

Power of Brand Image and Advertisement Blend over Consumer Purchase Decision

Dr. Santhi S^{1*}, Ms. Sandhiya. M², Dr, Rangarajan. R³

¹Assistant Professor, PG & Research Department of Commerce, Anna Adarsh College for Women, Chennai, India

²Assistant Professor, PG Department of Commerce, S.A. College of Arts & Science, Chennai, India

³Professor, Department of Commerce, University of Madras, Chennai, India

Abstract — The aim of the research was to assess the impact of brand image and promotional mix on consumer purchasing decisions. A descriptive survey research technique was employed as the framework for the study. Judgmental and purposive sampling methods were utilized. The data collected from the respondents were analysed using correlation. The results indicated that brand image, advertising, sales promotion, and personal selling significantly affect consumer buying decisions at the 01 level (2-tailed). The research concluded that the manner in which a product is marketed, along with the brand's integrity, encourages consumers to buy it and make repeat purchases, as well as enhancing referrals of the product to potential customers. The research circulated the questionnaire to Chengalpattu district in Tamil Nadu has 8 taluks: particularly to Chengalpattu, Pallavaram, Tambaram, Thiruporur, and Vandalur. The study thus advised organizations, particularly those involved in marketing fast-moving consumer goods, to concentrate on a unique promotional mix, as the research empirically demonstrated that the perception of brand image can influence consumer buying decisions sustainably. It is also suggested that each marketing firm should implement a blend of promotional mix that can yield distinct results regarding turnover, enhanced market share, customer retention, profitability, and productivity, among other factors.

Keywords — Advertising, Brand Image, Consumer Buying Decision, Profitability.

1. Introduction

In the past decade, branding has become a key focus for management due to the increasing understanding that brands represent some of the most significant intangible assets a company possesses. Brands fulfill several important roles. At a fundamental level, brands act as indicators for a company's offerings. For consumers, brands can ease decision-making, assure a specific level of quality, minimize risk, and/or cultivate trust. Brands are created from the product itself, the associated marketing efforts, and the usage (or lack thereof) by customers and others. Consequently, brands embody the entire experience that consumers have with products (Keller and Lehmann, 2006).

In today's era, branding plays a crucial role in enhancing the economy of any nation. Branding is the sole instrument that has the potential to alter consumer behavior. A robust brand image, supported by efficient advertising, is essential for business success, as it establishes trust, affects purchasing decisions, and promotes customer loyalty, ultimately resulting in higher sales and ongoing growth.

Currently, individuals are more brand-aware compared to the past. There are numerous signals present in the environment that assist the public in making selections. One of these signals is branding. It is viewed as a more potent mental shortcut in decision-making. A brand can

affect whether a consumer notices particular products or not.

The positioning and development of brand personality are increasingly significant for businesses as they strive to connect with customers. The establishment of strong brands is one of the methods by which a business can create and maintain an advantage over its competition.

1.1 The Synergistic Effect

- When brand image and advertising collaborate, they generate a potent synergy that can propel business growth.
- A robust brand image enhances the effectiveness of advertising efforts, as consumers are more inclined to trust and interact with brands they know and appreciate.
- Successful advertising can bolster and improve a favorable brand image, forming a beneficial cycle of growth.
- By putting resources into both brand image and advertising, businesses can establish a solid groundwork for sustainable success.

2. Objectives

- To assess the impact of brand image and promotional mix on consumer purchasing decisions
- To measure the perception of brand image can

influence consumer buying decisions.

3. Literature Review

Kumar (2014) asserted that to comprehend consumer buying decisions, marketers should grasp the consumption process and the perceived utility of products among consumers. They also reported that when consumers make purchases unconsciously, they navigate through several phases in forming a purchase decision, completing the purchase, and conducting a post-purchase evaluation. The initial step in this decision-making process is problem recognition, where consumers can distinguish between their needs and wants.

Edegoh, et al, (2013).Advertising is any compensated form of impersonal presentation and promotion of ideas or products by a recognizable sponsor. Individuals respond differently to the same advertisement and make choices regarding how to allocate their available resources on consumption-related items. The fundamental goal of advertising is to engender customer loyalty to the promoted products.

Olutade (2012) defines sales promotion as any initiative aimed at producing a temporary increase in sales. This encompasses various communications activities pursued to offer additional value or incentives to customers, wholesalers, retailers, or other organizational buyers to encourage immediate sales. Such initiatives are typically aimed at sparking product interest, trials, or purchases. It is specifically crafted to enhance rapid sales and ultimately foster loyalty.

