



## Influence of Brand Image on Consumer Purchase Intention of Apple Smartphone

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### Abstract

This study examines the influence of brand image on consumer purchase intention of Apple smartphone. Purchase intention is the dependent variable. The selected independent variables are brand equity, brand image, perceived product quality, brand loyalty and brand awareness. The primary sources of data are used to assess the opinions of respondents regarding the brand equity, brand image, perceived product quality, brand loyalty, brand awareness and purchase intention. The study is based on the primary data of 124 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation and multiple regression models are estimated to test the significance and importance of the influence of brand image on consumer purchase intention of Apple smartphone.

The study showed a positive impact of perceived product quality on purchase intention. It indicates that higher the quality of product, higher would be the purchase intention. Similarly, the study showed a positive impact of brand image on purchase intention. It indicates that higher the brand image, higher would be the purchase intention. Likewise, the study showed a positive impact of brand awareness on purchase intention. It indicates that increase in brand awareness leads to increase in purchase intention. Further, the study showed a positive impact of brand loyalty on purchase intention. It indicates that loyalty of customers towards the brand leads to change the purchase intention. In addition, the study showed a positive impact of brand equity on purchase intention. It indicates that desirability of brand leads to change in the perception of consumers.

*Keywords:* perceived product quality, brand equity, brand image, brand loyalty, brand awareness, purchase intention

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### 1. Introduction

The brand is made by the perception and experience of the consumers therefore; a wise and conscious consumer only buys the brands well known to him and is also favorable (Shahid *et al.*, 2017). Macdonald and Sharp (2000) mentioned that even though consumers familiarize and are willing to purchases a product, brand awareness is still an important factor to influence purchases intention. Today consumer have all kind of information about brand, company and product just on one click and he/she has freedom to share this information with their community which force the brand manager to be active regarding any news about brand and have direct interaction with their customer to maintain their brand image and search for more loyal customer (Keller, 2009). Asshidin *et al.* (2016) stated that purchase intention future projections of consumer behavior that will significantly contribute to attitude configuration. Market research companies often use purchase intentions to predict the potential for sales of new products. In addition, purchase intention measures have often been used to identify product purchase probabilities within a set time period (Sivaram *et al.*, 2020). The influence of brand awareness, brand association and product quality on brand loyalty and repurchase intention: a case of male consumers for cosmetic brands in South

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Africa, (Muhammad Naeem *et al.*, 2015). Consumer is becoming conscious about brand while making purchase decision (Chi *et al.*, 2009). Brand awareness from business aspect is defined as the ability of the decision maker in organizational buying centers to recognize or recall a brand (Homburg *et al.*, 2010). Foroud (2019) stated that brand is very important to customers as it helps consumers simplify their decision-making process in identifying specific products to purchase. Through branding, organizations are able to identify, create customer loyalty, sustain and distinguish their product from competitors (Bettels, 2019). The brand name, Samsung, continues to command customer loyalty up to the present day. Product brand is very important to customers as it helps consumers simplify their decision-making process in identifying specific products to purchase. Through branding, organizations are able to identify, create customer loyalty, sustain and distinguish their product from competitors (Bettels and Wiedmann, 2019).

Irshad (2012) concluded that there is a positive relationship between brand equity and purchase intention. Liu *et al.* (2019) examined interrelationships between viral marketing and purchase intention via customer-based brand equity. The study found that there is positive relation with brand equity and purchases intention. Likewise, Phan *et al.* (2019) investigated the impact of brand equity components on automobile purchase intention of consumers in ho Chi Minh City, Vietnam. The study concluded that brand awareness, self-expression value, perceived quality, brand psychology, factors are statistically significant for positive brand loyalty and purchase willing. Similarly, Bougenvile and Ruswanti (2017) analyzed the brand equity on purchase intention consumers' willingness to pay premium price juice. The study found that brand equity has a positive and significant impact on brand awareness. Furthermore, Satvati *et al.* (2016) examined the relationship between brand equity and consumer behavior. The study concluded that there is a positive relationship between brand equity and purchase intention. In addition, Asshidin *et al.* (2016) examined the perceived quality and emotional value that influence consumer's purchase intention towards American and local products. The study found that perceived quality and emotional value have positive and significant impact on purchase intention. Similarly, Gil *et al.* (2018) investigated the relationship between green perceived quality and green purchase intention: A three-path mediation approach using green satisfaction and green trust. The study concluded that perceived quality has a positive impact on purchase intentions.

