved in a purchase when it is expensive, brought infrequently, risky and highly self-expressive. The consumer does not know much about the product category and has much to learn. This buyer will pass through a cognitive learning process characterized by first developing beliefs about the product, then attitudes and then making a thoughtful purchase choice. The marketer of a high involvement product must understand the information-gathering and evaluation behaviour of high involvement

customers. The marketer needs to develop strategies that assist the buyer in learning about, the attributes of the product class, their relative importance and the high standing of his brand on the more important attributes. The marketers needs to differentiate the features of his brand, use benefit and enlist store sales personnel and the buyer's friends to influence the final brand choice.

ii.   Dissonance Reducing Buying Behaviour

Sometimes the consumer is highly involved in a purchase, but sees little difference in the brands. The high involvement is again based on the fact that the purchase is expensive, infrequent and risky. In this case, the buyer will shop around to learn what is available, but will buy fairly quickly because brand differences are not pronounced. The buyer may respond primarily to a good price or the convenience of purchasing at that time or place. After the purchase, the consumer might experience post-purchase dissonance because of noticing certain disquieting features of the bought product or hearing favourable things about other products. The consumer starts learning more things and seeks to justify his or her decision to reduce the dissonance. In this example, the consumer first acted, then acquired some new beliefs and ended up with a change of attitudes. The major role of marketing communications in this case is to supply beliefs and evaluations that help the consumer feel good about his/her choice after the purchase.

iii.   Habitual Buying Behaviour

Many products are bought under conditions of low consumer involvement and the absence of significant brand difference. A good example is the purchase of salt consumers has little involvement in this product category. They go to the store and reach for the brand. If they keep reaching for the same

brand, it is out of habit, and strong brand loyalty. There is good evidence that consumer have low involvement with most low cost, frequently purchased products. Consumer behaviour in these cases does not pass through the normal belief, attitude or behaviour sequence. Consumers do not search extensively for information about the brands evaluate their characteristics and make a weighty decision on which one to buy, instead, they are passive recipients of information as they watch television or see print advertisements. Advertisement repetition create brand familiarity rather than brand conviction. Consumers do not really form an attitude towards a brand, but, select it simply because it is familiar. After purchase, they may not even evaluate it, because they are not involved with the product. So, the buying process is branded beliefs formed by passive learning followed by purchase behaviour, which may or may not be followed by evaluation.

Marketers of low involvement products with few brand difference find it effective to use price and sales promotion as an incentive to product trial, since buyers are not highly committed to any brand. In advertising a low involvement product, a number of things should be observed. The advert copy should stress only a few key points. Visual symbol and imagery are important because they can easily be remembered and associated with the brand. The advertising campaigns should be for high repetition with short duration messages. Television is more effective than print media because it is a low involvement medium that is suitable for passive learning.

Marketers can also try to convert the low involvement product into one of high involvement. This can be accomplished by linking the product to some involving issue, or the product can be linked to some involving personal

situation or the consumer can be drawn in by advertising that triggers strong emotions related to personal values or ego defense or an important feature might be added to an unimportant product. It should be appreciated that these strategies at best raise consumer involvement from a low to a moderate level in no way do propel the consumer into complex buying behaviour.

iv. Variety-Seeking Buyer's Behaviour

Some buying situations are characterized by low consumer involvement, but significant brand differences. Here consumers are often observed to do a lot of brand switching. An example occurs on purchase of biscuits. The consumer has some beliefs, chooses a brand of biscuits without much evaluation, and evaluates it during consumption. But, the next time, the consumer may reach for another brand out of boredom or a wish for a different taste. Brand switching occurs for the sake of variety rather than dissatisfaction. The marketing strategy is different for the market leader and the minor brand in this product category. The market leader will try to encourage habitual buying behaviour by dominating shelf-space, avoiding out-of-stock conditions and sponsoring frequent reminder advertising. Challenger firms, on the other hand, will encourage variety seeking by offering lower prices, deals, coupons, free samples and advertising that features reasons for trying something new.

Purchase Intention

Engel, Blackwell and Miniard (1995) present the most recognized model of consumer purchase decision-making.

This model divides the consumer purchase decision process into five stages:

(1) Problem recognition, (2) Information search, (3) Alternative evaluation, (4) Purchase decision, and (5) Post-purchase behavior.

Also, Mowen and Minor (2001) maintain that consumer decision making are a series of processing results from perceiving problems, searching for solutions, evaluating alternatives, and making decisions. Engel, et al. (1995) further contend that purchase intention can be divided into unplanned buying, partially planned buying and fully planned buying. Unplanned buying means that consumers make all decisions to buy a product category and a brand in a store. It can be regarded as an impulse buying behavior. Partially planned buying mans that consumers only decide a product category and the specification before buying a product, and brands and types will decide in the shop later. Fully planned buying means that consumers decide which product and brand to buy before entering the shop. Kotler (2003) proposes that individual attitudes and unpredictable situations will influence purchase intention. Individual attitudes include personal preferences to others and obedience to others' expectation and unpredictable situations signify that consumers change purchase intention because a situation is appearing, for example, when the price is higher than expected price (Dodds et al., 1991).

Consumer purchase intention is considered as a subjective inclination toward a product and can be an important index to predict consumer behavior (Fishbein & Ajzen, 1975). Zeithaml (1988) uses possible to buy, intended to buy and considered to buy as measurement items to measure purchase intention.

Purchase intention is a dependent variable that depends on several external and internal factors. Purchase intentions are a measure of the respondent's attitude towards purchasing a product or availing a service. The

intent of a customer can make it very easy to exactly iterate what kind of content should be displayed in an advertisement. The intentions can reflect information about the knowledge levels of the consumer's mind. And on the basis of this measurement the design of marketing activities can be formed. Purchase intentions of a customer base can be analysed to make an integrated map of how to go about an advertising campaign.

Some of the factors of a consumer Purchase Intention are as follows:

a. Stimulus/Trigger: The cue that triggers a buyer towards considering a product or a brand to be included in their consideration set. This might be the attributes of a product or simply its packaging

b. Outcome Expectation: The outcome expected out of the use of a product or a service

c. Aspirational Value: The product might satiate some aspirations of a buyer. For example, A luxury car.

d. Recommendation: Recommendation by a trust worthy or reliable source.

e. Emotional Association: Being emotionally associated with a product or a brand owing to the brand's perceived personality. Other factors can be perception about the product, associated risks and costs.

Importance of Purchase Intention

Marketing based on purchase intentions as a measurement leads to the increase in the return on investment in terms of marketing activities. Having an idea or an exact measure of intentions of a customer can help design the marketing activities in ways that they reach the target audience and product the desired results that is greater customer involvement and higher return on

investment. This happens because of the absence of the need for the creation of awareness about a product or service rendered by a brand in the consumer's mind before promoting it. Purchase intentions as a measurement may be predicted or recorded based on the behavioural data or the interaction database, captured explicitly when the customer tries to purchase a product or service and the transaction gets aborted or the purchase doesn't happen.