Kanwal (2012) found that while free samples and coupons do not have a significant correlation with consumer purchasing behavior, price discounts, buy-one-get-one-free offers, and physical surroundings demonstrate a significant correlation with consumer purchasing behavior.

4. Testing of Hypothesis

Based on the research conceptual framework, the following null hypotheses were formulated to direct the study:

- There is no notable association between brand image and consumer purchasing decision.
- There is no notable association between advertising and consumer purchasing decision.
- There is no notable association between sales promotion and consumer purchasing decision.
- There is no notable association between personal selling and consumer purchasing decision.

This research paper examined the effects of brand image and promotional mix on consumers' purchasing decisions. To achieve this, this paper is organized into five sections: the first section addresses the general introduction; the second section addresses the literature review; the third section addresses the methodology; the fourth section addresses the analysis of data, results, and discussion; while the final section provides the conclusion and recommendations.

5. Research Methodology

- The research tool used for this study was a structured questionnaire. The questionnaire allowed respondents to grasp the purpose of the study. It also facilitated the researcher in gathering information from the respondents efficiently.
- Four hundred consumers of the chosen beverage drinks in Lagos State
- Descriptive statistics and Pearson Product Moment correlation were employed for empirical data analysis with the assistance of the Statistical Package for the Social Sciences (SPSS).

6. Data Analysis

Photocopies of surveys were distributed to 180 Beverage Drink consumers in Lagos State, Nigeria; from which only 150 copies were completed and returned.

Table 1: Examination of Questionnaire Distribution and Retrieval Rate

	FREQUENCY	PERCENTAGE (%)
Distributed and Recovered	150	83
Distributed and Not Recovered	30	17
TOTAL	150	100

Source: Researchers' Field Survey (2024)

The table 1 above indicates that 150 (100%) of the participants completed and submitted the questionnaire, whereas 16 (11%) of the participants did not submit the questionnaire. Therefore, the rate of returned questionnaires is sufficiently high to allow for the generalization of the findings of this research study.

Table 2: Analysis of the Respondents' Demography

VARIABLE	FREQUENCY	PERCENTAGE
GENDER		
Male	85	57
Female	65	43
Total	150	100
MARITAL STATUS		
Single	90	60

Married	60	40
Total	150	100
AGE		0
20 and below	73	49
21-30	51	34
31-40	10	7
41-50	9	6
51 and above	7	5
Total	150	100
EDUCATIONAL QUALIFICATION	55	37
HSC	62	41
Bachelors' Degree	23	15
Masters' Degree	10	7
Doctorate Degree	150	100
Total	55	37
BEVERAGE DRINKS OF RESPONDENTS		
Bournvita	31	21
Boost	53	35
Milo	12	8
Horlicks	43	29
Complan	11	7
Total	150	100
Source: Researchers' Field Survey (2024).		

At the 0.01 level (2-tailed), correlation is noteworthy. The Pearson Product Moment correlation for the three ordinaly scaled variables is displayed in Table 3. The noteworthy level is 0.01.

7. Results and Interpretation

Hypothesis 1: Brand image does not significantly affect consumers' purchasing choices. The table shows a correlation of 0.397 for brand image and a significance level of 0.01. According to the table, the p-value is 0.000, which is lower than 0.01. As a result, we reject the null hypothesis and determine that brand image significantly affects consumers' purchasing decisions. which found no meaningful connection between brand image and consumer purchasing decisions.

Hypothesis 2: Advertising has no noteworthy impact on consumers' purchasing decisions. The table shows a correlation of 0.445 for advertising and a significance level of 0.01. According to the table, the p-value is 0.000, which is less than 0.01. As a result, we conclude that sales promotion has a major impact on consumer purchasing decisions and reject the null hypothesis. This finding is

consistent with advertising has a significant impact on consumers' purchasing decisions.

Table 3: Pearson Product Moment correlations					
	Consumer Buying decision	Brand Image	Adver tising	Sales Promo tion	Persona l Selling
Pearson Correlation Consumer Buying Decision Sig. (2-tailed)	1	.397**	.445**	.536**	.394**
N		0	0	.000	.000
Pearson Correlation	150	150	150	150	150
Brand Image Sig. (2-tailed) N	.397**	1	.538**	.577**	.446**
Pearson Correlation	0		0	0	0
Advertising Sig. (2-tailed) N	150	150	150	150	150
Sales Promotion Pearson Correlation	.445**	.538**	1	.469**	.526**
Sig. (2-tailed)	0	0		0	0
N	150	150	150	150	150
Personal Selling Pearson Correlation Sig. (2-tailed)	.536**	.394**	.524**	1	.449**
N	0	0	0	150	1
	150	150	150	.522**	150
**. Correlation is significant at the 0.01 level (2-tailed).					

