



**THE INFLUENCING FACTORS OF BRAND EQUITY ON CONSUMER
PURCHASE INTENTION OF CELL PHONES IN BANGLADESH**

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ABSTRACT

This examination paper explores the effect of brand value on customers purchase choice of cell phones. The examination has featured the holes found in many promoting endeavors of cell organizations while displaying their market contributions to the objective market. The examination paper begins off by clarifying what mark value is, the way it is assembled and after that how it gradually and bit by bit winds up delivering faithful and in-adjusted shoppers, who won't change to some other brand regardless, just on the grounds that for them the brand has turned into their partner, which fulfills their necessities as well as encourages them complete themselves. Along these lines, it will help the advertisers to know such shopper bits of knowledge and suppositions of their objective market, what they need and require and from a portable brand, every one of these holes have been recognized in this investigation and it helps in setting out a vital arrangement which will be truly significant for promoting experts who need to build the piece of the overall industry of their image. A logical survey of writing has been done and polls were appropriated for information accumulation and Likert scale was intended to get some information about their bits of knowledge and sentiments and they were requested to rate them on a five point scale between unequivocally concur and emphatically oppose this idea. An example size of 250 respondents has been picked. The outcomes found were that all the four factors emphatically affect shopper buy choice of mobile phones, the hugest being brand trust and brand affiliation greatly effect on purchase intention.

Keywords: Brand value, Brand awareness, Brand trust, Brand commitment, Purchase intention, Cell phone, Bangladesh

1.0 INTRODUCTION

It is viewed as that customer is the lord for the business in light of the fact that the whole business is handled on the examination of the requirements of the buyer. In this investigation the marked item like portable handset is taken as a topic where the idea of shopper conduct will be surveyed impacted by the intensity of brand and individual qualities of the purchaser as the predecessors of the versatile business. Brand approach do relate truly to customer goal to purchase specific cell phones over others (Petruzzellis, 2010). These days, portable handsets have turned out to be associated as an essential piece of human everyday life and individual correspondence over the globe and like the brand value, customer purchasing conduct is impacted by the different factors under individual and natural of the shoppers (Seta, 2013). The broad make utilization of cell phones, the different data get to implies that it gave to its clients, and the huge presence and vital effect of portable handset on purchaser's day by day life make versatile handset basic gadgets to ponder (Yaakop and Mokhlis, 2013). Basic circumstances would be raised if the makers can't recognize their items frame the contenders and clearly buyers should invest colossal profitable energy to pick best one from the index of unbranded items (Julius O, Aham V and Chinedu N, 2011). It is frequently trusted the generation of marked item and guarantee mark value add to an organization's long haul gainfulness (Mahdavinia, amiei and Jalilvand, 2011). Showcasing Researchers have given need for a long time on the marking and brand value as a subject of enthusiasm for the investigation (Hartline and Krishnan, 2001) A brand can be characterized as "a name, term, sign, image, or structure, or blend of them which is planned to recognize the merchandise and enterprises of one vender or gathering of merchants and to separate them from those of contenders" (Kotler, 1991, p. 442). For the character, separation, and long haul money related strength of the organization, mark supervisors are feeling the squeeze and fundamental cerebral pain in focused condition to construct mark value (Iftikhar, Haider and Mubushar, 2013). Most of items being sold in market are distinguished by their names that assistance to review the item in a split second is called mark name (Gowri, 2012). The enjoying of the buyer is the outcome of their conduct they uncover all through seeking, buying and arranging the items (Shoba, 2016). The progress of mobile phones and technologies has been a comprehensive history of novelty and encroachment cropped up due to vibrant changes in consumers' needs and fondness. Among these developments, mobile phone devices have had one of the fastest household adoption rates of any technology in the world's modern history (Comer and Wikle, 2008). Brand equity is a set of brand assets and liabilities linked to a brand name and symbol, which add to or subtract from the value provided by a product or service, Aaker (1991). The worldwide popular brand equity model of Aaker is used (Mahdavinia et al., 2011; Irshad and Waseem (2012); Alamgir, Nasir, and Shumsuddoha (2010); Hossien (2011); Pappu et al., 2005; Yoo et al., 2000; Chen and Chang, 2008; Alhaddad, 2014; Moradi and Zarei, 2011) in various fields of study such as transportation (air, highway, and railway) beverage, automobile, tourism, water bottle, and mobile operators etc. to justify the components of this model. But there is a scarcity of literatures in the proposed field where used this model. They only examined the relationship of brand equity and different factors with

consumer buying behavior. But this study will apply the Aaker's popular model as well as the model of (Wu, 2003) both to diagnose the linkage between the elements of brand equity and consumer characteristics with the purchase behavior of branded mobile handset as well as to prove the types of consumer buying behavior of branded mobile hand set exercised by the consumers that is very unique for this study. . It will determine the relationship between the element of brand equity and the behavior of consumer. Suppose, it will know how the consumers response to take the purchase decision of that product in case of having the awareness about the product. Again, when the same consumers have associations with the same brand then it will assess how they behave to buy that item. In this way, it will determine the linkage of each elements of brand with the each nature of behavior of consumers. Ultimately, the marketers would get the message about the accuracy of their brand strategy able to drive the consumer behavior and finally it will help to satisfy the consumer. Again, the study will do the analysis the personal factors of the consumers liable to make different attitude to purchase the product. The main objective of the study will be investigated the antecedents of mobile handset industry. With the light of the prime objective the following specific objectives will be considered to conduct the study.