Some sources of purchase intention measurement can come from search marketing more popularly known as search engine marketing and search engine optimization. Several other sources of intent data might be site data, off-site web activity or point if sale or customer relationship managers. The data obtained from social networks known as social data may also be of a lot of help. Content consumption data or patterns are very useful in terms that the intent data obtained from them act as digital footprint because these are mapped through particular key head terms on a search engine. These come from interactions, when consumers visit a website or engage on social media platforms and they give us the brief idea or measurement of the customer's current and future purchase intentions. These intent measurements individually tell us a lot about how the design of engagement activities can be made effective so that the platforms can become more interactive and fruitful.

Consumer Decision Making Process

There are five stages in the buying decision process of consumers as follows: Problem Recognition Information Search Evaluation of Alternatives Purchase decision, Post Purchase Behaviour Based on examining many consumer reports of buying episodes. Consumer behaviour researchers have proposed "Stage Models" of the buying process. Stage models are mostly

relevant to complex decision making that is, buying expensive, high involvement products. This model emphasizes that the buying process starts long before the actual purchase and has consequence long after the purchase. It encourages the marketer to focus on the buying process other than on the purchase decision.

Problem Recognition

The buying process starts with buyers recognizing a problem or need. The buyer senses a difference between his/her actual state and a desired state. The need can be triggered by internal or external stimuli. One of the person's normal needs-hunger, thirst, sex, rises to a threshold level and become a drive. From the previous experience, the person would have learned how to cope with the drives and is motivated towards a class of objectives that he/she knows will satisfy the drives. The marketer needs to identify the circumstances that trigger the particular need or interest in consumers. The marketer should research consumers to find out what kinds of felt needs or problems arose, what brought them about and how they led to the particular product.

Information Search

An aroused consumer may or may not search for more information. If the consumer's drive is strong and an affordable gratification object is at hand, the consumer is likely to buy or object them. If not, the consumer's need may simply be stored in memory. The consumer may undertake no further search, some further search or a very active search for information bearing on the need. If the consumer undertakes some search, one can distinguish between two levels. The milder search state is called highlighted attention. One may go into active information search where one looks for reading material, phones, friends

and engages in other search activities to learn about the product. How much search one undertakes depends on the strength of one's drive the amount of information one initially wants, the case of obtaining additional information and the satisfaction one gets from search. Normally the amount of consumer search activity increase as the consumer moves from decision situations of limited problem solving to extensive problem solving. Of key interest to the marketer are the major information sources that the consumer will turn to and the relative influences each will have on the subsequent purchase decision.

Consumer Information Sources fall into four groups:

1. Personal Sources: Sources Family, friends, neighbours, acquaintances.

2. Commercial Sources: Advertising, salesperson, dealers, packaging displays.

3. Public Sources: Mass media, consumer-rating organizations.

4. Experiential: Handling, examining, using the product.

The relative amount and influence of these information sources vary with the product category and the buyer's characteristics. Generally speaking, the consumer receives much information exposure about a product from commercial sources, i.e. marketer dominated sources on the other hand, the most effective exposures come from personal sources. Each type of sources may perform a somewhat different function in influencing the buying decision. Commercial information normally performs an informing function and personal sources perform a legitimizing and, or evaluation function. Through gathering information, the consumer learns about the various Jewellery Mart and their special features. One will become acquainted with only a subset of these shops. Which we will call the awareness set. Only some of these shops will meet one's

initial buying criteria and makeup the consideration set. As one gathers more information about these shops, only a few will remain as strong choices and makeup the choice set. One makes final decision from the choice set based on the evaluation process one uses. The practical implication is that a Jeweler must strategize to get its Mart into the prospect's awareness set and choice set. Otherwise the jeweler has lost its opportunity to sell to the consumer. The jeweler must go further and learn which other shops remain in the consumer's choice set so that it knows its competition and can plan its appeals. As for the consumer's information sources the marketer should identify them carefully and evaluate their relative importance. Consumer should be asked how they first heard about the shop. What information came in later and the relative importance of the difference information sources. This information is critical for preparing effective communication for the target market.

Evaluation of Alternatives

There is no simple and single evaluation process used by all consumers or even by one consumer or even by one consumer in all buying situations. There are several decision evaluation process. Most current models of the consumer evaluation process are cognitively oriented i.e. they see the consumer as forming product judgments largely on a conscious and rational basis.

First, the consumer considers various product attributes. Each consumer sees a given product as a bundle of attributes. Consumers will vary in the attributes of a product they deem relevant or salient consumers will pay most attention to those attributes that are connected with their needs. The market for a product can often be segmented according to the attributes that are salient to different consumer groups.

Second, the markets must not conclude that the salient attributes are the most important ones. Some of them may be salient because the consumer has just been exposed to a commercial message mentioning them or has had a problem involving them hence, making these attributes 'top of the mind'. Non-salient attribute might include some that the consumer forgot, but, whose importance would be recognized when mentioned. Marketers should be more concerned with attribute importance than attribute silence. They should try to find the importance weights that consumers attach to the salient attributes.

Third, the consumer is likely to develop a set of brand beliefs about where each brand stands on each attribute. The set beliefs held about a particular brand is known as the brand image. The consumer's beliefs may be at variance with the true attributes owing to his/her particular experience and the effect of selective perception; selective distortion and selective retention. Fourth, the consumer is assumed to have a utility function for each attitude. The utility function describes how the consumer expects product satisfaction to vary with different levels of each attribute.

Fifth, the consumer arrives at attributes (Judgments, Preference) towards the brand alternatives through some evaluation procedure. Consumers have been found to apply different evaluation procedures to make a choice among multi-attribute objects. Some alternative decision processes used by consumers to evaluate alternatives brand are

1. Expectancy value model
2. Ideal brand model
3. Conjunctive model
4. Disjunction model

5. Lexicographic model

6. Determinance model

Options available to marketer are:

1. Modify the product — The Marketer could redesign his brand so that it offers more characteristics that this type of buyer desires. This is called real positioning.

2. Altering beliefs about the brand.

3. Altering beliefs about the competitors brand.

4. Altering the importance weights.

5. Calling attention to neglected attributes.

6. Shifting the buyer's ideals.

Purchase Decision

In the decision evaluation stage, the consumer forms preferences among the brands in the choice set. The consumer may also form a purchase intention and lean towards buying the most preferred brand. However, factors can intervene between the purchase intention and the purchase decision. The first factor is attitude of other's. The extent to which another person's attitude will reduce one's preferred alternative depends on two things:

1. The intensity of the other person's negative attitude towards the consumer's preferred alternative.

2. The consumer's motivation to comply with the other person's wishes. The more intense the other person's negativism and the closer the other person is to the customer, the more the consumer will revise downward his/her purchase intention. The converse is also true: A buyer's preference for a brand will increase if someone, he/she likes, favors the

same brand. The influence of others become complex when several people close to the buyer hold contradictory opinions and the buyer would like to please them all.

Purchase intention is also influenced by unanticipated situational factors. The consumer forms a purchase intention on the basis of such factors as expected family income, expected benefits from the product. When the consumer is about to act, unanticipated situational factors may erupt to change the purchase intension. Thus, preferences and even purchase intentions are completely reliable predictors of purchase behaviour. A consumer's decision to modify, post pose or avoid a purchase decision is heavily influenced by perceived risk. Many purchases involve some risk taking. Consumers cannot be certain about the purchase outcome. This produces anxiety. The amount of attribute uncertainty and the amount of consumer self-confidence.

