THE INTERNATIONAL JOURNAL OF HUMANITIES & SOCIAL STUDIES

Impact of Brand Image on Brand Equity with Special Reference to Consumer Durables

Dr. Motasem Mahdi Abushttal
Assistant Director, Public Security Directorate, Amman, Jordan
Dr. AtallaFahed Al-Serhan
Assistant Professor,Department of Business Administration,
Al Albayt University, Mafraq, Jordan

Abstract:
Brand image is everything in today's time because all the purchase decisions are based on brand image. A brand image is how the consumers perceive the brand. Brand image has to be desirable, specific, clear, and distinctive in nature from the rest of the competitors in the market. It is a deciding factor which determines the sales of a product. Having a strong brand image means that customers have a positive impression of that product or service. It helps in increasing the trust level of existing customers and is helpful in customer retention. Therefore, an attempt was made in the current study to examine the impact of brand image on developing brand equity. Random sampling was used to obtain information regarding customers' perceptions towards brand image. Online survey with the help of questionnaires was conducted in the year 2020 for a period of six months. The sample consists of 492 consumers using durable products and who were living in different cities of Jordan. Multiple linear regression was used for data analysis. The results highlighted that there is a significant impact of brand image on brand equity.

Keywords: customer, brand image, brand equity, regression, Jordan

1. Introductory Background

Products that were considered luxuries 20 years ago have undoubtedly become necessities today. TVs, refrigerators, washing machines, air conditioners and microwave ovens are no longer considered luxury items, rather, are put in the list of necessities. Besides, changing consumer behaviour, increase in consumer awareness, dynamic business environment, fast changes in technology, increase in income levels, easy availability of finance, are some of the factors that made the job of marketing very challenging (Aqeel, Hanif, and Malik, 2017). Today, for customers, brand matters more than the product category. For example, when a customer wants a hamburger, he will often say he wants to go to McDonald's. Similarly, when he wants to buy a cellphone, he would like to buy of Apple or Samsung. The reason is that these companies have built rock solid brand identities. Therefore, creating a strong brand image is a sine qua non for all the firms to establish and survive themselves in the market. It is strongest competitive advantages to the marketer. Building brand stands imperative for any organization to achieve strategic competitive edge and thereby to keep its goals alive (Alhaddad, 2015).

1.1. Brand Image

Branding is the process of assigning a name, slogan, sign, symbol or design, or a combination of these elements that distinguish one company, product, or service from another in the eyes of customers. A brand is a set of tangible and intangible attributes, symbolized by a trademark, name, logo, etc. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customer (Ashraf, Naeem, and Shahzadi, 2017). Consumers develop various alliances with the brand when they purchased the product. Based on these alliances, they form brand image. Brand image is the overall impression in consumers' mind. Brand image should be positive and unique. Brand image can be strengthened using proper promotional tools like advertising, attractive packaging, word of mouth publicity, regular feedback from customers. For example, Volvo is associated with safety and Toyota is associated with reliability(Khan, et al., 2012).

Brand image is the objective and mental feedback of the consumers when they purchase a product (Wang, & Yang, 2010).Brand image is actually brand content and it is automatically formed. It develops and conveys the product's character in a unique manner different from its competitor's image (Sundar, 2018). Positive brand image is exceeding the customers' expectations, enhances the goodwill and brand value of an organization (Mabkhot, Shaari, and Salleh, 2017). Therefore, an attempt has been made in the current study to examine the impact of strong brand image on developing brand equity. But what are the components of brand image and how to measure brand image is a very difficult task. The concept is subjective in nature and hence much depends on the researcher who is conducting the research. After a comprehensive literature review and on the basis of my judgment, the current study has used brand positioning, brand

pricing and quality, and brand awareness as the variables of brand image. All these variables are discussed in the later part of this study.

