**THE IMPACT OF BRAND AWARENESS ON CONSUMER PURCHASES INTENTION: THE MEDIATING EFFECT OF PERCEIVED QUALITY AND BRAND LOYALTY**

**SELECTED BRAND: NISHAT LINEN**



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# Exective summery

The purposes of the study are to explore the effects among brand awareness, perceived quality, brand loyalty and customer purchase intention and mediating effects of perceived quality and brand loyalty on brand awareness and purchase intention. The samples are collected from frequent Nishat Linen brand users. Users are the female students of university of management and technology (UMT), and the research adopts regression analysis and mediating test to examine the hypotheses. The results are: (a) the relations among the brand awareness, perceived quality and brand loyalty for purchase intention are significant and positive effect, (b) perceived quality has a positive effect on brand loyalty, (c) perceived quality will meditate the effects between brand awareness and purchase intention, and (d) brand loyalty will mediate the effects between brand awareness and purchase intention. The study suggests that Nishat Linen brand manufacturers ought to build a brand and promote its brand awareness through sales promotion, advertising, and other marketing activities. When brand awareness is high, its brand loyalty will also increase. Consumers will evaluate perceived quality of a product from their purchase experience. As a result, brand loyalty and brand preference will increase and also purchase intention.

**Keywords:** Brand Awareness, Perceived Quality, Brand Loyalty, Purchase Intention.

# Introduction

## Introduction paragraph

We are living in the twenty first century and the consumer of this time is well aware about, what to purchase? Where to purchase it from? How to purchase it? Why to purchase it? Consumers are those who buy different product according to their needs. They consume those products in order to satisfy their needs and wants. Consumer buying decision is a process that involves different steps like the recognition of need, search for the information, evaluation of alternatives, selection and in the last post purchase behavior ([Landon Jr 1974](#_ENREF_11)). There are lots of factors which affect the consumer behavior and those factors lead him towards purchasing. Impact of branding on consumer behavior means the factors of consumer behavior which helps him to choose a particular brand according to his need and choice. Globalization leads the entire world to become one market. Whole world led to Becoming single Universal community to serve different cultures. With the increase in global competition, the company’s focus to serve local markets has find themselves at a disadvantage and loosing competitive edge that they so much strived to achieve. People perceive the brands differently according to their preferences and sometimes may be depends on past experiences and their decisions are directly or indirectly related to these perspectives ([Chi, Yeh et al. 2009](#_ENREF_5)).

## Rational of the study

The purposes of the study are to explore the effects among brand awareness, perceived quality, brand loyalty and customer purchase intention and mediating effects of perceived quality and brand loyalty on brand awareness and purchase intention ([Chi, Yeh et al. 2009](#_ENREF_5)).

## Background of the study:

When consumers want to buy a product, and a brand name can come to their minds at once, it reflects that product has higher brand awareness. Consumers’ purchase decision can be influenced if a product has higher brand awareness. This explains why a product with higher brand awareness will have higher market share and better quality evaluation. In addition, while consumers select a product, they care about perceived quality and brand awareness. Perceived quality can help consumers to have a subjective judgment on overall product quality that make a product hold a salient differentiation and become a selective brand in consumers’ minds. Besides, businesses have to build up brand loyalty ([Clark, Doraszelski et al. 2009](#_ENREF_6)).

## 1.4 Statement of the Problem

### **1.4.1 The problem**

The rising of consumer consciousness has made consumers choose to purchase their familiar and favorable brand. Why a product with higher brand awareness have higher market share and better quality evaluation? While consumers select a product, they care about perceived quality and brand awareness ([Hutter, Hautz et al. 2013](#_ENREF_9))**.**

### **1.4.2 Research questions**:

1. What is the effect of brand awareness on perceived quality?
2. What is the effect of brand awareness on brand Loyalty?
3. How perceived quality effects on brand loyalty?
4. What is the effect of brand awareness on purchase intention?
5. What is the effect of brand loyalty on purchase intention?
6. What is the effect of perceived quality on purchase intention?
7. How perceived quality mediates the relations between brand awareness and purchase intention?
8. How brand loyalty mediates the relations between brand awareness and purchase intention?