A consumer develops certain routines for reducing risk, such as decision avoidance, information gathering form friends and preference for national brand names and warranties. The marketer must understand the, factor that provoke a cling of risk in consumers and provide information and supply that will reduce the perceived risk.

A consumer, who decides to execute a purchase intention, will be making up to five purchase decisions:

1. Brand decision
2. Vendor decision
3. Quantity decision
4. Timing decision
5. Payment-method decision

Post-Purchase Behaviour

After purchasing the product, consumer will experience some level of satisfaction or dissatisfaction. The consumer will also engage in post purchase action and product use.

After purchasing a product, a consumer may detect a few flaws on the product. Some buyers will not want the flawed product others will be indifferent to the flaw and some may even see the flaw as enhancing the value of the product. Flanks can sometimes be dangerous to consumers. What, in general, determines whether the buyer is highly satisfied, somewhat satisfied, somewhat dissatisfied, or highly dissatisfied with a purchase? The buyer's satisfaction is a function of closeness between the buyer's product expectation and the 'product's perceived performance. If the product matched the decision he has made has certain advantages, it also have certain disadvantages. That dissonance arises almost every decision and further the individual will invariably take steps reduce this dissonance.

The consumer's satisfaction or dissatisfaction with the product will influence subsequent behaviour. If the consumer is satisfied, then he/she will exhibit a higher probability of purchasing the product on the next occasion. The satisfied consumer will also tend to say good things about the product and the company to others. According to marketers; our best advertisement is a satisfied customers. Dissonant customers will resort to one or more courses of action. They may try to reduce the dissonance by abandoning or returning the product, or they may try to reduce the dissonance by seeking information that might confirm its high value or avoiding information that might confirm its low value. Marketers should be aware of the full range of ways in which consumers handle

dissatisfaction. Consumers have a choice between taking or not taking any action. If the former, they can take public action or private. Public actions include complaining to the company going to a lawyer, or complaining to other groups that might help the buyer get satisfaction, such as business, private or government agencies or the buyer might simply stop buying the product, utilizing existing option.

Alternatively, the consumer may choose to use the voice option. In all these cases, the seller loses something in having done a poor job of satisfying the customer. Marketers can take steps to minimize the amount of consumer post purchase dissatisfaction. They can place adverts showing satisfied brand owners. They can solicit customer suggestions for improvement and list the locations of available services. They can send owners a magazine containing article post-purchase communications to buyers have been shown to result in few product returns and order cancellations. In addition, they can provide good channels for customer complaining and arrange for speedy redresses of customers grievances.

There is one more step in the Post-Purchase behaviour of buyers that the marketers should want, viz., how the buyers use and dispose of the product. If consumers find a new use of the product that should interest the marketer because this use can be advertised. If consumers put the product away in the closet or throw it out, this indicates that the product is not very satisfying and word of mouth would depress new product sales. All said, the marketer needs to study product use and disposal for clues to possible problems and opportunities.

Impact of Branding on Consumer Behaviour

The process of selection, organization, and interpretation of information regarding a decision to purchase a product or service is termed as customer perception (Kotler, 2009). Hence, branding has a major impact on perception since perception is regarded as the recognition and interpretation of sensitive information. In similar fashion branding could be thought or picture in the mind of the customer. In this manner, perception that is the recognition and interpretation a customer assigns to a product or service is being influenced by the efficacy of the brand.

Moreover, whenever a customer is introduced into brand through such medium as packaging, word-of-mouth, their level of brand awareness significantly increased. When this happens the buying decisions are also affected through perception of the brand in question (Erdem, 1998).

Foxall and Goldsmith (1994) in their study recommended that there is a strong association between perception of the customer regarding a particular product and service that are been influenced by the perception of the brand. Brands are built to generate short term and long term profit, positive perception and recognition about the corporate services and products of the company.

When telecommunication services were first introduced into the Ghanaian soil, the perception was that these kinds of services were geared towards the rich but subsequently strategic branding has eluded all those pre-conceived mentality and restores positive images about the industry. Today, the impact of the telecommunication industry which historically thought to be for the rich is evidence in their provision of corporate social responsibilities in the

area of health, education, agriculture, social life religion and business with lot of life changing testimonies.

Several factors have been influencing the behaviour of the customers under a given circumstance. Typical among the factors are internal factors, psychological factors and personal factors. The internal factors include; conditions such as demographics, personality, lifestyle, psychographics, motivation, knowledge, beliefs, feelings and attitude. Psychological factors include; individual motivation, perception, attitude and belief. Likewise, the personal factors include such factors as income levels, age, personality, occupation, and lifestyles.

1. Brand Knowledge affects consumer behavior.

2. Reference groups are very influential in buying branded products.

3. As the age increases, people tend to become more loyal to specific brands.

4. Emotional exploitation is important for affecting consumer buying behavior.

5. Personal and culture values affects the consumer behavior.

6. Consumer behavior fluctuates on the gender basis.

1. Cause and Effect Relationship between Brand Knowledge And Consumer Buying Behavior

Brand knowledge includes brand awareness and brand image. The more the consumer is aware of brand knowledge, more he will be responsive to the brand and he will buy that same branded product again and again. Brand awareness and a good brand image contribute to the brand knowledge which in turn affects the consumer buying behavior. The more the brand knowledge, the

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more the consumer will be concerned about the reliability of brand. If he thought it is reliable according to his knowledge level, he will buy that product till his needs remain same. As the needs will change, reliability level will change which will leads to the switching behavior of consumers. This means that, there is a positive correlation and cause and effect relationship among brand knowledge and Consumer buying behavior. Consumer buying behavior will increase or decrease with brand knowledge. Hence, the first hypothesis is proved and accepted.

2. Effect of Reference Groups on Consumer Buying Behavior

Reference groups include family, friends, neighbors etc. has different power of effect on consumer behavior. The level of significance of reference group is positive among the reference groups and consumer buying. The level of a person of being social is also affected by reference groups, the more the person is social, the more he will be influenced by the friends and neighbors than his family. The more the influential is reference group, the more it will affect the consumer buying behavior.

3. Old Consumers tend to be More Brand Loyal

Age is an important factor in affecting consumer behavior. There is high degree of significance and positive correlation among the age and consumer buying behavior. As the age increases, people become more loyal but as the age increases, the level of income decreases which forces the people to switch the branded products. Due to high prices, they shift towards, low price brands. Brand loyalty leads to the customer satisfaction which in turn helps in creating the trust and commitment towards specific brands among consumers. So the

hypothesis that '' as the age increases, people tend to become more loyal to specific brands' 'is correct.

4. Perception of Consumers is the Basis of Emotional Exploitation

Emotional exploitation also affects the consumer buying behavior. A person's emotions at the time of decision and even actual purchasing affect the kind of product that he/she buys.

5. Positive Relationship between Value System and Brand Loyalty

The values include the personal and cultural values of consumers. There is positive correlation among the values and consumer behavior according to the consumer behavior. The consumer behavior differs according to the difference in values among different consumers. The loyalty towards the brands depends on the value system every individual have. If the person is taught to be loyal and consistent in your life, then he will be definitely loyal in all the aspects of his life, although it is buying decision.

