
Impact of brand identification on purchase intention and moderating effect of brand trust

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Abstract:

The aim and purpose of this study is to analyze the impact of brand identification on purchase intentions of the customers and moderating effect of brand trust. The data was collected from 150 respondents of mobile users of different brands by using convenient sampling technique. The results indicated that there is a significant relationship between brand identification and purchase intention and brand trust potentially moderates the relationship of brand identification and purchase intention. Future implications and limitations of the research study were discussed based on the research findings.

Key words: Brand identification, purchase intention, brand trust, moderating effect, mobile industry.

INTRODUCTION:

The mobile industry in Pakistan is contributing a lot in economy; it is a highly important segment that plays a pivotal role in financial sector of Pakistan. Due to high level of competition in mobile sector, brands have to be more innovative and more aggressive in developing their product in order to meet the demand of target customer, and to develop trust and purchase intention for brands. Increasingly companies are focused on searching for ways to create strong brand connections with consumers. These connections will lead to higher level of trust and loyalty, which increases company's financial performance. Brands have the ability to identify, inform and communicate desirable consumer identities. Customers can develop strong relationships with a brand for its identity (Fournier, 1998).). A brand tends to have a strong and attractive identity when the identity is more distinctive and more prestigious (Bhattacharya and Sen, 2003; Dutton et al., 1994). Distinctive brand identity can help consumers fill their self needs for uniqueness (Berger and Heath, 2007; Ruvio, 2008; Tian et al., 2001). Different individuals have different levels of motivation and need for distinctiveness in their identities (Tian et al., 2001). Hence, a brand with more distinctive identity is advantageous in obtaining consumers' attitudinal and action supports. There is a great market of mobiles, the companies are trying or engaged in putting a unique identity of their brand in the minds of people because people feel a strong sense of belonging with the brand and when they get attached the brand make purchase intention , then repurchase intentions also generated from these purchase intentions.

In this research, we study the impact of brand identification on purchase intentions on the customers. This will help the companies to understand how they can improve their brand identity to make strong relationship with the customers which is develop from the increased number of purchase intentions or repurchase behavior. Another aspect of this study is to examine the moderating effect of the brand trust on brand identification and purchase intention. The purpose or goal of marketing is to create a strong relationship between consumer and brand in which trust is a strong and major component of this relationship. This study helps the manager to know about hoe people perceived their brands and then managers can take necessary actions.

Literature Review

a-Brand trust

Trust is defined as" the belief, willingness or behavioral intention of the consumer "(Hess, 1995). It is the brand perception of the consumer on the basis of truth and real performance of the product. "(Hess, 1995).The core value in a relation is trust. (Bowen and Shoemaker, 1998; Fournier, Dobscha and Mick, 1998). Due to trust the amount of risk is decreased and the trust or confidence of consumer increases on brand, trust comes from reliability of brand. (Pavlou, 2003).The purpose or goal of marketing is to create a strong relationship between consumer and

brand in which trust is a strong and major component of this relationship. (McKnight, Choudhury and Kacmar, 2002). Long term relation can be made by loyalty, commitment and both loyalty, commitment can be created through brand trust (Yoon, 2002; Hess, 1995; Anderson and Narus, 1990). Trust has positive effect on consumer related to the brand and he feels secure for future purchase Cristau (2006).

Trust is a major component of any brand managing strategy (Temporal, 2011). Trust is very important factor in keeping a long term relationship between consumers and brand because it gives surety to consumer that he will get the desired value and generate positive attitude of consumer toward brand. Lack of trust created negative image of the brand or any relationship (Gurviez & Korchia, 2002).

b-Purchase Intention

Purchase intention is defined as the procedure of analysis and predicting the consumer attitude (Lin & Lin, 2007). Analyzing the ability of consumers to purchase and use towards any brand (Changa & Liub, 2009; Shah et al., 2012). Strategies related to market demand, segmentation and promotion are essential to know the purchase behavior or intentions of customers (Tsiotsou, 2006). Purchase will be increased by high purchase intention (Chen et al., 2012) and after purchasing consumer has a lot of feelings which affects the consumer to repurchase the products (Lin et al., 2011). Purchase intention is the person's motivation in the sense of his or her intention to perform behavior. It also describes the feeling or perceived likelihood of purchasing the products that are advertised, moreover, purchase shows the level of loyalty to products. Purchase intention has a relationship with demographic factors like age, gender, profession and education.

