

UNIVERSITY OF EDUCATION, WINNEBA

**INVESTIGATING THE IMPACT OF BRAND ON CONSUMER PURCHASING
DECISION OF ELECTRONIC GADGETS WITHIN THE KUMASI
METROPOLIS**



2017

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METROPOLIS**



**A Dissertation in the Department of Management Studies, Faculty of Business
Education, submitted to the School of Graduate Studies, University of Education,
Winneba in partial fulfilment of the requirements for award of the Master of
Business Administration (Marketing) Degree.**

AUGUST, 2017

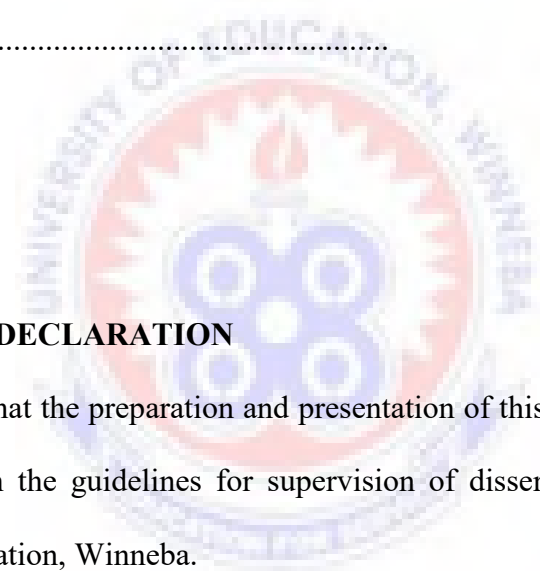
DECLARATION

STUDENT'S DECLARATION

I BENJAMIN OSEI, declare that this thesis with the exception of quotations and references contained in published works which have all been identified and duly acknowledged, is entirely my own original work, and it has not been submitted, either in part or whole, for another degree elsewhere.

SIGNATURE:

DATE:



SUPERVISOR'S DECLARATION

I hereby declared that the preparation and presentation of this work was supervised by me in accordance with the guidelines for supervision of dissertations as laid down by the University of Education, Winneba.

NAME OF SUPERVISOR: G. L. OPOKU-ANTWI (Ph.D)

SIGNATURE:

DATE:

ACKNOWLEDGEMENTS

I am very grateful to G. L. Opoku-Antwi Ph.D, my supervisor who guided me with invaluable insight and knowledge, may the Most High graciously bless him. I also extend my profound appreciation to all the faculty members for their provocative thoughts and the intense training I acquired through their tutelage, I say to them Ayekoo, and God richly bless them all.

Finally, this research work could not have been completed without the contribution and support of many other people whom I have not mentioned here. To all of you: may the Most High richly bless you all.



DEDICATION

This work is dedicated to my mother Elizabeth Osei and my friends Rita Akomea and Abena Ampong.



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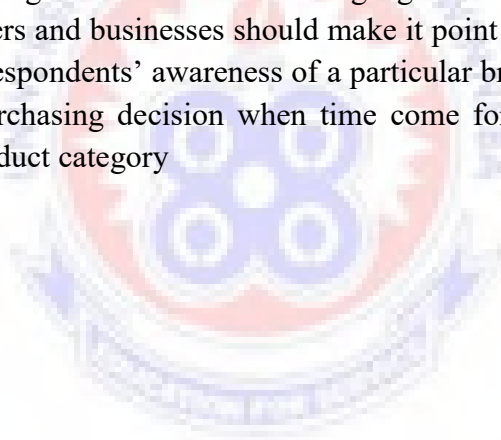
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ABSTRACT

The study investigated how brand image impact on consumer purchasing of electronic gadgets within the Kumasi metropolis. This study followed the positivist paradigm hence, quantitative methodology was adopted. The total population for the study covered the entire students of the Graduate School of the University of Education-Winneba, Kumasi campus. The population size for this study was 525. The study employed purposive sampling and used Krejcie and Morgan (1970) sampling table to determine the sample size for the 525 population size. Based on the table, the sample size selected for this study was 217 respondents with 95% confidence level and 5.0% confidence interval (i.e. ± 5 per cent). Since the study was guided on the principles of quantitative methodology, this study used questionnaires on a 4 point likert scale for the study. The study distributed questionnaires to Graduate students of the University of Education-Winneba, Kumasi campus. Findings from this study revealed that the variables that had the most significant impact on respondents' purchasing decisions of electronic gadgets were; brand awareness and perceived quality. However, brand association did not have any significant impact on respondents' purchasing decisions of electronic gadgets. The study recommended that the marketing practitioners and businesses should make it point to streamline their advertising strategies since the respondents' awareness of a particular brand within a product category will inform their purchasing decision when time come for them to select a product or service from that product category



CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Consider the chaos that would be at the point of purchase if a manufacturer or service provider has no means of differentiating its products or services from that of their competitors. Consumers would definitely be put through series of daunting and time consuming task of determining what product to choose from or services to sign up for considering the array of unbranded products and services that will be at their disposal at the time of contact.

However, Chinedu, Aham and Julius (2011) held that these intense processes will be eschewed when consumers seeing a favoured brand will cut short the analysis of available alternatives prior to purchasing decision, and proceed more rapidly towards the purchase of a product of services. On this assertion a brand enables a consumer to differentiate between products and services and select the products and services that address his or her peculiar needs.

More so, a more fascinating view was shared by David Ogilvy who is considered the father of advertising when the scholar asserts that *“Brand is something that remains when our factory is burned”* (Loken, Ahluwalia & Houston, 2010). Admittedly it would not be wrong to call Ogilvy a prophet in this contemporary times judging from the recent evidence which has shown that brand identity plays a key role in protecting businesses

products and services from imitators and copy cats. For instance, (Loken, et al. 2010) underscore that brands ensure consumer loyalties and for that reason develop itself as an intangible assets which ensure future demand of a business products and services. Therefore, from the viewpoint of Loken et al. (2010) an entity's brand image brings about stability into businesses which help guard against competitive encroachment, and allowing investment and planning to take place with increased confidence. Equally brands are valuable, rare, and non-substitutable and provide sustainable competitive advantages and therefore superior financial performance (Loken et al., 2010). The views of Loken et al. (2010) go to support the position of Ogilvy when he asserts that brand is something that remains when our factory is burned.

Accordingly a brand image or identity is a distinguishing name or symbol (such as logo, trademark, or package design) intended to identify the goods or services of either one seller or a group of sellers, and also to differentiate those goods or services from that of the competitors (Ghodeswar, 2008).

Hence, brands assist businesses to identify and differentiate its company's offerings thus products and services to its market and potential prospects (Keller & Lehman, 2006). It is argued that a brand is more than a name (or "mark"). Other brand elements such as logos and symbols (Nike's swoosh and McDonalds' golden arches), packaging (Coke's contour bottle and Kodak's yellow and black film box), and slogans (BMW's "Ultimate Driving Machine" and Visa's "It's Everywhere You Want to Be") play an important branding role in communicating an entity product or service superiority or features to its market

segment (Keller & Lehman, 2006). However, a critical look at the products and services of brands like Nike, McDonald's, Coke, Visa, etc. suggest that brand is not merely born but have to be build overtime through the consistent provision of quality goods and services at the viewpoint of the customer.

This view is equally shared by Transparency Incorporation (2005) when they argued that a brand is not born but are built over time transcending from the impressions one has of a company, its products or services, and is confirmed (or destroyed) by experiences (Transparency, 2005).

Therefore, in today's fierce competition among businesses, having a strong brand is not only considered as an asset but equally as a competitive advantage. A famous brand can bring material and spiritual benefits for a company for a sustained period of time (Akhlaq et al., 2010). For instance, Aghdaire and Honari (2014) argue that brands are valuable to the consumers for two reasons: first, brands decrease the risks for the consumers. Second, it leads cost saving in terms of the rigour and intensiveness a consumer has to go through during their purchasing decision (Aghdaie & Honari, 2014). Equally, Keller and Lehmann (2006) shared similar view when they underscore that for customers, brands can simplify choices, promise a particular quality level and engender trust. They also believe that brands serve as reminders of a customer's overall past experience with a product. These authors viewpoint suggest that for a company to enjoy its top position within its industry it has to build a strong brand continuously.

Intriguingly, companies continue to spend considerable sums on their entity brands in order to increase its impact in terms of its memorability, meaningfulness and aesthetic appeal in the minds of its customers yet little academic research has explored how brand identity impact on consumer purchasing decisions (Keller & Lehman, 2005).

Equally Lowengart (2012) shared similar view when the author posits that many studies have repeatedly highlighted the importance of understanding how consumers choose between alternative products nonetheless most of these studies did not measure how a brand name or identity affect consumers purchasing decisions most especially within the retailing or service sector.

Accordingly, this work seeks to investigate how brand impact on consumer purchasing of electronic gadgets within the Kumasi metropolis.

1.2 Statement of the Problem

According to Chovanová, Korshunov and Babčanová (2015) ever since market conditions across the globe kept changing, the new role of brand management as an integral part of holistic marketing has become more important than ever. Chovanová et al. (2015) posit that branding ultimately works as a signal. It allows consumers to quickly recognise a product as one they are familiar with or one they like. It acts as a memory cue, allowing consumers to retrieve relevant information from memory. This information may be about past experience of the brand, brand perceptions or brand associations.

Currently, within the Ghanaian market there are wide importations of electronic gadgets ranging from both the European and the ASEAN countries. This suggests that the brand identity of these electronic gadgets will play a lead role in influencing the consumer choice. According to Ogbuji, Anyanwu and Onah (2011) a product's brand image can serve as core marketing strategies which can be used to win or overcome fierce competition either within or across industry. Hence, the survival of these electronic products depends largely on their brand image.

Aaker (1991) held similar views when the author posits that brands signal to the customer the source of the product, and protects both the customer and the producer from competitors who would attempt to provide products that appear to be identical. On this score having a strong brand is not only considered as an asset but as a competitive advantage as well (Akhlaq et al., 2010).

Zhang (2015) postulated that the relationship between brand and customer purchasing decisions has been studied extensively. However, the researcher maintained that majority of these studies were conducted in areas such as hotel, supermarket and financial industry, etc. Therefore, as to whether the results generated from these industries can be applicable to other contexts most especially within Ghana, remains to be examined (Zhang, 2015).

More so, the relationship between brand and consumer buying decisions has been tested mostly within advanced countries especially in the Asian, Europe and the Americas (e.g.

see the works of Ghodeswar, 2008; Keller & Lehman, 2006, Roberts, 2004; Zhang, 2015). However, within the context of developing economies like Ghana only few studies have been conducted.

