

Impact of price on brand image

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Abstract

With passage of time as science acquired many changes the human life and also business world. The reasoning of business has likewise been changed with the changed world at this point. The brands with a higher good will and with higher prices have some fundamental effect on customer purchasing intentions. With the development of businesses in Pakistan, the requirement for accurate knowledge has raised. The main target of this research is to look at how much reactions are created by the different prices charged by different brands for a same kind of products. Information was gathered using non probability sampling technique (N=250) through a pre-settled questionnaire from Lahore city of Pakistan. Gathered information was interpreted using descriptive test, correlation, regression and reliability analysis. Demographics, for example, sex and age were likewise included. Findings of the study uncovered that price have a major influence on brand image and customer purchasing intents of Pakistani shoppers. Future research and limiting factors of study were additionally incorporated into study.

Keywords: Price , Brand image and Consumer purchase intentions.

Introduction

The objective of this research study is to assess and identify the impact of price on brand image. How a high price can set a higher brand image or how a strong brand image helps in charging a high price. Also know the buyer's intentions that they can pay an extra charged price for a stronger branded product. The strong brand image can lead toward charging a high price to its user. Higher prices can lead toward higher profits to its manufacturer.

Background of the study

Despite fast monetary and innovative changes and verities, now a days shopper is very inquisitive, having extra knowledge, well qualified and familiar with those things what he/she exactly requires. These evolutions likewise effect the requirements of many firms and companies. As per Ehmke et al (2005), advertising the own industry is like how you want to position it and to fulfil your clients' needs.

Price can be described as sum of money which a client gives for an item or the entirety of the qualities that purchasers trade for the compensations of getting or consuming an item or services (Bearden et al 2004). Price involves various things to various personalities; it is eagerness to financiers, or administration charged by the financier (loan specialists), premium to the safety net provider, admission to the transporter, stipend to the visitor instructor and so forth (Kotler et al 2008).

As per Rosa et al (2011), the consequence of the price as purchase increase has a main part in rate administration since not entirely does it decide the way in which prices are seen and honoured, yet it likewise impacts purchaser buy choices (Rosa, 2001; Simon, 1989; Vanhuele and Dreze, 2002). Contemplates have demonstrated cost as a vital calculate buy

choice, particularly for as often as possible obtained items, inducing conclusions for store, products and brand (Rondan, 2004).

There are likewise different elements engaged with affecting customer conduct (Bashir and Malik, 2009). The more noteworthy the implication of the Price in buyers selections, the further prominent the control of data and extra prominent the measure of correlations between opposing brands (Mazumdar and Monroe, 1990).

Problem Statement

Previous studies shown the relation between the price charged for a product and a buyers intension to pay the price. In this study the problem which is identified is how price can impact the brand image. Explaining the problem in easy way, different brands charge different prices for similar products but the highest price is charged by the strongest brand. And in our community there is perception that higher price is a symbol of good quality. This perceptions give manufacturer a chance to charge higher prices with a strong brand name. So in this study we will find this relation between price and brand image.

Purpose Statement

The main objective of my exploration study is to discover out the impact of price on brand image. Managers of many brand apply different kind of strategies on their brand to increase the number of customers, sales, market share and brand image. Pricing strategy is one of the important strategy for any brand. That is why I am going to conduct the study on how price can impact the image of a brand. My study can be helpful for the organizations who want to know the impact on their brands image due to price factor.

Objectives of the study

The keen objective of my research study is To know the impact of price on brand image

Significance of this study

The implication of this study is theoretical and practical in multiple ways which are mentioned below.

- This research can be important for the managers to increase the brand image.
- This study is very useful for those customers who are keen interested in using the brands as status symbol.
- This study can contribute in literature of brand image and pricing.
- This study can help to know the purchase intentions of customers due to pricing models.
- This study will be useful to know that up to which extent price can impact the image of a brand in customer's perception.
- This study will help the customers for decision making before buying different branded products.

Research questions and hypothesis

Main Question

What is the impact of price on brand image?

Sub Question

- Up to what extent price can impact the image of a brand?
- How price can impact the purchase intention of the customer about a brand?
- What are the important elements which can impact the brand image?

Hypothesis

Following are the research hypothesis.

H1: Price will positively impact the brand image.

H2: Price will positively impact the purchase decision.