Teo *et al.* (2019) examined the marketing on instagram: social influence and image quality on perception of quality and purchase intention. The study showed that social influence have no impact on purchase intention. Similarly, Wu *et al.* (2012) examined the impacts of product scarcity and consumers' need for uniqueness on purchase intention. The study found that the impacts of scarcity on purchase intention through perceived uniqueness, perceived sacrifice and perceived value. Likewise, Chen and Chang (2013) concluded that perceived quality has a positive impact on customer satisfaction. Likewise, Wee *et al.* (2014) examined the consumers' perception, purchase intention and actual purchase behavior of organic food products. The study concluded that the view of consumers' perception towards organic food products will influence their behavioral intention and then lead to the actual purchase of the products. Further, Chi *et al.* (2009) investigated the impact of brand awareness on consumer purchase intention: The mediating impact of perceived quality and brand loyalty. The study found that brand loyalty and brand preference have positive and significant impact on purchases intention.

In the context of Nepal, Gautam and Shrestha (2018) examined the impact of brand equity on purchase intention of smart phones. The study concluded that brand loyalty and brand awareness are the influential factors for purchase intention of smart phones. Similarly, Rai *et al.* (2023) examined the factors affecting consumer behavior in smartphone purchases in Nepal. The study concluded that social factors influence consumer behavior in buying smartphones. Likewise, Rai and Rai (2022) investigated the factors affecting online purchase intention of prospects: a study in Nepalese context. The study revealed a significant positive impact of attitude, perceived customer service, quality perception, and price fairness perception on purchase intention. Further, Rai (2019) examined the impact of demographic factors on consumer purchase intention in buying television set in Kathmandu Valley: An empirical study. The study found that there is no significant difference on purchase intention among different age groups and there is significant difference on purchase intention among different level of education.

The above discussion shows that empirical evidences vary greatly across the studies on the influence of brand image on consumer purchase intention of Apple smartphone. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of the study is to examine the influence of brand image on consumer purchase intention of Apple smartphone. Specifically, it examines the relationship of perceived product quality, brand equity, brand image, brand loyalty and brand awareness with purchase intention of customer.

The remainder of this study is organized as follows: section two describes the sample, data, and methodology. Section three presents the empirical results and final section draws the conclusion.

## 2. Methodological aspects

The study is based on the primary data. The data were gathered from 124 respondents through questionnaire. The study employed convenience sampling method. The respondents' views were collected on perceived product quality, brand equity, brand image, brand loyalty, brand awareness and purchase intention. This study is based on descriptive as well as causal comparative research designs.

### *The model*

The model used in this study assumes that purchase intention depends upon influence of brand image. The dependent variable selected for the study is purchase intention. Similarly, the selected independent variables are brand equity, brand image, perceived product quality, brand loyalty and brand awareness. Therefore, the model takes the following form:

Purchase intention =  $f$  (brand equity, brand image, perceived product quality, brand loyalty and brand awareness).

More specifically,

$$PI = \beta_0 + \beta_1 BI + \beta_2 BA + \beta_3 PBQ + \beta_4 BL + \beta_5 BE + e$$

Where,

PI = Purchase intention

BI = Brand image

BA = Brand awareness

PBQ = Perceived brand quality

BL = Brand loyalty

BE = Brand equity

Brand image was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I’m afraid that my choice of another mobile brand may reduce the esteem I have among my friend”, “I don’t have time to get the information and fully evaluate a new cell brand” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.832$ ).

Brand awareness was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I easily recall a particular brand when I need to buy a product”, “Some characteristics of that smart phone comes to my mind” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.788$ ).

Brand loyalty was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I recommended this brand to friends and family”, “I am likely to continue purchasing from this brand in the future” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.724$ ).

Brand equity was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I trust in the overall reliability of the brand”, “The brands products/services represent high quality” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.736$ ).

Purchase decision was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I intend to purchase mobile phone in near future”, “I search for information about mobile phone from time to time” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.844$ ).

Perceived product quality was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “The overall performance of my smart mobile phone is good”, “I think my mobile phone brand has a reputation for high quality” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.762$ ).

The following section describes the independent variables used in this study along with the hypothesis formulation.

#### *Brand image*

Brand image is defined as the perception of an organization that customers hold

in their memories. Fianto *et al.* (2014) examined the influence of brand image on purchase behavior. The study revealed that brand image has a positive impact on purchase intention. Similarly, Wang and Tsai (2014) stated that the relationship between brand image and purchase intention: evidence from award winning mutual funds. The study showed that there is a positive and direct relationship between brand image and purchase intention. Likewise, Rehman and Ishaq (2017) found that most of consumer's purchases depend upon the brand image and service quality. Based on it, this study develops the following hypothesis:

H<sub>1</sub>: There is a positive relationship between brand image and purchase intention.

