

The Effect of Brand Name on Consumer Purchase Intention in Kano Metropolis: A Conceptual Model

¹Umar Gambo Adamu, ²Abdu Ja'afaru Bambale

²PhD. ^{1,2}Department of Business Administration and Entrepreneurship, Faculty of Social and Management Sciences, Bayero University, Kano, Nigeria

Abstract: This is a conceptual study that proposes the study of the effect of brand name on consumer purchase intention amongst customers of Shoprite retail chain in Kano, Nigeria. The retail chain is the biggest so far not only in Kano State, but in the whole of Northern region of Nigeria. Extensive literature review was done to better understand the current development involving branding and consumer purchase intention that constitute the model of the study. The literatures revealed only a few similar studies were conducted in Nigeria. No literature evidence of similar studies conducted in Kano, Nigeria. Survey study will be employed as method of data collection. Convenient sampling technique will be employed to obtain representative response from a sample of 306 customers of Shoprite retail chain in Kano State, Nigeria.

Keywords: Brand, Name, Consumer, Purchase, Intention, Kano, Nigeria.

I. INTRODUCTION

Purchase intention continues to be a vital concept in marketing (Morrison, 1979). According to Law Dictionary, purchase intention is the plan in which a person intends to buy a particular goods or service sometime in the near future. The plan is to buy an item but the timing is left to the individual to plan. Purchase intentions are internal action or tendencies relating to the brand that a buyer exercise (Bagozzi et al. 1979; Ostrom 1969; Spears, & Singh, 2004). Intentions are different from attitudes. However, attitudes are precise evaluations, intentions entails "the individual's motivation in the sense of his/her conscious plan to put an effort to execute a behaviour" (Eagly, & Chaiken, 1993; Spears, & Singh, 2004). Purchase intentions are consumers sensible plan to make an effort to purchase a given brand or product. (Spears, & Singh, 2004). In anticipating demand for expensive consumer goods, marketing intelligence of potential consumers about their future purchase plans has had significant predictive success (Armstrong, and Overton, 1971; Hosein, 2015). Measuring intentions affects which brands consumers buy. These results suggest that somehow, the act of measuring intentions can affect consumers' thinking about the future purchase and change their subsequent purchase behaviour (Fitzsimons, and Morwitz, 1996; Hosein, 2015).

In the modern day, brand plays a vital role in enhancing country's economy. Global brands help their national government to raise short term liquidity to finance short term projects. Brand is one of the tool used by marketers to alter the buyer's purchase intention. Nowadays, consumers are more conversant and familiar about the brand than before. (Shehzad, Ahmad, Iqbal, Nawaz, & Usman, 2014). A brand is a name, term, sign, symbol or design/artifacts or combination of all, intended to identify the goods and service of one seller or group of sellers and to differentiate them from those of competition" (Kotler, & Keller, 2012). Brand is a combination of name, symbol and design. Brands represent the customer's understanding or perceptions and opinion about product performance. The powerful brand is one which strike in the mind or attention of the consumer. Brands varies in the amount of power and value they have in the market place. Some brands are usually not noticed by the customers in the marketplace while other brands show high degree of popularity. The brands with high popularity have a high level of patronage and customers do not

relent to buy such brands as they enjoy the brand performance. Some brands command high level of brand loyalty due to equity they created (Alamgir, Nasir, Shamsuddoha, Nedelea, 2010).