### **1.4.3 Research objectives:**

1. To study the effect of brand awareness on perceived quality.
2. To study the effect of brand awareness on brand Loyalty.
3. To study the effect of perceived quality on brand loyalty.
4. To study the effect of brand awareness on purchase intention.
5. To study the effect of brand loyalty on purchase intention.
6. To study the effect of perceived quality on purchase intention.
7. To study whether perceived quality mediates the relations between brand awareness and purchase intention.
8. To study whether brand loyalty mediates the relations between brand awareness and purchase intention.

# Significance

This research told us the relationship among brand awareness, perceived quality, brand loyalty and customer purchase intention and how they effect on each other ([Malik, Ghafoor et al. 2013](#_ENREF_13)). This research will help in understanding the psychology of participants through questionnaire. This research will also discuss the limitations and future research directions. The research outcomes will help marketing managers to use these variables as a part of their viral marketing campaign.

# Literature Review

## 3.1 Brand Awareness:

Brand awareness means the ability of a consumer can recognize and recall a brand in different situation. Consumer’s experience of a particular brand could either be by hearing, seeing, or thinking about it and this will help the brand to stick in their memory ([Huang and Sarigöllü 2014](#_ENREF_8)).  Brand Awareness plays an important role on purchase intention because consumers tend to buy a familiar and well know product. Brand Awareness can help the consumer to recognize a brand and to make a decision. Brand Awareness also a great influence on consumer ([Macdonald and Sharp 2000](#_ENREF_12)).

## 3.2 Brand loyalty:

Brand loyalty is a consumer’s preference to buy a particular brand in a product category. It occurs when consumers perceive that the brand offers the right product features, images or level of quality at the right price. This perception may translate into repeat purchase resulting in loyalty. Brand Loyalty is therefore related to a customer’s preference and attachment to a brand. It may occur due to a long history of using a product and trust that has developed as a consequence of the long usage ([Bloemer and Kasper 1995](#_ENREF_2)). Brand loyalty as the measure of attachment that a consumer has towards a brand. Brand loyalty according to him reflects how likely a consumer will be to switched brands when that brand makes a product change either in price or product features ([Chaudhuri and Holbrook 2001](#_ENREF_4)).

## 3.3 Perceived Quality:

Perceived quality is a critical element for consumer decision making; consequently, consumers will compare the quality of alternatives with regard to price within a category. Consumers often judge the quality of a product or service on the basis of a variety of informational cues that they associate with the product. Perceived quality has direct impact on customer purchase decision and brand loyalty, especially during the time customers have less or no information of the products that they are going to purchase ([Chang and Wildt 1994](#_ENREF_3)).

## 3.4 Purchase intension:

Purchase intention is a kind of decision-making that studies the reason to buy a particular brand by consumer. Purchase intention as a situation where consumer tends to buy a certain product in certain condition. Customers purchase decision is a complex process. Purchase intention usually is related to the behavior, perceptions and attitudes of consumers. Purchase behavior is a key point for consumers to access and evaluate the specific product Purchase intention means to plan to buy a good or attain a service. It refers to the desire of a customer to buy a particular product of a certain brand ([Aaker and Jacobson 1994](#_ENREF_1), [Kuo, Wu et al. 2009](#_ENREF_10)).

# Theoretical Framework and hypothesis development:

## Theoretical Framework:

According to the purposes and literature reviews on above, the study presents research structure in Figure 1. Brand awareness is the independent variable, purchase intention is the dependent variable, and perceived quality and brand loyalty are the mediating variables ([Grewal, Krishnan et al. 1998](#_ENREF_7)).