People are switching from the local products to branded products. They like to use the branded products in order to show their status, power and wealth. Reference groups play an important role in choosing the branded products. People tend to become more loyal to specific brands because of their commitment but brand switching increases with the age due to low income problem of aged consumers. So there is a positive correlation among branding and consumer buying behavior. Bargaining habit increases with the age due to low income factor. So it is concluded that branding have a great impact on consumer buying behavior. Future researches should be conducted for evaluating the impact of consumer behavior on brands.
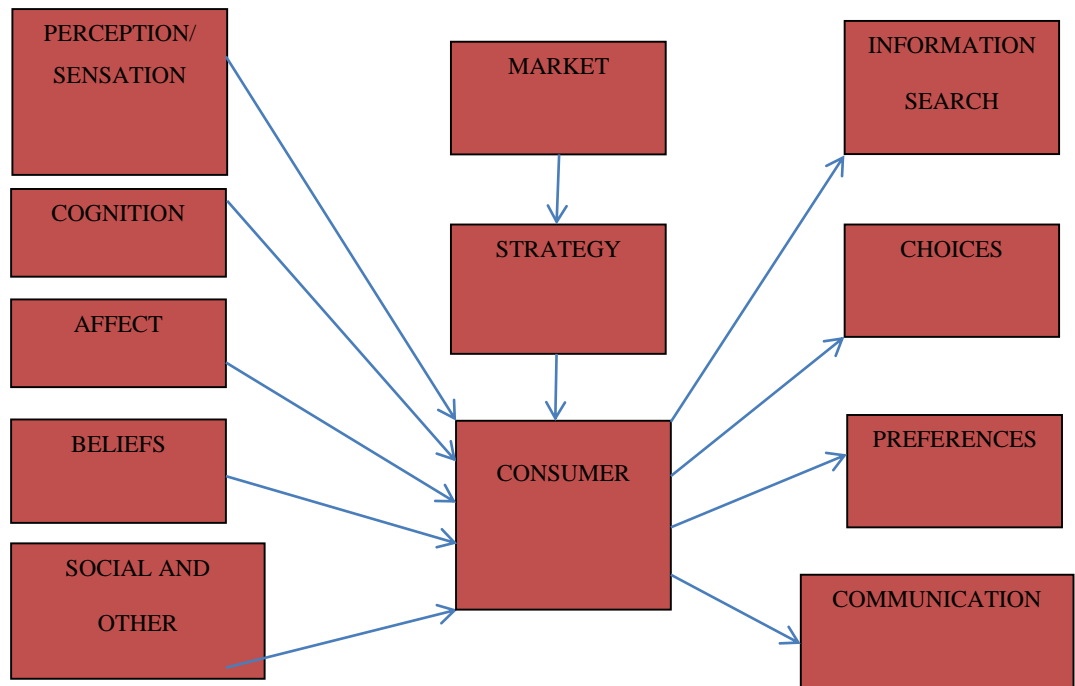
Figure 4: Influences of branding on consumer behaviour

Source: Adopted from Perner (2007).

Brand Awareness, Perceived Quality, Brand Loyalty and Purchase Intention

Grewal, Krishnan, Baker and Borin (1998) conclude that brand awareness and perceived quality have a positive and significant relationship in a bicycle brand study. Many researches also maintained that the higher the brand awareness is, the higher perceived quality is (Monore, 1990; Dodds and Grewal, 1991; Wall, Liefeld, & Heslop, 1991; Lo, 2002; Lin, 2006). Kan (2002) further suggests that the higher the brand awareness is, the higher the consumers' quality evaluation is. Besides, Aaker and Keller (1990) mentioned that a brand with high awareness and good image can promote brand loyalty to consumers, and the higher the brand awareness is, the higher brand trust and purchase intention are to consumers. Peng (2006) indicates that brand awareness has the greatest total effects on brand loyalty.

When businesses develop new products or a new market, they should promote their brand in order to receive the best result because brand awareness is positively related to brand loyalty (Aaker & Keller, 1990; Peng, 2006; Wu, 2002; Chou, 2005). Chang and Wildt (1994) submit that value can facilitate loyalty. Parasuraman and Grewal (2000) propose that the more positive customer transaction perceptions are, the stronger customer loyalty is.

Sirdeshmukh, Sigh and Sabol (2002) also deem that value will bring a positive influence toward customers. Wu (2007) identifies that the perception of consumers will increase or reduce brand loyalty. Judith and Richard (2002) further indicate that perceived quality and brand loyalty have a highly connection, they will positively influence purchase intention. Chi, Yeh and Chiou (2009) In a new view and evidence to the study of brand loyalty, that, customer perceived quality will influence brand trust and brand affect, and further to influence brand attitude and purchase behavior. Thus, perceived quality and brand loyalty are positively correlated, and brand loyalty will increase if perceived quality increases.

Consumers will have a higher purchase intention with a familiar brand (Kamins & Marks, 1991). Likewise, if a product has higher brand awareness, it will have a higher market share and a better quality evaluation (Dodds, et al., 1991; Grewal, et al., 1998). A well-known brand will have a higher purchase intention than a less well-known brand (Hsu, 2000). Garretson and Clow (1999) suggest that perceived quality will influence consumer purchase intention, and Monore (1990) indicates that perceived quality will positively influence purchase intention through perceived value. Ho (2007) also asserts that the higher the perceived quality and perceived value of the private brand foods, the

higher buying intention to consumers. In addition, Chang (2006) and Wu (2006) conclude that perceived quality and purchase intention are positively related. Brand loyalty is a repurchase commitment that promises consumers will repurchase their favorable brands in the future, and they will not change their loyalty under any circumstance (Oliver, 1999). Aaker (1991), Assael (1998), and Wang and Kan (2002) also mention that consumers must have positive feelings to a brand, and then they will produce purchase intention.
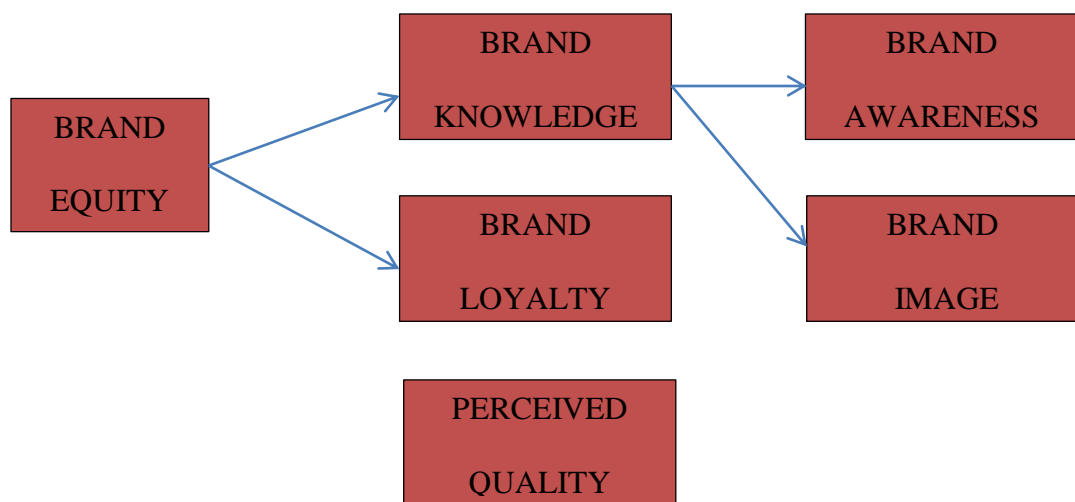

Figure 5: Brand awareness, perceived quality, brand loyalty and purchase intention

Soruce: Zarlish, Tehmeena, and Fareeh (2017)

<center>**CHAPTER THREE**</center>

<center>**RESEARCH METHODS**</center>

Introduction

This chapter of the study discusses the procedures used in conducting the research. It discusses the Research design, population study, sampling design, data collection methods, data analysis and and the profile of study community.