1.2. Brand Positioning

The present study used brand positioning as one of the variables of brand image. Brand positioning is the process of positioning a brand in the mind of your customers. The aim is to create a unique impression in the customer's mind so that the customer associates with the product (Gaur, 2018). An effective brand positioning strategy will maximize customer relevancy and competitive distinctiveness, in maximizing brand value. Brand positioning is the backbone of the brand strategy of any company. Brand Positioning has to be desirable, specific, clear, and distinctive in nature from the rest of the competitors in the market.According to Philip Kotler, brand positioning is the act of designing the company's offering and image to occupy a distinctive place in the target market. It is the activity of creating a brand offer in such a manner that it occupies a distinctive place and value in the target customer's mind. Brand Positioning is the key of marketing strategy. Brand Positioning involves identifying and determining points of similarity and difference to ascertain the right brand identity and to create a proper brand image. (Magin, Algesheimer, and Herrmann, 2003).

1.3. Brand Pricing and Quality

Price is the amount of money that has to be paid to acquire a given product. It is the monetary value of a good, service or resource established during a transaction. Besides, perceived quality is the impression of excellence that a customer experiences about a product, brand, derived through sight, sound, touch, and scent.According to Aaker, perceived quality is generated by each buyer's perception regarding performance, features, conformity with specifications, reliability, durability, serviceability, tangibles, competence, responsiveness, and empathy. The researches highlighted that firms selling qualitative goods or delivering qualitative services formed a strong brand image. Therefore, it is considered as one of the variables of brand image.

1.4. Brand Advertisement

An advertisement is the promotion of a product to attract interest, engagement and sales. An advertisement is different from other types of marketing because it is paid for, and because the creator of an advert has total control over the content and message. Brand advertising is a form of advertising which helps establish connections and build strong, long-term relationships with consumers over time. Companies that use brand advertising aim to get long-term positive recognition (Alkhawaldeh and Eneizan, 2018). Advertising is to create awareness of the product or services such as brand name and price. The awareness of the product or services can be created through highlighting the unique features of the brand. Advertising helps to develop brand loyalty (Aurmanarom, 2010). Brand loyalty results in repeat purchases and favourable recommendations to others by existing customers. Advertising can help business to increase its value and build its reputation, build strong, long-term relationships with consumers over time (Garvey, O.M. et al., 2016). Hence, it is also considered as one of the variables of brand image in the present study.

1.5. Brand Equity

Brand equity is an intangible value that accrues to a company as a result of its successful efforts to establish a strong brand. Brand equity is the extra value a company gets from a product with a recognizable name, as opposed to a generic equivalent. Companies can create brand equity for their products by making them memorable, easily recognizable, and superior in quality and reliability. Building brand equityis the foremost task of the companies to reduce the searching cost of the potential customers (Bilgili and Ozkul, 2015). Strong brand equity creates a favourable brand image and make the consumers loyal to the brand. It increases willingness of consumers to paypremium prices, possibility of brand licensing, efficiency of marketing communication, elasticity of consumers to price reductions. Brand equity is a multidimensional concept which consists of brand loyalty, brand awareness, brand associations and other proprietary brand assets (Aaker, 1991).

1.6. Consumer Durables

Consumer durables are a category of consumer goods that do not wear out quickly, and therefore do not have to be purchased frequently. They are bought for a long time period. They can usually last several years and include items such as: TV, DVD player, Cars, watches, bikes, washers, dryers, refrigerators, air conditioners; tools; computers, laptops, and other electronics; jewelry; cars and trucks; and home and office furnishings. The famous companies selling consumer durables in Jordan are Apple, Samsung, Huawei, Dell, Hitachi, Sony, Panasonic, LG, Acer, BlackBerry, Hewlett-Packard, InFocus, Motorola, Toshiba, and Xiaomi.

2. Literature Review and Research Gap

2.1. Review of Literature

Esmaeili (2011) examined the impact of brand attitude on consumer purchase behavior on soft drink market in Iran and India. The sample size was 600 after the application of non-probability, judgment technique. Stepwise multiple regression analysis, correlation analysis, and chi-square were used to test the hypotheses. He found that emotional bond between the company and the consumers can strengthen the brand. Besides, there is a strong positive correlation between brand loyalty and acceptance of brand extension. Celebrity brand endorsement is the main key to reach young consumers,

