



(Online) ISSN 2709-7633 (Print) | ISSN 2709-7641

Publishers: Nobel Institute for New Generation

<http://shnakhat.com/index.php/shnakhat/index>

The Influence of Advertisements and Brand Image on Consumer Purchasing Decisions

Shaheed Khattak

Assistant Professor at University of Khushal Khan Khattak University Karak at shaheedkkt@gmail.com

Abstract

Creating and upholding a favorable brand reputation and effectively implementing successful advertising campaigns are essential for optimizing the operational effectiveness of a corporation. Within the realm of consumer purchase decisions, the concept of a brand's image serves as a fundamental mechanism. Furthermore, advertising plays a crucial role in the success of any company as it enables the communication of messages and fosters the cultivation of loyal customers. The objective of this study is to ascertain the impact of brand image and advertising on the purchasing choices made by individuals belonging to the Gujranwala community in Pakistan. The data required for this inquiry were gathered by a questionnaire survey using the appropriate non-probability sampling technique. Within a span of less than thirty days, a sample size of two hundred surveys yielded a total of 175 responses. The study's findings indicate that consumers' inclination to make purchases is significantly and positively influenced by ads and their impressions of the brand. People tend to have a favourable attitude towards the brand's image when it is graphically portrayed. The survey findings suggest that the younger population in Gujranwala shows signs of being highly aware of social status and having a preference for branded products. The observation revealed that the adolescent population in Gujranwala had a tendency to favour branded products. Research indicates that commercials exert a favourable influence on customers' purchase decisions. The conclusion essay included an examination of the constraints of the research, a discourse on the discoveries of the study, and recommendations for future areas of investigation.

Keywords company image Promotion Consumer Purchase Patterns

Introduction

The formation of a connection between two parties has the potential to result in mutually beneficial and long-lasting relationships with customers. People living in today's culture have a deeper comprehension of the influence that the commercial pursuits they engage in can have on the manner in which they conduct status-related



actions. As a consequence of this, they choose to make use of branded items as a manner of demonstrating to others their satisfaction with, loyalty to, and perception of a certain brand. Take away the sign that represented their social standing. Implicitness is usually thought to be associated with the concept of brand. A company's strategic armoury for achieving success in the competitive landscape extends beyond only pricing concerns in the modern setting of global and rising markets, where globalisation and market expansion are the norm. Rather, it involves a holistic approach that includes aspects like as the nurturing of a competitive edge, the procurement of talented individuals, and the attractiveness that the business has to its customers. In a variety of settings, the importance of connections and loyalty cannot be overstated. There is a heightened awareness among enterprises in the local business environment regarding the satisfaction of their customers, to the extent that it is considered a valuable asset. This is because customer pleasure is regarded as an asset. Regarding each company, because each one has the power to influence the amount of sales. The business operations of every company are significantly impacted by marketing. There is a tremendous amount of weight placed on a company's rate of growth. Because of the great level of efficacy possessed by the method, the performance graph should be improved. Establishing a strong brand image takes a large amount of effort and is done with the intention of luring customers to one's products. This is done with the expectation that the end result would be increased sales. It has the potential to serve as an effective tool for you to use in the strategic competition you have with your opponents. The Pakistani advertising business is gradually adopting the position of a catalyst for the country's economic growth. Consumers rely on branded products and have a tendency to show a preference for businesses that supply such goods since these businesses have the power to persuade customers to switch to purchasing items connected with well-known brand names. Strategies in marketing that are effective and provide benefits for the product being marketed. It is possible for the status and perception of an entity to improve through the utilisation of beneficial techniques and resources that are of high quality. The advertising of a product is the primary and most influential instrument used to promote that product. The application of effective techniques for brand management has the potential to optimise the process of client acquisition and to impact the purchasing behaviour of employees inside an organisation. This is as a result of the beneficial effect that marketing techniques have



on the behaviour of consumers. It has been determined that the method of communication in question offers a number of benefits. It is necessary to improve the quality of your products, fulfil your social duties, and effectively express your message to the target audience in order to build trust and encourage loyalty in order to achieve success and keep a competitive edge. This will allow you to both achieve success and maintain a competitive edge. Individuals in China use negative branding strategies as a strategy to boost awareness of locally manufactured brands, whereas brands in the UK contain a diverse array of products. The progress that China has made in relation to the purchasing habits of consumers is below par. It is possible to link the improvement in customer behaviour to the influence of persuasive advertising campaigns.