However, within the scope of Ghana the only studies that sought to measure the impact of brand on consumer buying decisions was the works of Bansah, Dabi, Anita, Dzorvakpor and Nwodo (2015). Nevertheless, the study's objective was to measure the effect of branding on consumer buying behaviour among textile Ghanaian fabric users in the Ho municipality. The current study seeks to measure the impact of brand on consumer purchasing decision of electronic gadgets. Accordingly, this work seeks to increase the width in the literature on how brand affects consumer purchasing decisions with special reference of electronic gadgets.

1.3 Objectives of the Study

The main objective of this work is to examine the impact of brand on consumer purchasing decisions of electronic gadgets. Specifically the study hopes to achieve the following:

1. To assess the effect of brand awareness on consumer purchasing decision of electronic gadgets.
2. To measure how brand association impact on consumer purchasing decisions of electronic gadgets.
3. To ascertain how perceived quality of a brand identity affect consumer purchasing decision of electronic gadgets.

1.4 Research questions

To achieve the aforementioned objectives, the study seeks to address the following research questions:

1. What is the effect of brand awareness on consumer purchasing decision of electronic gadgets?
2. How do brand association impact on consumer purchasing decision of electronic gadgets?
3. How does perceived quality of a brand identity affect consumer purchasing decision of electronic gadgets?

1.5 Significance of the study

For marketers, whatever their companies' marketing strategies are, the main purpose of their marketing activities is to influence consumers' perception and attitude toward a brand, establish the brand image in consumers' mind, and stimulate consumers' actual purchasing behaviour of the brand, therefore increasing sales, maximizing the market share and developing brand equity (Zhang, 2015). Accordingly, findings from the study would assist marketers within the electronics cycle to understand how to position their entity brands in order to reminiscent a positive feelings about their products and services to their customers. As it is well known in marketing cycles it is relatively cheaper to keep an existing customer than to look for a new one. Equally, findings from this study will contribute to the gap within the literature on how brand image impact on consumer purchasing decision of electronic gadgets in Ghana.

1.6 Limitation of the study

Admittedly, the researcher agrees that in an attempt to assess the impact of brand on consumer purchasing decisions, it will have been more appropriate and representative if the study could have cover if not all most of the other metropolis in Ghana. However, this study was context specific judging from the limited time the researcher has to complete this work. Accordingly, the study will confine itself only to respondents from the Kumasi metropolis. This means that for a more complete assessment, the views of other respondents within the other region will have to be surveyed.

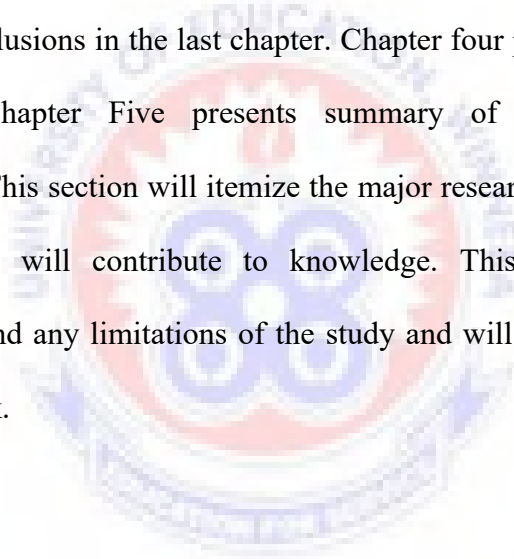
Also another limitation likely to affect this study is that since this study will rely on questionnaire instrument as the data collection instrument it is expected that some of the study respondents will consciously or unconsciously slant their responses to a certain direction which will at the end affect the objectivity of the study findings.

1.7 Delimitation of the study

The scope of the study is a case study approach. More so, since the study seeks to investigate the impact of brand on consumer purchasing decisions of electronic gadgets, the study participants will largely come from the age brackets of 25-45 since within the literature these are the age brackets that mostly patronize electronic gadgets or are either about to buy their first electronic gadget. Accordingly, graduate students within the University of Education-Winneba Kumasi campus will be used as the study population.

1.8 Organization of the study

This study be structured into five chapters. Chapter One, gives background information of the work and sets the topic of the study in context. It presents the aims and objectives of the study and explains the structure of the dissertation. Chapter Two is literature review. This chapter captures a review of related literature conducted in the field of stress and its impact on employees taking into account its relevance to the research topic in question, whilst pointing out gaps in previous research which this study intends to fill. Chapter Three discusses research methodology. It focuses on the methodology to be used to arrive at the conclusions in the last chapter. Chapter four presents the results / findings and discussion. Chapter Five presents summary of findings, conclusions and recommendations. This section will itemize the major research findings and indicate how this research work will contribute to knowledge. This section will also include recommendations and any limitations of the study and will also include suggestions for future research work.



CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The study seeks to examine the impact of brand on consumer purchasing decisions of electronic gadgets. This chapter discusses the theoretical framework that will guide the study, nature and scope of brand, consumer decision making process, and the empirical review on the impact of brand on consumer purchasing decisions and finally the conceptual framework of the study.

2.1 Definition of Concepts

Ghodeswar (2008) defined brand as a distinguishing name or symbol (such as logo, trademark, or package design) which are employ to identify the good or services of either one seller or a group of sellers, and to differentiate those goods or services from those of the competitors. Accordingly, a brand signals to the consumer the origin of the product, and protects both the customer and the producer from competitors who would attempt to provide products that appear to be identical or similar (Aaker, 1991). This presupposes that a brand name provides the basis for which a consumer can identify and build bond with a product or service or a group of products or services (Weilbacher, 1995). On the other hand, Kapferer (2004) defined brand from the perspective of the consumer, to him a brand is the total accumulation of a customer experiences, and is built at all points of contact with the customer. Likewise Chernatony and McDonald (1998) viewed brand as an identifiable product, service, person or place, augmented in such a way that the buyer

or user perceives it as relevant and unique added values which match their needs most closely.

The various dimensions being raised by the authors clearly confirm the view been shared by Temporal (2000) when he posit that brand provide long-term security and growth, higher sustainable profits, and increased asset value. Temporal (2000) attributed these associated benefits of brands on the basis that it allows organization to achieve competitive differentiation, premium prices, higher sales volumes, economies of scale and reduced costs, and greater security of demand. On this score one could argued that brand serve as the main intangible asset of any organization upon which they can rely on to create a sustained competitive edge over their competitors within an industry.

2.1.1 Elements of Brand

Brand is not limited to a specific mark or name. According to Kesavan (2015) a brand can incorporate multiple touch points which includes logo, customer service, treatment and training of employees, packaging advertising and quality of products and services. Any means by which the general public comes into contact with a specific brand, constitutes a touch point that will eventually affect the consumers' perception about the brand (Kesavan, 2015). Kotler et al. (2004) established six elements associated with brands thus, whether its products or the entire corporation. Elements such as; attributes, benefits, values, culture, personality and user are the main characteristics that form the basis of brands as stated in their study. Kotler et al. (2004) defined attribute as a feature associated with a brand. Attributes such as a product efficiency or durability will be

associated with how a product or brand functions with regards to its performance or services. Another element thus, benefits, seeks to bring forth what customers are interested in (i.e. will customers feel more secure to buy from a particular company or use its brand services). Kotler et al. (2004) again emphasized that, what the element value means is to ensure whether the brand in question is in tune with the values of customers or the brand users. For instance, a customer will always ensure or check whether the corporation he or she intends to patronize their products and services exhibit his or her personal values. In this case customers feel that they are individuals and express this through the choice of company or product they decide to purchase from. Culture as another brand element purpose is to reinforce the particular culture the brands operate from. For instance, Germany as a state has attributes such as; efficiency, dependability, robustness as its cultural traits hence its car manufacturer such as Audi and Benz will be always associated with the Germany culture thus, efficient, dependable and robust. Also from the perspective of Kotler et al. (2004) personality characterisation goes with the traits such as; professionalism, intelligence and solid. Hence, the question a consumer will ask himself/herself is whether the brand in question exhibits these traits in their dealings. On this score a consumer who is perceived to be highly intelligent or a professional will always like to purchase or deal with a brand who portrays these traits in its dealings.

The last element under Kotler et al., (2004) brand features is the user. With this brand element the emphasis is on the eventual user or consumer (i.e. the person who will use the product or service). The authors assert that with this element what a corporation or

brand will mostly look for is the characteristics of the people who uses the organization products and services thus, users' characteristics such as; users age, users citizen class/status class, millennials, pensioners among others are all used to identify the category of consumers who use a particular corporate brand. However, Kochan (1996) as cited in (Roper & Fill, 2012) sought not start his brand elements from all the six features but rather sought to delve much into the value element. Kochan (1996) argue that there are three levels of brand values viz; functional, expressive and central values. The functional values represent the performance of the brand and reflect the rational reason for purchase (i.e. as a financial institution their functional value is to provide financial services). Interestingly, Roper and Fill (2012) held that competitors can easily imitate or replicate functional value. This therefore leads on to expressive values, which say more about consumers and their self-image. For instance, Barclays bank as a financial organization is viewed by many a reputable international financial organization within the country. Kochan, however, asserts that it is the central values that are most essential. To him, central values reflect 'the core of the customer's central beliefs'. The most powerful example of this concept is when corporate brand values embodies national or international trends. For instance, Nestle Company whose values reflect the importance of environmental sustainability in a world of mass consumption reinforce this trait in all its operations and dealings.

Randall (2000) on the other hand came out with four elements namely; functions, differences, personality/image and source. Randall characterisation ties in with the work of Kotler and Kochan. The first three features have already been recognised by studies

from Kotler. Sources as an element however is very similar to central values in that, they ask what the company stands for. Accordingly the elements of corporate brand have been presented in Table 2.1.

Table 2.1: Brand Elements

Elements	Meaning
Attributes	Product attributes
Benefits	What customers are interested in
Values	The brand should be in tandem with the values of consumers
Culture	The brand may represent a certain culture
Personality	Intelligence, Professional, Solid
User	The primary target, the type of person who consumes the brand

Source: Kotler et al. (2004)

2.3 Theoretical Framework

The theoretical foundation of this study will be guided by the brand equity theory of Aaker (1991). According to Roper and Fill (2012) brand equity theory is viewed by many as the marketing benefits and returns that accrue to a product because of its brand name as compared to the returns that will be received if the same product did not have the brand name. Hence, brand equity becomes very evident in areas such as; the brand market share, its ability to charge premiums price, customer recognition and the image the brand resonate in consumers mind when they associate themselves with it. To Roper and Fill (2012) a business entity with intense brand equity is more likely to benefit from improved customer perceptions of its products, services and its general quality. Aaker

(1991) grouped the brand equity into five categories namely; brand awareness, brand association, perceived quality, brand loyalty, and other proprietary brand assets such as patents, trademarks, and channel relationships. Among these five brand equity dimensions, the first four represent observers' evaluations and reactions to the brand that can be readily understood from the perspective of the consumers (Barwise, 1993; Yoo et al., 2000); hence they have been widely employed to measure its impact on business performance and consumer decisions. Also Roper and Fill (2012) held similar view when they posit that the brand equity theory espoused by Aaker is a well-known brand measurement construct as it makes it possible to measure both the intangible and the emotional factors of a brand. Accordingly, the brand equity theory of Aaker will be used as the main theoretical framework for the study.