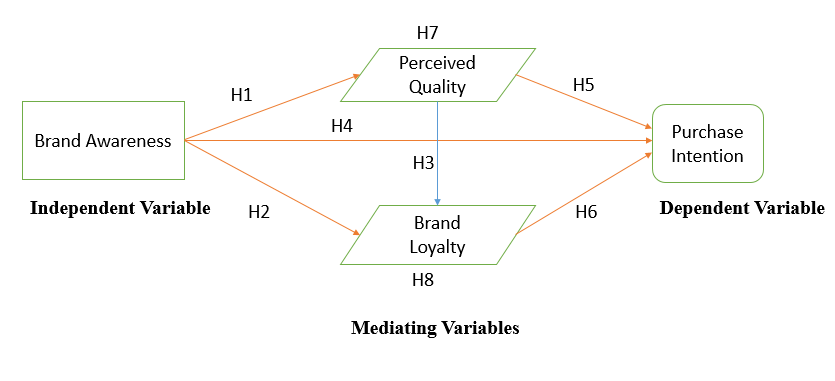


Figure 1: Research structure

## 4.2 Hypotheses Development:

**H1:** If the Brand awareness increases then the perceived quality will increase.

**H2:** If the Brand awareness increases then brand loyalty will increase.

**H3:** If the Perceived Quality increases then the Brand loyalty will increase.

**H4:** If the Brand awareness increases then the purchase Intentions will increase.

**H5:** If the Perceived Quality increases then the purchase Intentions will increase.

**H6:** If the Brand loyalty increases then the Purchase Intentions will increase.

**H7:** Brand awareness and Purchase Intentions will mediate by Perceived Quality.

**H8:** Brand awareness and Purchase Intentions will mediate by Brand loyalty.

# Research Methodology:

6.1 Research Method: This research was Quantitative.

6.2 Purpose of the study: Being a researcher, to know the impact of brand awareness on consumer purchases intention: the mediating effect of perceived quality and brand loyalty, will give you the cause and effect relationship. Means this study was Casual.

6.3 Unit of Analysis: The unit of Analysis was Individual because we have collected data from the students of UMT individually in order to check the relations ship among the variables.

6.4 Data collection Sources:Primary source used for the data collection was questionnaire.

6.5 Data collection Tool/Instruction: Data collection and analysis tools are defined as a series of charts, tables, maps, and diagrams designed to collect, interpret, and present data for a wide range of applications and industries. But in this research data was only described by using the tables ([Nichols, Crist et al. 2017](#_ENREF_14)). These tables were formed through SPSS software. In which collected data from the population was added and then processed and results came in the form of tables.

6.6 Subjects/Participants: Participants, respondents and subjects are the people who the researcher selects for their study.

* Target population was Frequent Nishat Linen brand users (Female Students of UMT).
* Researcher cannot collect data from all the users of Nishat Linen Brand. The sample size used in this study was 175.
* The statistical test used in this research was Inferential.

# Data analysis techniques and interpretation:

## 6.1 Findings from the data analysis

The outcomes of the research study is described in detail. The collected data through survey instrument (questionnaire) was coded in IBM SPSS-21. In order to develop insight in the data collected, descriptive and inferential statistical techniques were applied. For this purpose, multivariate data techniques (i.e. factor analysis, simple linear regression) were applied. Moreover, the construct reliability and validity were also observed and described for this research study. Factor analysis was used in order to identify the underlying patterns of relationships between four main constructs i.e. Brand awareness, perceived quality, perceived quality and brand loyalty ([Bloemer and Kasper 1995](#_ENREF_2)). Simple linear regression was used because in our research structure there is only one independent variable (Brand Awareness).