Reviews of Literature:

According to Khasawneh, there is a direct influence that has a positive and beneficial effect on the consumers' intentions to make purchases. Hasouneh (Year) asserts that consumers have an intuitive grasp of the value that is connected with a given brand. During the purchasing process, consumers participate in brand inference, according to Dastooret et al. (2019), who made this observation. In addition, the authors discovered that the utilisation of technologies designed to assist businesses in achieving competitive demographic traits does not result in significant advantages being gained by the businesses. A brand asset is any all-encompassing structure that can influence the degree to which consumers are aware of a particular brand. The general people as a whole has a tendency to hold an attitude that is favourable towards the branded consumer mindset. It is generally accepted that there is a positive correlation between the price of dairy products and the quality of those products. On the other hand, it is generally accepted that branded things have a more direct influence on the purchasing decisions of customers than do non-branded goods. As a direct consequence of this, brand assets are associated with more expensive products. Rubini has a point of contention to make. In addition, the demand for particular brands might be taken as an indication of an individual's place in the social hierarchy. In spite of the fact that it is an intangible asset, it is believed that a brand can have a considerable impact on a company's bottom line. It is generally agreed upon that one of the most important geographical features on the entire world is the Himalayan



mountain range, which can be found throughout Asia. As mentioned in reference [2,] the process of managing a brand entails the strategic manipulation of consumer attention with the aim of driving purchasing behaviour. This is done with the ultimate goal of increasing sales. Loyalty to a brand involves the practise of employing marketing strategies with the intention of supporting a particular brand or product, and this promotion can take the form of either an attitude or a set of behaviours. The application of effective brand management methods has the potential to result in the formation of customer loyalty based on the perceived value of the product through a series of fortunate events. It is important not to minimise the effect that increased customer brand awareness and brand loyalty have on the decisions that customers make regarding their purchases. Consumers have a strong propensity towards brand loyalty, and marketers see a brand as a type of assurance or guarantee in their products and services.

MATERIALS AND METHODS

The University of Avatilale, Gift University, and the Punjab have been chosen because of the influence they can have on shaping modern social attitudes on a wide range of topics. Researchers can recruit both college students and general market customers via advertising, providing us with the statistically significant sample sizes necessary for informing product-related decisions. Critical role sampling is achieved by the use of non-probability psychological and behavioural characteristics in people's emotional surveys. Two-hundred questionnaires were handed out to shoppers at various points during the day. When it comes to commercials on television, there is a strong positive association between the public and the Consumer Buying Institute. According to Table 1, a total of 200 questionnaires were sent out. According to the results, nearly 4% of respondents, or 175 properly filled-out surveys, got an average brand image score of 3.8527. Among the total number of participants, 106 were women and 69 were men. On a 5-point Likert scale, men were more likely to give a positive rating to the brand's image (36.4%) than women (60.6%). The highest majority of participants were between the ages of 40 and 49. Sixty-four percent of the total responses were from respondents between the ages of fifteen and twenty. Based on the responses of the people who took part in this study. About a quarter of the sample (25.7%) was comprised of young adults (ages 21-25). About 3.4 percent of the population ages 26 to



