**Chapter 1**

**Aims and Objectives**

Though the term brand image has being considerably discussed and established In scholarly literatures (Dobni and Zinkhan, 1990; Hee, 2009), significant level of setbacks still exist in terms of inconsistency in its definition (Sommers, 1964; Sirgy, 1985; Hendon and Williams, 1985; Noth, 1988; Keller, 1993; Aaker, 1996; Low and Lamb, 2000; Vazquez et al. 2001; Reizbos et al. 2003; Shank, 2008; Lee et al 2014), approach for measurement and its components (Levy, 1978; Dichter, 1984; Ross et al. 2006; Roy, 2014). So far however, existing studies within the identified theme have most often focused mainly on sectors such as the automobile industry, thus placing emphasis on just product brands (MacDonald et al., 2001) and their image effects on consumer purchase behaviour , (Willems et al., 2011; Das et al. 2012; Moller and Herm, 2013) as opposed to services. As a result, limited research and investigation as it were have been conducted on brand image and its effects on consumers’ intention within the service industry (Jones et al., 2002; Wan and Yang, 2010). In view of these, the purpose of this study is aimed at investigating the impact of brand image on consumers purchase intention in the fast food industry (A Case of MacDonald’s UK). In direct reference to this, listed below is the following defined research objectives derived from the proposed research question of the study.

**Objectives**

* To review existing literature and theoretical frameworks on brand image and consumer purchase intention in the fast food industry.
* To evaluate the importance of brand image on consumer purchase intention the fast food industry.
* To proffer some recommendation on how brand image can influence consumer purchase intention in the fast food industry.

**Research Question**

In view of addressing comprehensively this research study, a distinct number of questions need to be answered in order for this study to sufficiently explore the perceived effects of brand image on consumers purchase intention within the fast food industry. This study is aimed at answering the following questions:

* To what extent does brand image influence consumer purchase intention in the fast food industry and how?

**Background of the study**

Prior to subsequent expansion trends of the fast food industry globally, research historically has indicated the revolutionary attribute of fast food to have emanated from US in the 1950’s (Peter et al., 2002). On a global scale, the fast food market was indicated to have grown by 4.8%, amounting to a market worth of $102.4billion in the year 2006 (Min and Min, 2013). However in more recent times, it has been reported to maintain an annual growth rate of 3% and estimated revenue of $574billion (Global Fast Food Restaurant Market Research Report, 2015).

More specifically to the UK context, studies to date have consistently highlighted a significant rapid growth featured within this industry. According to Martin, (2014) the fast food industry within UK has maintained a consistent growth rate of 1.7% estimated at ₤96.1billion in value while also featuring an estimated amount of ₤30billion spent annually on fast food consumption in UK. (Hardwick, 2014). Attributable to this however are the dynamic changes in lifestyles, in terms of the continual growing demand for fast foods due increased working hours featured amongst consumers as well as entry by international food brands just to mention a few (Atkins and Bowler, 2001; Jabs and Devine, 2006; Warde et al., 2007; Abdullah, N., and Singam, P., 2014).

According to Mohammed et al., (2005) a fast food is described as a brands processed meal which are often prepared quickly and easily within the brands building and can be either consumed immediately or sold as take away. These outlets traditionally are known to be associated with features such as low price, restricted menus and fast services just to mention a few (Muller and Woods, 1994). Consequently, subsequent research such as indicated by Mohammed et al., (2005) have also characterised the competitive as well as differentiation strategy featured within the industry to have been most often price oriented, and food/service focused .

However the effects of recent trending events such as the rapid changing consumer demands and increased fierce competition existing within the industry as a result of the present dense as well as continuous entry of new brands into the market has prompted a deviation from the previously established competitive norms (Peter and Richard, 1999; Teas, and Agarwal, 2000; Royale, 2001, 2002; DiPietro et al., 2007; Mukherjee, 2014). Food brands are now most often seen to explore more the communication of intangible values in terms of building their image in other to ensure the distinct recognition and identification of her products or service as well as retention of customers (Kim and Kim, 2004; Tangari and Smith, 2012; Sajadi and Rizzuto, 2013). As outcomes resulting from the increase in competition has prompted a degree of resemblance in both quality and functional attributes offered by brands Rompay, T., (2014) provided consumers with numerous options/choices of brands to subscribe to as well as a better need for other beneficial values (Kandampully and Suhartanto, 2000; Baek et al., 2010). According to Yeung and Morris, (2001) the psychological interpretation of a products property as opposed to its physical attribute tends to influence more consumers perception of the brands product.