Research Design

Research design according to Kerlinger (1986) is "the plan and structure of investigation conceived so as to obtain answers to research questions". The design of a research specifies the methods and procedures for acquiring the information needed. It represents the overall operational framework of the project that stipulates what information is to be collected from which source and by what procedure.

The research is a survey and a case study type. The quantitative method of data collection techniques was used.

This survey strategy was used because it allows for collection a large amount of data from a sample in a highly economical way and it is also comparatively easy to explain and understand. Interview was used to collect the data from respondents. Here, the researcher physically met respondents and asked the questions face to face. The interview method was used because it helped to gather firsthand information from respondents and this information helped to a large extent to answer research questions and objectives. The researcher used both primary and secondary data collection methods. Primary data collected was used to specifically address the research objectives while

secondary data was extensively used for gathering the relevant literature in the area of branding and consumer behaviour. Data collection was done through administering structured questionnaires in shopping centers, and other public areas. The questionnaires were administered across age groups and levels in society such as professors, students, drivers, shop owners, market women and others.

Study Area

The Berekum Municipal District is one of the twenty-two (22) districts of the Bono Region of Ghana. Due to the separation of the Brong Ahafo Region into three separate regions, Berekum Municipal is now located in the Bono Region. Berekum Municipal is now part of the 12 Municipalities and Districts in the Bono Region. Berekum Municipality lies in the North-western corner of the Bono Region of Ghana.

The Municipality covers total land area of about 863.3q.km. It is bordered to the North-east and North-west by Tain District and Jaman South Districts respectively, South-west by Dormaa East District and to the South-east is Sunyani West District (BMA report, 2013).

The population of Berekum Municipality, according to the 2010 Population and Housing Census, is 129,628 representing 5.6 percent of the region's total population. Males constitute 46.2 percent and females represent 53.8 percent. More than half (65.5%) of the municipality's population lives in the urban areas, and has a sex ratio of 85 males to a hundred females. About two-fifth (41.6%) of the population of the municipality is youthful (0-14 years) depicting a broad base population pyramid which tapers off with a small number of elderly persons (3.7%). The municipality has a household population of

125,803 with a total number of 31,129 households. The average household size in the municipality is 4 persons per household. (District Analytical Report, Berekum Municipality - 2010 Population and Housing Census, Ghana Statistical Service, 2014).

Berekum traditional area is made up of one paramountcy namely Asokore-Berekum with sub- chiefs such as the Kyidom, Akyempem, Apadwa and Adonten. The major ethnic group is the Akan with Mole-Dagbani, Guan and other ethnic groups coexisting peacefully.

In the pre-colonial era, the Asante Kingdom, in order to secure its conquered territories as well the kingdom itself, adopted a strategy of establishing security posts to act as a barrier between its enemies and the kingdom. This concept gave birth to the Asokore-Berekum state which later metamorphosed into the modern day Berekum. The name Berekum came from the Akan word 'Bere na wa Kum' literally meaning one gets game with difficulty. It was later corrupted to sound Berekum and eventually became the name of present day Berekum (Nana Agyei-Kodie Anane – Agyei, 2012).

The major economic activities in the municipality are agriculture and constitute the highest. It engages about 57 percent of the total labour force in the municipality. The major crops cultivated are maize, yams, vegetables, cassava, cocoyam, plantain, cocoa, cashew, citrus, and mangos.

There are eleven (11) market centres in the Municipality. Berekum has one of the largest markets in the Bono Region. The market attracts people from all the adjoining districts and people from Ivory Coast because of its proximity to that country. The major markets are Berekum Central Market, Berekum

Newtown Market, Jinijini Market, Koraso Market, Senase Market, and Kato Market.

Sample Procedure

Interview was used to collect the data from respondents. Here, the researcher physically met respondents and asked the questions face to face. The interview method was used because it helped to gather firsthand information from respondents and this information helped to a large extent to answer research questions and objectives. The research used both primary and secondary data collection methods. Primary data collection was used to specifically address the research objectives while secondary data was extensively used for gathering the relevant literature in the area of branding and consumer behaviour. Data collection was done through administering structured questionnaires in shopping centers, markets and other public areas. The questionnaires were administered across different age groups and levels in society such as professors, students, drivers, shop owners, market women and so on.

Population is used to refer to the entire group of individuals to whom the findings of a study apply; it is whatever group the investigator wishes to make inferences about (Ary, Jacobs & Rezavieh, (2002). It is the target group that the researcher is interested in gaining information from to draw conclusion(s). The population of the study would be limited to some selected consumers of rice in the Berekum Municipality in the Bono Region of Ghana. The sample size for the entire study was Two Hundred (200). This number was made up of mostly rice consumers and some retailers.

Data Collection Instruments

For the purpose of this study, convenient sampling method was used. Convenient sampling is the sampling technique that involves the use of elements of a target group or population that the researcher has access to or those who are available to serve as respondents. It is also termed as incidental sampling technique. With this sampling technique, all the elements or subjects who the researcher comes in contact with during the time of the research and are willing to provide the needed data are used for the exercise. In order to collect the data for this research, the researcher had to walk around town and shopping centers within the municipality. Anyone who the researcher came across with and was willing to answer the questionnaire became part of the sample.

The Berekum Municipality is chosen because the researcher is constrained by time and other resources and therefore impracticable to survey the entire Bono Region.

The sample size for the entire study was Two Hundred (200). The unit of analysis of the study was the individual consumers of rice in the Berekum Municipality. The respondents were both male and female from 18 years old and above.

Data Collection Procedures

Academic research requires the establishment of validity and reliability of research instruments. Validity explains that the research should be able to measure what it is supposed to measure (Gravetter et al., 2006). Content validity in this research was ensured as the data collection tool (questionnaire) and the scale (lickert scale) was adopted from established academic researchers that

have already been subjected to validity test. The methodology that was employed was therefore consistent with most studies in the field of management and businesses.

Reliability implies that the same matter that is researched repeatedly by the same or different person must render the same result. The questionnaire message in this study complies with this criterion to a reasonable extent, but cannot be 100% right as respondents' mood may influence their responses. A reliability was further enhanced by a pilot (pre-test) conducted to modify some questions. With the high level of validity of these instruments, the results here in obtained could be generalized from the sample to the population.

The equation formed on the basis of the framework is:-

$Y_i = \beta_0 + \beta_1(gender) + \beta_2(age) + \beta_3(edu\ Level) + \beta_4(income) + \beta_5(household\ size) + B_6(brand\ of\ rice)$

Where, Y = refers to Purchase Intentions of consumers.

Data Processing and Analysis

Analyzing data involved reducing and arranging the data, synthesizing searching for significant patterns and discovering what was important. Aryl et al (2002) has noted three steps involved in analyzing data: organizing, interpreting and summarizing data.

