

The effect of Brand on Consumer Purchase Decision: A Case Study of Zain Company of Telecommunications in Jordan

Ahmad A .I . Shajrawi

Research Scholar, Aligarh Muslim University , Aligarh

Abstract

The current study aimed to investigate the impact of brand name, brand image and perceived quality on the consumer purchase decision. To achieve the purpose of the study, a sample of 310 consumers of telecommunications services of Zain company in Jordan was randomly selected. The targeted consumers were asked to fill out an online designed questionnaire. A five point-Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was used to measure the variables. For the purposes of data analysis, the researcher used descriptive statistics, confirmatory factor analysis and structural equation modeling. The results revealed that brand name has a significant positive ($\beta=0.374$) effect on consumer purchase decision. This effect is significant at the level of 1% ($p = 0.000 < 0.01$). However, the results show that brand image exhibits a lower significant positive ($\beta= 0.112$) effect on consumer purchase decision than brand name. This effect is significant at the level of 10% ($p = 0.085 < 0.10$). Further, the results found that perceived quality has a significant positive ($\beta= 0.469$) effect on consumer purchase decision. This effect is significant at the level of 1% ($p = 0.000 < 0.01$). Notably, it was found that the perceived quality has a higher impact on consumer purchase decision than both brand name and brand image, which indicates that the consumers of Zaintelecommunication company perceive that perceived quality has a higher weight and significance than both brand name and brand image.

Keywords: *Brandname, Brand image, Perceived quality Consumer Purchase Decision.*

1. Introduction

The brand is an instrument to rises and promotes the states economy. The purchase decision for consumers can be changed through brand name and brand logo. Brand name supports the consumer to select the product or service or brand regarding their needs and wants easily due to consumers are more mindful regarding brand name and its image. So the firms have been created logo or image in consumer's mind that can be

name or symbol even the consumer can distinguish specific brand or product or service.(Sawagvudcharee et al, 2018).The expansion of the brand and its increasing numbers is one of the most serious challenges facing the competing companies. Due to the highly competition among the telecommunication companies in Jordan including Zain, Umniah and Orange, they have been pushed to best create new mechanisms, tools and markets to develop their products and services. Such companies have adopted new strategies to run and promote the purchasing process. As a result, they can achieve their ultimate goal of gaining the customer loyalty(Shajrawi,2016).

2. Statement of the problem

The problem of the research is to investigate the impact of brand on consumer purchase decision represented by independent variables named (Brand name, Brand image and perceived quality), and dependent variable named consumer purchase decision, therefore the problem of the research lies in answering the following question:

- **Does brand has influence in consumer purchase decision?**

The research problem can be through the following sub-questions based on the above question:

- 1) Does the brand name of Zain company has impact in consumer purchase decision?
- 2) Does the brand image of Zain company has effect in consumer purchase decision?
- 3) Does the perceived quality of Zain company has influence in consumer purchase decision?

3. Purpose of the Research

Based on the study problem, the study aims to achieve the following objectives:

- 1) To investigate the impact of brand name of Zain company on consumer purchase decision
- 2) To identify the effect of brand image of Zain company on consumer purchase decision
- 3) To examine the influence of perceived quality of Zain company on consumer purchase decision

4. Hypotheses of the Research

In order to satisfy the research aim of the present study, the following hypotheses are formulated:

H01. There is no significant impact of brand name on consumer purchase decision.

H02. There is no significant impact of brand image on consumer purchase decision.

H03. There is no significant impact of perceived quality on consumer purchase decision.

5. Literature Review

Ousanee, Sujan and Shrawan (2018) aimed to investigate consumer purchase decision for beer brand in Nepal. This study has independent variables named brand awareness, perceived quality and brand association, and the dependent variable is consumer purchase decision. The sample size was 400 respondents handed out on restaurants, club, hotels and local Bhatti in Kathmandu in Nepal. The findings revealed that brand awareness, perceived quality and brand association have effect on consumer purchase decision.

Calvin (2016) aimed to examine the effect of service quality and brand awareness on brand loyalty. The sample size was 400 respondents distributed on 14 areas of Zamafara state in Nigeria. The independent variables in this study are service quality and brand awareness, and the dependent variable is brand loyalty. The results showed that brand awareness and service quality have a positive effect on brand loyalty.