**Rationale of the Study**

Theoretically branding within scholarly literatures have been identified as a distinct competitive strategy that effectively aids the outright differentiation of a firms/brands product offerings from its competitors (Tsiotsou and Ratten, 2006 Aaker, 2007; Keller, 2008). According to American Marketing Association, a brand is defined as a name, symbol, sign or any feature that categorically identifies one product away from another (Skaalsvik et al., 2014). This differentiation attribute of brands is suggested to most often prompt a unique impression held by consumers about brands, as it aids their easy recognition of that which can either meet their needs or not (Keller, 2003).

Furthermore, research historically has identified consumer’s consistent dependence on interference which could either be from information held about a product cues or prior experience when evaluating or arriving at a decision (Huber and McCann, 1982; Pfister, 2003; Koubaa, 2008). According to Fishbein and Ajzen, (1975) description of an inferential type of belief, an image maintained in the mind of a consumers in relation to an object for example can significantly influence her perception towards it. Thus prompting a favourable impression about or to be associated with the object or product as it were which, thus instigating possibly ones desire to purchase it. Usually, these variables are proposed to be obtained/gotten from numerous external sources which enables the consumer to formulate a number of distinct attributes that are engaged when selecting or deciding on a particular restaurant for example (Lewis, 1984). Theoretically these formulated attributes are categorised into extrinsic and intrinsic attributes respectively (Shaharudin et al., 2010).

Similarly, brand image according to Keller, (1993) has been conceptualised as the “perception about a brand reflected as association existing in the memory of a customer.” Components creating these associations is proposed to comprise of an intrinsic as well as extrinsic dimension, which are categorically outcomes of both internal and external incentives resulting from an experience with the brand (Martinez, 2003). Prior research however away from the fast food industry have both demonstrated considerably the significant influence of brand image on consumers current, future as well as intention to purchase a particular product (Esch et al., 2006; Hung et al., 2011; Diamantopoulos et al., 2011). According to Zhou and Belk, (2004) consumers most often buy the brand image attached with consuming a product which can be categorised by the dimensions of the brands association (favourability, strength and distinctiveness) and not the product itself (Kim and Kim, 2004; Wang and Yang, 2010). This is with regards to the its identified significance of not just being a name, sign or symbols that aids recognition or differentiation but also its distinct attribute of establishing a unique/special meaning in the minds of consumers which could be personalised, thus influencing their attitudes as well as behavioural intention towards it (Bhat and Reddy, 1998; Atman and Ulengin, 2003; Batra and Homer, 2004 Hofstede et al., 2007)

Elsewhere, Keller, (1993) in his attempt at conceptualising, measuring and managing customer base brand equity further demonstrated the possible effects of brand image on consumer’s future purchase. Evidence from his findings which entailed adopting brand image and awareness as single components making up brand knowledge indicated a positive brand image to be a significant variable affecting consumers “likelihood of a brands purchase.”Consistently, Na et al (1999) in his attempt at measuring brand power and validating a model for optimizing brand equity further established a link between brand image and consumer perception. In his analysis, he proposed the significant need for taking in account consumer’s perception of brands in terms of value and benefits when assessing and measuring image (Aaker, 1996).

**Scope and Limitation of the study**

The scope of this study will be focused on assessing and evaluating the impact of brand image on consumer purchase intention within the fast food industry. Although the research strategy which in itself is effective, the focus on just engaging only students of and within the university campus serves as a considerable limitation to the study. As for starters differences could exist in the notion held as well as factors influencing student purchase intention of the brand MacDonald as compared against non-students or possibly workers. Thus impeding on the generalisations to be made from the findings developed from the conceptual models focused on just student consumers. Also the limited population size in terms of the number of students that will be engaged serves as a limitation. This is with regards to the period in which the survey would be conducted, being that it falls during the summer term/period where a limited number of student would be available. Furthermore this study does not seek to determine why but the relationship, extent to which and possibly how a brands image can influences the purchase intention of consumers.