## 6.2 Generating the data

Almost 180 questionnaire were filled from the target population because some of them were deflated that’s why only 175 were taken as the sample in order to find results. All the questionnaires were directly filled from the students of UMT by the group members of this research. Table-1 is describing the demographic details of the respondents for this research study.

|  |  |  |  |
| --- | --- | --- | --- |
| Demographic Profile | Description | Frequency | Percent |
| School | School of Sciences | 76 | 43.4 |
| School of Health Sciences | 44 | 25.1 |
| School of Business and Economics | 15 | 8.6 |
| Others | 40 | 22.9 |
| Age | 17-20 | 77 | 44.0 |
| 21-23 | 71 | 40.6 |
| More Than 23 | 10 | 5.7 |
| 4.00 | 17 | 9.7 |

N = 175

## Testing of Hypothesis

There are two types of techniques used to check the relationship between one independent variable (IV) and dependent variable (DV) i.e. Pearson correlation and bivariate regression. Bivariate regression is also known as simple regression or simple linear regression. Correlation is used to know the nature of relationship between two variables but it does not indicate prediction of one variable to another variable. In order to predict one variable from another one, bivariate regression technique is used. The variable through which another variable is predicted is called as predictor or independent variable while the variable which is being predicted is known as outcome or dependent variable.

### Descriptive Statistics

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model | N | Minimum | Maximum | Mean | Skewness | |
| **Statistic** | **Statistic** | **Statistic** | **Statistic** | **Statistic** | **Std. Error** |
| Perceived Quality | 175 | 1.33 | 7.00 | 4.9183 | -1.050 | .184 |
| Brand Loyalty | 175 | 1.00 | 7.00 | 4.6382 | -.433 | .184 |
| Purchase Intention | 175 | 1.13 | 13.00 | 4.4487 | 2.438 | .184 |
| Brand Awareness | 175 | 1.25 | 8.50 | 4.1783 | .299 | .184 |

Table-2 carrying information regarding model, N value shows that total number of questionnaire responses are 175 and these only includes the persons with no missing data across any variables. Against perceived quality max. statistics were 7(means mostly participatns were in favour of strongly agree option), min. statistics were 1.33 means less participatns were in favour of strongly disagree or disagree option), mean statistics were 4.9183(means neutral option was selected by average no. of participants) and sckewness value was -1.050 < -1. If sckewness value are not in range of -1 to 1 then it means that data is not normal. Against brand loyalty max. statistics were 7(means mostly participatns were in favour of strongly agree option), min. statistics were 1 means less participatns were in favour of strongly disagree or disagree option), mean statistics were 4.4487 .(means neutral option was selected by average no. of participants). Sckewness value against brand loyalty was -0.433 which is within the acceptable range means data collected from the respondents is normal. Against purchase intentions max. statistics were 8.5 (means data error because value is not in the range 1-7), min. statistics were 1.13 means less participatns were in favour of strongly disagree or disagree option), mean statistics were 4.9183(means neutral option was selected by average no. of participants). Sckewness value against purchase intention was 2.438 > 1 which shows the abnormality of the data across this variable. Against brand awareness max. statistics were 13 (means data error because value is not in the range 1-7), min. statistics were 1.23 means less participatns were in favour of strongly disagree or disagree option), mean statistics were 4.1783(means neutral option was selected by average no. of participants). sckewness value against brand awareness was 0.299 which is within the acceptable range means data collected from the respondents is normal.

### 6.3.2 Main Hypothesis:

**Hypothesis-1 (H1):** If the Brand awareness increases then the perceived quality will increase.

Simple linear regression was used in order to identify the relationship between the brand awareness taking as independent variable and perceived quality taking as dependent variable (H1). The use of simple regression produces various output tables as stated below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **N** | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** | **Durbin-Watson** |
| 175 | .202a | .041 | .035 | .86423 | 1.820 |