Ahuja (2015) aimed to investigate the influence of brand on customer purchase behavior. The sample size was 100 respondents of fashion industry. The findings showed that the price and brand have a positive impact customer buying behavior.

Dabi, Bansah, Anita, Dzorvakpor and Nwodo (2015) aimed to examine the impact of branding on consumer purchase behavior for textile printers in Ghana. This research had independent variables named brand awareness, brand loyalty, and brand image, while the dependent variable is consumer purchase behavior. The sample size was 140 customers from Ghana. The results appeared that brand equity with pricing, lifestyle, states and self-concept have a positive effect on consumer purchase behavior.

Neupane (2015) aimed to determine the impact of brand image on customer satisfaction and loyalty intention. The sample size was 120 customers. The independent

variables named functional, symbolic, social, experiential and appearance enhances, and the dependent variables are named customer satisfaction and loyalty intention. The results showed that the brand image has positive effect on customer satisfaction. The findings also appeared that the brand image has a positive influence on loyalty intention.

Kumar and Sankpal(2014) aimed to examine the impact of brand image benefit on customer satisfaction and loyalty intention. The sample size was 300 marketers and the results showed that the satisfaction affects customer loyalty. The findings also appeared that mediation impact of customer satisfaction has been found between brand image and loyalty intention

Sarwar, Aftab and Iqbal(2014) aimed to determine the effect of brand on customer purchase behavior. This study has independent variables named reference groups, brand knowledge, age, gender, emotional exploitation and personal value while the dependent variables are branding loyalty, status consumption, status conspicuousness, social factor and loyalty. The key results appeared that the independent variables have positive effect exception the gender has no affect the consumer purchase behavior.

Santoso and Cahyadi(2014) aimed to investigate the effect of brand equity toward purchase intention in car industry in Indonesia. The independent variables named brand awareness, brand association, perceived quality and brand loyalty while the dependent variable is purchase intention. The sample size was 125 from Surabaya region. The findings revealed that brand equity has a positive effect toward purchase intention. The results also showed that brand association and brand loyalty individually have a positive influence to purchase intention.

6. Brand

A brand is a term, design, name, symbol or any another characteristics which differentiate firm's product" (American Marketing Association, 2013). According to Martisiute et al(2010) the brand is an image or logo which can be in customer's mind and it can be designed as a name or symbol and aims to differentiate the company's product. The brand can be name, design, symbol where the company can use it and aims to distinguish its products in the market(Dabi,2015).

6-1: Brand name

According to Akshay& Om(2014) Brand name is “a method for distinguishing a firm's products or services from its competitors whether locally or globally.Brand name defined as legally registered name which identifies the organization's products or services and should be simple not complex,easy for spelling and distinguish the product (Shajrawi,2016)

6-2: Brand Image

Image is defined “as ideas, thoughts which is formed in customer's mind”(Aaker,1991).According to Kumar &Sankpal(2014) image is “first impression of customer that consist from all sources, thoughts, ideas which can make the customer to decide purchase process”.Image is an accumulation of ideas, thoughts, observations which be in consumer's mind(Amine,1998).Image is related to brand idea which reflect customer's perceptionsFor example Volvo is related to safety, Toyota is related to reliability(Neyati,2015).

6-3: Perceived Quality

According to Yee et al (2011) Perceived quality defined as essential part for consumer buying making process, frequently consumers will make comparison with alternative quality of product / service regarding pricing for same type or category.Aaker(1991) states that perceived quality is customer opinion about product / service through excellence so perceived quality is not considered truth quality od brand.Perceived quality is core indicatives which related to physical features of product like performance, solidity, characteristics and core of product(Zeithaml et al,1988).

6-4: Consumer purchase decision

Consumer purchase decision process includes five phases.These phases launch at a consumer to purchase products or services for money in the market before, during, and post purchasing the products or service(Qazzafi,2019). Figure 1 shows these phases



Source: Kotler, P. & Keller, L.K. (2016). Marketing Management

6-4-1: Problem Recognition

This stage is necessary through demonstrating where without need recognition there is no need to make a decision of purchase. Need recognition also known as Problem recognition(Qazzafi,2019). It based on the contradiction between the present situation of consumer and other situation which the consumer wants to be(Kotler,Keller,2016).