2.3.1 Brand awareness

Aaker (1991) viewed brand awareness construct as the ability of a potential buyer to recognize or recall that a certain brand is a member of a certain product or service category. Recently, Chovanová, Korshunov and Babčanová (2015) classified the brand awareness construct as one of the fundamental dimensions of brand equity, which form the core basis of consumers' buying decision. Roper and Fill (2012) held that under the brand awareness construct the questions that normally come into bear are; do consumers know whether the brand exists? Does the brand come to mind when a consumer identifies a need? Do consumers recall the names of a particular brand when they recognize a problem in their buying decisions? These interrogation variables will enable one to ascertain whether the respondents or consumer are failure with a certain brand name or

not. To Kapferer (2008) and Keller (2008) brand are carriers of information hence it makes it possible for consumers to easily recognize and identify products and give them information about the origin and quality of the product. Therefore consumers' awareness about a particular brand reduces the search costs as they allow time and energy-saving through repurchasing and loyalty.

For instance, customers do not want to buy an unknown brand due to the perceived risk associated with an unknown brand. Therefore companies' strong brand name is an important factor customers depend on when deciding to buy from a brand or use their services.

According to Akkucuk and Esmacili (2016) an organization with a high level of brand awareness will receive higher preferences over a brand with less level of awareness. This is because people generally tend to buy brands they are familiar with or seen before.

2.3.2 Perceived quality

Consumers' value of a brand is informed by the perceived quality thus the corporation or product functions and utilities they represent (de Chernatony & Riley 1998; Kapferer 2008). In other words, a brand's perceived quality is the total sum of the physical and psychological benefits the consumer receives from the brand (Avery et al., 2010). This perceived value stems from four distinct benefit dimensions: informational benefits, risk reducing benefits, symbolic and identity related benefits, and social benefits. According to Dennhardt (2014) the perceived quality of a brand impacts directly on the decision-making process of a consumer. It also directly influences the brand loyalty of a consumer.

This influence is even more important when customers are in a condition, which makes them unable to make an analysis of the product or service quality.

Likewise from the perspectives of Kapferer (2008) and Riesenbeck and Perrey (2007) brands with perceived quality traits lower consumers' perceived risk of making a wrong purchasing decision. Accordingly, perceived quality of a brand indicates a certain level of quality, ensure the expected performance, and attest social acceptance.

Ajay and Murthi (2008) held that from a perceived quality assumption customers will always prefer to choose a well-known and familiar brand or organization, rather than opting for the less known or new organization. As a result of this antecedent, customers most at times believe that well-known brands have more quality promise than less known brands.

Additionally, Aaker (1991) established that a previous experience a customer had with a company will influence consumers' future assessment about the company product quality or service. For instance, Akkucuk and Esmaili (2016) asserted that when a prior experience about a company was in bad taste it will subsequently affect customers' future perception on the company's subsequent product perception rating even if when such initial mishaps have been subsequently addressed. On this score customers become sceptical to trust the company's future projects or services due to their previous unpleasant experience. Equally Ajay and Murthi (2008) corroborated Akkucuk and Esmaili (2016) view when they opined that due to the perceived risk associated with

unknown brands customers most often times prefer to purchase products from a well-known and much familiar brand.

2.3.3 Brand Association

Roper and Fill (2012) defined association as an emotional measure of the perceived brand value. This is the value-for money, brand personality (i.e. the excitement and interest generated by the brand) and associations that can be reputational, such as trust. According to Ahuvia (2005) and Escalas and Bettman (2005) brands support consumers in their creation hence consumers tend to prefer brands with characteristics that match their own social status or class (Aaker et al., 2004). Again Escalas and Bettman (2005) added that consumers will always choose or give much preference to brands that interrelates with the connection of their own self or their personality. Apparently the greater the congruency between the consumer personality and that of the brand identity the greater the consumer decision to use or purchase from the brand at the expense of the other (Dennhardt, 2014). Empirically the influence of brand association on consumer decision to use a brand or sign up to a corporation services have been proven in the works of (Helgeson & Supphellen 2004; Sirgy et al. 1997) where it became evident that connection emanated from brand association has been found to impact significantly on variables such as; brand attitude, brand choice, and brand loyalty.

Accordingly, Holt (2002) added that to has a strong sense of meaning for the creation of identity, brands must be perceived as authentic and sympathetic by consumers and must be offered as cultural resources. Equally a country image do depicts a certain brand

association traits (Pappu et al., 2007). For instance, products from certain countries or state are seen as superior in functionality and performance as compare to other products from other regions or states.

2.3.4 Brand loyalty

Aaker (1991) argues that brand loyalty is a measure of attachment that a customer has towards a brand. Roper and Fill (2012) held that brand loyalty represents a vital emotional level. For instance, they argued that superior product and service quality leads to a virtuous circle whereby repeat business is assured from customers. To them it eventually leads to higher sales and profit margins. According to Roper and Fill (2012) when brand loyalty is at its peak customers will not like to accept a substitute, insisting only on their preferred brand. The interesting thing about brand loyalty is that consumers voluntarily chooses to act as an advocate for that brand thereby encouraging others in their personal and/or professional networks to use a particular brand products or services.

Makki (2014) argued that brand loyalty under the brand equity theory becomes evident when a customer is always keen on buying a product or service from a particular brand name, irrespective of what the competition will be offering. From this perspective customers are highly involved with a particular brand to the point where they do not take into account what other brands are offering.

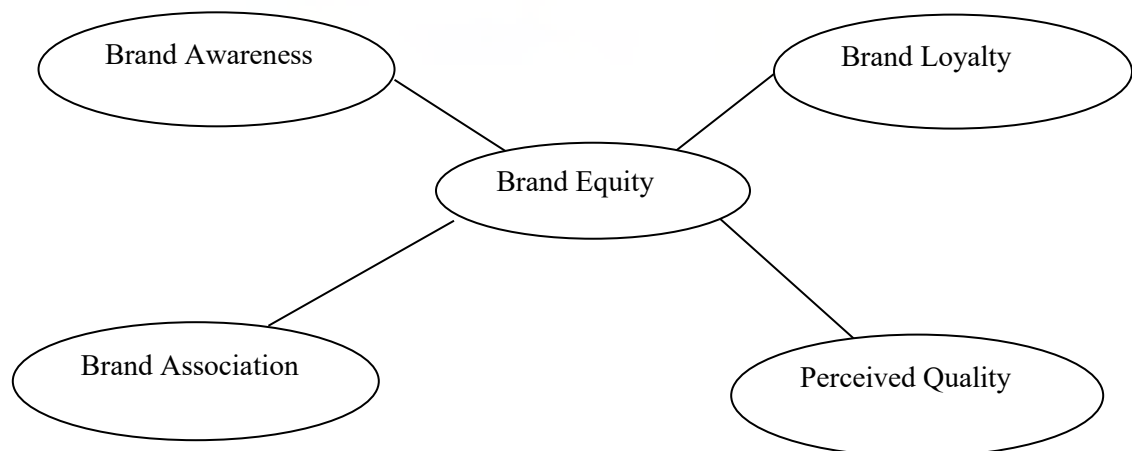
According to Ghodeswar (2008) as organizations continue to witness series of aggression from both new entrants and markets players within their industry, organizations will have

to rely heavily on their brand personality as well as their good brand reputation to distinguish their company's brand from that of the competitor's offerings. Ghodeswar (2008) added that brands that are able to exhibit this trait will enjoy higher customer loyalty and growth. Therefore having a strong brand identity that is well understood and appreciated by customers will help in developing trust which, in turn, helped in differentiating a brand from the competition (Ghodeswar, 2008).

As such when consumers brand loyalty increases, the customers' vulnerability base to competitive attention decreases in the same proportion. This presupposes that having superior brand performance suggests that customers will not change their mind easily or switch to another brand even if there are instances of price war.

Accordingly, this study will employ the equity model to measure how these factors such as brand awareness, brand association, perceived quality and brand loyalty impact on consumer purchasing decisions of electronic gadgets within Ghana. The theoretical framework of the brand equity theory has been presented in Figure 2.1.

Theoretical Framework



Source: Aaker, 1991

2.5 Consumer Buying Decisions

According to Solomon et al. (2006) consumer behaviour is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy their needs or desires. Likewise Cengage Learning (2007) defined consumer behaviour as how consumers make purchase decisions and how they use and dispose of the purchased goods or services. This presupposes that business and marketing managers ought to understand its consumer's behaviour in order to be in the better position to tailor its products and services to meet their needs.

However, before a consumer can make or will make a decision to buy a product or services he or she has to go through five stages processes namely; need recognition, information search, evaluation of alternatives, purchase decision, and post purchase behaviour (Cengage Learning, 2007; Munthiu, 2009). Accordingly, these processes will be discussed in the preceding paragraphs.

Munthiu (2009) argues that need recognition is the first stage in the consumer decision-making process. Need recognition occurs when consumers are faced with an imbalance between actual and desired states. It mostly occurs when a consumer is exposed to either an internal or an external stimulus (Cengage Learning, 2007). Munthiu (2009) held that the internal stimuli can be triggered by the most basic needs that are generally situated at the realm of Maslow's hierarchy of needs (i.e. hunger, thirst, sex, etc.) or at most often times from a person religious belief or affiliation. In contrast external stimuli are

influencers from outside sources such as recommendation of a new product by a friend, the design of a package, or an advertisement on television or radio.

According to Cengage Learning (2007) the second stage under the consumer decision making processes is the information search. Hence, after a consumer has recognized a particular need or want, he or she will search for information about the various alternatives available to satisfy the said need. Cengage Learning (2007) underscores that an information search can occur either through an internally or externally or at times at both spectrums. With an internal information search, the person focus is to recall information stored in his or her personal memory. This stored information stems largely from previous experience with a product, for example, recalling whether a hotel where you stayed earlier in the year had cleaner rooms and friendly service or the product you bought performed was able to perform its intended purpose (Cengage Learning, 2007).