In Table-3, N value represents the no. of questionnaires with full responses. R value tells us the strength of the relationship between Independent and dependent variable. R square value tells us that what % age of Independent variable effects on dependent variable. As R value was 0.202 (<0.36) which shows weak relationship between perceived quality as dependent and brand awareness as independent variable. R square value is 0.041 which tells us that brand awareness effect on perceived quality only 4.1 %. Durbin-Watson value also lying within the acceptable limit of 1-2.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model** | **Sum of Squares** | **df** | **Mean Square** | **F** | **Sig.** |
| Regression | 5.482 | 1 | 5.482 | 7.339 | .007b |
| Residual | 129.213 | 173 | .747 |  |  |
| Total | 134.695 | 174 |  |  |  |

Moreover results in the Table-4 were statistically significant F(1, 173) = 7.339, p < 0.05 which was indicating that brand awareness is significantly predicted by the perceived quality and showed the confidence interval which is actually conservative means 95 % .

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Model** | **Unstandardized Coefficients** | | **Standardized Coefficients** | **t** | **Sig.** | **Collinearity Statistics** |
| **B** | **Std. Error** | **Beta** | **Tolerance** |
| (Constant) | 4.165 | .286 |  | 14.589 | .000 |  |
| Brand Awareness | .180 | .067 | .202 | 2.709 | .007 | 1.000 |

Table-5, is carrying information regarding coefficients, collinearity and Tolerance to determine the relative importance of Independent variables in predicting the dependent variables.

This Table is exibitting the individual relationship of independent and dependent variable. unstandardize Beta coefficient value i.e. 0.180 tells us the importance of the brand awareness (Independent variable) to predict perceived quality. The significance of Independent variable for the dependent variable is determined with the t-state and p-value. Here again the significant value = 0.007 (<0.05) having medocre confidence level (95%) and t-state = 2.709 was reasonable. Hence, Brand awareness was the significant independent variable for the Perceived quality. As in this model there was only one independent variable, so concept of multi collinearity do no raise. The collinearity is showed by tollerence value which was 1.

**Hypothesis-2 (H2):** If the Brand awareness increases then brand loyalty will increase.

Simple linear regression was used in order to identify the relationship between the brand awareness taking as independent variable and brand loyalty taking as dependent variable. The use of simple regression produces various output tables as stated below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
| **N** | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** | **Durbin-Watson** |
| 175 | .292a | .085 | .080 | 1.10667 | 1.795 |

Table is carrying information about R(correlation coefficient) and standard error. R value tells us the strength of the relationship between Independent and dependent variable. Correlation coefficient value from the output was 0.292 (< 0.3) which shows that there is weak relation between dependent and independent variable. Adjusted R square value was 0.080 means only 8% of variation in brand loyalty was being predicted by the brand awareness. Durbin-watson values was 1.795 that was lying within the acceptable limit of 1-2.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Model** | | **Sum of Squares** | **df** | **Mean Square** | **F** | **Sig.** |
|  | Regression | 19.775 | 1 | 19.775 | 16.147 | .000b |
| Residual | 211.875 | 173 | 1.225 |  |  |
| Total | 231.650 | 174 |  |  |  |

This table is carrying information that either the test is statistically significant or not. As per findings of this table the results are statistically significant F(1, 173) = 116.147. Which means that there was significant relationship between independent variable (brand awareness) and dependent variable (brand loyalty). Also p-value was 0.000 ( < 0.01), showed that the relation is significant with confidence interval 99 %.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Model** | | **Unstandardized Coefficients** | | **Standardized Coefficients** | **t** | **Sig.** | **Collinearity Statistics** |
| **B** | **Std. Error** | **Beta** | **Tolerance** |
|  | (Constant)  Brand\_Awareness | 3.208  .342 | .366  .085 | .292 | 8.775  4.018 | .000  .000 | 1.000 |

This table give us the information about unstandardized beta coefficient, t-state and p-value. Beta value showed the unstandardized coefficient for idependent variable (brand awareness) from dependent variable (Brand loyalty) which was 0.292. Also t-state vale was 4.018 showing significance of independent variable in explaining the dependent variable by the model. P-value was again 0.000 < 0.05 means the relationship is significant and this is in favour of null H2.