which is missing in soft drink market in Iran. Firms must introduce important product characteristics like the addition of calcium or other minerals in a number of soft drinks in order to increase the involvements levels of consumers. Jackob (2014)analyzed the effect of different components of brand on consumer behavior in Kerala state of India. It was found that brand association, brand satisfaction, brand attachment, brand trust and the brand loyalty are the main building blocks and contributors of creating customer-based brand equity. It was found that Customers using convenience goods and shopping goods preferred Colgate and Samsung as their favourite brand respectively. Secondly, Maruti was the favorite brand for the customers using specialty goods. Thirdly, it was found that customers of different categories of consumer goods in Kerala were brand conscious and they changed their brand preference if any reduction in quality or attractive sales offered by other brands. Fourthly, quality and performance of the product are the major factors that motivate customers to choose a brand. Fifthly, Television was the major source of brand awareness of the customers. Sixthly, customers accepted the extension of brands of those having more brand equity. Seventhly, the most appealing sales promotional offer were price discounts whereas gifts and free samples were found not appealing. Sallam (2016) investigated the effect of corporate branding and brand image on brand equity. The study found that corporate branding was found to have a positive impact on brand equity while brand image had no effect on brand equity. The positive effect of corporate branding on brand equity reflects the strong relationship between the two variables and also reflects to the features added by corporate branding to the brand values such as reputation and social responsibility. It was recommended that companies of smart mobile phone in Saudi Arabia should pay more attention to corporate branding, to build brand equity which leads to positive consumer choice toward the companies' brands. Hemaltha (2016) found that positioning is very important in terms of strategic marketing. Any brand that has a strong and favorable position in the minds of its consumers has the chance of achieving consumer loyalty and sustainability. Therefore, the firms who want to be successful should focus on maintaining brand positioning and providing brand satisfaction and offer satisfying quality customer services. Besides, strong brand positioning allows the companies to retain customers better, service their needs more effectively, and increase profits. Brand positioning can be increased by successfully implementing and managing an ongoing relationship marketing effort by offering value to the customer, and listening to their needs. Poerwadi et al (2019) examined the effect of brand extension strategy on brand equity in the coffee industry with special reference to KapalApi (a leading coffee brand in Indonesia). Brand equity, brand image, brand trust and brand equity were the variables used in the research. The sample size was 200 respondents collected by survey. Data were analyzed using Structural Equation Modeling (SEM). The results proved that brand extension strategy does not have a direct effect on brand equity and brand image, while brand trust has a direct effect on brand equity. Several factors that cause the absence of the influence of brand extension strategy on brand equity in KapalApi products were the lack of promotion, quality of competitors, and consumer culture.

2.2. Research Gap

The review of literature highlights that numerous studies have been carried out on brand equity, brand image, brand positioning, brand trust and the like topics. But an empirical gap has been revealed with respect to the studies in Jordan. Therefore, this study is identical from previous studies as it examines the impact of brand image on brand equity with special reference to consumer durables in Jordan.

3. Research Design

3.1. Research Questions
- What is the impact of brand image on brand equity?
- What are the variations in consumer's attitude towards brand image across demographic variables?

3.2. Objectives of the Study
- To examine the impact of brand image on brand equity.
- To find out the impact of brand pricing and quality on brand equity.
- To evaluate the impact of brand advertisement on brand equity.

3.3. Hypotheses of the Study
- H_{01}: There is no significant impact of brand image on brand equity.
- H_{a1}: There is a significant impact of brand image on brand equity.
- H_{02}: There is no significant variation in consumers' attitude towards brand image across demographic variables.
- H_{a2}: There is a significant variation in consumers' attitude towards brand image across demographic variables.
- $H_{02.1}$: There is no significant variation in consumers' attitude towards brand image across age.
- $H_{a2.1}$: There is a significant variation in consumers' attitude towards brand image across age.
- $H_{02.2}$: There is no significant variation in consumers' attitude towards brand image across income.
- $H_{a2.2}$: There is a significant variation in consumers' attitude towards brand image across income.
- $H_{02.3}$: There is no significant variation in consumers' attitude towards brand image across education.
- $H_{a2.3}$: There is a significant variation in consumers' attitude towards brand image across education.
- $H_{02.4}$: There is no significant variation in consumers' attitude towards brand image across gender.
- $H_{a2.4}$: There is a significant variation in consumers' attitude towards brand image across gender.

3.4. Research Methodology

3.4.1. Population and Sampling Method

The population of the study includes all customers using durable products in Jordan. Random samplingwas implemented in the study because all the users have equal chance of being included in the study.