c-Brand Identification

Brand identification is defined as "the degree to which the brand show, expresses and enhances or increases the consumers' identity" (Kim et al. 2001). There is a difference between personal identification and social identification function of a brand (Del Rio et al. (2001). Personal identification function means that consumers can identify with a specific brand and develop feelings of harmony towards the brand, whereas social identification refers to the brand's ability to act as a communication instrument allowing consumers to clear or evident the desire to integrate with or to separate or disconnect from the groups of individuals that make up their closest social environment (Del Rio et al., 2001). Personal identification with a brand refers to the degree of overlap between an individual's self-schema and the schema she or he holds for a brand (Carlson et al 2008). Customers can develop strong relationships with a brand for its identity (Fournier, 1998).). A brand tends to have a strong and attractive identity when the identity is more distinctive and more prestigious (Bhattacharya and Sen, 2003; Dutton et al., 1994). Distinctive brand identity can help consumers fill their self needs for uniqueness (Berger

and Heath, 2007; Ruvio, 2008; Tian et al., 2001). Different individuals have different levels of motivation and need for distinctiveness in their identities (Tian et al., 2001). Hence, a brand with more distinctive identity is advantageous in obtaining consumers' attitudinal and action supports.

Theoretical Framework:

a-Brand Identification associated with purchase intention:

The first hypothesis refers to the relationship between brand identification and purchase intention. Brand identification is defined as "the degree to which the brand show, expresses and enhances or increases the consumers' identity" (Kim et al. 2001). Brand identification is a customer's psychographic state of perceiving, feeling and valuing his or her belongingness with a brand. When a consumer found the brand as his identity he makes purchase intentions or decided to purchase the products of that brand. Brand identification lead to relationship with the brand and generate the intentions to purchase the brand of the interest.

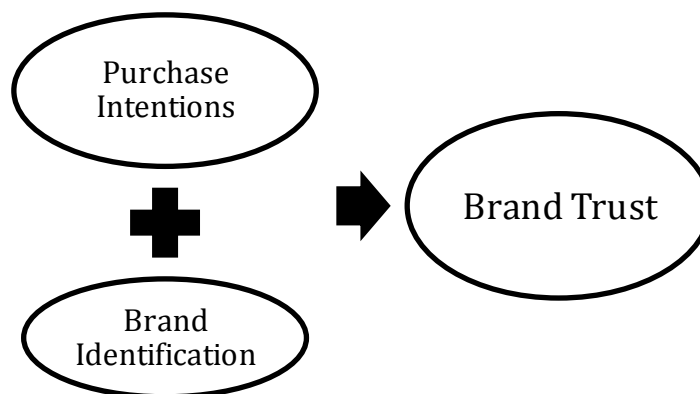
H1: There is a relationship between brand identification and purchase intention.

b-Moderating role of Brand Trust:

The second hypothesis refers to the moderating effects of brand trust on brand identification and purchase intention. If customers have more trust on brand (which shows or express their identity or perception about the brand), their purchase intentions will develop or increase and then these purchase intentions may turned into repurchase intentions. Consumer has associated good feelings with being a customer of that brand and engaged in repeat purchase of that product because he or she has their personal identity reinforced (Szymarowski and Bush, 1987). Trust is defined as the firm belief in the reliability, truth or ability of someone or something. Trust is constructed on the bases of past experiences. Trust is based on final results. A positive final result enriches trust while negative results will cause the trust to fall (Lewicki, 1979).

H2: Brand trust moderates the relationship of brand identification and purchase intention.

Figure-1



Methodology:

a- Measures and Sampling Procedure:

A self-administered questionnaire was chosen as a research instrument to gather the primary data of brand identification, purchase intention and brand trust. The questionnaire was divided into four sections:

The first section constitutes the demographics of the respondents including users of nine mobile brands and others.

Brand Identification: In the second section, respondents were asked to show the extent to which brand identification as proposed by Stokburger-Sauer, N., Ratneshwar, S., & Sen, S. (2012) describe the mobile brand's identification. The question includes the 5-items of the brand identification. A seven-point likert scale (1=strongly disagree to 7=strongly agree) was used.

Brand Trust: In the third section, five items were used to determine consumer's trust on brand as proposed by Chaudhuri and Holbrook (2002). A seven point likert scale was used (1=strongly disagree to 7=strongly agree).

Purchase intention: In the fourth section, three items were used to determine consumer's purchase intention with brand identification as proposed by (Fishbein and Ajzen, 1975). Two seven point likert scales were used (1=strongly disagree to 7=strongly agree) and (1=highly improbable to 7=highly probable).