H3: Purchase intention will mediate between price and brand image.

Theoretical Model



Literature Review

To conduct the literature review regarding the roles of price and brand image, the data of previous studies is to be looked over to deliver a hypothetical outline for conducting the study.

The important roles of brand

As per the American Marketing Association Brand refers to ‘A name, term, sign, symbol, or design, or combination of them, projected to classify the goods and services of one seller or group sellers and to distinguish them from those of competitors (Kotler et al., 2008: 985). Agreeing by Murphy (1998) In addition to a particular brand name, a brand is also made of products, wrapping, promotion, awareness, and its total appearance. Branding is a medium to differentiate one type of merchandise from another product and these modifications may be practical, normal, or touchable – related to product presentation of the brand’ (Keller and Kotler, 2006).

The brand can be an item, service performance, or idea which is freely acknowledged from dissimilar items, services, or concepts with the aim that it is readily imparted and commonly promoted. Thus, a logo might be described as “a set of intellectual associations, seized via the purchaser, which add to the supposed value of a service or product” (Keller, 1998 as cited in Kapferer, 2008: 10). A brand is the concept of the differentiated item, service, or thoughts. Brands are typically defended from use by others by locking a trademark or administration check from an permitted firm While items may leave mould or wind up noticeably obsolete, due to not being physical in frame brands can advance and remain current.

Brand Image

The brand image term is explained as customers' observations of the brand associations held in their memory (Herzog, 1963; Keller, 1993a, b, cited in Ogba & Tan, 2009). Keller (1993a, b) claimed that this type of association can be created from the consumers knowledge or from the evidences obtained on a market contribution (cited in Ogba & Tan, 2009). Indeed, a favourable image of brands positively influence the patronage decisions and purchase behaviour, while an unfavourable image could adversely influence such decisions and behaviours (Porter & Claycomb, 1997).

The purchase decision, according to M. DeLong (2004), can be stimulated by the knowledge about brand and customers tend to rely on the brand image they know already. Thus, vendors have a primary aim to build the image of brand that would induce the buyers to procure that certain brand's products. The brand image is built through advertising, word-of-mouth, reference groups, celebrities, and media (R. Mihalcea and I. Catoi, 2008). Generating a particular meaning of the brand through mass media, personalities and reference groups boost consumers to believe themselves as a part of the similar cultural environment as well as a certain social group (A. Muniz and T. O'Guinn, 2001).

Functions of brand image

As described by Olshavsky (1985), brand image also helps as an informational sign for the consumers to custom conclusions about a mall's stock quality (cited in Porter & Claycomb, 1997). That's why, a good brand image not only would impact the selling store appearance in a better way, but also to toughen the class of that store in its market. It is fully acknowledged that, with the passage of time, buyer constructs their own judgments and idea linked with outlets, and persuading their purchasing behaviours (Porter & Claycomb, 1997).

Price

One of the principle variables impacting brand performance in market is price. Its consequences for deals can be instantly assessed (Rao, 1984) and it has critical potential for inciting solid responses from purchasers and contenders (Srinivasan, Popkowski, and Bass, 2000). The prices of products and ventures in this manner assumes a key vital part in reinforcing market position and holding share of the overall industry (Cravens and Piercy, 2003; Podnar, Molj, and Golob, 2007). As Podnar et al. (2007, p. 89) called attention to: Price is the main showcasing blend component that brings coordinate salary, benefit and development to the association'. A value that will buy a partial quantity, mass, or other amount of a product or services.

As the thought given in return for exchange of ownership, value frames the imperative premise of attractive dealings. It can be secure by an agreement, left to be dictated by a settled upon recipe at a future date, or found or traded amid the section of exchanges between the partners included. In exchange, price is measured by what (1) a payer will pay, (2) a trader will accept, and (3) the competition is letting to be charged. With stock, battle, and room of the advertising blend, it is one of the trade elements over which companies can practice some level of control.