3.5. Data Collection Method

The study used both primary and secondary data. Secondary information was gathered from different sources such as books, magazines, journals, newspapers and online databases via internet etc. Moreover, a self-administered questionnaire was used for collecting primary data. It is considered as a superior mode for minimizing bias and improving response rates. The questionnaire consists of four variables wherein three variables were independent and one variable was dependent. Figure 1 highlights the framework of the present research. To measure the brand image, the study used brand positioning, brand pricing and quality, and brand advertisement. Besides, brand equity was considered as dependent variable. The effects of independent variables on the dependable variable were assessed by the 5-point Likert attitude scale. The questionnaire was pre-tested two times.
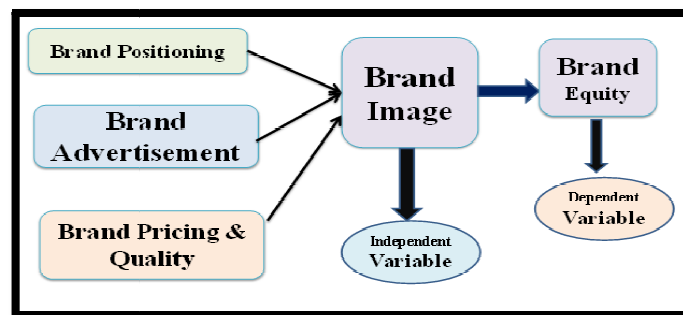

Figure 1: Research Model
Source: Self-Compiled by Researcher

3.6. Distribution of Questionnaires and Duration of Field Survey

A total of 650 questionnaires after random sampling were distributed online through email to the customers who were using consumer durables. A total of 492 questionnaires were considered valid for data analysis. Table 1 and figure 2 show the questionnaires distributed, rejected, and accepted. The data collection period was six months from April, 2020 to September, 2020.

3.7. Analysis of Data

Data collected from primary as well as secondary sources was analysed and interpreted and on the basis of which conclusions were drawn. For analyzing the data, multiple linear regression analysis was used and hypotheses were tested at confidence level of 95%.This technique was widely used in prior empirical studies namelyJackob(2014); Hemaltha (2016); Sallam (2016).

Region	Selected Cities of Jordan	Questionnaires		
		Distributed	Rejected	Accepted
Central Region	Amman	150	41	109
	Zarqa	100	22	78
	Madab	100	25	75
Northern Region	Irbid	50	7	43
	Mafraq	150	35	115
SouthernRegion	Aqaba	50	8	42
	Ma'an	50	11	39
Total		650	158	492

Table 1: Sample Size
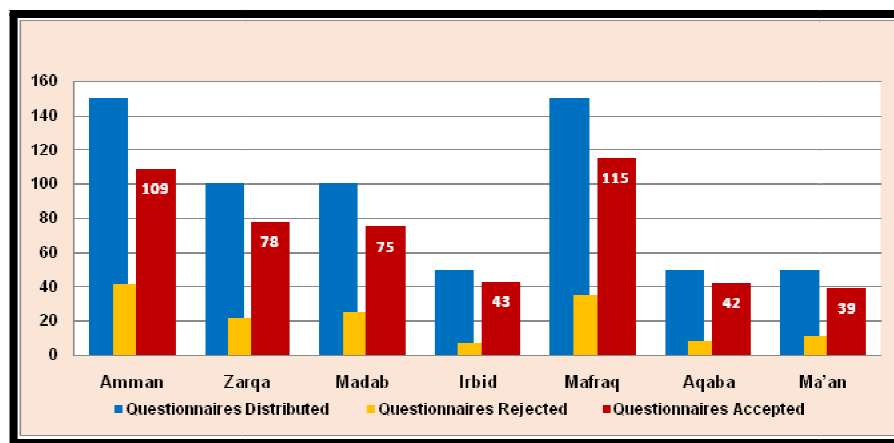*Source: Online Survey, 2020*

Figure 2: Questionnaires Distributed, Accepted and Rejected
Source: Table 1

4. Demographic Profile and Reliability Analysis

4.1. Outline of Respondents' Demographics

Demographic data refers to age, gender, education and family income of the consumers selected in the study. A total of 650 questionnaires were distributed to the consumers using durable products in different cities of Jordan. 492 questionnaires were used for data analysis. *Firstly,* 310 (63%) consumers were males and 182 (37%) were females. *Secondly,* 103 (21%) were below the age of 35 years, 177 (36%) were the age group of 36–50 years, and 212 (43%) were in the age group of more than 50 years. *Thirdly,* 202 (41%) respondents were graduates, and 172 (35%) having Masters' degree and rest of the respondents (24%) having other qualifications. *Fourthly,* 70% reported that they have monthly income under 1500JD, 22% reported that they have income between 1500JD to 2500JD, and 8% respondents earned more than 2500JD.