Data Analysis:

a-Respondent's Profile:

Respondents sample selected for this study was individual customers who using the mobiles of different brands in Faisalabad. There are some demographic characteristic of these individual respondents, which displayed in the following table, in which included statistical values such as frequency and percentages of different demographic characteristics of respondents. Table displayed following variables frequencies and percentages: 1) Gender, 2) Occupation, 3) Age, 4)

Qualification, 5) Monthly income, 6) Mobile Brand.

Table-1

Demographic variables	Frequency	Percentage %	Demographic variables	Frequency	Percentage %
1. Gender					
Male	90	90	Other	21	14
Female	60	60	5.Monthly Income		
2.Occupation			less than 30,000	86	57.3
Job	58	38.7	31-50,000	49	32.7
Business	26	17.3	51-80,000	11	7.3
Other	66	44	Above 80,000	4	2.7
3.Age			6.Brands		
Less than 20	7	4.7	HTC	10	6.7
21-25	84	56.0	Nokia	32	21.3
26-30	43	28.7	Samsung	36	24.0
31-35	10	6.7	Q.Mobile	22	14.7
36-40	3	2.0	I.Phone	15	10.0
Above 40	3	2.0	Huwaie	13	8.7
4.Education			Oppo Phones	4	2.7
Matric	5	3.3	G'Five	7	4.7
Intermediate	5	3.3	Black Berry	8	5.3
Bachelor	27	18.0	Other	3	2.0
Master	92	61.3			

According to statistical value majority of respondent up to 90% are males and remaining 60% are females in this sample. In occupation 17.3% were belong to business sector and 38.7% doing job in public or private sectors and the remaining 44% belongs to other. As for as age is 4.7% fall under the age group of below-20 years, 56% fall under 21-25 years, 28.7% fall under 26-30 years, 6.7% fall under 31-35, 2.0% fall under 36-40 and 2% fall under the age group of above 40. Matric degree holders are only 3.3%, intermediate are 3.3% in this sample, bachelor degree holder are up to 18%, large number of respondent 61.3% holds master degree in this sample and 14% are of other. Respondents up to 57.3% fall under the class of having income below-30000, 32.7 % respondents fall under the class of having income 31000-50000 and only 7.3% belong to 51000-80000 and remaining 2.7% are of above 80000 income class. 6.7% respondents use HTC, 2.3% use Nokia, 24% use Samsung, 14.7% use Q.Mobile, 10% use I.Phone, 8.7% use Huwaie, 2.7 Oppo phones, 4.7% use G'Five, 5.3% use Black berry and 2% use other

brands.

2-Reliability Analysis:

For checking reliability and internal consistency of measure, Cronbach alpha coefficients were conducted. When cronbach alpha increased the inter-correlation among test items also increased that is called internal consistency. Cronbach alpha “Measure of reliability that ranges from 0 to 1, with values .60 to .70 deemed the lower limit of acceptability” (Hair, Anderson, Tatham, & William, 1998). Reliability at 70% is widely acceptable range according to (Sekaran, 2006).Cronbach’s alpha was also conducted on a pilot study which included 150 respondent sample size, thus after assuring the reliability of research instrument through this pilot study remaining responses were taken.

c-Reliability Statistic:

Cronbach alpha coefficient was conducted for checking reliability and internal consistency of measure. Cronbach alpha is a measure of reliability that ranges from 0 to 1 with values .60 to .70 considered the lower limit of acceptability (Hair, Anderson, Tatham, & William, 1998).

TABLE-2

Variables	Crone batch’s Alpha	No. of Items
Brand Identification	.844	5
Brand Trust	.764	5
Purchase Intention	.854	3

The results of cronbach alpha shown in the above table included three variables calculated by using different point likert scale. There reliability values checked to ensure the reliability of data and number of items in each variable scale. Above table shows that the reliability of brand identification scale is .844, the reliability of brand trust scale is .764, the reliability of purchase intention scale is .854.In this study all variables scales shows reliability greater than .70 which is very good and acceptable. All the variables are consistent highly reliable in their values.