In contrast, an external information search seeks information in the outside environment thus, from the person outside environment. Hence, the medium with which a consumer can acquire external information is through a recommendation from friend or a tailored advertisement by the service or product company. Nevertheless, Munthiu (2009) postulated that the relative amount and influence of these sources vary with the product category and the buyer's characteristics. Broadly speaking, the consumer receives most of the information about a product or a service from commercial sources. Nonetheless, the most trustworthy information often comes from personal sources or friends' opinion. For the buyer, personal sources of information are much more valuable than commercial sources that only inform the buyer about a particular product or service. For instance,

Kotler and Armstrong held a strong argument for personal sources when they argued that “It’s rare that an advertising campaign can be as effective as a neighbour leaning over the fence and saying, this is a wonderful product” (Kotler & Armstrong, 2008, p. 147).

Munthiu (2009) maintained that after getting information and constructing an evoked set of alternative products, the consumer is ready to make a decision. A consumer will use the information stored in memory and obtained from outside sources to develop a set of criteria. It is at this stage that the consumer processes the identified information to arrive at brand choices or selection. Consumers do not use a simple and single evaluation process in all buying situations. According to Muntiu (2009) the degree of complexity of the evaluation process is influenced by various factors, among which the most essential ones are: the importance of the service/product to be considered; the cost of making a bad decision; the complexity of the evaluated alternatives and the urgency with which the decision must be taken.

The next stage under the consumer decision making processes is the purchase decision. At this stage the consumer ranks brands and forms purchase intentions. Generally, the consumer’s purchase decision will be to buy the most preferred brand, but at least two factors can come between the purchase intention and the purchase decision: the attitude of the others and the unexpected situational factors. The attitude of others comes to play when somebody you consider dearly advise you to purchase a certain product or services. However, the unexpected situational factors is when a consumer has though made his intention to choose a particular product but saw that the economic conditions has changed

or there has been price war among the competitors within the industry the consumer intends to purchase from.

The final stage under the decision making process is the post purchase stage. When buying products, consumers expect certain outcomes from the purchase. How well these expectations are met determines whether the consumer is satisfied or dissatisfied with the purchase. Likewise Munthiu (2009) argued that if a customer is satisfied with the product or service, he will exhibit a higher probability of purchasing the product again. Hence, the satisfied customer will usually say good things about that product or brand to others. On the other hand, dissatisfied customer will say bad things about the company which is likely to have a rippling effect on the company's brand. Moreover, the consumer buying decision has been presented in Figure 1.

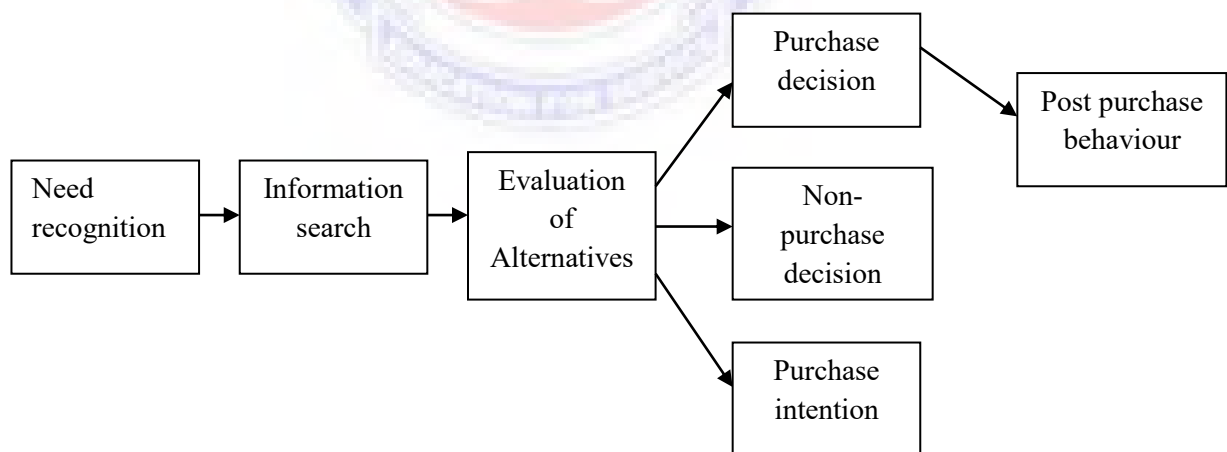


Figure1: Consumer Buying Decisions

Source: (Cengage Learning, 2007; Munthiu, 2009)

2.6 The Impact of Brand on Consumer Buying Decisions

According to Isik and Yasar (2015) in a world where every product seems to be bigger and better when compared to available products in the market, consumers have begun to face an impending challenge; thus, the increased uncertainty about various products' attributes. To them, these associated difficulties arise from the various asymmetric information consumers have access to, regarding an array of product categories. However, Isik and Yasar (2015) held that in these circumstances, brands can potentially play an important function in the consumer decision-making process. Accordingly, this section seeks to provide the impact of brand name or brand identity on consumer buying decisions.

Andreea (2014) observed in his studies that brand name or identity tends to have a significant impact on consumer buying decisions. Andreea (2014) posits that at most often times consumers tend to choose a brand that they consider congruent with their self-image or identity. Hence, his study established that at the individual level a consumer buying decision tends to depict his or her identity status through the choice he or she makes. However, Andreea (2014) confirmed that when it comes to a larger social group or organization, the consumer choices in this context tend to converge to a certain pattern of the entire social group but not on an individual basis.

Equally, Shamsuddoha and colleagues (2010) in their study measured the influence of brand name on the consumer decision-making process. Shamsuddoha et al. (2010) postulated that brand name has a strong relationship on respondents' purchasing decisions. More so, the authors revealed in their study that branded cars have a great place in the consumer mind, when customers go to purchase a car; hence, they prefer to purchase a well-known

branded car over an unknown one. Interestingly, Shamsuddoha et al. (2010) in their work that opined that customers do not want to try new or unknown branded vehicles because they do not have much information about it in terms of its functionality and durability. From the study it was clear that well known branded vehicles were very famous among the people because consumers perceive that well-known brand connotes quality.

Likewise the findings of Malik, Ghafoor, Iqbal and Ali (2013) corroborated the findings of Shamsuddoha et al. (2010) when their study observed that the brand image of an automobile played a key role when a consumer tends to purchase a vehicle for his use. Hence, they argued that consumers have a strong connection to brand names, which in effect have a great influence on their buying decision.

Again a study done by Jalilvand et al. (2011) incorporated all the frameworks in Aaker's (1991) brand equity construct thus; brand awareness, association, perceived quality and loyalty as a key variables affecting consumer buying decisions of automobiles. The research underscored that variables such as brand awareness, association, loyalty, and perceived quality have a significant impact on consumers buying decisions of automobiles.

Additionally Lee (2014) in his study sought to identify the factors that influence early adopters' purchase of smart phone among college students. The study made startling findings which demand enumerations. For instance, Lee (2014) reported that the factors that have the significant impact on early adopters of smart phone were; friends recommendation, financial burden and other family members recommendation. However, the author concluded that the brand image of retailer selling the smart phones had the

most significant impact on the buying decision of the early smart phone adopters. Again it was suggested that brand image of the retailer equally had a significant correlation on the perceived quality and perceived risk of buying a phone a particular store.

In contrast the study of Akkucuk and Esmaceli (2016) which likewise sought to measure the impact of brand on consumer buying decisions of smart phones among college respondents in Turkey could not confirm the results of Lee (2014). They established that majority of the smart phone buyers' decisions were mainly influenced by brand loyalty and brand awareness. However, variables such perceived quality and brand association did not in any way had a significant influence on the purchase decisions of the study respondents.

More so, Gupta et al. (2014) conducted a study to establish how the brand image of retailers affects the perceived quality and perceived risk of store brands and ultimately the customers' buying decision. The study established that brand image of a retailer has a significant impact on the buying decision of respondents. Likewise the research reported that the brand image of the retailer has significant correlation on the perceived quality and perceived risk of respondents' decisions to buy from a store. This suggests that when consumers have tried the store brand, their opinion about it will eventually have a great impact on the store image; nevertheless it will be more likely that the image of the store will be the main catalysts that will influence consumers' willingness to try the brand.

Additionally in the studies of Gronholdt, Martensen and Kristensen (2000) it became evident that brand image has a significant impact on customer buying decisions especially across the E-banking, landline, mobile phone, bank and supermarket

industries. Equally Chang and Tu (2005) attributed this phenomenon to the fact that consumers tend to situate the brand identity to their self-concept hence the more congruence the brand image or identity to customers' self-image the higher the impact it will have on the consumer decision to buy or show high preference towards such brand.

Also In a study by Smith and Brynjolfson (2000) which after analyzing 20268 book shoppers' who selected various books from 33 retailers over 69 days, they found that although each retailer offered homogenous products, brand was an important determinant of consumer's choice. They went further to state that, the three most heavily branded retailers held a \$1.72 price advantage over more generic retailers in head-to-head price comparisons. In furtherance of their research, they found that consumers used brand as a proxy for retailer credibility in non-contractible aspects of the products and service bundle, such as shipping reliability.

Finally Chovanová, Korshunovb and Babčanová (2015) established in their study that the impact of brand on consumer purchasing decisions were informed by factors such as the brand of origin as well as the age of consumers. Findings, from the aforementioned studies showed that brand plays a significant in consumer buying decisions either being in the area of signing up to a service or buying a product.

2.7 Empirical Review

According to Letchumanan and Sam (2016) ever since the culture of capitalism kept revolving in today's society the axiom that '*you are known by what you have and not by what you are*' has by far been accepted by consumers all over. This presupposes that the human value automatically leads to the quest to possess things that can distinguish them

apart from the rest. In this regard, brand names play a crucial role that not only represent a particular company's symbol or product, but defines the general lifestyle of a person. A particular brand can reflect consumer status in society, lifestyle and economic background, and likewise influence consumer purchasing decision concurrently. Accordingly, this section seeks to review previous studies that measured brands impact on consumer buying decisions within the literature.

Firstly, the work of Fianto, Hadiwidjojo, Aisjah and Solimun (2014) sought to measure the influence of brand image on purchase behaviour through brand trust among the student of 13 Islamic private universities in East Java Indonesia. The study used variables such as Islamic values, brand image, brand trust to measure its impact on the respondents purchase behaviour. The study revealed that brand image had a significant impact on the respondents purchasing behaviour nonetheless Islamic values did not have any significant impact on the respondents purchasing behaviour. Their findings further indicated that students in Islamic private universities in East Java exhibited more preference to brand image than Islamic values.

Admittedly the focus of the study of Fianto et al. (2014) is somehow similar to the current study focus. However, a clear review of the variables with which the authors measured the brand impact from is quite different from the constructs the researcher intends to measure its brand effect. The researcher will adopt the brand equity constructs of Aaker (1991) to measure how the variables thus; brand awareness, brand association, perceived quality and brand loyalty impact on consumer purchasing decisions. On this score the two studies cannot be seen as similar.