**Summary**

Chapter one provides an outline of the study. Firstly, it will commences with an enquiry into the study by laying out a brief summary of what chapters 1 to 5 will comprise of. Secondly a clarified set of objectives and research question to be addressed within this study are presented. Thirdly a brief industry background information as well as rationale for the study is provided. In conclusion this chapter ends with the scope and possible limitation associated with the study. The subsequent chapter provides the reader with a conceptual clarification of the variables featured (dependent and independent) as well as a critical review of existing relevant literature in relation to this study.

**Chapter 2**

**Introduction**

This Chapter provides a critical review of the relevant literatures and theoretical framework for the proposed study. The first section entails an historical discussion of the different attempts aimed at conceptualising and defining the term brand image. The second provides a conceptual clarification for the term brand image and subsequently a discussion of brand image and brand perception is featured. The final section provides a critical perspective of previous findings and establishes the possible link between brand image and consumer purchase intention.

**Overview of Conceptual Definition**

Despitethe wide and historical recognition of the concept brand image (Dobni and Zinkhan, 1990; Hee, 2009), arriving at a universally acceptable definition of the term has been a continual bone of contention amongst scholars in the marketing literature (Boulding, 1956; Martineau, 1959; Newman, 1957; Joyce, 1963).According to Bullmore, (1984) the meaning of brand image havelost both its value and place due to its frequent misinterpretation and random use by researchers,thus resulting in a “debasement of the concept” as stressed by (Levy, 1958). Elsewhere,Gardner and Revy (1955) postulates part of the shortcomings associated with previousacademic opinions on brand image to have emanated from the neglectof the intangible attribute of brands. He arguesthat a product comprises of a psychological, social as well as a physical naturesss, thus defining brand image as” sets of ideas, feelings and attitudes consumers have about brands.” This view was further supported by Boulding, (1956) who proposed the response of people to reality as being a product of perception(that is people not reacting precisely to reality but what they see as reality).In subsequent building of these ideas authors such as Newman, (1957) distinctively described brand image “as everything people associate with a brand”. However studies such as, Pohlman and Mudd, (1973) in their report on market image as a function of group and product type pinpoint weaknesses associated with these definitions. An example is their lack of clarity in differentiating product image from brand image.

Consequently numerous researchershave drawn attention to the idea of symbols in attemptsaimed at explaining andconceptualising brand image better (Sommers, 1964; Sirgy, 1985; Hendon and Williams, 1985; Noth, 1988),Examples of these definitions were made from the perspective of connotations (Reynolds and Gutman, 1984) and communication (Swartz, 1983) to reflect notional perception of customers. Howeverthe concentration of these definitions on products alone, failing to take into account the notion of services posed a great deal of limitation associated with these definitions (Jones et al. 2002).Elsewhere, Keller, (1993) taking into consideration the network memory model defined brand image as “perceptions about a brand as reflected by brand associations held in consumers mind.” He established in his discussion the relationship between two informational nodes in consumers’ memory (brand association and brand node) which he suggests entailsthe meaning of the brand to consumers. Similarlythis notion was further supported by Aaker, (1996) whostresses brand imagealso from the association perspective as well as of it being the overall combination of the customers’ perceptions.

However more recent studies such as conducted by Lee et al., (2014) still propose considerable weaknesses associated with existing conceptualised definition of the term brand image. He suggeststhenumerous definitions of the term which primarily has been categorised into 4 groups (i. e blanket, meaning and messages personification and cognitive definitions) and proposed to have distinctively influenced recent definitions (Zhang, 2015)to still be ambiguous and misrepresented. In his discussion, he pointed out the need for anincorporation of the three perspectives (cognition, affection and evaluation) which have individually being represented as differentproposed definition by researchers. Being that the image held by a consumer about a brand is as a result of a cognitive, affective and evaluative process put together (Lee et al., 2014). Therefore for the purpose of this report a brand image will be defined as “the sum of a customers’ perception about a brand generated by the synthetic interaction of the cognitive, affective and evaluative processes in a customers’ mind.” (Lee et al . 2014)