30 worked in the advertising industry, which is quite close to 4 percent. 5.1% and 1.7% of responders, respectively, also fell inside the 31-35 age bracket. The majority of respondents, especially those between the ages of 36 and 40, agreed with the advertisement's optimistic message. Ninety-plus percent of respondents said that the element in question played some role in shaping their purchasing decisions. Out of the total population sampled, 88.109% were married and 64.856% were single. In addition, when respondents were asked to rate their level of agreement with various statements about their shopping habits on a scale from strongly disagree to strongly agree, the results showed that 18.3% and 66.9% of respondents fell into the intermediate, graduate, post-disagree, and strongly agree categories, respectively. Higher education, both graduate and post-secondary. Table 1.2's numbers reveal that people generally have a favourable impression of the brand. Here we share our findings, interpretations, and discussions based on the information we gathered. A p-value of 0.01 indicates that the result of 0.469 is statistically significant. Commercials also serve the goal of tracking the positive association between brand awareness and sales. To do this, we analysed shoppers' preferences at the 1% confidence level, which requires a significant value of 0.324. The correlation between components and brand image was calculated using regression and Pearson correlation analysis, and was found to be 0.469. To examine the dispersion of a single statistic characterising shoppers' habits, we computed its mean and standard deviation at a level of 21.9% (0.469). We used the correlation coefficient to analyse the respondents' tendencies. The 0.324 number shows that there is a connection between the advertisement's success and the consumer's propensity to make a buy.

Conclusion

The information that was gathered is presented in a clear and succinct manner in table 1.3. Brand image, advertising, and consumer behaviour were all considered to be independent factors, while the variation in consumer purchasing behaviour was the dependent variable. In this particular instance, the survey instrument treats the advertising and brand image as two different elements. The value of the widely available, non-probabilistic R² statistic is 0.241 when utilising this technique. According to the findings, independent sampling was applied in order to obtain responses from 24.1% of the total participants for two variables (brand image and



commercial). When the proper SPSS tests were done, the results of the study revealed a statistically significant association between consumers' opinions of brands and the actions they actually took towards such companies. The Durbin-Watson test was carried out in order to ascertain whether or not there was a positive, negative, or no correlation at all between the variables that were being investigated. Its purpose was to investigate the preferences of consumers. A well-known economics framework for analysing the factors at play is known as the Henderson-Watson model. As seen by the fact that 1.892 is less than 2, the people of Gujranwala appear to be becoming more conscious of the correlation that exists between the purchase of name-brand goods and one's level of self-expression. The variables that are being looked at have a strong positive autocorrelation with one another. Additionally, consumers stand to benefit from advertising. Table 1.4 provides information regarding the relative importance of several factors of consumer behaviour. These facts and conclusions can be examined further to see how credible they are. The findings of the study are summarised in Table 1.4. These findings demonstrate that the p-values of experts are much lower than 0.05 (that is, 0.000) than the p-values of the typical participant. This comes up the subject of the brand, which is well-known, well-liked, and very effective in moulding the purchase behaviour of consumers thanks to brand image and customer loyalty. will remain in their memories for a longer period of time and be linked with the brand in a more favourable light. The beta coefficients, which can be found in Table 1.5, provide a representation of the degree to which individuals are responsible for making their own purchasing decisions. A number of independent variables in the context of interest are influenced by a number of other independent variables in the environment. According to the findings of this research, contemporary ads are likely to be The findings of the study indicate that customers' impressions of a brand can operate as a potent marketing tool by influencing new customer acquisition and affecting consumer purchasing behaviours. This was found to be the case by looking at new customer acquisition. There is a problem with the 404 page. This provides an explanation for the gap in consumer spending of 40.4%. In addition, as a direct result of this study, it is quite probable that future research efforts will be able to accomplish a greater degree of precision. A bigger sample size may be required if we are interested in determining the extent to which the reputation of a brand influences the purchasing behaviours of consumers. The probe yielded a lot of useful information, but it didn't lead to any



significant financial repercussions. Targeted advertising can have a substantial impact on changing the behaviour of consumers when used in conjunction with restrictions. A beta coefficient of 160 implies that additional research on the behaviour of consumers in cities other than Gujranwala City is necessary. Clarification about the future concerning the 16 percent.