Additionally, the works of Letchumanan and Sam (2016) investigated the influence of brand name on purchase of automobile in Malaysia. The study relied on questionnaire items as its data collection instruments. The study revealed that brand has a strong influence on consumers' buying decision. Findings from the study further revealed that the study respondents had a strong preference toward branded cars, which connoted better quality and superior performance.

Likewise the study of Letchumanan and Sam (2016) intended to understand whether brand plays a key in determining the kind of automobiles respondents prefer to purchase in Malaysia. Arguably the study aims of researcher seek to achieve the same thing as Letchumanan and Sam (2016) sought to do. However, it is note while to mention that the context upon which Letchumanan and Sam (2016) conducted their study is largely occupied by Muslims, hence, findings from their study could not be used to represent the view in the Ghanaian context since in Ghana the population is widely spread around the Christian faith. Accordingly, findings from this study will add to the existing literature on how brand impact on consumer buying decisions within a Ghanaian context which is largely characterise by Christians.

Additionally, the study of Malik, Ghafoor and Iqbal (2013) also sought to investigate the impact of brand image and advertisement on consumer buying behaviour in the city of Gujranwala. Questionnaire survey was used to collect the data by using non probability convenient sampling technique. In all a total of 200 questionnaires and 175 were returned and used for the data analysis. Findings from the study showed that brand image and advertisement have strong positive influence and significant relationship with consumer

buying behaviour. The study reported that people perceive the brand image with positive attitude.

The works of Malik et al. (2013) used two explanatory variables thus; brand image and advertisement to measure its impact on consumer buying behaviour. Equally the study did not use the brand equity theory to measure its impact as this present study seeks to do. Moreover, the context upon which the study was undertaken is different from that of Ghana. Hence, findings that will be gathered from this study will be different from that of the Malik et al. (2013).

Equally the study of Zeb, Rashid and Javeed (2011) measured the influence of brands on female consumer's buying behaviour in Pakistan. The study respondents came from female consumers between the ages of 20-35 years and likewise the study used questionnaire items for its data collection. Findings from the study indicated that variables such as; status branding, brand attitude, paying premium for branded clothing, self-concept and reference groups were found to have positive impact on female consumer buying behaviour. Admittedly, the works of Zeb et al. (2011) provided fresh insights on how brand influence female consumer buying decisions with regards to fashion products in Pakistan. However, it has to be argued that the demographic characteristics were gender biased and likewise age biased towards a certain age category. Hence, findings from this study could not be used to be the exact representation for the entire Pakistani population. In context of this present study it will desist from given a special reference to a specific gender in order to make the study findings of the entire population.

Furthermore, Isik and Yasar (2015) investigated the effects of brand name on consumer preferences in Turkmenistan. In their study a total of 422 completed copies of questionnaires were used for analysis. Their study results suggested that, brand name had a statistically significant relationship with consumer preferences. The findings of the study indicated positive correlations among the two variables with high factor loadings. Likewise in the study of Isik and Yasar (2015) it employed merely the brand name construct without giving reference to other variables such as brand awareness, brand association, perceived quality and loyalty to ascertain its impact on consumer buying behaviour. Finally, the study that created inspiration for the researcher to conduct this study was the works of Akkucuk and Esmaili (2016) which sought to measure the impact of brands on consumer buying behaviour. The study built its theoretical foundation from the Aaker model employing the constructs namely; perceived quality, brand awareness, brand association and brand loyalty to measure its impact on consumer purchasing decisions. The study employed questionnaires where questionnaire items were administered to 171 smart phone consumers. The study employed convenience sampling to select the study respondents from a prestigious university in the Istanbul district of Turkey. The study results showed that a majority of the smart phone buyers' decisions were mainly influenced by brand loyalty and brand awareness. However, perceived quality and brand association did not have any significant impact on the respondents purchase decisions.

Admittedly the study focus of Akkucuk and Esmaili (2016) is quite similar to the researcher study purpose. However, it fair to mention that the context upon which their study was conducted is totally different from that of Ghana hence, the two studies cannot

be viewed to be the same. The aforementioned empirical reviews show clearly that most of the studies relating to brand impact on consumer buying decisions have been well studied in western environment. Nonetheless, to the best of the researcher knowledge no studies have been conducted in Sub Saharan African specifically Ghana. Hence, this study seeks to fill the paucity within the literature in Sub-Saharan countries.

2.8 Conceptual framework and hypothesis

A conceptual framework shows the relationship between the independent and the dependent variables. The conceptual framework of this study is based on the study variables thus, brand awareness, perceived quality, brand associations, and brand loyalty being the independent variable and consumer buying decisions being dependent variable. As explicitly mentioned earlier these factors have a positive relationship in predicting consumer buying decisions.

More so, earlier studies by the likes of Akkucuk and Esmaceli (2016) and Tekin, Yiltay and Ayaz (2016) sought to rely on the brand equity theory to measure how the prior enumerated variables do impact on consumers buying decisions. Hence, the researcher decision to explore similar variables within the case of this study is fully corroborated by the above scholars and therefore not out of place at all. Based on the literature reviewed the following hypotheses have been proposed:

H₁: brand awareness will positively influence consumer buying decisions.

H₂: Perceived quality will positively influence consumer purchasing decisions.

H₃: Brand association will positively influence consumer purchasing decisions.

A conceptualization of the relationship between the independent variables and the dependent variable is illustrated in Figure 2.



CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter presents the methodology the used for its data collection and analysis. Thereafter the chapter discussed the method opted for in this study and its justification. The research design is examined followed by a discussion of population, sampling methods and data collection procedures. The chapter ends with a discussion of the how the data gathered were analyzed and the summary of the whole methodology chapter.

3.1 Research Design

According to Creswell (2013) research design is the intersection of philosophies, strategies of inquiry and specific methods that permit in answering the research problem in the best way possible within the constraints put on the researcher such as time and budget. Equally Bryman (2012) underscored that the relationship between theory and research guides the researcher in adopting the appropriate epistemological and ontological position. This philosophical assumption guides a researcher to know affront the kind of research strategy or approach viz; 'positivism' and 'interpretivist' to adopt.

According to Hesse-Biber and Leavy (2006, p.12) the two main paradigms viz., positivism and interpretivist are traditionally and respectively, associated with quantitative and qualitative research methods. The positivism posits that a study which can be investigated through our senses (i.e. sight, hearing, touching, taste, etc) really produce knowledge. From this viewpoint, research can only be conducted from the

utilization of these senses through experimentation, theory testing and theory creation. Hence, it argued that research ought to be objective rather than subjective enquiry. On this score objectivity is the only proper domain of enquiry. Interpretivist paradigm on the other hand sees the social world as one that individuals create, modify and interpret the environment within which they function. In essence, understanding this interaction of individuals and the environment can produce knowledge of phenomena under investigation. Direct knowledge of the social world according to the interpretivist/subjectivist view is impossible.

However, on the scale of the two assumptions this study employed a quantitative research design to examine the effect of brand on consumer purchasing decisions of electronic gadgets within the Kumasi metropolis. Hence, this study will be guided by the positivist approach to measure its study objectives. Bryman and Bell (2007) postulated that quantitative research deals with the collection of data and ascertaining a relationship between theory and research findings. Positivists further argue that quantitative method ensures objectivity, due to the distance maintained between the researcher and the researchee (McGovern, 2009). As this study seeks to follow the positivist paradigm, quantitative method was best suited. Also, in reviewing previous studies that has been carried out in the area of understanding the impact of brand on consumer buying behaviour, most of the studies involved adopted quantitative research methods (see for example, Akkucuk & Esmaeili, 2016; Letchumanan & Sam, 2016; Malik et al., 2013; Tekin, Isik & Yasar, 2015; Yiltay & Ayaz, 2016; Zeb et al., 2011).

Moreover, it is important to mention that a researcher ought to ensure objective and likewise try not to influence a study in any way with his preconceived values and

perceptions (Burns & Grove 1993). As the researcher seeks to achieve objective and valid results, quantitative research is best suited as it can minimise the risk of any possible bias, something which can seriously threaten the validity of this study.

Notwithstanding the numerous benefits that have been identified by the likes of Bryman and Bell (2007) and McGovern (2009), quantitative methodology still have some deficiencies as well. For instance, authors like (Lincoln & Guba, 1994; Polkinghorne, 1983; Ponterotto, 2005) admitted that although quantitative methodology is useful and valuable, but it is sometimes seen as limited by the qualitative researchers because it neglects the participants' perspective within the context of their lives. Nevertheless, the quantitative methodology is viewed by the researcher as the best approach as this approach will enable the research to address its research objectives more adequately than a qualitative perspective.

3.3 Population of the Study

According to Malhorta and Birks (2007) the population of a study is the group of individuals that possess the information required by the researcher and about which inferences are to be made. Therefore, the most important thing in defining the target population is the precise specification of who should and who should not be included in the sample (Churchill & Iacobucci, 2002; Malhorta & Birks, 2007). The target population work was the Graduate students of the University of Education-Winneba campus. Based on the researcher's initial enquiry at the graduate school, it was reckoned that the graduate students' population stood at 525. Therefore the population size for this study was 525.

3.3 Sample and Sampling Techniques

A sample is a subset of a population selected for measurement, observation or questioning to provide statistical information about the population (Wiktionary Dictionary, 2017). The objective of sampling is to secure a representative group which will permit the researcher to gain information about a population (Ng'ethe, 2013). However, since a student of University of Education would have to be at the graduate school of the Kumasi campus before he/she can qualify to be part of the study sample the researcher employed purposive sampling technique in selecting the sample for the study. Cohen, Manion and Morrison (2007) argued that there is little benefit in seeking a random sample when most of the random sample may be largely ignorant of particular issues and unable to comment on matters of interest to the researcher, in this case a purposive sample is vital. Hence, the decision to use purposive sampling is valid since it provides the researcher the better option in choosing samples that have the right information the study seeks to understudy. However, in order to make the sample representative of the entire population the study used the Krejcie and Morgan (1970) sampling table to determine the sample size for the 525 participants for the population size. Based on the table, the sample size for this study employed was 217 with 95% confidence level and 5.0% confidence interval (i.e. ± 5 per cent).

3.5 Research Instrument

According to Pope (2000) as cited in Musah and Nkuah (2013), research instrument are the tools viz.: questionnaire, interview schedule, observation and other forms of techniques the researcher employs to obtain information from elements under

investigation. Equally the importance of research instrument is whether it will enable researchers to answer their research questions and meet their objectives. This suggests that the choice of research instrument should be guided by research questions and objectives (Saunders et al., 2009, p. 141). Also the extent of existing knowledge, the amount of time and other resources equally have influence on determining which research instrument to employ (Saunders et al., 2009, p. 141).