#### *Brand awareness*

Brand awareness is the extent to which customers are familiar with the functions, values, qualities, uniqueness, taste and image of a particular brand of goods or services (Murthi and Rao 2012). Sasmita and Suki (2015) explored on young consumers' insights on brand equity: impact of brand association, brand loyalty, brand awareness and brand image. The study found that organization with high brand awareness gain more competitive advantage and enjoy the opportunity for successful extensions, resilience against competitors' promotional pressures and creation of barriers to competitive entry. Likewise, Rubio *et al.* (2014) revealed that there is a positive relationship between brand awareness and purchase intention. Further, Romaniuk (2017) examined on brand awareness: revisiting an old metric for a new world. The study showed a positive relationship between brand awareness and customer satisfaction. Likewise, Dodds *et al.* (1991) examined that the impacts of price, brand, and store information on buyers' product evaluations, higher level of brand awareness influences the purchase decision of the consumers. Based on it, this study develops the following hypothesis:

H<sub>2</sub>: There is a positive relationship between brand awareness and purchase intention.

#### *Perceived brand quality*

Perceived brand quality refers to the subjective evaluation and judgment that consumers make about the overall excellence, reliability, and superiority of a brand's products or services. Corritore *et al.* (2003) investigated on-line trust: concepts, evolving themes, a model the impact of perceived quality on trust. The study found that perceived brand quality has a positive relationship with brand loyalty. Likewise, Parasuraman and Grewal (2000) stated the impact of technology on the quality-value-loyalty chain: a research agenda. The study found that Product perceived quality have a direct and positive impact on purchase intentions. Taylor and Baker (1994) examined that an assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions. The study found that there is a direct relationship between the purchase intention and perceived quality. Based on it, this study develops the following hypothesis:

H<sub>3</sub>: There is positive relationship between perceived product quality and purchase intention.

#### *Brand loyalty*

Brand loyalty refers to a consumer's consistent preference for and purchase of products or services from a specific brand over time. Likewise, Rowley (2005) investigated the four cs of customer loyalty. The study found that customers who are loyal; continues to consume the same products without any marketing efforts. Similarly, Yoo *et al.* (2000) stated an examination of selected marketing mix elements and brand equity. The study found that

brand loyalty motivates consumers to buy the same brand routinely and restrict them with the same brand. Further, Erdumlu *et al.* (2017) examined the consumer behavior and the influence of brand loyalty in purchasing sportswear products. The study found that there is positive relationship between purchases intention and brand loyalty. Based on it, this study develops the following hypothesis:

H<sub>4</sub>: There is a positive relationship between brand loyalty and purchase intention.

#### *Brand equity*

Brand equity refers to the intangible value and perception that a brand holds in the minds of consumers. Senthilnathan (2012) examined the relationship of brand equity to purchase intention. The study found that brand equity has a positive relationship with purchase intention. Similarly, Sagtas (2022) investigated the impact of social media marketing on brand equity and consumer purchasing intention. The study found that there is positive relationship between brand equity and purchases intention. Likewise, Koliby and Rahman, (2018) stated the influence dimensions of brand equity on purchase intention toward smartphone in Malaysia. The study found that significant and positive relationship purchases intention and brand equity. Further, Hoang *et al.* (2020) examined the relationship between brand equity and intention to buy: the case of convenience stores. The study found that there is positive relationship between brand equity and purchases intention. Based on it, this study develops the following hypothesis:

H<sub>5</sub>: There is a positive relationship between brand equity and purchase intention.

### **3. Results and discussion**

#### *Correlation analysis*

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

Table 1

#### **Kendall's Tau correlation coefficients matrix**

This table presents Kendall's Tau coefficients between dependent and independent variables. The correlation coefficients are based on 124 observations. The dependent variable is PI (Purchase intention). The independent variables are PPQ (Perceived product quality), BI (Brand image), BA (Brand awareness), BL (Brand loyalty) and BE (Brand equity).

Variables	Mean	S.D.	PI	PPQ	BI	BA	BL	BE
PI	3.756	0.819	1					
PPQ	3.450	0.880	0.416*	1				
BI	3.472	0.987	0.501**	0.287**	1			
BA	3.610	0.740	0.349**	0.392**	0.407**	1		
BL	3.570	0.800	0.525**	0.512**	0.431**	0.431**	1	
BE	3.570	0.795	0.523**	0.411**	0.432**	0.557**	0.466**	1

Note: The asterisk signs (\*\*) and (\*) indicate that the results are significant at one percent and five percent levels respectively.