6-4-2: Information Search

In this phase, consumer starts to get information about the products/ service which he / she wants to try new product/ service.The consumer can get information about product/ service from several sources. These includes personal sources,commercial sources and public sources(Kotler,2017).

6-4-3: Evaluation of Alternative

It comes after consumer seeks information about product / service or brand.When the consumer owns the information of product or service, he / she can evaluate the product / service which consumer wants it.For example, a consumer desires to buy a cell phone, he / she starts to seek information and collect it about the cell phone, then he / she will evaluate from the alternative brands of cell phones(Kotler,Keller,2016).

6-4-4: Purchase Decision

After collecting and getting the information about product / service from several sources and evaluate it, then a consumer can decide which product / service will buy.He / she gives highest evaluation about product / service(Kotler,2000)

6-4-5: Post- purchase Behavior

It is last stage in consumer purchase decision process. The firm's goal does not finish when a consumer buy a product / service. The company should strive to know the behavior or opinion of consumer about a product / service after buying process (Qazzafi, 2019). After using the product / service the customer may be satisfied or not satisfied. If he / she satisfied, then the opportunities of loyalty are more of the same product or brand and the purchase processes will increase and achieve profit for the company. If a consumer is not satisfied, the company should know the reasons and create new strategy for attracting the consumer and motivate him to buy its product / service (Kotler, 2017).

7. Research methodology

Figure (1) illustrates the research framework. Brand name, brand image and perceived quality have been considered as independent variable and consumer purchase decision has been considered as the dependent variable. A 5-points Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) were used to measure each variable. An online questionnaire has been used through Google docs. The questionnaire form includes two parts; the first asks for demographic variables that provides some information about the respondents, and the second includes the items that measure each variable. All items of the questionnaire form were made compulsory to answer in order to eliminate any incomplete form. Brand name has been measured using 5 items, brand image 5 items, perceived quality 4 items and consumer purchase decision 4 items.

Independent Variables



The present study focuses on the effect of brand on consumer purchase decision in Zaintelecommunications company in Jordan. Accordingly, the targeted population are the consumers of telecommunications services of Zain company in Jordan. A total of 310 questionnaires were received. Convenience sampling method to collect the data needed for the study was used. This method is widely used by prior studies to collect the data. Table 1.presents the sample and sampling adequacy.

The sampling adequacy has been tested using Kaiser-Meyer-Olkin (KMO) measure. The results in table (1) shows that the value of KMO and Bartlett's Test is 0.944 (>0.50), which is greater than the criterion value (0.50). this indicates that the proportion of variance of the variables used are useful with the data collected. Further, the output value of Bartlett's test shows a Chi-Square value of 4689.711, a degree of freedom of 153 and a probability value of significance at the level of 1% ($p = 0.000 < 0.01$) which all signify the appropriateness of the sampling adequacy.

Table 1. Sample and sampling adequacy

Particulars	No.
Total No. of questionnaire forms received (Online)	310
Final Sample	310
KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.944
Bartlett's Test of Sphericity	
Approx. Chi-Square	4689.711
Df	153
Sig.	0.000

8. Results and discussion

8-1 :Demographic analysis of the sample

Table (2) demonstrates the respondents' profile based on demographic variables. Five demographic dimensions have been used to introduce the characteristics of sample of the study which include: gender, age, education, income, area. The results show that the sample includes 59% male respondents against 41% female respondents. Further, the

sample comprises 26.8% as respondents that belong to 18 to 30 years old, 26.5% that represents respondents from the age group of 31 to 40 years old, 31.6% of respondents of age group 41 to 51 years old, and 15.2% of the respondents are from the age group of above 50 years old. In terms of education, majority of the respondents (50%) have a UG qualification, 30.6% of the respondents have a higher studies qualification, and 19.4% of the respondents have a secondary school or equivalent qualification.

With regards to income, 45.2% of the respondents have a monthly income of 220 to 500JOD, 18.4% of the respondents have a monthly income of less than 220JOD, 17.1% of the respondents have a monthly income of between 501 and 800JOD, 15.2% of the respondents have a monthly income of more than 1000JOD, and only 4.2% of the respondents have a monthly income between 801 to 1000JOD. Concerning the geographical area, the results show that 27.7% of the respondents are located in the Jordanian capital; Amman and the remaining respondents; 72.3% from other cities.