A questionnaire was used as the data collection tool in this study. According to Yin (2009), the type of research questions being asked is important in determining the data collection method to employ. When phrases such as 'who', 'what', 'how much', and 'to what extent' questions are used, the appropriate tool to use is questionnaire instruments. In this survey, the nature of the research questions being investigated, for example are; what is the effect of brand awareness on consumer purchasing decision of electronic gadgets? How do brand association impact on consumer purchasing decision of electronic gadgets?

On this score, questionnaire was seen to be appropriate instrument for the study data collection. Likewise the study used a 5-point likert scale questionnaire items in eliciting responses from the study respondents. The questionnaire had two sections. The first section comprised of the background information, and the last section comprised of information on four brand equity scale. To Polit and Hungler (1999) questionnaire is less expensive than other data collection methods and results are achieved quickly and more so, questionnaires can be completed at the discretion of the interviewee. Besides, questionnaires reduce bias or faults which could be caused by the researcher's attitude. In spite of the benefits of questionnaires it equally have some deficiencies as well for

example, Bryman and Bell (2007) maintained that questionnaires don't have an opportunity for probing or exploring questions asked and for the answers that are given and also can be linked with a poor response rate because of a lack of respondent motivation in completing them.

Saunders and colleagues (2007,p.156) define reliability as the extent to which data collection technique(s) will yield consistent findings, similar observations would be made or conclusions reached by other researchers will be achieved or there is transparency in how sense was made from the raw data. Validity is the degree to which an instrument measures what it is intended to measure and whether it measures the concept accurately.

Moreover, in order to ensure that the research instrument was reliable, a thorough theoretical study of brand equity theory was reviewed before the questionnaires were eventually drafted. The four constructs were then converted into test items. Content validity on the other hand can be determined by expert judgement. In this study, experts mostly within branding field were approached to evaluate the validity of the questionnaire. The high internal consistency obtained for the questionnaire, hints that the items in the questionnaire are measuring the particular concept or construct it is purposed to measure. To further ensure the validity, the questionnaires items were designed carefully, which relate to the topic of the theories and concepts used. In order to make the study as reliable as possible, the researcher also consulted with his supervisor before the final questionnaires items were developed for distribution.

3.6 Data Collection Procedures

The questionnaires were sent out to the study samples of the graduate students of the University of Education-Winneba Kumasi campus on the 15th of April, 2017 to enable the researcher have adequate insight into the problem under study. Additionally, permission was sought from the course representative before the questionnaires were administered to the students. Also a cover letter was attached to each questionnaire. The letter outlined the purpose of the study and provided assurance of confidentiality. It also included the researcher's name and contact details. Churchill and Iacobucci (2002) added that cover letters are very important in convincing respondents to cooperate in a study. The questionnaire administration was done by the researcher and since the researcher is a student within the graduate school there was not much difficulty in the administration exercise. However, the collection of the questionnaires were done on the 19th of April, 2017. Hence, it took four days for the researcher to retrieve the questionnaires.

3.7 Data analysis

Kumar (2005) postulated that raw data obtained from a research is meaningless unless it is changed for the purpose of decision-making. Data analysis usually involves reducing the raw data into a manageable size, developing summaries and applying statistical inferences.

The empirical analysis for the present study aims at examining the impact of brand on consumer purchasing decisions of electronic gadgets. The data collected were entered into the Statistical Package for Social Scientist (SPSS) version 20.0 and the result of the

study was analyzed on the basis of descriptive statistics and Pearson correlations and regression analyses.



CHAPTER FOUR

ANALYSIS OF DATA AND DISCUSSION OF FINDINGS

4.1 Introduction

This chapter presents the results of the study. The chapter is structured into three sections. The first section deals with the response rate. The second section presents the demographic profile of the survey respondents. The third section looked at descriptive statistics of brand awareness, brand association, perceived quality and purchasing decisions; Cronbach Alpha was used to test the items reliability. The final section dealt with the correlation analysis and the regression analysis of the data.

Table 4.1: Demographic Profile of Survey Respondents

Demographic variable	Category	Frequency	Percentage
Gender	Male	85	68.0%
	Female	40	32.0%
Age	21-30 years	75	60.0%
	31-40 years	50	40.0%
Education	Bachelor's degree	100	80.0%
	Master's degree	25	20.0%

Source: Field Survey, June 2017.

The demographic profile of the survey respondents in Table 4.1 shows that 85 of the respondents, 68.0% were male whereas 32.0% of the participants were female. As for the age of the respondents, more than half of the respondents 75(60%) were between the ages of 21-30 years and the remaining were between 31-40 years. More so, with reference to

the educational qualification of the respondents, results from Table 4.1 show that a large segment of the respondents thus, 80% had Bachelor's degree whereas 20.0% of the participants equally had Master's degree as their academic qualification. Results from the study indicate that majority of the respondents were males with most of the respondents having bachelor's degree as their academic qualification.

Table 4.2: Brand Awareness on Consumer Purchasing Decision

Brand awareness	Always Freq. (%)	Sometimes Freq. (%)	Rarely Freq. (%)	Not at all Freq. (%)	TOTAL
I prefer buying branded electronic gadgets only.	75(60.0%)	30(24.0%)	15(12.0%)	4(4.0%)	100.0%
Brand name is important for me when I want to purchase an electronic gadget.	85(68.0%)	20(16.0%)	18(14.4%)	2(1.6%)	100.0%
I feel comfortable when buying unbranded/unknown electronic gadget.	15(12.0%)	20(16.0%)	-	90(72.0%)	100.0%
I always look for brands I know of before I decide to buy their products.	95(76.0%)	20(16.0%)	10(8.0%)	-	100.0%
If an electronic gadget is not branded I do not buy it	90(72.0%)	21(16.8%)	14(11.2%)	-	100.0%
I consider the country of origin of the electronic gadget before I buy	100(80.0%)	20(16.0%)	5(4.0%)	-	100.0%

Source: Field Survey, June 2017.

Brand awareness is the ability of a consumer or buyer to identify or recognize a particular brand as part of the product or service category that solve a specific problem. Hence, a buyer ability to identify a brand as having the exact features that will address his needs will a significant impact on his buying decisions. Accordingly, Roper and Fill (2012) held that under the brand awareness construct the questions that normally come into bear are; do consumers know whether the brand exists? Does the brand come to mind when a consumer identifies a need? Do consumers recall the names of a particular brand when they recognize a problem in their buying decisions?

Evidently, results from Table 4.2 showed that majority of the respondents agreed that they will always prefer to buy branded electronic gadgets only. On this item 60% of the respondents' held this view. Also 24% of the study participants held that to them they sometimes prefer to buy only branded electronic gadgets. More so, a small segment of the respondents thus, 12% held that they rarely prefer to purchase only branded electronic gadgets. In contrast, 4% held that to them they do not at all prefer to buy only branded electronic gadget.

Findings, from the study suggest that most of the respondents were very definitive in their responses thus to them they will always prefer to buy branded electronic gadget at all times. Additionally the second measuring item under the brand awareness construct sought to establish from the respondents whether brand name is important to them when they want to purchase an electronic gadget. With this item most of the survey respondents thus, 68% held that to them brand name is always important to them whenever they want to purchase an electronic gadget. This suggests that this segment of the respondents were very explicit in their rating. On the other hand, 16% of the respondents held that sometimes the brand name of an electronic gadget is important to them when they want to purchase such a product. Also a little over 14% of the respondents ratings fell within the rarely scoring suggesting that to them considering the brand name before they buy an electronic gadget is not all that important to them. On the contrary a minimal percentage points of the respondents thus, 1.6% held that to them brand name is not at all important to them when they want to purchase an electronic gadget.

Moreover, as to whether the respondents felt comfortable when buying unbranded/unknown electronic gadget, it became evident that most of the respondents

said they do not at all feel comfortable when buying an unbranded or unknown electronic gadget. Thus, 72% of the respondents said this. In contrast, 12% of the respondents held that to them they sometimes felt comfortable when buying unbranded/unknown electronic gadget. Samely, 16% of the respondents held that to them they rarely felt comfortable when buying unbranded electronic gadget. Findings from the study suggests most of the respondents did not feel comfortable buying unknown or unbranded electronic gadget for their use.

Also on the fourth item, it became evident that most of the respondents said they always look for brands they know of before they decide to buy such a product. On this item more than half of the respondents thus, 76% held this view. Again 16% of respondents though agreed to looking for brands they know of before they buy nonetheless their level of agreement suggests that they did not always look out for brands they know of at all times. Hence, their level of agreement fell within the sometimes ratings. Equally 8% of the respondents held that to them they rarely looked out for brands they know of before they decide to buy their products. This suggests that looking out for known brands before doing a purchase was not done on a consistent basis.

The last but not the least measuring item sought to establish from the survey participants on whether if an electronic gadget was not branded they do not buy such a product. With this item it became evident that most of the respondents ratings fell within the always ratings. This suggests that to them they will at all times not buy an unbranded electronic gadget. More so, 16.8% of the respondents said that they sometimes did not buy electronic gadgets that were not branded. It means that though they agreed to not buying unbranded electronic gadget nevertheless, they did not go by this practice at all times.

Meaning they could at times go for unbranded electronic gadgets as well. Similarly, 11.2% of the respondents ratings fell within the rarely scoring meaning this cross section of the respondents decisions not to purchase unbranded electronic gadgets are not very often done by them.

The last item under the brand awareness construct sought to establish from the respondents whether they did consider the country of origin of the electronic gadget before they buy such an electronic gadget. On this item it became evident that majority of the respondents said they always consider the country of origin of an electronic gadget before they eventually buy the product. Thus, 80% of the respondents said this. However, 16% of the respondents held that to them they sometimes consider the country of origin of an electronic gadget before they eventually buy the electronic product. Also a small segment of the respondents thus 4% held that on their part they rarely consider the country of origin of an electronic gadget before they eventually buy the product.

Findings from the study suggests that respondents' familiarity or knowledge of a brand informed their decision to either purchase an electronic gadget or not. As argued by Keller (2008) brand are carriers of information hence it makes it possible for consumers to easily recognize and identify products and give them information about the origin and quality of the product. Therefore consumers' awareness about a particular brand reduces the search costs as they allow time and energy-saving through repurchasing and loyalty.

Findings from this study is consistent with the works of Akkucuk and Esmaili (2016) which established that brand awareness influenced college students of Turkey decisions to purchase smart phones. Equally findings from the study affirm the works of Malik et

al. (2013) when their study observed that the consumers' awareness of the brand of automobiles played a key role when a consumer wants to purchase a vehicle for their use. Finally findings from this study confirms the recent studies of Chovanová et al. (2015) which established in their study that a product or brand origin impacted on consumer purchasing decisions.