D-Correlation Analysis:

Table-3 (Mean, Standard Deviation, Correlation)

	Mean	S.D	1	2	3	4	5	6	7	8	9	10	11
1.Gender	1.43	.496											
2.Incime	2.16	.780	-.077										
3.Age	1.94	.940	-.161*	.592**									
4.Qualification	2.14	.978	.216**	.235**	.233**								
5.Occupation	3.29	1.08	-.087	-.091	-.126	-.253**							
6.Brands	2.12	1.22	-.028	.055	.085	-.053	-.018						
7.Brand identification	4.7587	1.11109	.053	.041	-.017	.137	.005	-.025	.053				
8.Brand trust	5.1413	1.13742	.078	.095	-.013	.213**	.117	.034	.655**	.078			
9.Purchase intention	4.9511	1.30529	-.018	.120	.070	.137	.023	.082	.582**	.771**	-.018		

** Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

Correlation analysis is used to measure the strength of linear relationship among two variables, either they are associate to each other or not, there is no cause and effect relationship here. Correlation value range from -1 and +1, as closer to -1 the strong and negative linear correlation and as closer to +1 the relationship is strong positive linear relationship (Hair, Black, Babin, Anderson, & Tatham, 2010) .Correlation analysis among all (variables demographic and study) variables also shown in above table, Pearson correlation coefficient were calculated to measure the relationship among all variables either they are positively or negatives and significantly or insignificantly correlated with each other. Correlation results of all study variables supports research hypothesis. It is analyzed that there is statistically significant and positive linear relationship among all study variables, the level of significant (p=value) for all study variables is significant at (p <0.01).

Results shows brand identification have positive and significant relationship with Purchase intention (r = .582 , p < 0.01) that shows brand identification and purchase intention are positively linked with each other , when customer see that the brand identify, show and express their personality, their level of purchase intention will also increase. Correlation results

explore that brand identification and customer purchase intention have significant relationship with each other which also support study hypothesis that (H1: There is relationship between brand identification and purchase intention).

e-Regression analysis:

Regression analysis was performed to analyze the causal and linear relationships among dependent variable (outcome) and independent variables (predictors). It is a statistical tool which is used to analyze cause-effect relationships among outcome and predictors.

Table-4

Purchase Intention			
Brand	R square	Significance	Beta
Identification	.339	.000	.582

Regression results of repurchase intention as dependent variable and brand identification as independent variable shows positive and significant relation between these two variables at (p<.001) significance. This result shows that the model significant at (p<.001). In which the value of R-Square show the positive rate of change by independent variable (0.339) to dependent variable appropriate at (0.582, 0.000). R-square values describe and show the variation in purchase intention (33.9%) due to change in brand identification.

To check the potential influence of brand trust on the relationship of brand identification and purchase intention, linear regression analysis was conducted. Moderator analysis is conducted to investigate the magnitude of influence of moderator on the relationship of dependent and independent variable.

TABLE-6

	Purchase Intention		
	R square	R square change	Significance
Brand identification	.605	.605	.000
Brand trust	.610	.005	.000

Moderation analysis results show that brand trust strongly moderates the relationship of brand identification and purchase intention as (p<.05) and (R square change<.01). These two conditions fulfill the moderation analysis. 5% variation in purchase intention can be explained by regression analysis of moderator. The results indicate that if consumer has trust with a particular brand then brand identification more strongly leads to purchase intention. Brand trust

makes the relationship of brand identification and purchase intention strong.

Conclusion:

This research study examined the impact of brand identification on purchase intention, the moderating role of brand trust. The main objective of this study was to discover the moderating effect of brand trust on brand identification and purchase intention. Results showed that there is significant and positive linear relationship among all study variables, the level of significant ($p < \text{value}$) for all study variables is significant at ($p=0.01$). Results showed that brand identification have positive and significant impact on purchase intention as the value of R-square indicates that change in brand identification cause 33.9% change in purchase intention. Moderation analysis results show that brand trust strongly moderates the relationship of brand identification and purchase intention as ($p < 0.05$) and (R square change < 0.01). These two conditions fulfill the moderation analysis.

Practical Implications of this Research Study:

The findings of this research have several practical implications. The mobile companies like other business having main purpose to make profit improve performance and remain successful, which is not possible without the trust of customers and purchase intention of a particular brand. The brand Identification positively and significantly impact on purchase intention. The findings of this research will be helpful for mobile sector in order to improve and develop their brand's identification with aim to increase purchase intention Furthermore, brand trust plays a moderating role and impacts the relationship of brand identification and purchase intention. The research findings will significantly contribute in both practical and theories in future.

Limitations and Future Implications:

In this research study data is collected from a small sample size of 150 respondents' base on convenient sampling. Future study could be conducted by using large sample size and more effective sampling techniques that lead to generalization. This research was only conducted on one sector (mobile sector) same model could also be implemented on other sectors like restaurants industry, footwear industry, etc. This research only predicts that brand trust moderates the relationship between brand identification and purchase intention. The researcher also believed that there could be other number of variables that can also moderate this relationship.

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