No	Statements	CronbachAlpha
1	The brand is well established in the customer's mind.	0.954
2	The brand is trust worthy about its promises.	0.844
3	The packing and design of this brand is attractive.	0.901
4	This brand is well regarded by my friends.	0.876
5	This brand is well priced.	0.779
6	Performance of the brand is superior to others.	0.833
7	I am satisfied with the quality certification of the brand.	0.855
8	The features of the brand are outstanding.	0.862
9	Brand advertisements induce and stimulate the desires of the consumers like me to buy the brand.	0.917
10	It saves purchasing time by giving necessary information.	0.905
11	Advertisements reveal the manufacturers policy and the concern about the consumers.	0.776
12	It insults people intelligence.	0.824
13	Brand advertisement does not make any impact on consumers' awareness.	0.888
14	I feel better to purchase this brand even if the consumer concern of the other brand is not different from that of this brand.	0.942
15	I decide not to switch over to another brand even if they have more features.	0.931
16	I would prefer to buy this brand even if the other brands with lesser prices are available.	0.859
17	I feel warmth with the usage of this brand.	0.947
18	I would recommend this brand to others.	0.915

Table 2: Reliability Analysis
Source: Output of SPSS_18

4.2. Reliability Analysis

Before hypotheses testing, reliability was examined with the application of Cronbach alpha. Table 2 highlights the reliability of all statements under study. The values are ranging from 0.7 to 0.9 and hence it can be said that the data is reliable for testing hypotheses.

5. Hypotheses Testing

5.1. Hypothesis 1

- *H_{01}: There is no significant impact of brand image on brand equity.*
- *H_{a1}: There is a significant impact of brand image on brand equity.*

Multiple linear regression was applied to examine the impact of brand image on brand equity. Table 3 highlights all the essential values in abridged form required for analysis like adjusted R square, regression coefficients, ANOVA (F value), and significant values corresponding to each variable. Preliminary analyses were conducted to ensure that there is no violation of the assumptions of normality, linearity, multi-collinearity and homoscedasticity.

Model:1	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std Error	Beta			Tolerance	VIF
Constant	.335	.124		2.694	.007		
Brand Positioning	.603	.037	.602	16.109	.000	.508	1.969
Brand Awareness	.469	.031	.617	15.006	.002	.871	1.148
BPQ	.287	.024	.333	12.065	.000	.932	1.073

Model Summary			
	R	.808	
	R Square	.654	
	Adjusted R square	.651	
	Standard Error	.38399	
	Durbin Watson	2.455	

ANOVA Model Fitness	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	135.715	3	45.238	306.816	0.000
	Residual	71.953	488	.147		
	Total	207.668	491			

Table 3: Multiple Regression Analysis
BPQ: Brand pricing & quality
Dependent Variable: Brand Equity
Source: Output of SPSS_18

5.1.1. Interpretation of Table 3

The adjusted R square value was 0.651 which indicates that 65% of the variations in the brand image can be predicted from the independent variables. Moreover, ANOVA shows the model significance. The overall model is significant because the p value is 0.000 (P<0.05). Hence, the model construct is validated.