Table 4.3: Brand Association on Consumer Purchasing Decision

Brand Association	Always Freq. (%)	Sometimes Freq. (%)	Rarely Freq. (%)	Not at all Freq. (%)	TOTAL
I judge people's personality by the type of branded electronic gadgets they use/buy.	80(64.0%)	30(24.0%)	-	15(12.0%)	100.0%
Celebrities' advertisement of certain brand items influences me a lot when I want to purchase electronic gadgets.	75(60.0%)	40(32.0%)	-	10(12.0%)	100.0%
Celebrities' endorsement of certain brands influences me a lot when I want to buy an electronic gadget.	75(60.0%)	20(16.0%)	-	30(24.0%)	100.0%
The brand name of a product is a success symbol for me.	60(48.0%)	20(16.0%)	5(4.0%)	40(32.0%)	100.0%
If a brand enhances my status or improve my success, I favour that brand a lot.	80(64.0%)	20(16.0%)	10(8.0%)	15(12.0%)	100.0%
I favour brands being used by respectable people within circles	90(72.0%)	20(16.0%)	10(8.0%)	5(4.0%)	100.0%

Source: Field Survey, June 2017.

According to Letchumanan and Sam (2016) ever since the culture of capitalism kept revolving in today's society the axiom that '*you are known by what you have and not by what you are*' has by far been accepted by consumers all over. This presupposes that the human value automatically leads to the quest to possess things that can distinguish them apart from the rest. In this regard, brand names play a crucial role that not only represent

a particular company's symbol or product, but defines the general lifestyle and status of a person.

Firstly when the respondents were asked to indicate their level of agreement as to whether they judge people's personality by the type of branded electronic gadgets they use/buy, it became evident that majority of the respondents said they always judge people personality by the type of electronic gadgets they use or buy. On this item 64% of the respondents said this. Also 24% of the respondents though agreed that they indeed did judged people's personality by the type of branded electronic gadgets they use/buy but they maintained that they did do this sometimes. On the contrary a small segment of the respondents thus, 12% held a varied view to these claims. To them they do not at all judge people's personality by the type of branded electronic gadgets they use/buy however.

Also on whether celebrities' advertisement of certain brand items influence their purchasing decisions of electronic gadgets, it was established that 60% of the study participants said they are always influenced by celebrities' advertisement of certain brand items. Again 32% of the respondents said to them they are sometimes influenced by celebrities' advertisement of certain brand items. In contrast, 12% of the respondents maintained that to them they are not at all influenced by celebrities' advertisement of certain brand items in their purchasing decision of electronic gadgets.

Results from Table 4.3 show that majority of the respondents agreed that they are always influenced by celebrities' endorsement of certain brands whenever they want to buy an electronic gadget. On this item 60% of the respondents said this. Samely, 16% of the

respondents equally held identical views nonetheless their level of ratings fell within the sometimes ratings. This means to them they are sometimes influenced by celebrities' endorsement of certain brands whenever they want to buy electronic gadget. However, 24% of the respondents were of the view that celebrities' advertisement of certain brand items do not in any way influence their purchasing decisions of electronic gadgets.

On the fourth measuring item, results from Table 4.3 show that most of the respondents held that to them the brand name of a product always serves as a success symbol for them. Thus, 64% of the respondent agreed to this item. 16% of the survey participants said that the brand name of a product at times serve as a success symbol for them. Again 4% of the respondents said on their part the brand name of a product rarely serves as a success symbol for them. On the reverse 32% of the respondents held that the brand name of a product does not at all serves as a success symbol for them.

Additionally the fifth item of the study sought to establish from the respondents as to whether when a brand enhances their status or improve their success, they favour that brand a lot. On this item results from Table 4.3 show that most of the respondents' ratings fell within the always rating. It suggests that 64% of the respondents held that when a brand enhances their status or improve their success, they always favour that brand a lot. Likewise 16% of the respondents' agreed that when a brand enhances their status or improve their success, they sometimes favour that brand a lot. This suggests that though this segment of the respondents agreed to this effect but they do not always favour brands within such context. More so, 8% of the survey participants were of the view that when a brand enhances their status or improve their success, they rarely favour that brand a lot.

However, 12% of the respondents held that to them when a brand enhances their status or improve their success, they do not at all favour that brand a lot.

Finally, results from Table 4.3 revealed that they always favour brands being used by respectable people within their circles. On this item 72% of the respondents said this. Equally 16% of the respondents were of the view that they sometimes favour brands being used by respectable people within their circles. Moreover, 8% of the participants held that they rarely favour brands being used by respectable people within their circles. Lastly, results from Table 4.3 show that a small segment of the respondents thus, 4% said to them they do not at all favour brands being used by respectable people within their circles.

Findings from the study is in tandem with the works of Andreea (2014) which posited that brand name or identify tend to have a significant impact on consumer buying decisions. Andreea (2014) argued that at most often times consumers tend to choose a brand that they consider congruent with their self-image or identity. Likewise findings from this study affirm the works of Jalilvand et al. (2011) which underscored that brand association has a significant impact on consumers buying decisions of automobiles. Finally findings from this study confirm the views of Hong and Diep (2016) when they held that consumers' decision to select brand will be strengthened when in customer's perception the brand emotional appeal is consistent with ideal image or status of respectable persons or personality.

Table 4.4: Perceived quality on Consumer Purchasing Decision

Perceived quality	Always Freq. (%)	Sometimes Freq. (%)	Rarely Freq. (%)	Not at all Freq. (%)	TOTAL
Reliable and trusted brands are important to me when buying electronic gadgets.	95(76.0%)	10(8.0%)	10(8.0%)	10(8.0%)	100.0%
I prefer using/buying my favourable brands regularly.	95(76.0%)	10(8.0%)	10(8.0%)	10(8.0%)	100.0%
I will recommend other people to buy the same electronic gadgets brand I use.	85(68.0%)	15(12.0%)	15(12.0%)	10(8.0%)	100.0%
It is safe to buy branded electronic gadgets as they always last longer.	90(72.0%)	20(16.0%)	5(4.0%)	10(8.0%)	100.0%
I will keep purchasing from my electronic gadget company even if its price is higher than that of competitors.	80(64.0%)	15(12.0%)	10(8.0%)	20(16.0%)	100.0%
I perceived well-known brands products as quality product	95(76.0%)	15(12.0%)	15(12.0%)	-	100.0%
I regard unknown brand products as less quality products	85(68.0%)	15(12.0%)	15(12.0%)	-	100.0%

Source: Field Survey, June 2017.

As to whether reliable and trusted brands were important to the respondents when buying electronic gadgets, it became evident most the respondents ratings on this item fell within the always ratings. Thus 72% of the respondents' said that at all times reliable and trusted brands were important to them when deciding on which electronic gadgets to buy or purchase. On this same item, 8% of the survey respondents held that to them at certain times, reliable and trusted brands were important to them when deciding on which electronic gadgets to buy or purchase. Equally the same percentage of the respondents thus, 8% held that its importance to them was rarely. Thus they rarely consider the reliability and the trustfulness of a brand when deciding to purchase an electronic gadget. In the opposite 8% of the survey respondents said to them reliable and trusted brands

were not at all important to them when deciding on which electronic gadgets to buy or purchase.

With the second measuring item, it sought to establish from the respondents' as to whether they did preferred using or buying their favourable brands regularly. On this item, 76% of the respondents said that they always preferred using or buying their favourable brands regularly. 8% of the respondents said to them they sometimes preferred using or buying their favourable brands regularly. Also the same percentage points of the respondents held that they rarely preferred using or buying their favourable brands regularly. Also 8% of the respondents held a contrary view to the views of the earlier respondents. That is to them they do not at all preferred using or buying their favourable brands regularly.

Also on whether the respondents will recommend other people to buy the same electronic gadgets brand they use, it became evident that most of the respondents' ratings on this item fell within the always rating. That is, 68% of the respondents' said that they will always recommend other people to buy the same electronic gadgets brand they use. Equally 12% of the respondents' said that to them they will at times recommend other people to buy the same electronic gadgets brand they use. Likewise 12% of the respondents held that to them they will rarely recommend other people to buy the same electronic gadgets brand they use. However, a small segment of the respondents' said to them they will not at all recommend other people to buy the same electronic gadgets brand they use.

Furthermore on whether it was safe for the respondents' to buy branded electronic gadgets as they always last longer, it was revealed that 72% of the respondents said it was always safe to buy branded electronic gadgets since it always lasted longer. Again 16% of the respondents' held that to them they will not at all times but sometimes buy branded electronic gadgets since it lasted longer. Also 4% of the respondents held that they will rarely buy branded electronic gadgets since they lasted longer. However, 8% of the respondents held a different view. To them they will not at all buy branded electronic gadgets simply because it lasted longer.

The fifth item sought to establish from the respondents as to whether they will keep purchasing from their electronic gadget company even if its price is higher than that of competitors. On this item it became that most of the respondents said that they will always keep purchasing from their electronic gadget company even if its price is higher than that of competitors. Thus, 64% of the respondents said this. However, 12% of the respondents said to them they will sometimes continue to purchase from their electronic gadget company even if its price is higher than that of the competitor. 8% of the respondents held them they will rarely keep buying from their electronic gadget company even if its price is higher than that of competitors. Nonetheless, 16% of the respondents said they will not at all keep buying from their electronic gadget company even if its price is higher than that of competitors.

Additionally, as to whether the respondents' perceived well-known brands as products of much quality, it became evident that most of the respondents' held that they always perceived well-known brands products as quality product than not well-known brands. 76% of the respondents said this. Also 12% of the respondents said to them they

sometimes perceived well-known brands products as product of much quality than less known brands. Equally the same percentage points of the respondents' said that they rarely perceived well-known brands products as quality product than not well-known brands.

The final item under the perceived quality construct sought to establish from the survey participants as to whether they regard unknown brand products as less quality products. On this item, results from Table 4.4 show that most of the respondents thus, 68% said that they always regard unknown brand as products of less quality. On this same item, 12% of the respondents held that to them they sometimes regard unknown brand products as less quality products. However, 16% of the respondents said they rarely regarded unknown brand as products of less quality. On the contrary, a small segment of the respondents disagreed to this issue. That is to them they did not at all regard unknown brand products as less quality products.

Findings from this work affirms the earlier views of Ajay and Murthi (2008) when they opined that from a perceived quality assumption customers will always prefer to choose a well-known and familiar brand or organization, rather than opting for the less known or new organization. Likewise findings from this study corroborate the studies of Ajay and Murthi (2008) when they underscored that due to the perceived risk associated with unknown brands customers most often times prefer to purchase products from a well-known or much familiar brand. Similar results were obtained in this study when majority of the respondents held that they always perceive well-known brands products as quality product.

Table 4.5: Consumer Purchasing Decision

Factors	Frequency	Percent
Price	20	16.0%
Quality	10	8.0%
Product brand	85	68.0%
Product origin	10	8.0%

Source: Field Survey, June 2017.