Table 1 reveals that perceived product quality is positively correlated to purchase intention. It indicates that higher the quality of product, higher would be the purchase

intention. Similarly, brand image is positively correlated to purchase intension. It indicates that higher the brand image, higher would be the purchase intension. Likewise, brand awareness is positively correlated to purchase intension. It indicates that increase in brand awareness leads to increase in purchase intension. In addition, brand loyalty is positively correlated to purchase intension. It indicates that loyalty of customers towards the brand leads to change the purchase intension. Moreover, brand equity is positively correlated to purchase intension. It indicates that desirability of brand leads to change in the perception of consumers.

*Regression analysis*

Having indicated the Kendall’s Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it shows the regression results of brand equity, brand image, perceived product quality, brand loyalty and brand awareness with purchase intention of customers.

Table 2

**Estimated regression results of brand equity, brand image, perceived product quality, brand loyalty and brand awareness on purchase intention of customer**

The results are based on 124 observations by using linear regression model. The model is  $PI = \beta_0 + \beta_1 PPQ + \beta_2 BI + \beta_3 BA + \beta_4 BL + \beta_5 BE + e$  where the dependent variable is PI (product intension). The independent variables are PPQ (Perceived product quality), BI (Brand image), BA (Brand awareness), BL (Brand loyalty) and BE (Brand equity).

Model	Intercept	Regression coefficients of					Adj. R <sup>2</sup>	SEE	F-value
		PPQ	BI	BA	BL	BE			
1	1.800 (7.562)**	0.567 (8.478)**					0.366	0.652	71.883
2	2.130 (9.510)**		0.468 (7.550)**				0.313	0.679	57.001
3	1.283 (4.426)**			0.686 (8.711)**			0.378	0.646	75.883
4	1.223 (5.000)**				0.709 (10.610)**		0.476	0.593	112.578
5	0.999 (4.424)**					0.773 (12.507)**	0.558	0.5447	156.426
6	1.325 (5.471)**	0.409 (5.810)**	0.294 (4.677)**				0.458	0.603	53.027
7	0.989 (3.647)**	0.311 (3.944)**	0.294 (4.677)**	0.276 (2.550)*			0.482	0.589	39.127
8	0.749 (2.842)**	0.160 (1.905)	0.294 (4.677)**	0.168 (1.587)	0.385 (3.904)**		0.537	0.557	36.636
9	0.571 (2.393)*	0.152 (2.022)*	0.294 (4.677)**	0.077 (0.730)	0.167 (1.721)	0.507 (5.458)**	0.627	0.5	42.356

Notes:

- i. Figures in parenthesis are t-values.
- ii. The asterisk signs (\*\*) and (\*) indicate that the results are significant at one percent and five percent level respectively.
- iii. Purchase intention is dependent variable.

Table 2 shows that the beta coefficients for perceived product quality are positive with purchase intention. It indicate that perceived product quality has a positive impact on purchase intention. This finding is similar to the findings of Corritore *et al.* (2003). Similarly, the beta coefficients for brand image are positive with purchased intention. It indicate that brand image has a positive impact on purchased intention. This finding is similar to the findings of Wang and Tsai (2014). Likewise, the beta coefficients for brand awareness are positive with purchased intention. It indicate that brand awareness has a positive impact

on purchased intention. This finding is similar to the findings of Romaniuk (2017). Further, the beta coefficients for brand loyalty are positive with purchased intention. It indicates that brand loyalty has a positive impact on purchased intention. This finding is similar to the findings of Yoo *et al.* (2000). In addition, the beta coefficients for brand equity are positive with purchased intention. It indicate that brand equity has a positive impact on purchased intention. This finding is similar to the findings of Koliby and Rahman (2018).

#### 4. Summary and conclusion

The brand is made by the perception and experience of the consumers therefore; a wise and conscious consumer only buys the brands well known to him and is also favorable. Even though consumers familiarize and are willing to purchases a product, brand awareness is still an important factor to influence purchases intention. Today consumer have all kind of information about brand, company and product just on one click and he/she has freedom to share this information with their community which force the brand manager to be active regarding any news about brand and have direct interaction with their customer to maintain their brand image and search for more loyal customer.

This study attempts to examine the influence of brand image on consumer purchase intention of Apple smartphone. The study is based on primary data of 124 respondents.

The major conclusion of the study is that perceived product quality, brand image, brand awareness, brand loyalty and brand equity have positive impact on purchase intention. The study also concludes that brand equity is the most influencing factor followed by brand loyalty that explains the changes in consumer purchase intention towards Apple smartphones in Nepal.

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