**Conceptual Clarification of brand image**

The concept of brand image and its effects have been significantly considered in the marketing literature. A large and growing number of these reports have both studiedand examinedits effects from different perspectives such as on consumer behaviour (Burmann et al. 2008; Parker, 2009; Shah et al. 2011), satisfaction/loyalty(Gronholdt et al. 2000; Changand Tu, 2005; Chitty et al. 2007; Stephen et al. 2007) and brand equity (Keller, 1998; 2001; Aaker, 1996; Faircloth et al. 2001) just to mention a few. According to Oxenfeldt (1966) a properly communicated image translates to an increase in a brand position which consequently isolates the brand from competition, thus boasting its market performance (Shockers and Srinivasan 1979). Furthermore, a distinctive number of these researchsuch as conducted by (Reynolds and Gutman, 1984; Birdwell, 1968; Roth, 1995; Aaker, 1996; Keller, 2001 Faircloth et al. 2001) have both actualised the conceptualisation and operationalisation of brand image, assessing it from the basis of brand image scale (Malhotra, 1981), personality (Aaker, 1997), values (Bhat and Reddy, 1998; Hsieh et al., 2004), and characteristics /attributes (Kandampully and Suhartanto, 2000; Koo, 2003) just to mention a few.

Within the theme of brand image,Paivio, (1969) in his description of mental image points it out to be asymbolic process resulting fromexperiences of events and objects previously saved in the associative memory.He argues that these images are responsible for making available intellectual opinions of meanings to individuals. Similarly Keller (1993) proposes brand image to be “perceptions about a brand as reflected by brand associations held in consumer’s memory.” He points out that these brand associations portrays the representative interpretation of brands by consumers, through establishing a connection between the information about the product and the brand nodes in consumer’s memory. Factors making up these associations are suggested to comprise of both a consumers perceived emotional attachment to a brand and the symbolic interpretations most often associated with the distinct or peculiar features of the product or service (Dobni and Zinkhan, 1990; Padgett and Allen, 1997).Thus indicating to a considerable extent an incorporation of both the symbolic and functional opinions of the brand which makes up the consumers entire impression of the brand as stressed by (Low and Lamb, 2000; Faircloth, 2005).

Furthermore Keller, (1993) in his theory of customer based brand equity alsoidentified three distinct variable namely attitudes, benefits and attributes which he proposes to be essential categories of brand association. In his discussion, he defined attitudes as being a consumer’s entire assessment of a brand,which serves as the underlying foundation for consumer’s behaviour as well astheir brand choice. Similarly Agarwal and Malhotra, (2005) defined attitudes as the “overall evaluative judgement of a brand based on brand beliefs.”

According to research findings,the attitudes held are most often an end product of consumer experience with the brand in question which could either be positive or negative, thus impacting on how they perceive the brand (Andreassen and Lindestad, 1998 Vieregge et al., 2007).Consequently, Keller, (1993) described benefits as the distinctive value consumers ascribe to a brand product or service in terms of the potential utility it can offer or otherwise. Thishighlighted benefit issuggested to be most often triggered by different factors respectively (Park et al. 1986), thus aiding/prompting its classification into three different categories(functional, experimental and symbolic benefits) (Zeithaml, 1988; Rossiter and Percy, 1987). Where the former indicatedis basically associated with the in-built benefits of consuming a product or service, while experimental benefits entails emotional reasons/notions for consuming a product or service (i.e in terms of “what it feels like”). On the other hand symbolic benefits which are suggested to be more of a non-product related attribute as opposed to the former stated consequently feature the primary need for personal satisfaction as well as self-esteem (Keller, 1993). Lastly he defined attributes as “descriptive features that characterise a product or service.”