Results from Table 4.5 show that out of the five factors consumers consider when deciding on which electronic gadget to purchase, it was revealed that most of the understudied respondents considered product brand than all the other factors. Thus 68% of the respondents' said that product brand is the main factor they consider when deciding to buy an electronic gadget from their local store. Equally among all the factors product quality and product origin were the factors that were least considered by the study respondents as the things they consider when deciding on which electronic gadget to buy.

The model is presented algebraically as follows:

$$\text{Purchasing decisions} = \beta_0 + \beta X_1 \text{ (Brand awareness)} + \beta X_2 \text{ (Brand association)} + \beta X_3 \text{ (Perceived quality)} + E$$

Table 4.6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784 ^a	.614	.605	.626

a. Predictors: (Constant), Perceived. Quality, Brand. Association, Brand. awareness

Table 4.7: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.423	3	25.141	64.209	.000 ^b
	Residual	47.377	121	.392		
	Total	122.800	124			

a. Dependent Variable: What factors will you consider when you want to buy

an electronic gadget at your local store

b. Predictors: (Constant), Perceived. quality, Brand. association, Brand.

awareness

Multiple linear regression analysis was carried out and it was established that there is significant impact between the independent variables and the dependent variable $F(121, 124) = 64.209, p < 0.01$, the correlation coefficient for all the predictor variables was at ($R=0.784$). This suggests that there is a significant correlation between the study variables (i.e. brand awareness, brand association and perceived quality) and respondents' purchasing decision of electronic gadgets. Also the *Adjusted R square* was 0.605 meaning 60.5% of the variability in the dependent variable could be predicted by the independent variables.

Table 4.8: Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Remarks	
	B	Std. Error	Beta				
1	(Constant)	-.872	.322	-2.710	.008	S	
	Brand. awareness	.657	.096	2.138	.000	S	
	Brand. association	-.006	.038	-.033	-.159	.874	NS
	Perceived. quality	-.245	.037	-1.468	-6.654	.000	S

a. Dependent Variable: Purchasing decision of electron gadgets Use Note (S= significant, NS= not significant)

Model summary: Purchasing decisions = $-0.875 + 0.657X_1 - 0.006X_2 + -0.245X_3 + E$

It became evident that brand awareness had a significant positive impact on respondents purchasing decision of electronic gadget $p < 0.01$. This suggests that as a brand awareness increases respondents decision to purchase that said electronic gadget brand will increase concurrently by 0.657. Accordingly, the null hypothesis which suggested that brand awareness will negatively influence consumer buying decisions of electronic gadget is rejected.

Evidence from the study established that there is no a significant relationship between brand association and consumer purchasing decisions of electronic gadgets since $p > 0.05$. On this score the alternative hypothesis which suggested that brand association will positively influence consumer purchasing decisions of electronic gadget is rejected and the null hypothesis is accepted.

Finally results from Table 4.8 show that there is a significant negative relationship between perceived quality and consumer purchasing decision of electronic gadget since $p < 0.01$. Therefore, the alternative hypothesis which suggested that perceived quality will

positively influence consumer purchasing decisions of electronic gadgets is rejected and the null hypothesis is accepted.

Findings from this study suggest that the variables that had the most significant impact on respondents' purchasing decisions of electronic gadgets were; brand awareness and perceived quality. However, brand association did not have any significant impact on respondents' purchasing decisions of electronic gadgets.

Findings from this study affirm the works of Akkucuk and Esmaeili (2016) which established that majority of the smart phone buyers' decisions were mainly influenced by brand awareness. In contrast findings from this study is inconsistent with the findings of Akkucuk and Esmaeili (2016) which reported that perceived quality did not have a significant impact on the respondents purchase decisions of smartphones. Equally findings from this study affirm the studies of Jalilvand et al. (2011) which reported that brand awareness and perceived quality had a significant impact on consumers buying decisions of automobiles. Nonetheless, findings from this study could not affirm another section of Jalilvand et al. (2011) study findings when their study revealed a significant impact between brand association and consumer purchasing decision of automobiles. Finally findings from this study affirm the work of Shamsuddoha and et al. (2010) which reported a significant impact between brand awareness and consumer purchasing decision.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter presents the summary of the study as guided by the research objectives, research questions and conclusions reached based on the findings as well as recommendations for additional research studies.

5.2 Summary

The first specific objective the study sought to measure was to assess the effect of brand awareness on consumer purchasing decision of electronic gadgets. With this objective, it became evident that respondents' awareness of a particular brand had a significant impact on their purchasing decision of electronic gadget. This suggests that within this study context a person's high level of awareness about a particular brand influence his decision to whether buy the said brand or not to buy such brand.

The next objective the study sought to measure was to establish whether brand association impacted on consumer purchasing decisions of electronic gadgets. It became evident that brand association did not have a significant impact on the respondents purchasing decision of electronic gadgets. This suggests that the social class or status that is attached to a particular brand did not determine the respondents' decision to buy such electronic product.

The third objective sought to ascertain how perceived quality of a brand identity affected consumer purchasing decision of electronic gadgets. With this objective the study revealed that perceived quality had a significant impact on the respondents' purchasing decision of electronic gadget. This suggests that a person's perception about how reliable a brand product thus, in terms of its functionality and durability will affect his or her decision to purchase such a brand.

5.3 Conclusions

The study found out that brand awareness affected the respondents' decision to purchase an electronic gadget. Again the study established that brand association did not have a significant impact on consumer purchasing decision of electronic gadgets. Also the study found out that perceived quality had a significant impact on the respondents' purchasing decisions of electronic gadget.

5.4 Implications of the Study to research

Firstly, with reference to the literature earlier reviews indicated that there was less studies on the impact of brand on consumer purchasing decisions within the context of Ghana. Hence, findings from this study have in a way added to the width of studies within the literature in this regard. However, since, it was established that there is a significant impact between brand awareness and perceived quality and a person purchasing decision of electronic gadgets; other studies should likewise attempt to replicate the study in other settings since admittedly the study context was relatively small. This is to help confirm

the claim that brand awareness and perceived quality will significantly impact on a person purchasing decisions.

5.4.1 Recommendation to Marketing Practitioners

- It became evident that most of the respondents' held that their ability to identify a brand will indeed influence their decision to select or purchase a product from that said brand. On this note it is recommend to the marketing fraternity that they should make it point to streamline their advertising strategies since the respondents' awareness of a particular brand within a product category will inform their purchasing decision when time come for them to select a product or service from that product category.
- Moreover, it became evident in the study that most of the respondents agreed that how reliable a product is in terms of its durability and reliability will have a significant impact on their purchasing decision. On this score it is recommended to businesses that the farce that Ghanaian consumers prefer cheaper goods than quality goods cannot be true hence they should see this as a wakeup call to provide its clients with quality products since how a person perceive a product to be of much quality will influence his or her purchasing decisions.
- Finally, it became evident that the brand of a product have a significant impact on consumer purchasing decisions. On this note it is recommended marketing practitioners should organically grow their institutions brand identity since it will at the long run pay off for their organizations bottom-line.

5.4.2 Recommendations for further research

Firstly, this study confined itself to electronic gadget. A comparative study should be carried out to compare whether the findings also apply to service organizations as well in order to validate whether the findings can be generalized to all forms of businesses in Ghana. Also, other study variables such as respondents' income level, gender and educational level did not form part of the moderating variables to ascertain how these variables moderated the impact of brand on persons purchasing decisions. Hence, other studies should employ these variables to measure how they affect a person purchasing decision.



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APPENDIX A

UNIVERSITY OF EDUCATION WINNEBA-KUMASI CAMPUS

Master of Business Administration Marketing

Questionnaire Items

Dear Sir/Madam,

This questionnaire is designed to collect information about how brand affects consumer purchasing decision of electronic gadgets. The results of the study would provide a better understanding of how businesses in Ghana can build upon their brand image to realize optimal results. The study is for academic purpose solely, your responses, though voluntary, are greatly appreciated and would be treated with the utmost confidentiality.

Thank you.

Instructions: Please tick [v] the response that best describe your view.

SECTION A: RESPONDENTS PROFILE

1. Age

- [] 21-30
- [] 31-40
- [] 41-50
- [] above 50

2. Gender

- [] Male
- [] Female

3. Educational Background of Respondent

- [] Diploma
- [] Degree
- [] Post-degree
- [] Doctorate
- [] Please others(s), specify.....

SECTION B: BRAND EQUITY DIMENSIONS

Please indicate how you agree or disagree with each of the following statements about how these factors affect your purchasing decision of electronic gadgets. Use this scale: (1 – Always, 2 – Sometimes, 3 – Rarely, 4 – Not at all)

EFFECTS OF BRAND AWARENESS ON CONSUMER PURCHASING DECISION		1	2	3	4
4.	I prefer buying branded electronic gadgets only.				
5.	Brand name is important for me when I want to purchase an electronic gadget.				
6.	I feel comfortable when buying unbranded/unknown electronic gadget.				
7.	I always look for brands I know of before I decide to buy their products.				
8.	If an electronic gadget is not branded I do not buy it				
9.	I consider the country of origin of the electronic gadget before I buy				
EFFECTS OF BRAND ASSOCIATION ON CONSUMER PURCHASING DECISION		1	2	3	4
10.	I judge people's personality by the type of branded electronic gadgets they use/buy.				
11.	Celebrities' advertisement of certain brand items influences me a lot when I want to purchase electronic gadgets.				
12.	Celebrities' endorsement of certain brands influences me a lot when I want to buy an electronic gadget.				
13.	The brand name of a product is a success symbol for me.				
14.	If a brand enhances my status or improve my success, I favour that brand a lot.				
15.	I do not prefer a branded electronic product that improves my personality.				
16.	I favour brands being used by respectable people within circles				
EFFECTS OF PERCEIVED QUALITY ON CONSUMER		1	2	3	4

PURCHASING DECISION					
17.	Reliable and trusted brands are important to me when buying electronic gadgets.				
18.	I prefer using/buying my favourable brands regularly.				
19.	I will recommend other people to buy the same electronic gadgets brand I use.				
20.	It is safe to buy branded electronic gadgets as they always last longer.				
21.	I will keep purchasing from my electronic gadget company even if its price is higher than that of competitors.				
22.	I perceived well-known brands products as quality product				
23.	I regard unknown brand products as less quality products				
24.	I prefer to purchase well-known brands over unknown brands				

SECTION B: PURCHASING DECISIONS

This section seeks to measure factors you will consider when deciding to purchase electronic gadgets. In your situation select the option that best describe you or relate to you.

25. What factors will you consider when you want to buy an electronic gadget at your local store.

Price

Quality

Product brand

Accessibility

Product origin

others Please specify.....

THANK YOU FOR TAKING TIME TO COMPLETE THIS QUESTIONNAIRE!!!