For predicting the impact of brand image on brand equity,brand positioningis the strongest influencing factor which predicting the dependent variable. The higher the beta value the greater the impact of the predictor variable on the criterion (dependent) variable. The beta weights suggest that brand positioning (.603 or 60%) contribute most to predict impact of brand image on brand equity.This means that this variable makes the strong unique contribution to explaining the dependent variable, when the variance explained by all other variables in the model is controlled for. Furthermore, brand advertisements (0.220) and Brand Pricing and quality (0.117) also contribute to predict positively as they are significant (0.000and 0.006). Therefore, the null hypothesis is rejected and it can be said that there is a significant impact of brand image on brand equity. The findings are in line with the previous empirical studies Esmaeili, (2011); Khan et al. (2012); Jackob (2014); Hemaltha (2016); Sallam, M.A. (2016). Aqeel, Hanif, and Malik, (2017); Mabkhot, Shaari, and Salleh, (2017);Ashraf, Naeem, and Shahzadi, (2017); Alkhawaldeh and Eneizan (2018); Gaur, (2018); Sundar, (2018); Poerwadi, et al. (2019).

5.2. Hypothesis 2

- H_{02}: There is no significant variation in consumers' attitude towards brand image across demographic variables.
- H_{a2}: There is a significant variation in consumers' attitude towards brand image across demographic variables.

One-way ANOVA was applied as the statistical tool to examine the variations in consumers' attitude towards brand image across demographic variables like age, education, and income. The results are shown in table 4 in abridged form. The F value on the age variable is 4.225 and the significant value corresponding to it is 0.006 (P<0.05). It means null hypothesis

($H_{02.1}$) stands rejected. It can be said that there is a significant variation in consumers' attitude towards brand image across age. Furthermore, the F value on the education variable is 1.083 and the significant value corresponding to it is 0.356 (P>0.005), it means null hypothesis stands accepted. It can be said that there is no significant variation in consumers' attitude towards brand image across education. Besides, the F value on the income variable is 2.570 and the significant value corresponding to it is 0.547 (P>0.005), it means null hypothesis stands accepted. It can be said that there is no significant variation in consumers' attitude towards brand image across income.

	Sum of Squares	df	Mean Square	F	Sig.	Result
ANOVA of Age						
Between groups	66.955	3	22.318	4.255	0.006	Ho: Rejected
Within Groups	1867.434	488	5.246			
Total	1934.389	491				
ANOVA of Education						
Between groups	9.367	3	3.122	1.083	0.356	Ho: Accepted
Within Groups	1025.922	488	2.882			
Total	1035.289	491				
ANOVA of Income						
Between groups	26.941	3	8.980	2.570	0.547	Ho: Accepted
Within Groups	1244.056	488	3.495			
Total	1270.997	491				

Table 4: Results of ANOVA in Abridged form
Source: Output of SPSS_18

	Levene's Test for Equality of variances		t-test for Equality of Means		
	F	Sig.	t	Df	Sig. (2 tailed)
Equal variances assumed	.880	.632	-1.541	490	0.477

Table 5: Independent Sample t-test on Gender
Source: Output of SPSS_18

Independent sample t test was applied to examine the variations between males and females as ANOVA cannot be applied due to two variables. The significant value as per table 5 is 0.477(P>0.005). It means null hypothesis stands accepted. It can be said that there is no significant variation in consumers' attitude towards brand image across gender. In nutshell, it can be said that there is no significant variation in consumers' attitude towards brand image across education, income, and gender. However, significant variations are found in consumers' attitude towards brand image across age.

6. Conclusion and Limitations

6.1. Concluding Remarks

The current study was conducted to examine the impact of brand image on developing brand equity for the firms selling durable products. The study used both primary and secondary data. Secondary information was gathered from different sources such as books, magazines, journals, newspapers and online databases via internet etc. Moreover, a self-administered questionnaire was used for collecting primary data. A total of 650 questionnaires were distributed online through email to the customers who were using consumer durables. A total of 492 questionnaires were considered valid for data analysis. The data collection period was six months from April, 2020 to September, 2020. Demographic data of the research shows that 63% were males, 37% were females, 41% were graduates, and 70% earned income less than 1500JD.

The questionnaire consists of four variables wherein three variables were independent and one variable was dependent. To measure the brand image, the study used brand positioning, brand pricing and quality, and brand advertisement. Besides, brand equity was considered as dependent variable. The research also shows demographic picture and reliability analysis. For analyzing the data, multiple linear regression analysis was used and hypotheses were tested at confidence level 95%. The results highlighted that there is a significant impact of brand image on brand equity. All the variables of brand image were positive and statistically significant. The findings are in line with the previous empirical studies Esmaeili, (2011); Khan et al. (2012); Jackob (2014); Hemaltha (2016); Sallam, (2016); Alkhawaldeh and Eneizan (2018); Gaur, (2018); Sundar (2018); Poerwadi, et al. (2019).