Table 2. Respondents' profile

Demographics	Details	Frequency	Percent
Gender	Male	183	59.0
	Female	127	41.0
	Total	310	100.0
Age	18-30	83	26.8
	31-40	82	26.5
	41-50	98	31.6
	Above 50	47	15.2
	Total	310	100.0
Education	Secondary or equivalent	60	19.4
	UG	155	50.0
	Higher Studies	95	30.6
	Total	310	100.0
Income	Less than JOD220	57	18.4
	220-500JOD	140	45.2
	501-800JOD	53	17.1
	801-1000JOD	13	4.2
	More than 1000JOD	47	15.2
	Total	310	100.0
Area	Amman	86	27.7
	Other Cities	224	72.3
	Total	310	100.0

8-2 : Model's Measurement

Figure (2) shows confirmatory factor analysis that has been conducted to test the items of the variables of the present study.

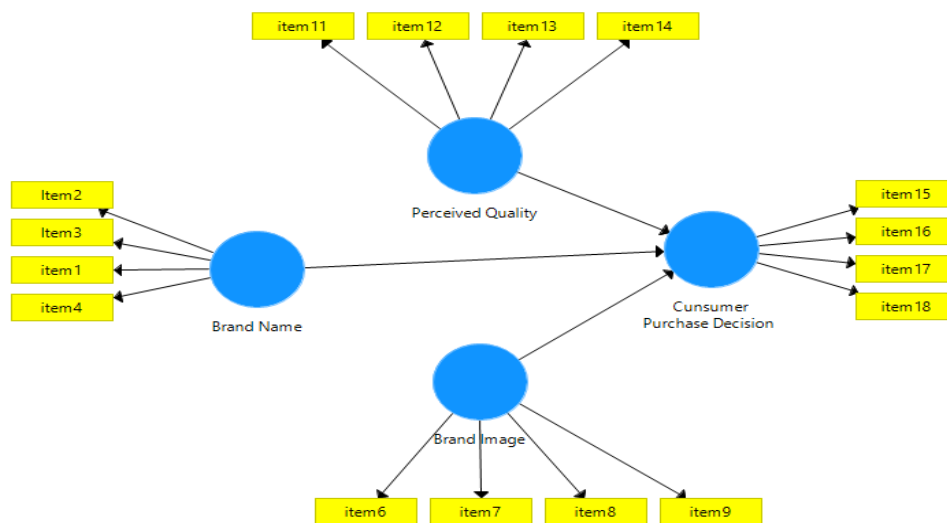


Figure 2. Confirmatory Factor Analysis

Table (3) also demonstrates the results of the measurement model that include descriptive statistics, factor loadings, Cronbach Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). The results show that the item factor loadings have values that vary between 0.50 and 0.95. These values exceeded the accepted value (0.40) that has been recommended by prior studies. Composite reliability values has a minimum value of 0.81 and a maximum value of 0.94 which indicate the degree to which that the items in the construct reflect the latent construct are fit. Further, the values of average variance extracted that signifies the overall amount of variance in the indicators accounted for by the latent construct has values that range between a minimum of 0.64 and a maximum of 0.85 which exceeded the criterion value; 0.50 (see also figure 3). In the same context, discriminant validity shows that the outcome values refer to the extent to which the measures are not a reflection of some other variables which also means that all items are related to the variables and each variable is highly related with itself but has a low correlation with other variables (see table 4). Finally, the AVE values (diagonal values) of each construct provides outcome values of larger than its corresponding correlation coefficients pointing towards adequate discriminant validity.