Statistical tools such as tables, bar graphs and pie chart was used. The analysis was done with the help of Statistical Package for Social Science (SPSS), Stata, and Microsoft Excel. The closed ended questions were given numerical codes which was done in a varying scale depending on the responses. Data was analyzed in the form of reliability analysis, descriptive statistics and

multiple regression analysis. The results of data analyzed are presented in the form of tables and charts.

Chapter Summary

At the onset of the data collection, the researcher sought permission from the respondents. The intent and purpose of the study were personally explained to the respondents, although the questionnaire itself contained an opening introductory letter requesting for respondents and cooperation in providing the required result information for the study.

The respondents were assured of the confidentiality of the information that was provided and that the study findings would be used for academic purposes only. Respondents were further assured of their personal protection and that they have authority to refuse or accept to be interviewed. Also, no personal identification will be required on the questionnaire in order not to attribute any particular information to any respondent.

CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

This chapter presents the analysis of data collected for the study. For the purpose of responding to the objectives of this study, a sample of Two Hundred (200) respondents was used. The study mainly assesses the Rice Branding and Consumer Behaviour on rice purchase: a case study of selected consumers in the Municipality.

Data have been analyzed in the form of descriptive statistics, correlation and regression analysis. The results of data analyzed have been presented in the form of tables and charts below.

Data Presentation

Table 2: Gender of Respondents

	Frequency	Percentage
Male	72	36.0
Female	128	64.0
Total	200	100

Source: Field survey (2020)

Table 2 shows the gender of the respondents. Its shows that 64% of them were females while 36% of them were males. This is obvious because women are mostly the ones who buy rice.

Table 3: Educational level of Respondents

Educational level	Frequency	Percentage
JHS	60	30.0
SHS	68	34.0
Diploma/HND	60	30.0
Degree	12	6.0
Total	200	100

Source: Field survey (2020)

Table 3 reveals the educational levels of respondents. Most of them had completed senior high school with only 6% of the respondent who had a degree.

Table 4: Income of Respondents

	Frequency	Percentage
500 or less	98	49.0
501-1000	46	23.0
1001-1500	28	14.0
1501-2000	18	9.0
2001-2500	10	5.0
Total	200	100

Source: Field survey (2020)

Table 4 is about the income of respondents and it shows that a higher number 49% of them earn GH500.00 or less. It can be related to their educational levels. Since most of them are Senior High School leavers they cannot be employed to institutions that will enable them earn more. Out of the total number of respondent (23%) of them earn between 501-1000 cedis while 28% of them earn between 1001-2500 cedis.

Table 5: Purchasing Habit of Consumers of Rice

	Frequency	Percentage
Yes	128	64.0
No	28	14.0
Sometimes	44	22.0
Total	200	100

Source: Field survey (2020)
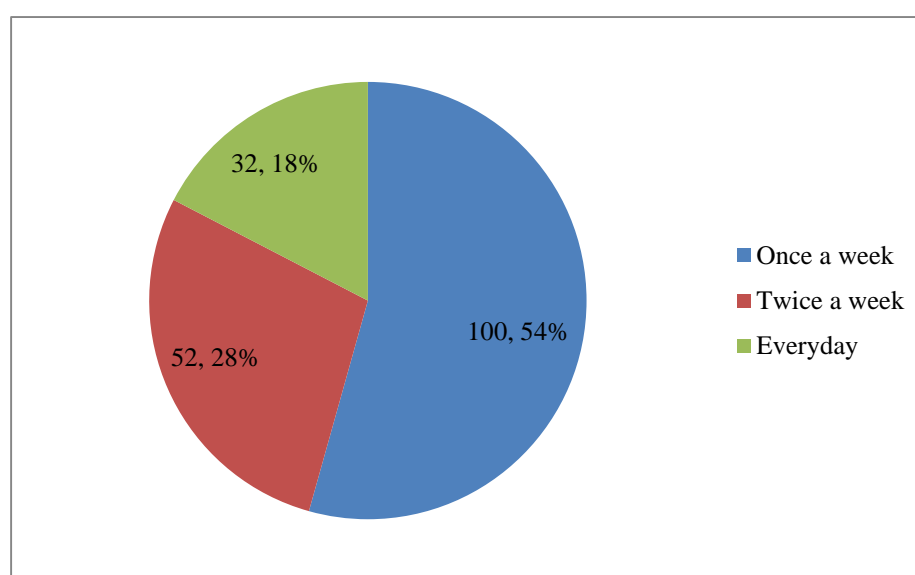
Figure 6: Quantity of rice bought by consumers.

Source: Field survey (2020)

Table 6: Quantity of Rice bought by Consumers

	Frequency	Percentage
5kg or less	108	54
10kg	64	32
25kg and above	28	14
Total	200	100

Source: Field survey (2020)

From Table 6, it is realized that there is a relationship between income and the quantity of rice bought. A highest percentage (54%) of respondents buy 5kg or less of rice, thus since most of the respondent earn less (500 or less) they also buy small quantities of rice. Only 14% of the respondents buy 25kg of rice while 16% buy 10 kg.
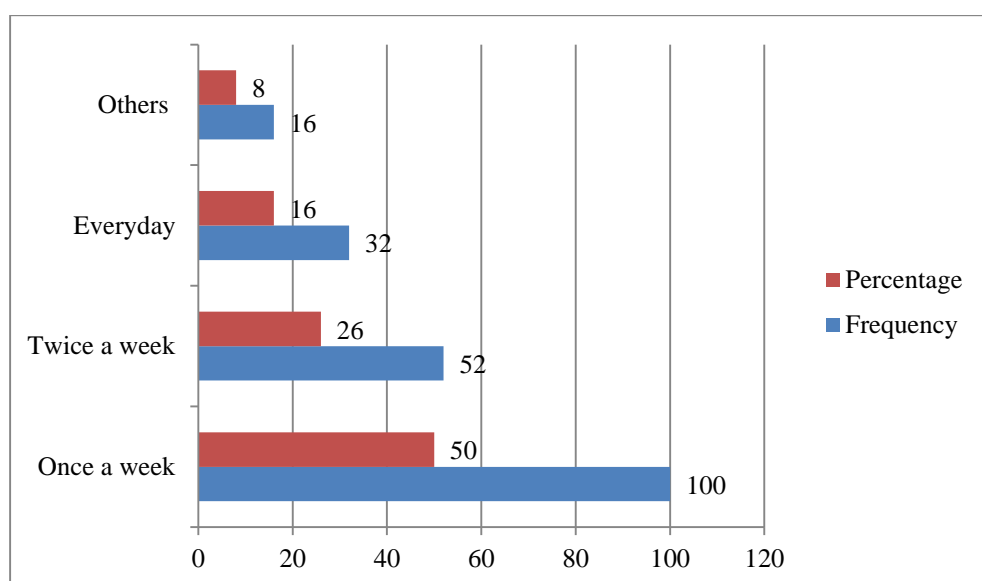
Figure 7: Number of times respondents purchase rice

Source: Field survey (2020)

Table 7: Number of times Respondents Purchase Rice

Rice Purchases	Frequency	Percentage
Once a week	100	50
Twice a week	52	26
Everyday	32	16
Others	16	8
Total	200	100

Source: Field survey (2020)

Figure 7 shows the number of times rice is bought by respondents, 50% of them buy rice once a week, 26% of them buys two times a week, 16% buy everyday while 8% of them buy monthly or other options.