Hypothesis 3: Sales promotions have no major impact on consumers' purchasing decisions. The table shows that the correlation for sales promotion is 0.536 and the significance level is 0.01. The p-value displayed in the table is 0.000, which is below (<) 0.01. As a result, we reject the null hypothesis and determine that sales promotions significantly affect consumers' purchasing decisions. This outcome is consistent with the sales promotion programs have a crucial impact on affecting a consumer's purchase choice.

Hypothesis 4: Personal selling has no noteworthy impact on consumers' purchasing decisions. The table shows that personal selling has a correlation of 0.394 and a significance level of 0.01. According to the table, the p-

value is 0.000, which is lower than ($<$) 0.01. As a result, we reject the null hypothesis and determine that sales promotions significantly affect customers' purchasing decisions. This outcome aligns with the conclusions that personal selling significantly affects consumers' purchasing decisions.

8. Conclusion

The results showed that brand image, advertising, sales promotions, and personal selling all significantly affect consumer purchasing decisions at the .01 level (2-tailed). The research found that a product's promotion, combined with its brand integrity, drives consumers to buy it again and again, as well as improves the likelihood that they will recommend it to other potential customers. The results of this study indicate that brand image and promotional mix have a significant impact on consumer purchasing decisions, thus confirming that promotional mix are effective marketing communication strategies for sustainably influencing consumer buying decisions.

Based on the empirical evidence that brand image perception can sustainably influence consumer buying decisions, the study thus advised companies, particularly those involved in marketing fast-moving consumer products, to concentrate on a specific promotional mix. Additionally, it is suggested that each marketing firm use a promotional mix that can produce different results in areas like revenue, enhanced market share, customer retention, profitability, and productivity.

Finally, beverage consumers must ensure that consumer orientation is adopted and implemented as an operational philosophy throughout the entire organization, especially in light of the current fairer trade in goods and services.

References

- [1] Adebisi, S.A. and Babatunde, B.O. (2011). Strategic influence of promotional mix on organizational sale turnover in the face of strong competitors. *Business Intelligence Journal*, 4 (2): 343-350.
- [2] Ansah, M.O. and Poku, K. (2013). Investigation into consumer response to sales promotional activities: The case of Unilever Ghana Limited. *International Review of Management and Marketing*, 3 (4): 134-145.
- [3] Chakraborty, R.K., Hossain, M., Azad, F.H., and Islam, J. (2013). Analysing the effects of sales promotion and advertising on consumer's purchase behaviour. *World Journal of Social Sciences*, 3 (4): 183-194.
- [4] Ijewere, A.A. (2011). Consumerism in Nigeria. *Jorind*, 9 (2): 186-192.
- [5] Jobber, D. and Lancaster, G. (2006). *Selling and sales management* (7th Edition). Harlow: Prentice Hall.
- [6] Kehinde, O.J. (2009). *Integrated marketing communications and consumers' patronage of Nigerian beverage products*. A Ph.D Thesis Done At Covenant University, Ota, Ogun State. Retrieved from [www.dspace.covenantuniversity.edu.ng/.../CU03GP0024%20-](http://www.dspace.covenantuniversity.edu.ng/.../CU03GP0024%20-20Kehinde%20)
- [7] Latham, B. (2007). Sampling: what is it? Retrieved from www.webpages.acs.ttu.edu/riatham/.../Sampling_Methodology_Paper.pdf
- [8] Matthew, J., Ogedebe, P.M., and Ogedegbe, S. (2013). Influence of web advertising on consumer behaviour in Maiduguri Metropolis, Nigeria. *Asian Journal of Social Sciences and Humanities*, 2 (2): 548-557.
- [9] Soni, N. and Verghese, M. (2013). Impact of sales promotion tools on consumer's purchase decision towards white good (refrigerator) at Durg and Bhilai Region of CG, India. *Research Journal of Management Sciences*, 2 (7): 10-14.
- [10] Top 50 Brands Nigeria (2013). *The Brand Nigeria Annual Journal*. Retrieved from www.top50brandsnigeria.com/publications/Annual%20Journal.pdf
- [11] Tybout, A.M. and Calkins, T. (2005). *Kellogg on branding*. New Jersey: John Wiley and Sons, Inc.
- [12] Umer, S., Salman, A., Kashif, I., Muhammad, N., and Saqib, U. (2014). Influence of brand name on consumer choice and decision. *IOSR Journal of Business and Management*, 16 (6): 72-76.