Table 3. Validity and reliability for constructs

Var.	Items	Descriptive		Skewness		Kurtosis		Factor loading	CA	rho_A	CR	AVE
		Mean	SD.	Statistic	Std. Error	Statistic	Std. Error					
Brand Name	1	3.148	1.035	-.213	.138	-.579	.276	0.844	0.90	0.903	0.93	0.769
	2	2.994	1.014	-.062	.138	-.844	.276	0.898				
	3	3.087	1.031	-.211	.138	-.775	.276	0.862				
	4	3.048	1.071	-.208	.138	-.817	.276	0.904				
Brand Image	6	3.219	0.967	-.409	.138	-.558	.276	0.89	0.943	0.943	0.96	0.855
	7	3.023	1.050	-.163	.138	-.824	.276	0.949				
	8	3.019	1.017	-.113	.138	-.781	.276	0.94				
	9	3.084	1.039	-.151	.138	-.882	.276	0.918				
Perceived Quality	11	3.323	0.991	-.603	.138	-.353	.276	0.873	0.876	0.877	0.92	0.729
	12	3.429	1.036	-.581	.138	-.373	.276	0.912				
	13	4.013	0.907	-1.049	.138	1.026	.276	0.508				
	14	3.458	1.000	-.549	.138	-.284	.276	0.847				
Consumer Purchase Decision	15	3.513	1.057	-.662	.138	-.227	.276	0.826	0.806	0.872	0.87	0.642
	16	2.984	1.013	-.062	.138	-.874	.276	0.863				
	17	3.055	1.015	-.092	.138	-.875	.276	0.865				
	18	3.313	1.101	-.410	.138	-.694	.276	0.86				

Table 4. Discriminant validity

Variables	Brand Name	Brand Image	Perceived Quality	Consumer Purchase Decision
Brand Name	0.925			
BIND	0.842	0.877		
BMET	0.792	0.735	0.854	
ACIND	0.689	0.656	0.8	0.801

The results in table (5) show that each item has a significant effect to its related variable. This means that each item is highly related to its construct. All the items are representing their constructs and variables not any other variable.

Table 5. Item wise effect on variables

Item Path	Original Sample (O)	Standard Deviation	T Statistics (O/STDEV)	P Values
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		(STDEV)		
item1 <- Brand Name	0.844	0.019	45.217	0.000
Item2 <- Brand Name	0.898	0.014	65.433	0.000
Item3 <- Brand Name	0.862	0.019	44.198	0.000
item4 <- Brand Name	0.904	0.011	85.251	0.000
item6 <- Brand Image	0.89	0.018	48.974	0.000
item7 <- Brand Image	0.949	0.008	119.877	0.000
item8 <- Brand Image	0.94	0.011	87.233	0.000
item9 <- Brand Image	0.918	0.011	83.421	0.000
item11 <- Perceived Quality	0.873	0.018	48.89	0.000
item12 <- Perceived Quality	0.912	0.012	74.079	0.000
item13 <- Perceived Quality	0.508	0.074	6.826	0.000
item14 <- Perceived Quality	0.847	0.021	40.195	0.000
item15 <- Consumer Purchase Decision	0.826	0.02	40.822	0.000
item16 <- Consumer Purchase Decision	0.863	0.02	44.087	0.000
item17 <- Consumer Purchase Decision	0.865	0.019	44.745	0.000
item18 <- Consumer Purchase Decision	0.86	0.019	46.126	0.000

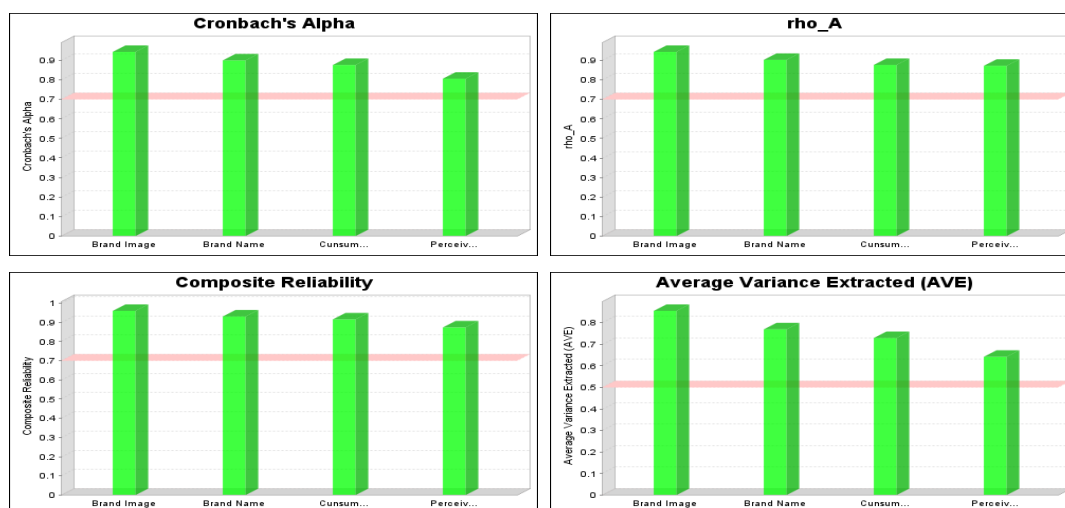


Figure 3. Cronbach Alpha, Roh_A, Average Variance Extracted, and Composite Reliability