Role of Pricing

As per Agwu and Carter (2014), in the four Ps, price is the main inflow producer and it is the value of a product connected with them. Moreover, price is the degree of cash charged for any item or services. It is the total of the substantial number of qualities that clients set in mind the final goal to get the rewards of having or use a service or product (Kotler et al 2010). Dough puncher (1996) noticed that price is the instrument which guarantees that the two strengths (demand and supply) are in harmony. As indicated by Santon (1981) price is basically an offer or a trial to assignment the beat of the market. It is the money related an incentive for which the merchant will trade for a thing (Agbonifoh et al, 1998). Ezeudu (2004) contends that price is the trade estimation of products and ventures. Schewe (1987) characterizes price as what one surrenders in return for an item or administration.

Methodology

The primary point of my review is to decide the connection between both two factors which are price and brand image. A questionnaire will be use to determine this relation. My questions are comprises on the 3 different segments as initial one is Brand, Consumer perception and the last one is the Consumer buying behaviour . Above all else the members were asked to mention the name of those brands from where they are for the most part go for shopping and request that the reaction after visit there. Thereafter they get some information about the brand image and view of client about the brand and the various applicable inquiries. collecting some information about the perspectives of the organizations including in the branded purchase exercises after applying the explanatory test I will come to know the genuine answers of this study whether the relation between two selected variables will be positive or negative.

Variables

There are two major variables will be use in my study and one is mediating variable. One of the major variable is independent and second major variable is dependent. In my study I will check the relation between these two major variables with the help of mediating variable.

- 1) Price (Independent variable)
- 2) Brand image (Dependent Variable)
- 3) Purchase intention (Mediating Variable)

Research Paradigms

In research there are three sorts of research paradigms. These ideal models incorporate positivism, Interpretivism and pragmatism.

Paradigm used in this study

In this study we will utilize the positivism since it manages quantitative research. We utilize positivism in light of the fact that in positivism examiner acknowledge or dismiss the theory, researcher stay fair, in positivism we check a past research, in positivism information is gathered through study and close finished survey is utilized so we will utilize positivism (Quantitative) approach. In this study the Research positivism Paradigm is utilized. The exploration on this review completely based new information. There is no new motivation in this review the entire review support the past reviews and clarifies the impact of price on brand image.

Research Approach

There are 3 types of research approaches

1. Qualitative
2. Quantitative
3. Mix method

Research Approach Used

For this research study we have utilized quantitative method for the information examination and gathering. Information is gathered through open and close ended inquiries are utilized to gather the information. The technique utilized as a part of this research study is Quantitative Research approach on the grounds that the information is gathered for this research is numerical information and primary information. The entire information accumulation and investigation in view of quantitative approach.

Population and Sampling

In our examination our population is the consumers who are brand lovers and brand conscious. There are diverse sorts of examining systems that can be utilized as a part of research. These procedures are Probability sampling and non-probability sampling strategy. In this examination we utilize non-probability sampling procedure and in this testing system we utilize convenience sampling. The example size of our sample is 250 customers who have brand awareness and they are brand lovers and brand conscious.

Data Collection and Instrument

There are two instruments of information accumulation:

- a) Questionnaire
- b) Interview

Questionnaire

"Questionnaire is pre-detailed printed set of inquiries to which respondents record their answer."

While they are frequently think for factual investigation of the reactions, this is not always the situation. The survey was nonexistent by Sir Francis Galton. Questionnaire have some compensation over some different sorts of studies in that they are despicable, don't require as much exertion from the Questionnaire as verbal or phone overviews, and regularly have steady answers that make it direct to a mass information. Be that as it may, such steady answers may irritate clients. Surveys are additionally stridently restricted by the way that respondents must be able to peruse the inquiries and in addition react to them.

Data analysis and discussion of results

Introduction

This section four displays the fundamental and essential picture or aftereffects of the review through information examination from the gathered information. Information examination handle separated into three stages: arrangement face of information, information investigation and announcing (Malhotra 2010). After gathering of information it was prepared

for use, checking questionnaires, coding and interpreting then information was investigated by SPSS. There are clarified the aftereffects of every connected test like descriptive analysis, regression, reliability test, factor analysis and correlation test results. Factor analysis was utilized to lessen the no of variables into an arrangement of fundamental components.

For Hypothesis regression test was applied in which check the significant connection between factors. Correlation test used to check of quality of relationship between the independent variable and dependent variable.

Response Rate

For this research study , the sample size was 250 but the number of questionnaires distributed was 300. Out of 300 questionnaires 270 was collect, through 270 questions I gathered the data and put into software Spss for research purpose. So the response rate was 90%. This response rate is considered as good rate to conduct the study.