The study found that customers need regular changes in the products and they switch to another company if don't find changes in the product. Product modification must be done to stop switching of customers. For this, firms should make a change in pricing strategies or packaging or by adding something new in the product. Sometimes, a change

in promotional strategies should be done so that customers realize that the product is new. Firms should also concentrate on eco-friendly packaging of the products. Finally, sound marketing research is the key to success and must be conducted at regular time.

6.2. Limitations of the study
- The present study includes three variables of brand image like brand positioning, brand pricing and quality, and brand advertisement.
- It is conducted on sample size of 492 consumers' using durable products.
- It is conducted in the year 2020 and is confined to only Jordan.

7. References

i. Aaker, D. (1991). Managing Brand Equity. New York, USA: The Free Press.
ii. Alkhawaldeh, A. M., &Eneizan, B. M. (2018). Factors influencing brand loyalty in durable goods market. *International Journal of Academic Research in Business and Social Sciences,* 8(1), 326–339. URL: http://dx.doi.org/10.6007/IJARBSS/v8-i1/3811 DOI: 10.6007/IJARBSS/v8-i1/3811
iii. Alhaddad, A. (2015). A structural model of the relationships between brand image, brand trust and brand loyalty. *International Journal of Management Research & Review, Vol.* 5, Issue 3
iv. Aqeel,Z., Hanif, M.I., and Malik, M.S. (2017). Impact of co-branding and brand personality on brand equity: A study of telecom sector in Pakistan. *Journal of Business and Retail Management Research (JBRMR), Vol.* 12 Issue 1
v. Ashraf, M., Naeem, M., and Shahzadi, M. (2017). Impact of branding on consumer buying behavior: an evidence of footwear industry of Punjab, Pakistan. *International Journal of Academic Research in Business and Social Sciences, Vol.* 7, No.7, 592-603.
vi. DOI: 10.6007/IJARBSS/v7-i7/3124 URL: http://dx.doi.org/10.6007/IJARBSS/v7-i7/3124
vii. Aurmanarom, C. (2010). An exploration of the impact of brand personality on consumer buying intentions toward specialist stationery products across age groups. URL: https://ro.ecu.edu.au/theses_hons/1235
viii. Bilgili, B. and Ozkul, E. (2015). Brand awareness, brand personality, brand loyalty and consumer satisfaction relations in brand positioning strategies (a Torku brand sample). *Journal of Global Strategic Management, Vol.* 9, No. 2, 89-106. DOI: 10.20460/JGSM.2015915576
ix. Esmaeili, M. (2011). A study of the impact of brand attitude on consumer purchase behavior: a comparison study between India and Iran for soft drink market. Doctoral Thesis, Department of Management Sciences, University of Pune, Pune, India. URL: http://hdl.handle.net/10603/97039
x. Gaur, I. (2018). Impact of brand personality on customer satisfaction and brand loyalty: an empirical study on selected luxury brands. *Doctoral Thesis,* Faculty of commerce & Management, IIS, Jaipur. URL: http://hdl.handle.net/10603/234517
xi. Garvey, O.M. et al. (2016). Assessing Brand Equity and Customer Satisfaction as Tools for Profit Optimization in Nigeria. *Science Journal of Business and Management, Vol.* 4, No. 5, 165-171. doi: 10.11648/j.sjbm.20160405.14
xii. Hemaltha, V. (2016). Impact of brand positioning on brand loyalty and purchase intention with reference to consumer durables. *Doctoral Thesis,* Department of Management Studies, University of Madras, Chennai, India. URL: http://hdl.handle.net/10603/178028
xiii. Jackob, M. (2014). Branding in modern marketing-a study of its impact on marketing of consumer durables. *Doctoral Thesis,* Post Graduate Department of Commerce and Research center, Mahatma Gandhi University, Ernakulam, Kerala, India. URL: http://hdl.handle.net/10603/45108
xiv. Khan, I., et al. (2012). Impact of brand related attributes on purchase intention of customers: a study about the customers of Punjab, Pakistan. *Interdisciplinary Journal of Contemporary Research in Business,* 4(3), 194-200. Url: https://www.researchgate.net/publication/ 261983504 _impact _of _brand_related_attributes_on_purchase_intention_of_customers_a_study_about_the_customers_of_punjab_pakistan
xv. Ling, Y., et al. (2014). Brand personality, Brand loyalty and Brand quality rating in contact lens perspective. *Review of Integrative Business and Economics Research, Vol.*3, Issue 2, 433-488. URL: http://sibresearch.org/ uploads/2/7/9/9/2799227/riber_b14-180_433-448.pdf
xvi. Magin, S., Algesheimer, R., & Herrmann, A. (2003). The Impact of Brand Personality and Customer Satisfaction on Customer's Loyalty: Theoretical Approach and Findings of A Causal Analytical Study in the Sector of Internet Service Providers, Electronic Markets, 13(4), 294-308. URL: http://aws.iwi.uni-leipzig.de/em/fileadmin/ user_upload/doc/Issues/ Volume_13/ Issue_04/ V13I4_ The_ Impact _of_Brand_ Personality _and_ Customer_Satisfaction_ on_Customer_s_Loyalty.pdf
xvii. Mabkhot, H.A., Shaari, H., and Salleh, S.M. (2017). The influence of brand image and brand personality on brand loyalty, mediating by brand trust: an empirical study. *Journal Pengurusan, Vol.* 50, 71 – 82. URL: http://ejournal.ukm.my/pengurusan/article/view/15218