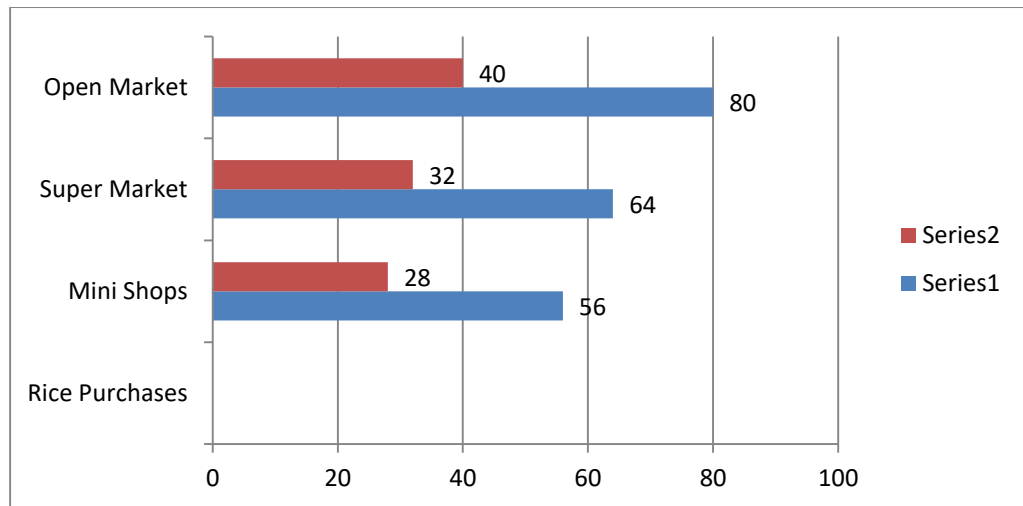*Figure 8:* Place where respondents buy rice

Source: Field survey (2020)

Table 8: Place where Respondents buy Rice

Rice Purchases	Frequency	Percentage
Mini Shops	56	28
Super Market	64	32
Open Market	80	40
Total	200	100

Source: Field survey (2020)

The researcher wanted to know where respondents purchase their rice. Figure 8 reveals that 40% of them buy from open market, 32% of them purchase from super markets while 28% buy from minishops.

Table 9: Brands of Rice Bought by Respondents

	Frequency	Percentage
Foreign(Branded)	132	66.0
Local (Unbranded)	44	22.0
Don't have any particular brand in mind	24	12.0
Total	200	100

Source: Field survey (2020)

From Table 9, most of the respondents preferred the foreign brand of rice compared to the locally produced ones. That is 66% and 22% respectively as shown in the table.

Table 10: Respondents Reasons for Choice of a Brand of Rice

	Not important(F&P)	Important(F&P)	Very important (F&P)
Recognition of the brand is to me when choosing the brand of rice.	16 (8%)	132(66%)	52(26%)
The price is to me when choosing the brand of rice	68(34%)	100(50%)	32(16%)
The taste is to me when choosing the brand of rice	32(16%)	92(46%)	76(38%)
Packaging is to me when choosing the brand of rice	52(26%)	112(56%)	36(18%)
Perceived quality is to me when choosing the brand of rice	8(4%)	96(48%)	96(48%)
Advertisement is to me when choosing the brand of rice	116(58%)	64(32%)	20(10%)
Influence by someone else is to me when choosing the brand of rice	152(76%)	32(16%)	16(8%)
My interest to try something new is to me when choosing the brand of rice.	104(52%)	72(36%)	24(12%)

Source: Field survey (2020)

Table 10 was to find out the level of importance customers place on branding before purchasing rice.

From the table respondents affirmed that recognition of the brand is important (66%) when choosing the brand of rice, 26% of the respondents saw the recognition of the brand of rice **v**ery important in their decision to buy with just a few of them (8%) see it not important.

Brand awareness and brand recognition play a larger role in the consumer purchase decision than one may think. Brand recognition is an asset that not only adds long-term value, but it can also lead consumers to an actual sale. We've done all the research for you. Find out how brand recognition is so important in the consumer purchase decision. Brand awareness is essential in buying decision-making as it is important that consumers recall the brand in the context of a given specific product category, awareness increasing the probability that the brand will be a member of the consideration set. Awareness also affects decisions about brands in the consideration set, even in the absence of any brand associations in consumers' minds

Respondents also considered the price as important (50%) when choosing the brand of rice to buy. To some of them price is not important (34%) while 16% think price is very important in their decision to buy rice.

To some respondents taste is not important (16%), others consider taste as important (46%) whiles to others it is very important (38%) when choosing the brand of rice. It is clear that consumer taste plays a critical role in judgment and decision making. Taste is the most crucial factor in the decision-making process when buying rice and other consumables.

Better taste means better profits for businesses who deal in consumables. Most of the really good tasting foods often have the highest margins. First and foremost it means that every food product must pass the taste test before any other attributes should be considered. Compromising on taste not only decreases the chances of a product's success, but it puts undue pressure on all the other marketing variables to pick up for an average product. It is true that consumers are changing. They want more of this and less of that. As we all get involved with convenience, health, value, etc. we seem to forget that the real thing that consumers are looking for is not convenient food but tasty food that is convenient.

From table 10, packaging is important (56%) to respondents when choosing the brand of rice, others see it to be very important (18%) with 26% of the respondents thinking it is not important to them in their purchasing decision. Packaging attributes attracts consumer's attention to a particular product, enhances its image and influences consumer's perceptions about product (Rundh, 2005). Packaging is an essential part of product mix and packaging decision is a crucial one in manufacturing industries for them to achieve started marketing objectives and a keen competitive business environment. The first point of a contact between the customer and the product is the packaging. It gives a long lasting impression not only by the product but also the manufacturer. Packaging could be treated as one of the most valuable tool in today's marketing communication, necessitating more details analysis of its elements and an impact of those elements on consumer purchasing decision. A good and an attractive product packaging has greater tendency to enhance positive purchasing decision towards the product.

Perceived quality is considered very important to respondents when choosing the brand of rice. Only 4% of the respondent think quality does not matter to them in the buying of rice. To these people anything goes. The quality of product has a significant impact on the product or service performance, thus it is linked to a customer's value and satisfaction. Product quality is a key factor in assessing purchase intention. It is a continuous process of improvement that the continuous changes increase product performance and consequently the satisfaction of customers' needs. Quality should be improved every moment (Tariq et al., 2013).

The table shows that most of the respondents are not influence by advertisement when it comes to the brand of rice they purchase, 32% of them see it to be important with only 10% considering advertisement as very important in buying decision. The major aim of advertising is to impact on buying behaviour; however, this impact about brand is changed or strengthened frequently through people's memories. Memories about the brand are formed by associations that are related to brand name in consumer mind (Khan, Siddiqui, Shah & Hunjra, 2012). These brands continuously influence consideration, evaluation and finally purchases.

Most of the time consumers buying decision depends on liking or disliking of consumer towards the advertisement of the product advertised (Smith et al., 2006). A good quality advertisement is likely to influence consumers into buying that product while a poor quality advertisement will do the opposite.

Advertisers also study consumers' behavior not only to reach them but also to get their feedback and their reactions toward the sold products. By

understanding these reactions, advertisers will be able to create more effective advertising for later campaigns and better targeting and message to the consumer.