Elsewhere Lee et al., (2011) argues alternatively that a brand image entailsthe combined effects of both the beliefs and knowledge consumers have about a brands product offerings as well as its intangible attributes. In his discussion, he suggests that the positive impression consumers associate with a brand most often results in a more effective influence of the brands messages on the buyers’ behaviour (Hsieh and Li, 2008). Subsequently in support of these, the theory of halo effects postulates that when consumers hold favourable brand image to memory, it translates to guiding better the incorporation of information about the brand, thus promptingconsumer’s reaction to specific features which can be influenced by the sum total impression of the object or product as it where (Beckwith and Lehmann, 1976; Petty and Cacioppo, 1986). However Aaker (1991) further proposes the portraits responsible for enhancing this imagecould also consist of perceptions which may either depict the unbiased truth or otherwise**.**Furthermore, Kim and Kim, (2004) in there study of investigating the relationship between brand equity and firm’s performance in the quick service restaurants also identified brand image as the second most significant variable having effects on the sales performance of a firm through its positive influence on consumer’s perception generally

In exemplifying its importance, several studies both previous and recent have subsequently reported and demonstrated considerably the impact of brand image on consumer perception as well as behavioural intention. An example is Rahman et al., (2012) study on young consumers in Bangladesh. Findings from his survey carried out on 400 young consumers indicateda significant number of these consumers placing high preference on brand image and distinctively considering it when picking or choosing branded product.Similarly Biel, (1992) while taking into consideration his three identified components of brand image (corporate image, the image of the user and the image of the product) also demonstrated the significant influence of brand image on consumer’s perception. However the rigid research focus of these studies on just specific consumers within a single geographical area or location (e.g. Dhaka city, Bangladesh) and the limited sample engaged to a considerable extent poses set-backs with regards to rationalising the generalisation of the findings made. Likewise research as indicated by (McDonald et al., 2001 Chernatoy and Segal-Horn, 2001) have also pointed out differences existing between products and service brands in terms of execution and characteristics respectively (“Intangibility, Perishability and inseparability of production and consumption”).This suggested differences further poses and stresses the notion as to whether or not a replica of its effects as well as significance can be indicated in the fast food industry.

Furthermore several studies taking into cognisance the different dimensions of brand image have also reported its distinct importance (Low and Lamb, 2000; Hsieh, 2002). An example is Del Rio et al. (2006) concentration on the values and functions of brands as seen by consumers. Empirical findings from the study indicated an advantageous influence of status, social identification, personal identification and guarantee of a brand image on consumer’s desire to “pay a price premium, accept extension of a brand as well as recommend it” was indicated. This however to a considerable extent suggests a distinct link between the notional views (perception) associated with a brand in terms of its image andthe behavioural intention of consumers towards a brand product or services in general terms. According to Lannon and Baskin, (2007) “products are things manufactured in factories while a brand is what customers actually buy.”

**Brand image and Brand Perception in the Fast Food Industry**

Theoretically, research have proposed the ways in which a brand is perceived in terms of the image it portrays or reflects to most often be the most essential asset forbrandedfirms/companies (Kim and Kim 2004; Kotler, 2010; Hayun and Hwang, 2012). Asides the recognised notion of its deferential trait (Keller, 2003, 2008; Risenbege and Perrey, 2007), attributable to these also is its proposed influence of helping consumers to envisage, evaluate, as well as understandbetter the intangible values associated with a product or service offering prior to its purchase (Kim and Kim 2004 Kayaman and Arasli, 2007; Mukherjee, 2014). As proposed by Kotler, (1999) a consumer’s “selective retention, selective perception as well as distortion serves” as both the criteria and foundational basis for consumers observing and identifying attributes which could be seen as significant to their needs and thus aiding its formation as a portion of the brand image maintained by the consumer.

Similarly, Keller, (2000) argues that “the power of a brand lies in the mind of consumers.” He suggests the possibility of it being sometimes interpreted as intended by the company or otherwise, asimages most often are dependent on both internal and external interference which could be either product related as well as non-product related (Koubaa, 2006, 2008; Frank, 2012). Traditionally, the perceived quality of a brands product or service as well as its attributes which are seen as reflection of a brands image (Aaaker, 1991;Chiang and Chang, 2006; Esch et al., 2006) have been indicated to significantly impact on consumers satisfaction and consequently influence behavioural intentions(Prendergast and Man, 2000; Khan, 2003; Keillor et al., 2004; Qin et al., 2010;Nawaz et al., 2013; Kim et al., 2015). According to keller, (2003) image is a strong, advantageous and distinctassociations in the memory which translates to favourable attitudes as well as perceived quality.