**Hypothesis-3 (H3):** If the Perceived Quality increases then the Brand loyalty will increase.

Simple linear regression was also used in order to identify the relationship between the perceived quality taking as independent variable and brand loyalty taking as dependent variable (H3). The use of simple regression produces various output tables as stated below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **N** | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** | **Durbin-Watson** |
| 175 | .617a | .381 | .377 | .91047 | 1.653 |

**Table** is giving information about correlation coefficient (R) and standard error. R-value was 0.617 which lies n the standard range 0.3-0.5 and sowing that the relation ship between independent variable (perceived quality) and dependent variable (Brand loyalty) was moderate. Durbon-Watson value 1.653 was also in the acceptable range of 1-2. Adjusted R square value was 0.381 means only 38.1% of variation in independent variable (perceived quality) was being predicted by the dependent variable (brand loyalty).

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Model** | | **Sum of Squares** | **df** | **Mean Square** | **F** | **Sig.** |
|  | Regression | 88.242 | 1 | 88.242 | 106.451 | .000b |
| Residual | 143.408 | 173 | .829 |  |  |
| Total | 231.650 | 174 |  |  |  |

In Table, findings show that the results were statistically significant F (1, 173) = 1o6.451 means there was significant relationship between independent variable (perceived quality) and dependent variable (brand loyalty). Also p-value was 0.000 ( < 0.05), showed that the relation was significant.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Model** | | **Unstandardized Coefficients** | | **Standardized Coefficients** | **t** | **Sig.** | **Collinearity Statistics** |
| **B** | **Std. Error** | **Beta** | **Tolerance** |
|  | (Constant) | .657 | .392 |  | 1.677 | .095 |  |
| Perceived Quality | .809 | .078 | .617 | 10.318 | .000 | 1.000 |

This table is giving us the information about unstandardized beta coefficient, t-state and p-value. Beta value showed the unstandardized coefficient for independent variable (perceived quality) from dependent variable (Brand loyalty) which was 0.809. Also t-state vale was 10.318 showing significance of independent variable in explaining the dependent variable by the model. P-value was again 0.000 < 0.05 with confidence interval 95 % means the relationship is significant and this is in favour of null hypothesis-3.

**Hypothesis-4 (H4):** If the Brand awareness increases then the purchase Intentions will increase.

In order to measure the impact of brand awareness on Purchase Intention simple linear regression was used. In this Hypothesis, brand awareness is independent variable while purchase intension was dependent variable. The use of simple regression produces various output tables from SPSS software as stated below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **N** | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** | **Durbin-Watson** |
| 175 | .271a | .074 | .068 | 1.08186 | 1.829 |

Table is carrying information about R(correlation coefficient) and standard error. R value tells us the strength of the relationship between Independent and dependent variable. The correlation coefficient was 0.271 (< 0.3) which was showing that there was smaller or smaller than typical positive association between predictor (brand awareness) and dependent variable (purchase intension). Adjusted R square value was 0.271 means only 27.1 % of variation in purchase intension was being predicted by the brand awareness. Durbin-watson values was 1.829 that was lying within the acceptable limit of 1-2.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Model** | | **Sum of Squares** | **df** | **Mean Square** | **F** | **Sig.** |
|  | Regression | 16.068 | 1 | 16.068 | 13.728 | .000b |
| Residual | 202.482 | 173 | 1.170 |  |  |
| Total | 218.550 | 174 |  |  |  |

The results stated by table were statistically significant F(1, 173) = 13.728 which meant that there was significant relationship between independent variable brand awareness and dependent variable purchase intention. Moreover, p < 0.05 also endorsed the significance of the model.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Model** | | **Unstandardized Coefficients** | | **Standardized Coefficients** | **t** | **Sig.** | **Collinearity Statistics** |
| **B** | **Std. Error** | **Beta** | **Tolerance** |
| 1 | (Constant) | 3.160 | .357 |  | 8.840 | .000 |  |
| Brand\_Awareness | .309 | .083 | .271 | 3.705 | .000 | 1.000 |

The above table is showing that unstandardized coefficient (B) for independent variable (brand awareness) from dependent variable (purchase intension) was 0.309, t-value was 3.705 showing significance of independent variable in explaining the dependent variable by the model. The p=0.000 < 0.05 which was an indicator of favourable significance in comparison of independent and dependent variable.On the whole model was found significant in support of H4.