8-3: Structural model

Structural Equation Modeling (SEM) was conducted to test the effect of brand on consumer purchase decision in Zaintelecommunications company in Jordan. Figure (4) demonstrates the hypothesized structural model of the study.

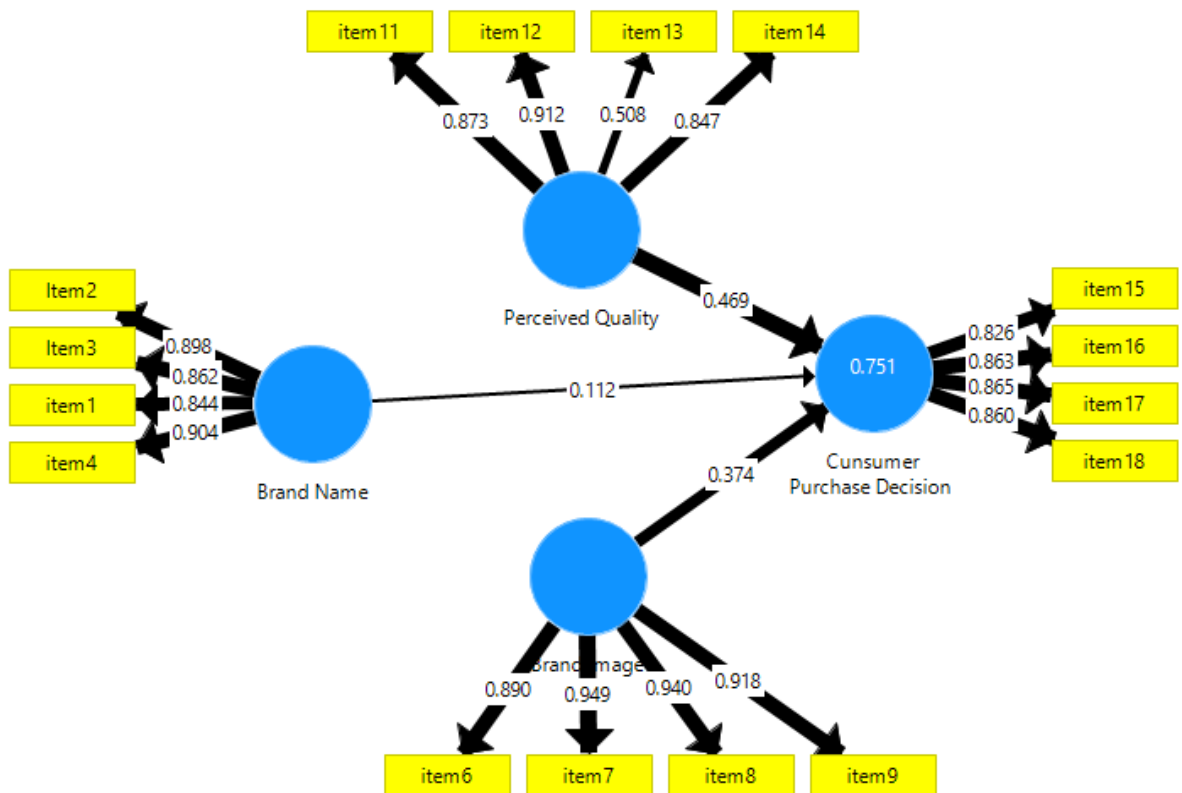


Figure 4. Structural Equation Modeling

The results in table (6) show a path analysis and hypotheses testing using SEM. The results show that brand name has a significant effect on consumer purchase decision. This effect is significant at the level of 1% ($p = 0.000 < 0.01$). Further, this effect is positive as it is indicated by a positive coefficient value ($\beta = 0.374$). This indicates that the respondents perceive that the brand name influence positively their consuming decisions. This leads to reject (H_01) which states that “There is no significant impact of brand name on consumer purchase decision”. However, the results show that brand image exhibits a significant effect on consumer purchase decision. This effect is significant at the level of 10% ($p = 0.085 < 0.10$). Further, this effect is positive as it is indicated by a positive coefficient value ($\beta = 0.112$). This indicates that the respondents perceive that the brand image influences positively their consuming decisions. To this end, the consumers of Zaintelecommunication company perceive that brand name is