Sajadi and Rizzuto, (2013) in their cross sectional study of consumer satisfaction and loyalty in the fast food industry indicated a positive impact of brand image in terms of its perceived quality on consumer evaluation as well as behavioural intention about brands in China. Likewise, Mohammad et al., (2005) in a study of multicultural student perception of fast food brands identified also a moderate effect of a brands attributes on the choice of a fast food brand. Findings from the report indicated the influence of attributes such as price on consumer’s likelihood to purchase a particular brands product. Furthermore, empirical evidence such as reported by Mukherjee, (2014) from the fast food market in India has consequently indicated the image of a brand as well as its quality perception to be significant influences of consumer prospective demands for the product. This to a considerable extent suggests a possible existing link between a brands perceived quality image and purchase intention of consumers, which could be either directly or otherwise.

According to Aaker, (1994) part of the benefits a favourable image provides for brands is its unique attribute of helping develop more positive reasons as well as associative impressions in the minds of consumers towards a brand. Thus prompting the desire for consumers to most likely subscribe to the purchase of that particular brand in the future. Underlying these outcomes as proposed by Vieregge et al., (2007) is the resulting effects of the subjective perception of the brand reality held by consumers towards a brand, which are suggested to basically be products of feelings as well as beliefs.Converse to these however, Esch et al., (2006) in acomprehensive study aimed at developing a frame work incorporating both brand knowledge, relationship perspective and there effects on immediate and future purchaseproposed quite a varying suggestion. Findings from the report indicated brand image to most often influence current purchase directly as opposed to future. Little or no correlation/evidence was found between the image of a brand and consumers purchase intention.

**Brand Image and Consumer Purchase Intentionin the fast food industry**

Behavioural intention according to the theory of reasoned action serves as the distinct instant determinant of an individual’s social relevant behaviour (Fishbesin and Ajzen, 1975; Ajzen and Fishbein, 1980). As suggested bythe authors, two significant factors namely attitudes and subjective norms are essentially responsible for dictating behavioural intentions of individuals. However for its manifestation, itrequires the behaviours in question to be completely subject to the individual’s volitional control (Ajzen, 1985). Furthermore, Reich et al. (2010) defines purchase intention as the tendency/like hood that a consumer will buy a particular product.These intentions are proposed to emanate subsequently after consumers sense or perceives a degree of value, utility or quality associated with a product or service (Dodds et al., 1991; Das, 2014).

Consequently, prior research to a considerable extent have also indicated the positive effects of brand image on consumer’s loyalty, satisfaction and payment of premium price for food brands (Chiang and Jang, 2006; Sajadi and Rizzuto, 2013; Johan et al., 2014; Keller, 2001). Categorically identified within these context are consumers tendency to most often maintain both a cognitive and affective image towards food brands (Genereux et al., 1983; Oliver, 1997; Keller, 1993; Tan, 2012).According to Aaker, (1996) the primary objective of a brand is focused at stimulating” feelings of confidence, trust, exclusivity and status” which are outcomes emanating from direct experience with the brand or its messages just to mention a few. The resulting effects of these interactions is suggested to translate into build ups of impressions and perceptions about the brand which are subsequently held in consumers memory and proposed to further result in positive behavioursas well as purchase intention towards the brand (Keller, 1998; Keller, 2001 Duncan, 2002). More specifically,purchase intention within the fast food industryhave been proposed considerably to be influenced by brand equity (Kim and Kim, 2004). However indicated within these reports is the consequent identification of brand image as the distinct variable influencing brand equity.Thus, still yet to be properly defined is the extent to which brand image influences consumers purchase intention in the fast food industry.