Brand name becomes a powerful tool to multinational corporations in standardization and gaining positive, profitable market share in an international frontier. Global brands names like Procter & Gamble, Unilever, Nestle, Prada, Rolex, McDonalds and Coca cola are few to be mentioned. Smith, Brynjolfson (2001), stressed that, aside from the on-going deliberations about the significance of branding as a marketing strategy for strong positioning, and differentiation, consumers use brand name as a symbol of reliance in the quality of service for non- contracting aspect of the products. A well-designed brand name can bring immediate value to a brand. However, marketers realize this, they tend to cut the naming process short (Kohli & LaBahn, 1997; Kronrod & Lowrey, 2016), which may lead to the brand names less achieving their highest standard in serving their purpose. Gontijo, Rayman, Zhang and Zaidel (2002) study revealed that brand names are easily processed and more accurate than if they are not words but less accurate and slower to process when common nouns are used. However, in line with their finding, it is observed that brand names that uses wording is indeed closer to the mind of consumers than brands that employ other signs, graphic design to differentiate their product with competitors. Henceforth, the brand that employ name, signs and other graphic design make it more differentiating than only name. This is because each of the tools can stand as a differentiator. Xiao, Xu, (2013), examined that patients mostly in the third world nations prefer imported brand names drugs. This is as a result of the influence of advertisement on TV, Internet, Newspaper and other media. If two brand names have the same current popularity, the one that was learned earliest will be recognized faster than the one acquired more recently. This was revealed in the study of (Ellis, Holmes, Wright, 2009). This further states that the brand name that was initially get acquainted with earlier in life is much more recognized faster than the brand name that is currently and more recently exposed in the market. However, unless persistent promotional strategy is adopted with the earlier brands, the more current most recent and exposed brand names are capable of pushing down the earlier brands. Choosing good brands for a product is very vital often critical for managers. Excellent brand names can lead to remembrance, create positive image, increases consumer choice of a product and they are essential elements in building brand equity (Aaker, 1996; Shrum, Lowrey, Luna, Lerman, & Liu 2012). Poor brand name can be quite opposite. The dominant displeasure for the brand name has been witnessed as a major reason for the failure of some brands (Klink, 2000; Shrum et al 2012).

The growing call from Federal Government of Nigeria to its citizen to patronize local content in order to support Naira and the economy made it necessary for me to propose on this research. This is because, as revealed in the study of (Rizwan, Qayyum, Qadeer & Javed, 2014) in Pakistan that branded products as measured by six dimensions has had an influence on the consumer purchase intention. It is observed that most of our local industries do not pay attention to building brand names. However, since the emergence of Muhammadu Buhari as Nigeria's president, there is an increased foreign investors' confidence in the country mostly due to his anti-corruption campaign as the Chief Executive officer of Nigerian Stock Exchange (Onyema, 2016) was found saying that effective communication of government policy, increased tax revenue and improvement in security will attract more portfolio investors to Nigeria in 2016. The statement was positive as the Nigerian economy would boost due to FDI. But in the other hand, it is a concern for our local industries as mostly the foreign investors are dealing with established and well-known brands all over the world. This will expose our local firms to risks especially if the result of the study suggests similar to the one conducted in Pakistan. For these reasons, this study will investigate to find if brand name has indeed influence on consumer purchase intention to see if it will reveal the same outcome with the above study conducted in Pakistan. If it suggests similar result, it will help our local firms to do more in building a sustainable brand name for their products to enhance domestic patronage and to avoid possible threat of more foreign competitors that are about to enter the market.

Various studies of this nature were conducted by scholars mainly from Asian countries based on the literature reviewed (Fianto, et al., 2014; Grewal, et al., 1998; Lamba, 2011; Rizwan, et al., 2014; Shehzad, 2014). The literatures revealed only a few similar studies (Akpyomare, et al., 2012; Damilola & Oluchukwu, 2012; Ibok, et al., 2015; Ogbuji et al. 2011) were conducted in Nigeria. All these studies were conducted using samples resident in the Southern part of Nigeria. No literature evidence of similar studies conducted in Kano, Nigeria. Kano is the most populous commercial city not only in Northern part of Nigeria but the whole of Nigeria, thus study of this nature is long overdue. The state was recently placed among the top 10 Africa's rising super-rich cities in the continent on the map as the new frontier for global luxury brands by Wealth Insight, a Global Research and Analysis Firm (Parke, 2016). This will help to better enrich literature regarding to the area of brand name and purchase intention.

This is a conceptual study that proposes the study of the effect of brand name on consumer purchase intention amongst customers of Shoprite retail chain in Kano, Nigeria. Specifically, this study has the following objectives:

- i. To examine the relationship between brand satisfaction and purchase intention
- ii. To examine the relationship between product knowledge and purchase intention
- iii. To examine the relationship between customer past experience and purchase intention
- iv. To examine the relationship between brand trust and purchase intention
- v. To examine the relationship between price and purchase intention
- vi. To examine the relationship between brand attachment and purchase intention