Descriptive\Demographic Analysis

In the descriptive analysis the individual data of the respondents is shown like our respondent is male or female and his\her age. In the present research, the information and application of descriptive test will demonstrate to us that what number of quantities of females and what number of number of males filled questionnaires.

Table no 4.1 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	190	66.7	70.1	70.1
	Female	81	28.4	29.9	100.0
	Total	271	95.1	100.0	
Missing	System	14	4.9		
Total		285	100.0		

Table no 4.2 Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Matric	7	2.5	2.6	2.6
	intermediate	52	18.2	19.2	21.8
	graduate	139	48.8	51.3	73.1
	Masters	61	21.4	22.5	95.6
	Above	12	4.2	4.4	100.0
	Total	271	95.1	100.0	
Missing	System	14	4.9		
Total		285	100.0		

According to table no 4.2 of descriptive test it is explained that the respondents who participated in our study are related to which educational background. Out of 285 persons 7 are those who are just matric and having 2.5% participation in our study. 52 persons are intermediat and having 18.2 percent participation in this research. 139 persons are graduate and having 48.8 percent participation in the study. 61 persons are Masters which is in percentage is 21.4%. 12 persons are those who have studied above then masters having a percentage of 4.2 in participation. This educational background chart shows that the persons who participated in study are having good educational background and have awareness of current market.

In the above mentioned tables there were 190 males respondents (66.7%) took part and gave their views and 81 (28.4 %) respondents were females. From the table the there were 98 persons belong to age 20 to 24 years which is 34.4 %, 101 persons belongs to age 25 to 30 which is about 35.4%, 47 persons belongs to age 31 to 35 which is 16.5 %, 16 persons belong to age 36 to 40 which is 5.6 %, 9 persons belong to age 41 and above which is 3.2%.

Reliability Test

For testing the internal reliability of the variables in the questionnaires, a particular test is utilized which is called Cronbach's Alpha. Its outcomes demonstrate that is the scale is reliable or not and after that test additionally process will be take after. Cronbach's Alpha is applying for checking the normality of information with help of it ascertains the split-half coefficients. The value of Cronbach's Alpha will be between 1 to 0. The level 0.7 to 0.9 is viewed as satisfactory level (Bryman, 2012). In the present review the estimation of Alpha was .953 which indicated high reliability of research variables. Unwavering quality of the each variable likewise ascertained and estimation of Cronbach's α of each variable demonstrated the solid consistency.

In the present research study there were 3 variables utilized and computed their reliability one by one three variables, Cronbach's Alpha were more than 0.7. The principal variable BI reliability value was=.823, CP= .767, CB=.859. Every one of these factors reliabilities esteems were entered in the underneath table 4.2.

Items	Cronbach's Alpha	No of Items
Brand Image	.823	5
Consumer Purchase Intentions	.767	5
Consumer buying behavior	.859	6
Total		16

Validity Test Factor Analysis

For factors creating from various things Principal Components Analysis (PCA) has been utilized as a part of the present review. To build up a blend of factors identified with a component, PCA utilizes ideal weight for each variable. To check the factorial structures gotten from the fundamental variable component analysis was utilized. In the present study every one of the developed constructs have higher alpha from 0.7. In the validity test if the value of coefficient is more than 0.600 then scale will be reliable. Hutcheson and Sofroniou (1999) clarified values of KMO will fall between 0.8 and 0.9 are great and values over 0.9 are super. Bartlett's test explores the connection between items of developed factors.

In the current research computed the each of the 3 built variable KMO esteems which were more prominent than 0.7 introduced the better image. With help of Varimax orthogonal components are made. KMO and Bartlett's test utilized as a part of the present work for confirming that whether data utilized as a part of this research are sufficient to apply validity test. As indicated by Kaiser (1974) the acceptance level of KMO values ought to be more than 0.5. In current research built 3 factores (Components) and applying KMO and Bartlett's test and their KMO values were more than 0.5 so they were satisfactory and acceptable for the study. The P-value (Bartlett's Significance) in the current research was .000 it's implied the things were valid, demonstrated the consequences of these constructs in Table 4.3 beneath.