References

Khasawneh, K. and A.B.I. Hasouneh, 2010. The Muhammad Hannan, 2012. Impact of advertisement effect of familiar brand names on consumer behavior of fmcg in lahore city. behaviour: A Jordanian Perspective. International Academic Research International,

2(3): 571-574. Research Journal of Finance and Economics, 13. Zain-Ul-Abideen, Salman Saleem. (n.d.). Effective 43: 33-57. advertising and its influence on consumer buying 2. Nepalia. 2011. Brand management and its impact on behavior. European Journal of Business and consumer buying behavior. International Referred Management,

3(3): 55-66. Research Journal, 1(17): 113-114. 14. Ayanwale, A.B., T. Alimi and M.A. Ayanbimipe, 3. Shah, S.S.H., J. Aziz, A. Raza Jaffari, S. Waris, W. 2005. The influence of advertising on consumer behavior. Ejaz, M. Fatima and S.K. Sherazi, 2012. The Impact of brand preference. Journal of Social Science, Brandson Consumer Consumer Buying Behavior. 10(1): 9-16. Asian Journal of Business Management,

4(2): 105-115. Vinod Kumar Bishnoi and Ruchi Sharma, 2009. 110. The Impact of TV Advertising on Buying Behaviour: 4. Del Rio, A.B., R. Vazquez and V. Iglesias, 2001. A Comparative Study of Urban and Rural Teenagers. The effects of brand associations on consumer behavior. JK Journal of Management and Technology, response. Journal of Consumer Marketing, 1(1): 65-76. 18

: 410-425. 16. Aneza bashir and Najma Iqbal Malik, 2009. 5. Tam, K.K., 2007. Effect of Brand Image on Consumer Behavior. Effects of advertisement on consumer behavior of Purchasing Behaviour on Clothing: Comparison university students. Proceedings 2nd cbrc, Lahore, between China and the UK's Consumers (Doctoral Pakistan. dissertation, University of Nottingham)



Priyanka, S., 2012. A study on impact of online 6.HareemZeb, K.R., 2011. Influence of Brands on advertising on consumer behavior (with special Female Consumer's Buying Behavior in Pakistan.reference to e-mails). International journal of International Journal of Trade, Economics and engineering and Management Sciences, Finance, 2(3): 225-231.

3(4): 461-465. 7.Price, Albert, E., 2010. "How Brand Name and 18.Pughazhendi, A., D.K.A. Baskaran, M.R. Prakash Packaging Quality Affect the Consumer Choice and R.N. Balamurugan, 2012. A study on Process" Graduate Thesis Collection, pp: 232. effectiveness of multiple and single celebrity 8.Doostar,M., M.K.I. Abadi and R.K.I. Abadi, 2012. endorsement on considerable product Impact of Brand Equity on Purchase Decision of advertisements in Chennai perceptive, India. Far East Final Consumer Focusing on Products with Low Journal of Psychology and Business, 6(2): 11-18.

Mental Conflict. Journal of Basic Applied Scientific 19.Jakštien, S., D. Susnien and V. Narbutas, 2008. The Research, 2(10): 10137-10144.

Psychological Impact of Advertising on the 9.Mohammad Doostar, Esmail Malek Akhlagh and Customer Behavior. Communications of the Maryam Kazemi iman abadi, 2012. Analysis of the IBIMA, 3: 50-55.

Impact of Brand Assets on the Buying Decisions of 20.Fathi All-Share and Marwan Al Salaimeh, 2010. Final Consumers. Journal of Basic and Applied The Effects of Television Advertisement on the Scientific Research, 2(9): 8824-8832.

Behavior of Canned Food Consumer in Small 10.Rubini, A., 2010. Role of Brand in Consumer Industries. European Journal of Social Sciences, Behavior: case How Sneakers Have Turned into 16(3): 332-341.

Status Symbols. Thesis, pp: 48. 21.Ghani, U. and F.A. Jan, 2010. An Exploratory Study 11.Niazi, G.S.K., J. Siddiqui, B.A. Shah and A.I. Hunjra, of the Impulse Buying Behaviour of Urban 2012. Effective advertising and its influence on Consumers in Peshawar. In



(Online) ISSN 2709-7633 (Print) | ISSN 2709-7641

Publishers: Nobel Institute for New Generation

<http://shnakhat.com/index.php/shnakhat/index>

International Conference consumer buying behavior. Information Management on Business and Economics, 1: 157-159. and Business Review, 4(3): 114-119.

22.Khor, E.T., 2010. Factors Influencing Consumer Akram Naseem, Sana Javaid, Muhammad Najeeb and Buying Behavior of Luxury Branded Goods (Doctoral dissertation, Universiti Sains Malaysia).