2. THE PROPOSED FRAMEWORK/ MODEL OF THE STUDY

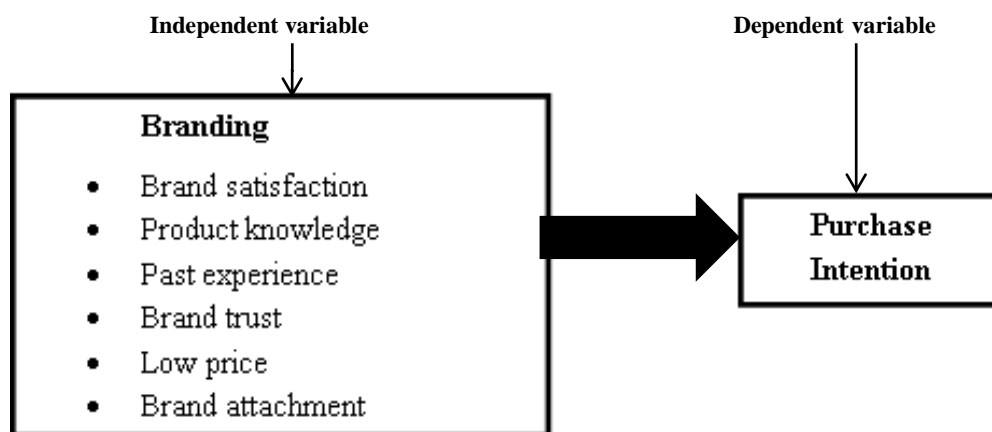


Figure 1: Proposed model of Branding, Purchase Intention.

2.1. Brand Theories:

Brand is a term closely linked to a product or place's image and reputation in that it "captures the idea of reputation observed, reputation valued and reputation managed" (Anholt, 2010, p. 20).

At its simplest, a brand is "a product or service or organization, considered in combination with its name, its identity and its reputation" (Anholt, 2007, p. 4). As "trust broadcast system" (Anholt, 2010, p. 23), *branding* – the process of promoting selected images (Gold & Ward, 1994) in order to establish a favorable reputation (Anholt, 2007) – plays a role in most spheres of life, including "political, social, and cultural, official and unofficial, private and public" (Anholt, 2010, p. 23). Importantly, brands represent more than a set of images to promote a product or place; they are about trust and respect (Bell, 2005).

The meanings, symbols, and values represented by brands (Berthon, Holbrook, Hulbert, & Pitt, 2007) "not only reinforce the identity and uniqueness of destinations but also reassure the people, habitus, values, and symbols of their own culture, thus preserving the... 'state of being' of the place" (Campelo et al., 2011, p. 11).

The potential of brands to re-construct individual identities and re-connect collective ones is particularly relevant "in a post-modern world where identity is fragmented and purpose is unclear" (Aitken, 2011, p. 295). The theories were adopted from the authors and were used by various researchers.

2.1.1. Purchase Intention Theory:

Theory of Planned Behavior (TPB) is widely applied by various scholars. The TPB assumes that behavioral intentions capture the motivational influences on behavior. Intention is thus seen as the most proximal predictor of behaviour. Behavioral intention, in turn, is seen as a function of attitudes, subjective norms and perceived behavioral control related to that specific behavior (Ajzen, 1991; Ajzen & Driver, 1991; Ajzen & Fishbein, 1980; Arvola, Vassallo, Dean, Lampila, Saba, La'hteenma'ki, & Shepherd, 2008).

Using Theory of planned Behavior (TPB), we deduced that the motivation, norms and perception of a given brand name consumers obtained through promotional mix, cultural affiliations and positive perception may leads to more favorable purchase intention of a given brand name. As observed, the motivational influences to purchase a given brand name such as advertising, sales promotion, public relations and so forth has had positive effect on consumer purchase intentions. Norms and cultures also had significant effects on which brand name to purchase. This was evident with the people who have strong ties with their culture. To them, purchasing a given brand name that is synonymous with their norms is simply part of their lives.

3. METHOD

3.1 Participants:

The respondents for this study will be all the customers of Shoprite, Kano. According to the Branch Manager, an average 1,500 customers visit their store daily. In order to increase the response rate, researcher will visit the Shoprite for 3 consecutive days. This means that in estimate, the population of the study will be 4,500 customers. Using Krejcie and Morgan's (1970) table for determining sample size, the sample of the study will be 354. Therefore, the survey instrument equalling this number will be distributed to various respondents in the mall. Thus, due to the nature of my target population, convenience sampling technique will be used. A convenience sampling is a group of individuals who (conveniently) are available for study.

The product category focus would be consumer products. In order to represent both relatively high and low involvement products in the consumer product category, the study would select two categories that had low and high ratings on a product category. Strong and weak brand will be selected from each category of high and low involvement products (Esch, Langner, Schmitt, & Geus 2006).

3.2 Measures:

The survey mechanism will contain two sections. First, the personal demographic variables which include the respondent's information about gender, age, income, and education an marital status. The second section will contain the general questions about the independent and the dependent variable and will be measured on a 5 point Likert Scales.