Constructs	NO. Of Items	KMO Measure of Sampling Adequacy	Bartlett's Test of Sphericity Chi	Square Bartlett's test of Sphericity Sig.
Brand Image	5	.731	1.252E3	.000
Consumer Purchase Intentions	5	.797	365.479	.000
Consumer Buying Behavior	6	.867	582.374	.000

Correlation Analysis

In the correlation analysis it is resolved that whether there is positive connection between factors or negative connection. The connection between factor judged from the sign + or sign - it give negative relationship and + sign demonstrate the positive connection between factors.

Bryman and Bell (2011); Saunders, Lewis and Thornhill (2009) clarified the correlation test in their perspective or their ascertaining correlation coefficient differ between - 1 to 1, - 1 demonstrated that factors have negative relationship 1 implies factors are having perfect relation or have direct relationship however there is its answer is 0 then its mean no connection between factors. There are two sorts of correlation test, one is Pearson correlation and second one is spearman correlation. Pearson correlation test was use in the current research since we have been utilized scale variables and every one of its assumptions have satisfied.

In the current research to decide the relationship between factors, correlation test applied with help of SPSS. The Pearson's was computed which value was more than 0.7 and Pearson's r positive + sign demonstrated that there was positive relationship. After the Pearson's correlation test results were discovered the significant value was under 0.05 which demonstrated that there was positive relationship between price and brand image variables. Displayed the Correlation test in table.

Tests	Brand Image	Consumer Purchase Intentions	Consumer Buying Behavior
1.Pearson Correlation Sig. (2-tailed) N	1 270	.814** .000 270	.669** .000 270
2.Pearson Correlation Sig. (2-tailed) N	.814** .000 270	1 270	.694** .000 270
3.Pearson Correlation Sig. (2-tailed) N	.669** .000 270	.694** .000 270	1 270
4.Pearson Correlation Sig. (2-tailed) N	.644** .000 270	.658** .000 270	.840** .000 270
5.Pearson Correlation Sig. (2-tailed) N	.587** .000 280	.593** .000 280	.815** .000 280

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

Regression Analysis

Regression test is utilized as a part of Quantitative research in which test the relationship between independent variable and dependent variable.

There were computed the price variable unit change in the dependent variable brand image and checked what figure is positively dependent variable. The components of Price was tended to bring out in adjusted R²= .682. This gives the independent factors in this model is Price at a rate of 68.2 percent demonstrated that there was a 68.2% change occurred in dependent variable because of the dependent variable components. The B-value (Coefficient vale) of every free factor has positive effect on the dependent variable. Brand image has a positive effect of .658; Consumer purchase intention has a positive effect of .117, Consumer buying behaviour has a positive effect of .104, on the grounds that they have all positive sign. These Coefficient values demonstrated that all hypothesis are supported in the present information and all of them are significant.

The findings of regression test shown in table 4.6.

Regresses (Model)	Coefficient	Standard Error	t-Ratio
Constant		.034	.000
BI	.876**	.048	13.742
CP	.000	.070	1.678
CB	.280	.080	1.295

Necessary Statistics:

R ²	Adj- R ²	F-Statistics	Prob.(F- Statistics)
.687	.682	150.592	0.000

In the above table 4.6 the resulting value of adjusted R² (.68) demonstrates the all factors of price, price and purchase intention support clarified 68% variety of brand image. F test (F-Statistic=150.592, P-value= 0.000) demonstrates that joints impact of independent factors is Significant and it demonstrates that the examination model is perfectly applicable.

Discussion of findings

In this part, every one of the parts of research work has talked about that what yield is pick up from all the work done. This part introduce the real picture of the work that whether the research's theory is valid or false about the relation of factors. In this part, all the tests which are applied on variables will be discussed, which were descriptive, data validity, data reliability and quality, correlation and Regression. The aftereffects of all these tests clarified that whether the information and expected relationship is acknowledged or dismisses.

Hypothesis Results

Multiple statistical tests applied on the data to get the output in the form of results. In the perspective of results the acceptance and rejection of hypothesis has cleared. The outcomes have demonstrated what theory has accepted or rejected. The outcomes depend on the tests connected for directing the outcomes to check the acceptance or rejection of hypothesis.