Most of the respondents do not consider others influence when choosing the brand of rice to buy. Social factors such as reference groups, family, and social status can also influence a person's purchasing decision. These factors in turn reflect an endless and vigorous inflow through which people learn different values of consumption. Influencers can be influential buyers, retailers, or people, such as journalists or industry professionals (among others).

Respondents' interest to try something new is important (36%) when choosing the brand of rice, but most of them see it not to be important (52%) while few of them (12%) consider their interest to try something new in the purchase decision of rice.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

This chapter summarizes the findings of the research, and some recommendation made by the researcher.

Summary

Based on the study it was found out that, demographic factors such as age, income, gender can influence people indirectly for decision making when they want to purchase. However, there are other factors such as education, price, taste and quality which can also influence in their purchase decision of rice.

In summary, the research showed that most of the respondents in the Berekum municipality who purchase rice are females, SHS graduates who earn five hundred (GH¢500) Cedis or less. Consumers mostly buy 5kg of rice once a week. Also they prefer buying from the open market than the mini shops or supermarkets. Furthermore, consumers buy more of branded foreign rice than the locally produced rice. It is considered a priority for marketers to know the reasons behind the purchasing intentions of consumers towards their products. From this study, it is clear that consumers purchase branded imported rice due to its high quality. Product quality is a key factor in assessing purchase intention. It is a continuous process of improvement that the continuous changes increase product performance and consequently the satisfaction of customers' needs.

Brand awareness and brand recognition play a larger role in the consumer purchase decision than on may think. Brand recognition is an asset that not only adds long-term value, but it can also lead consumers to an actual sale.

Also taste is the most crucial factor in the decision-making process when buying rice and other consumables. Better taste means better profits for businesses who deal in consumables. Most of the really good tasting foods have the highest margins.

Results from this research have indicated that consumers consider quality as a high priority when purchasing branded products.

Conclusions

The major purpose of this study was to investigate the "Rice Branding and Consumer Behaviour in Rice Purchases". It is crucial to have an understanding of the purchase intentions and decisions of the consumers because it is an intermediary to actual consumption. After going through all the information given and gathered from worthy Journals, it is here by concluded that consumers prefer to buy the foreign and branded rice than the locally produced unbranded ones.

The results of the study indicated that the consumers believed that although prices of the locally produced unbranded rice are low, they prefer to purchase the imported branded rice. They agreed that imported branded rice were of good quality as compare to locally-produced unbranded rice.

Hence, branding is an important factor in assessing consumer behaviour on rice purchases.

Recommendations

The researcher made the following recommendations:

If a person comes to know any unfavorable information about a product, he will not buy it. Therefore, all companies have to try very hard in building a positive image of their brand.

Quality of local rice should be improved by the producers of the local rice. Research has also indicated that consumers have their high trust on Brands.

Producers of local rice should improve on the branding so as to attract consumers.

To keep the consumer aware of their brand and to sustain their customer a company will have to keep triggering its brand and advertise more and more to let the large number of people know about their brand.

Marketers should also design strategies so that consumers consider other variables as shown in this study for purchasing their products.

Marketers could use the findings of this research and make the consumer more comfortable and build the brand Loyalty towards their brand products.

In conclusion, it my fervent hope that other researchers can build on this research and delve into it more so as to build upon the knowledge gathered.

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CATHOLIC UNIVERSITY OF GHANA, FIAPRE - SUNYANI

FACULTY OF ECONOMIC AND BUSINESS ADMIRATION

MASTER OF BUSINESS ADMINISTRATION

This study is being carried out by Enoch Arthur, a final year MBA student of the CUCG on the topic: *The Importance of Branding in Assessing the Purchase Intentions of Consumers: A Study of Selected Distributors and Consumers of Rice in the Berekum Municipality.*

Please note that your participation in the study is voluntary and all information gathered will be treated with utmost confidentiality and would be solely used for educational purposes. Your support and contribution would be very much appreciated. Thank you.

QUESTIONNAIRE FOR RICE CONSUMERS

N.B: Please tick (√) where applicable and specify where necessary.

Part I: Personal Background information

1. **Name**: ………………………………………… (Optional)

2. **Gender:**

   1. Male ☐   2. Female ☐

3. **Age:**

   1. Less than 20 ☐   2. 21 – 30 ☐   3. 31 – 40 ☐

   4. 41 – 50 ☐   5.   51 and above ☐

4. **Level of Education**

   1. Never been to school ☐   2. JHS ☐   3. SHS ☐

   4. Diploma/HND ☐   5. Degree ☐

6. 2nd Degree   ☐

5.   Level of monthly income (GH¢)

1. 500 or less ☐   2. 501 – 1,000 ☐   3. 1,001 – 1,500 ☐

4. 1,501 – 2,000 ☐   5. 2,001 – 2,500 ☐   6 3,000 and above ☐

6.   How many people do you have in your household?

A. 1 ☐   B. 2 ☐   C. 3 ☐

D. 4 ☐   E. 4 ☐   F. 5 and above ☐

Part II: Purchasing Habits of consumers

7. Do you buy rice?

1. Yes ☐   2. No ☐   3. Sometimes ☐

8. What quantity do you normally buy at a time?

1. 5kg or less ☐   2. 10kg ☐   25 kg ☐

9. How many times do you purchase rice?

1. Once a week ☐   2. Twice a week ☐   3. Three times a week

4. Everyday ☐   5.   Others   Please,   specify
…………………………

10. Where do you usually purchase your rice?

1. Mini shops ☐   2. Super markets ☐   3. Open Market ☐

11. Which of the Rice brands do you normally buy?

1. Foreign (Branded) Rice (Jasmine Rice, Lele Rice, Cindy Rice, Uncle Sam Rice)   ☐

2. Local (Unbranded) Rice ☐

3. Don't have any particular brand in mind ☐

12. Was there any brand of rice you recognized in the store?

a. Yes ☐

b. No ☐

(Please tick the number that matches the importance for your choice of brand of rice for question 13 – question 22)

13. Recognition of the brand is ………… to me when choosing the brand of rice.

1. Not important ☐   2. Important ☐   3. Very important ☐

14. The price is ……………. to me when choosing the brand of rice.

1. Not important ☐   2. Important ☐   3. Very important ☐

15. The taste is …………. to me when choosing the brand of rice.

1. Not important ☐   2. Important ☐   3. Very important ☐

16. Packaging is …………. to me when choosing the brand of rice

1. Not important ☐   2. Important ☐   3. Very important ☐

17. Perceived quality is ……………… to me when choosing the brand of rice

1. Not important ☐   2. Important ☐   3. Very important ☐

18. Advertisement is …………. to me when choosing the brand of rice

1. Not important ☐   2. Important ☐   3. Very important ☐

19. Influence by someone else is…… …….. to me when choosing the brand of rice

1. Not important ☐   2. Important ☐   3. Very important ☐

20. My interest to try something new is ……………. to me when choosing the brand of rice.

1. Not important ☐   2. Important ☐   3. Very important ☐

21. Did you purchase rice today?

1. Yes ☐

2. No ☐

22. Did you purchase the same brand of rice?

1. Yes ☐

2. No ☐

3. I purchase any brand available ☐

DISTRICT MAP OF BEREKUM