The latent variables that are essential in the present study include purchase intention, brand satisfaction, product knowledge, past experience, brand trust, low price and brand attachment. This section of the study is industrial based on the previous literature and questionnaire.

The scales of the study would be adopted from the past literature and published studies.

The first variable is Purchase Intention has one item, that scale would be adopted from (Esch et' al., 2006).The second variable Brand Satisfaction having two items and these scales would be adapted from (Oliver, 1997; Zboja, & Voorhees, 2006).

The third variable is Product Knowledge contain five items and these scales would be adapted from (Laroche et al., 2003; Nepomuceno, Laroche, & Richard, 2014).

Next variable is Brand Trust obtains three items and these scales would be adopted from (Chaudhuri, & Holbrook, 2001).

Other variable is Brand Attachment support having five items and these scales would be adopted from (Lacoeuilhe, 2000; Collange, 2015).

Next variable is Low Price having five items three of the items or construct would be adopted (Chuchinprakarnm, 2003; Chaudhry et al. 2009; Mir, et 'al 2012; Rizwan, et' al 2014).

Other variable is Past Experience having two items and these scales would be adapted from (Wang et al., 2005).

4. CONCLUSION

Basically, this study attempts to respond to previous studies by testing an independent and dependent variable that was not previously tested together. At a secondary level, this study is an attempt to examine the influence of brand name on consumer purchase intention. The study has both practical and theoretical significance. It will be among the first of its kind in Kano, Nigeria based on the reviewed studies. This study will further provide an insight to Marketing managers of various firms in the state on the importance and significance effective branding strategy capable of competing with an external threat from both domestic and foreign competitors.

REFERENCES

- [1] Aitken, R. (2011), Shifting brands: Reception, resistance and revision. In M. Uncles (Ed.), *Perspectives on brand management* (pp. 291-305). Prahran, Australia: Tilde University Press.
- [2] Akpoyomare, O. et al (2012), The Influence of Product Attributes on Consumer Purchase Decision in the Nigerian Food and Beverages Industry: A Study of Lagos Metropolis. *American Journal of Business and Management*, 1(4), 196-201.
- [3] Alamgir, M., et al (2010), Influence of Brand Name on Consumer Decision Making Process- An Empirical Study on Car Buyers, 10(2), pp.12. Retrieved from:<http://ssrn.com/abstract=1772163>.
- [4] Anholt, S. (2007), *Competitive identity: The new brand management for nations, cities and regions*. Hounds mills, United Kingdom: Palgrave Macmillan.
- [5] Anholt, S. (2010), *Places: Identity, image and reputation*. Hounds mills, United Kingdom:
- [6] Arvola, A., et al (2008), Predicting intentions to purchase organic food: The role of affective and moral attitudes in the Theory of Planned Behavior. *Appetite*, (50), 443–454.
- [7] Bell, C. (2005), Branding New Zealand: The national green-wash. *British Review of New Zealand Studies*, 15, 13-27.
- [8] Berthon, P., Holbrook, M.B., Hulbert, J.M., & Pitt, L.F. (2007), Viewing brands in multiple dimensions, MIT Sloan, *Management Review*, 48(2), 37-43. Palgrave Macmillan.
- [9] Campelo, A., Aitken, R., & Gnoth, J. (2011), Visual rhetoric and ethics in marketing of destinations. *Journal of Travel Research*, 50(1), 3-14. doi: 10.1177/0047287510362777
- [10] Chaudhuri, A., Holbrook, M. B. (2002), Product-class effects on brand commitment and brand outcomes: The role of brand trust and brand affect. *Henry Stewart Publications Brand Management*, (10), 1, 33–58.
- [11] Collange, V. (2015), Consumer reaction to service rebranding. *Journal of Retailing and Consumer Services*, (22), 178–186.
- [12] Damilola, A., Oluchukwu, N. (2012), The Effect of Consumer Behaviour and Attitudinal Tendencies Towards Purchase Decision, *Arabian Journal of Business and Management Review*, 1(12), 88-118.
- [13] Ellis, A.W., et al (2010), Age of acquisition and the recognition of brand names: On the importance of being early. *Journal of Consumer Psychology*, (20), 43–52.
- [14] Esch, F.R., et al (2006), Are brands forever? How brand knowledge and relationships affect current and future purchases. *Journal of Product & Brand Management*, (15) 2, 98– 105.
- [15] Fianto, A. Y., et al (2014), The influence of brand image on purchase behavior through brand trust. *Journal of Business Management and Strategy*, 5(2), 58-76.
- [16] Gold, J.R., & Ward, B. (1994), *Place promotion: The use of publicity and marketing to sell towns and regions*, Chichester, UK: John Wiley & Sons Ltd. Retrieved from: <http://placebrandobserver.com/theory/brands-and-branding/>
- [17] Gontijo, F.D., et al (2002), How brand names are special: brands, words, and hemispheres. *Journal of Brain and Language*, (82) 327–343.
- [18] Grewal, D. et al (1998), The Effect of Store Name, Brand Name and Price Discounts on Consumers' Evaluations and Purchase Intentions, *Journal of Retailing*, 74(3), 331-352.
- [19] Hosein, N. Z. (2015) Measuring the Purchase Intention of Visitors to the Auto Show, *Journal of Management and Marketing Research*, 1-17.
- [20] Ibok, et al (2015), Brand Identity and Customers Loyalty: Evidence from the Nigeria Telecommunication Industry, *International Journal of Managerial Studies and Research*, 3 (6), 1-8.
- [21] Kotler, P., and Keller, K. L. (2012), *Marketing Management*, Fourteenth edition, *Prentice Hall*, New Jersey, U.S.