Hypothesis 1

The 1st hypothesis of this study was, Price will positively impact the brand image. After applying the test in collected data, outcomes have demonstrated that the hypothesis is accepted. The consequences of questionnaires, identified with this hypothesis have been checked through various tests and it has been cleared that there is sure impact of Price on Brand image. While some proof was found through this research, with everything taken into account the results uncovered that there is a reasonable relationship between price and brand image, which thus influences buy expectations.

Hypothesis 2

The 2nd hypothesis of this study was, Price will positively impact the purchase decision.

Many respondents gave their reviews through questionnaires in the favour of this hypothesis and also through statistical test it is proved the 2nd hypothesis is also accepted. The consequences of questionnaires, identified with this hypothesis have been checked through various tests and it has been cleared that there is sure impact of Price on purchase decision of customers. While some proof was found through this research, with everything taken into account the results uncovered that there is a reasonable relationship between price and brand image, which thus influences buy expectations.

Hypothesis 3

The 3rd hypothesis of this research was, Purchase intention will mediate between price and brand image. The consequences of questionnaires, identified with this hypothesis have been checked through various tests and it has been cleared that there is sure impact of purchase intention with Price and Brand image. Through the application of multiple

tests we came to know that 3rd hypothesis is also true and accepted. While some proof was found through primary research, with everything taken into account the results uncovered that there is a reasonable relationship between dynamic customer engagement and brand image, which thus influences buy expectations.

Summary , Conclusion and Recommendation

Introduction

In this part explained the yield which has been taken from the all procedure and measurable tests applications. Here are the final products that whether the analyst forecasts decidedly demonstrated or are adversely demonstrated. It is likewise clarified that is the present research helpful for the general public or not. On the premise of all pas work future investigation indicates additionally proposed to the up and coming analysts.

Summary and Conclusion:

Since numerous buyers are value delicate (Coughlan and Soberman, 2005), many showcasing techniques embrace value advancements to pull in shoppers. Li (2013) proposed that pulling in clients is identified with the length of offer advancements. In light of Li's (2013) approach, as the publicized value advancements in outlet shopping centres are what might as well be called long haul limited time exercises, they can pull in the buy goal of purchasers over a long stretch. The present investigation additionally found that marked down costs impact buyers' buy goal, paying little heed to whether this impact works through customer state of mind (Table 3 what's more, Table 4). The tests which were chosen for this reason for existing was dependability test to check the consistency of instrument then Kaiser-Meyer-Olkin (KMO) and Bartlett's test, to check the information unwavering quality and connection and relapse, to check the relationship among the factors. The dependability test check the estimation of cronbach alpha and each develop esteem is more than 0.6 as adequate. The KMO and Bartlett's test esteem was more than 0.7 and it's a decent esteem. Advance the finding of factor loadings were more than 0.4 as alluring and rule segment examination (PCA) was likewise connected to know Eigen Values and Total Variance. At that point in connection Pearson connection was connected on the information to discover the connection between the factors the client introduction impact on purchaser purchasing intentions.

The above table of coefficient demonstrates the P value that is .000 under 0.05. The outcomes are significant. The null hypothesis is dismissed and rejected and alternate hypothesis H1 theory is accepted and acknowledged. It implies there is relation amongst dependent and independent variable and from the outcomes it is demonstrated that they have positive connection among them.

Future Research

It would be better that we lead the study on another city in the event that it would be done and results could be same then one could be apply the outcomes generally. Conduct research on a vast sample not just an understudies additionally including people groups from various areas and fragments then this could discover new portions with new investigative potential outcomes This study is just conducted through customer perspective there ought to be have to extraordinary concentration toward the Branded products. The development of new subjective research strategies like online Ethnography (Netnography) may additionally encourage use of brand according to prices.

There is a need to utilize interpretive points of view for measuring brand involvement to pick up a more profound understanding into client encounters with brands. Consumer loyalty and brand loyalty are very well discussed topics with many outcomes in past studies, just a couple of studies have concentrated on different results like brand value, brand mentality, brand validity and buy expectation. There is a need to look at these brand and non-brand related results in various settings, particularly in service area. The connection between brand image and consumer purchase choice has been examined broadly. In any case, a dominant part of these looks into were directed in benefit industry, for example, inn, general store and bank, and so on. Regardless of whether the outcomes produced from the administration business can be appropriate to different settings (e.g., fabricating industry, back industry, land industry, and so forth.) stays to be analysed.

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