influencing their consuming decisions more than brand image. Hence (H_02) which states that “There is no significant impact of brand image on consumer purchase decision” is rejected.

The results show that perceived quality has a significant effect on consumer purchase decision. This effect is significant at the level of 1% ($p = 0.000 < 0.01$). Further, this effect is positive as it is indicated by a positive coefficient value ($\beta = 0.469$). This indicates that the respondents perceive that the perceived quality influenced positively their consuming decisions. Accordingly, (H_03) which states that “There is no significant impact of perceived quality on consumer purchase decision” is rejected. It is noteworthy to state that the coefficient value of perceived quality is higher than the coefficient values of both brand name and brand image which indicates that the consumers of Zain telecommunication company perceive that perceived quality has a higher weight and significance than both brand name and brand image in terms of their impact and influence on consuming decisions. Overall, the adjusted R squared has a value of 75% which indicates that perceived quality, brand name and brand image explain about 75% of the variability of consuming decisions Zain telecommunication company.

Table 6. Structural model

Path	Std. Beta	SD.	T Statistics	P Value	Result
Brand name -> Consumer Purchase Decision	0.374	0.064	5.839	0.000	Not Supported
Brand image -> Consumer Purchase Decision	0.112	0.065	1.724	0.085	Not Supported
Perceived quality -> Consumer Purchase Decision	0.469	0.046	10.192	0.000	Not Supported
Adjusted R-Squared					0.75

9. Conclusion

The current study aimed to assess the impact of brand name, brand image and perceived quality on consumer purchase decision. A 5-points Likert scale ranging from 1

(strongly disagree) to 5 (strongly agree) were used to measure the variables. An online questionnaire has been used through Google docs. The present study focuses on the effect of brand on consumer purchase decision in Zain telecommunications company in Jordan. A total of 310 questionnaires were received from the consumers of telecommunications services of Zain company in Jordan. Convenience sampling method to collect the data needed for the study was used. The study used descriptive statistics, confirmatory factor analysis, and structural equation modeling to test the hypotheses.

The results revealed that brand name has a significant positive ($\beta = 0.374$) effect on consumer purchase decision. This effect is significant at the level of 1% ($p = 0.000 < 0.01$). However, the results show that brand image exhibits a lower significant positive ($\beta = 0.112$) effect on consumer purchase decision than brand name. This effect is significant at the level of 10% ($p = 0.085 < 0.10$). Finally, the results found that perceived quality has a significant positive ($\beta = 0.469$) effect on consumer purchase decision. This effect is significant at the level of 1% ($p = 0.000 < 0.01$). Notably, it is found that perceived quality has a higher impact on consumer purchase decision than both brand name and brand image which indicates that the consumers of Zain telecommunication company perceive that perceived quality has a higher weight and significance than both brand name and brand image.

10. Implications

The present study has significant implications for researchers, policy makers, managers of Zain and other telecommunication companies in Jordan. It opens insights into the perceived factors that affect the consuming decisions of the consumers of telecommunication companies in Jordan. According to the findings, Zain and other telecommunication companies in Jordan are suggested to work on the perceived quality of service and brand name more than other variables as the respondents perceived higher impact on their consuming decisions.

11. Limitations

Despite its several important contributions and findings, the current study is limited to a case of Zain telecommunication company in Jordan. Other telecommunication companies in Jordan may benefit from the results of the present research however, the

findings are limited to the telecommunication sector in Jordan. Further, the present study is limited to a questionnaire survey and convenience sampling method. According, future studies may investigate this issue using other forms of data collection, some other sampling methods or techniques of analysis. Another possible stream of future research is that the inclusion of a mediating variable between consumers' purchasing decisions and perceived quality of service, brand name and brand image.

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