- [22] Kronrod, A., Lowrey, T.M. (2016), Tastlé-Nestlé, Toogle-Google: The effects of similarity to familiar brand names in brand name innovation. *Journal of Business Research*, (69) 1182–1189
- [23] Lamba, B. (2011), Influence of brands on consumer's buying behavior., *National Monthly Refereed Journal of Research in Commerce*, 2 (11), 28-33.
- [24] Morrison, G. D. (1979), Purchase Intentions and Purchase Behavior. *Journal of Marketing*, 43, 65-74.
- [25] Nepomuceno, M.V., Laroche, M., Richard, M.O. (2014), How to reduce perceived risk when buying online: The interactions between intangibility, product knowledge, brand familiarity, privacy and security concerns. *Journal of Retailing and Consumer Services*, (21), 619–629.
- [26] Ogbuji, C.N., Anyanwu, A.V., Onah, J.O. (2011), An Empirical study of the impact of branding on consumer choice for regulated bottled water in Southeast, Nigeria.
- [27] Onyema, O. N. (2016), CEO of Nigerian bourse sees return of investor confidence in 2016,
- [28] Retrieved 29/01/2016 from: <http://www.financialnigeria.com/ceo-of-nigerian-bourse-sees-return-of-investor-confidence-in-2016-sustainable-photovideo-details-295.html>
- [29] Parke, P. (2016), The rise of Africa's super-rich. Retrieved from: <http://edition.cnn.com/2016/03/02/Africa/luxury-goods-africa-view-feat/>
- [30] 02/Africa/luxury-goods-africa-view-feat/
- [31] Rizwan, M., et al (2014), The impact on branded product on consumer purchase intentions, *Journal of Public Administration and Governance*, 4(3), 57-74.
- [32] Shehzad, U., et al (2014), Influence of Brand Name on Consumer Choice & Decision. *Journal of Business and Management*, 16(6), 72-76.
- [33] Shrum, L.J., et al (2012), Sound symbolism effects across languages: Implications for global brand names. *Intern. J. of Research in Marketing*, (29) 275–279.
- [34] Smith, M.D. Brynjolfsson, E. (2001), Consumer Decision-making at an Internet Shopbot,
- [35] 1-30. Retrieved 02/02/2016 from: <http://ebusiness.mit.edu/erik/CDIS%202001-07-24a.pdf>
- [36] Spears, N. and Singh, S. N. (2004), Measuring Attitude Toward the Brand and Purchase Intentions, *Journal of Current Issues and Research in Advertising*, 26(2), 54-66.
- [37] Wang, C. L., Siu, Y. M., Hui, S. Y. (2004), Consumer decision-making styles on domestic and imported brand clothing. *European Journal of Marketing*, (38), 239-252.
- [38] Xiao, Z., Xu, F. (2014), Health literacy and medication preference: Why do most patients choose imported brand-name drugs? *Journal of Patient Education and Counselling*, (95), 155–156.
- [39] Zboja, J. F., Voorhees, C. M. (2006), The impact of brand trust and satisfaction on retailer repurchase intentions. *Journal of Services Marketing*, (20) 2, 381– 390.