**Hypothesis-5 (H5):** If the Perceived Quality increases then the purchase Intentions will increase.

In order to measure the impact of perceived quality on purchase intentions, simple linear regression was used. Percieved quality was independent variable while purchase intension was dependent variable.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **N** | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** | **Durbin-Watson** |
| 175 | .424a | .180 | .175 | 1.01796 | 1.839 |

Table is carrying information about R(correlation coefficient) and standard error. Correlation coefficient value from the output was 0.424 ( in range of 0.3-0.5) which shows that there is mediumor typically positive relation between dependent and independent variable. Adjusted R square value was 0.180 means only 18% of variation in dependent variable purchase intension was being predicted by the independent variable pervieved quality. Durbin-watson values was 1.839 that was lying within the acceptable limit of 1-2.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Model** | | **Sum of Squares** | **df** | **Mean Square** | **F** | **Sig.** |
|  | Regression | 39.279 | 1 | 39.279 | 37.905 | .000b |
| Residual | 179.271 | 173 | 1.036 |  |  |
| Total | 218.550 | 174 |  |  |  |

Moreover results in the Table were statistically significant F(1, 173) = 73.905, p < 0.05 which was indicating dependent variable purchase intension was significantly predicted by the independent variable pervieved quality and showed the confidence interval which is actually conservative means 95 % .

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Model** | | **Unstandardized Coefficients** | | **Standardized Coefficients** | **t** | **Sig.** | **Collinearity Statistics** |
| **B** | **Std. Error** | **Beta** | **Tolerance** |
|  | (Constant) | 1.793 | .438 |  | 4.091 | .000 |  |
| Perceived\_Quality | .540 | .088 | .424 | 6.157 | .000 | 1.000 |

This table is giving us the information about unstandardized beta coefficient, t-state and p-value. Beta value showed the unstandardized coefficient for independent variable (perceived quality) from dependent variable (purchase intension) which was 0.540. Also t-state vale was 6.157 showing significance of independent variable in explaining the dependent variable by the model. P-value was again 0.000 < 0.05 with confidence interval 95 % means the relationship is significant and this is in favour of null hypothesis-3. In over, outputs are in the favour of the hypothesis-5.

**Hypothesis-6 (H6):** If the Brand loyalty increases then the Purchase Intentions will increase.

Simple linear regression was used in order to identify the relationship between the brand loyalty taking as independent variable and purchase intention taking as dependent variable (H6). Outcomes was shown by tables below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **N** | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** | **Durbin-Watson** |
| 175 | .659a | .434 | .431 | .84532 | 2.080 |

The table is carrying information about R (correlation coefficient) and standard error. Value of R determines the strength of association between dependent and independent variables in case of simple linear regression. The value of R was 0.659 which was an indicator of large or larger than typical but positive association between independent variable brand loyalty and dependent variable purchase intension. Moreover, the value of Durbin-Watson was 2.080 which was not in between the acceptable limit of 1-2 which meant that there was an auto-correlation between variables.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Model** | | **Sum of Squares** | **df** | | **Mean Square** | **F** | **Sig.** |
|  | Regression | 94.929 | 1 | 94.929 | | 132.847 | .000b |
| Residual | 123.621 | 173 | .715 | |  |  |
| Total | 218.550 | 174 | |  |  |  |