Halim et al. (2005) in his study of traditional restaurants and fast food restaurants in Malaysia found evidence to suggest that attitudes tend to influence purchase intentions. Outcomes from the hypothesis tested indicated a significant and outright correlation between consumer attitudes towards the brand and their purchase intention. Similarly, these findings have also be reported by Tarkiainen and Sundqvist, (2005), Lada et al., (2009) using the theory of reasoned action and Mukhtar and Butt, (2012), whose researches demonstrated the positive impact and relationship between consumer attitudes and purchase intention of organic and halal food from fast food outletsrespectively. However a bulk of these studies tend to adopt attitudes as a single individual construct failing to take into account other variables such as benefits and attributes which comprises of components making up brand association (Keller, 1993). As a result, these findings possibly suggest a rigid view of the firm’s entire image as perceived by the consumers and its influence on their intentions.

Elsewhere, studies taking into consideration other components such as benefits have pointed out an existingdirect and indirect link between a consumers purchase intention anda brands image in terms of its perceived attitudes and benefits respectively (Chaniotakis et al (2009).Veloutsou et al., (2004) in his study on Scotland and Greece consumersestablished a causallink/relationship between the perceived benefits attached to the services of a brand and consumer purchase intentions.Setbacks however with regards to these studies are featured in terms of the sample technique adopted and its low tendency for similar replication of the findings. Reasons being that the food products and services examined were characterised with a high degree of consumption rate within the specific selected geographical location (Chaniotakis et al., 2010).

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s

It is very important to study purchase intention and attitude of consumers towards the branded food products as consumer perception is affected as much by the psychological interpretation of perceived product properties rather than the physical properties of products themselves ([Yeung and Morris, 2001](JavaScript:void(0);))Yeung, R.M.W. and Morris, J. (2001), “Food safety risk: consumer perception and purchase behaviour”, British Food Journal, Vol. 103 No. 2003, pp. 170-186. [Gotten from Purchase of branded commodity food products: empirical evidence from India]

Ultimately, the power of a brand lies in the minds of consumers or customers” ([Keller, 2000](javascript:void(0);), p. 157) and that the meaning that customers attached to a brand may be different from that which the firm intends. As image is the fruit of mental configuration and analytical processing, image formation is subject to influence of internal and external factors. Internal factors are the set of consumer's personal characteristics. Cited in country of origin, brand image perception and brand image structure.

The fast‐food sector is now more global than ever and international fast‐food consumption continues to increase in popularity. Customers usually form perceptions of fast‐food outlets. These perceptions may be formed by word‐of‐mouth communication, exposure to promotion from fast‐food restaurants, past personal experience and other sources. Some perceptions may even be incorrect; they may differ from country to country. Cited in Kara, A., Kayank, E., and Okucukemiroglu, (1997)”Marketing Strategies for Fast Food restaurant (1997)

**College** Students and **Quick**-**Service** Restaurants: How Students Perceive **Restaurant** Food and Services

**assertions and out-directed self-esteem**

**Therefore for the purpose of this report a brand image will be defined as “the sum of a customers’ perception about a brand generated by the synthetic interaction of the cognitive, affective and evaluative processes in a customers’ mind.” (Lee et al . 2014)**

**Theories on Consumer Purchase Intention**

**Over time the theory of reasoned action (Fishbein and Ajzen, 1975) and planned behaviour (Ajzen, 1985, 1991) have been extensively adopted and implemented both in the marketing and consumer behaviour literature as sound theoretical frame work for forecasting and explaining behavioural intentions (Notani, 1997; Barbarnelli and Guido, 1998; Amitage and Conner, 2001; Islam and Daud; 2011; Lee, 2013; Wang, 2014). According to TRA model, the behavioural intention of individuals serves as the only appropriate instant social determinant of their social relevant behaviour. However its required manifestation criteria are if the behaviours are completely under the individuals’ volitional control (Fishbein and Ajzen, 1975). The model points out two factors namely attitude toward behaviour and subjective norm as the main factors that dictate behavioural intentions.**

**According to Tiriroglu, (2008) purchase intention serves as the single significant factor that influences purchase predictions.**

**Elsewhere Martenson, (2007) also suggests the positive image associated with a brand to significantly influence consumers increasing loyalty and adherence to the commanding price of the brand.**