xviii.   Poerwadi, S., et al. (2019). Influence of Brand Extention Strategy, Brand Image and Brand Trust on Coffee Product's Brand Equity. *International Journal of Marketing Studies, Vol.* 11, No. 3, 26-35. URL: https://doi.org/10.5539/ijms.v11n3p26. DOI:10.5539/ijms.v11n3p26

xix.   Sallam, M.A. (2016). The impact of brand image and corporate branding on consumer's choice: the role of brand equity. *International Journal of Marketing Studies; Vol.* 8, No. 1, 98-106. URL: http://dx.doi.org/10.5539/ijms.v8n1p98. DOI:10.5539/ijms.v8n1p98

xx.   Sundar D, A. (2018). The impact of brand image on customer loyalty and commitment. *International Journal of Latest Technology in Engineering, Management & Applied Science, Vol.* VII, Issue VIII, 46-62

xxi.   Wang, X., &Yang, Z. (2010). The Effect of Brand Credibility on Consumers' Brand Purchase Intention in Emerging Economies: The Moderating Role of Brand Awareness and Brand Image.*Journal of Global Marketing (Special Issue: Brand Equity, Branding, and Marketing Communications in Emerging Markets), Vol.*23(3), 177-188.

xxii.   Xiao Tong, Jin Su &Yingjiao Xu (2018) Brand personality and its impact on brand trust and brand commitment: an empirical study of luxury fashion brands. *International Journal of Fashion Design, Technology and Education,* 11:2, 196-209, DOI: 10.1080/17543266.2017.1378732

Appendix

(Tick (√) the appropriate box 1=strongly Disagree, 2=Disagree, 3= neither Agree nor Disagree, 4=Agree and 5=strongly Agree

	Brand Positioning					
1	The brand is well established in the customer's mind.					
2	The brand is trust worthy about its promises.					
3	The packing and design of this brand is attractive.					
4	This brand is well regarded by my friends.					
	Pricing and Quality					
5	This brand is well priced.					
6	Performance of the brand is superior to others.					
7	I am satisfied with the quality certification of the brand.					
8	The features of the brand are outstanding.					
	Brand Advertisements					
9	Brand advertisements stimulate the desires of the consumers like me to buy the brand.					
10	It saves purchasing time by giving necessary information.					
11	Advertisements reveal the manufacturers policy and the concern about the consumers.					
12	It insults people intelligence.					
13	Brand advertisement does not make any impact on consumers' awareness.					
	Brand Equity					
14	I feel better to purchase this brand even if the consumer concern of the other brand is not different from that of this brand.					
15	I decide not to switch over to another brand even if they have more features.					
16	I would prefer to buy this brand even if the other brands with lesser prices are available.					
17	I feel warmth with the usage of this brand.					
18	I would recommend this brand to others.					

Table 6