In Table, findings show that the results were statistically significant F (1, 173) = 132.847 means there was significant relationship between independent variable (brand loyalty) and dependent variable (purchase intension). Also p-value was 0.000 ( < 0.05), showed that the relation was significant.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Model** | | **Unstandardized Coefficients** | | **Standardized Coefficients** | **t** | **Sig.** | **Collinearity Statistics** |
| **B** | **Std. Error** | **Beta** | **Tolerance** |
|  | (Constant) | 1.480 | .265 |  | 5.574 | .000 |  |
| Brand\_Loyality | .640 | .056 | .659 | 11.526 | .000 | 1.000 |

This table is giving us the information about unstandardized beta coefficient, t-state and p-value. Beta value showed the unstandardized coefficient for independent variable brand loyalty and dependent variable purchase intension which was 0.640. Also t-state vale was 11.526 showing significance of independent variable in explaining the dependent variable by the model. P-value was again 0.000 < 0.05 with confidence interval 95 % means the relationship is significant and this is in favour of null hypothesis-6.

**Hypothesis (H7):** Brand awareness and Purchase Intentions will mediate by Perceived Quality.

Also simple linear regression was used to measure the impact of perceived quality on the relationship between brand awareness as independent variable and purchase intentions as dependent variable (H7).

The relation between brand awareness as independent variable and perceived quality as dependent variable was significant according to the results of hypothesis-1. It means perceived quality had an effect on brand awareness. The relation between perceived quality as independent variable and purchase intention as dependent variable was significant according to the results of hypothesis-5. Means purchase intension had an effect on perceived quality. Here perceived quality was significantally acting as the mediater because it mediates the relationship between independent variable brand awareness and dependent variable purchase intension.

**Hypothesis-8 (H8):** Brand awareness and Purchase Intentions will mediate by Brand loyalty.

Simple linear regression was used to measure the impact of brand loyalty on the relationship between brand awareness as independent variable and purchase intentions as dependent variable (H8).

The relation between brand awareness as independent variable and brand loyalty as dependent variable was highly significant according to the results of hypothesis-2. It means brand loyalty had a positive effect on brand awareness. The relation between brand loyalty as independent variable and purchase intention as dependent variable was significant according to the results of hypothesis-6. Means purchase intension had a positive effect on perceived quality. Here brand loyalty was significantally acting as the mediater because it mediates the relationship between independent variable brand awareness and dependent variable purchase intension.

# Conclusion

For the testing of the hypothesis, inferential statistical test was used. Relationship between dependent vriable (perceived quality) and independent variable (brand awareness) was significant. After interpretation of H1, results from the simple regression analysis were found that perceived quality was less positively affected by the brand awareness. Means outputs were in favour of hypothesis-1. According to the interpretation of H2, Brand awareness (independent variable) and brand loyalty (dependent vriable) had strong significant relationship according to the outputs i.e. beta value was 0.18 and p-value was 0.000 < 0.05. In order to conclude research question 2, Brand loyalty was positively affected by the brand awareness. Outputs were in favour of hypothesis-3. So, answer to the third question was that brand loyalty (dependent variable) was effected sidnificantly means positively by the brand awareness (independent variable). Brand awareness (independent variable) has an effect on purchase intension (dependent variable), H4 was highly favoured because interpretation shows that relationship was highly significant. After interpretation of H5, results from the simple regression analysis were found that purchase intention was positively affected by the perceived quality. Means outputs were in favour of hypothesis-5. The outcomes were in consistent with the hypothesis-6 that brand loyalty had positive effect on purchase intention. Hypothesis-7 was also favoured by the outcomes that perceived quality mediate the relationship between brand awareness (independent variable) and Purchase intention (dependent variable),it is also the answer to the research question 7. Hypothesis-8 was highly favoured by the outcomes that brand loyalty mediate the relationship between brand awareness (independent variable) and Purchase intention (dependent variable),it is also the answer to the research question 8.

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