2.0 LITERATURE REVIEW OF THE STUDY

2.1 THEORETICAL BACKGROUND OF THE STUDY

Brand and customer connections have been the most recent research center in brand look into. Blackston (1992) contrasted mark associations with relational connections and built up another exploration bearing by pointing out that "cozy, changeless, stable relationship can shape the cooperation between a brand and its shoppers". Studies have noticed that purchasers contrast by the way they see marks as well as by the way they identify with them (Muniz and O'Guinn, 2001; Fournier, 1998). A few shoppers turn out to be so appended to brands that they create passionate association with them. That brands have identities or human qualities is presently settled in the writing, similar to the possibility that mark identity is a vehicle of buyer self-articulation and can be instrumental in helping a shopper express unique parts of his or her self (Johar, Sengupta and Aaker, 2005; Escalas, and Bettman, 2005; Rohm and Swaminathan, 2004; Belk, 1988; Aaker, 1997). The brand identity furnishes the brand with a "spirit' that is fundamental to develop mark picture. It alludes to the passionate side of a brand picture (Ouwensloot and Tudorica, 2001), to a mental and human trademark while mark picture is about the properties related with the brand (Aaker, 1997). Kahr, Nyffenegger, Krohmer, and Hoyer (2016) dealt with buyer mark disrupt (CBS) characterized CBS as conscious conduct by clients or noncustomers who have the prevailing goal of making hurt a brand through the impedance of the brand-related relationship of other purchaser. They investigated the systems to be utilized to recognize CBS before its event and the reactions of organizations react following CBS has happened, with the goal that the harm can be contained. The principle bits of knowledge of their examination were the means by which showcasing chiefs work later on, as to both averting and reacting to CBS. Shoba (2016) investigated the client purchasing conduct of different portable brands of Akshay Agencies. The consequence of factor investigation demonstrated that item includes, working offices, quality, cost and generosity of the item have the effect on client's purchasing conduct. Shah, Kumar and Zhao (2015) analyzed the brand execution and compute the dynamic effect or item accessibility with total information. They praised that the accessibility of the item in respect to contenders urge client to buy those item and brand execution influenced by the degree of item accessibility. Henceforth, they arranged various general contemplations, for example, disregarding stockouts and not displaying the key practices of purchasers, producers, and retailers. Future scientists could make system coordinated at tending

these confinements. Debasish and Mallick (2015) inspected the near purchasing conduct of rustic and urban partners towards the buy of cell phone. They showed that there is no huge contrast of cost and style awareness for buy of cell phone among country and urban buyers yet there is noteworthy distinction of value, capacities and brand cognizance for buy of cell phone among rustic and urban buyers. Study demonstrates that rustic customers are less quality, capacities and brand cognizant when contrasted with their urban partners.

2.1.1 Brand awareness

Paharia, Avery, and Keinan (2014) explored the importance of positioning of brand awareness in competition against the leading companies. They examined that brands themselves are surrounded in a web of marketplace relationships with their competitors and that this web provides meaning to consumers. Competitive contexts and the concerns that emerge from it differentially constrain and empower brands to claim meanings that can drive consumer preference. They investigated how merely varying the strength and salience of the competition can increase preference for small brands and decrease preference for large brands. They found that both belongings are in cooperate when consumers make choices, such that support for small brands increase when they are framed as having a large competitor and support for large brands decrease when they are framed as having a small competitor. Thus, we empirically support both a positive framing effect for the brand awareness and purchase intention of the cell phone companies in Bangladesh.

H1: Brand awareness has an impact on purchase intention of cell phone in Bangladesh.

2.1.2 Brand trust

Trust is conceptualized as "a conviction, with regards to the principles of social brain science look into, or as eagerness or conduct goal" (Hess, 1995). It is the customer's image discernments: unselfishness, trustworthiness and potential execution of the item (Hess, 1995). In showcasing writing, mark trust is characterized as the "eagerness of the normal shopper to depend on the capacity of the brand to play out its expressed capacity" (Chaudhuri and Holbrook, 2001). Costa and McCrae (1998) states that mark trust is a readiness to depend on a trade accomplice in whom one has certainty. To depend, it is to rely on data gotten from someone else about dubious conditions of nature and their results on a circumstance of hazard (Hiscock, 2001). The trust is a focal estimation of the accomplice connection (Bowen and Shoemaker, 1998; Fournier, Dobscha and Mick, 1998) it acts to diminish apparent hazard and to build trust in the buyer mark relationship. It results from the mastery, the unwavering quality and the purposefulness (Pavlou, 2003). A definitive objective of showcasing is to create an exceptional bond between the customer and the brand, and the fundamental element of this security is trust (McKnight, Choudhury and Kacmar, 2002). It has been experimentally tried as a key factor in the commencement and upkeep of any long haul relationship. Trust prompts client dependability and responsibility (Yoon, 2002; Hess, 1995; Anderson and Narus, 1990). The trust can be invested with a prescient estimation of things to come conduct (Anderson and Narus, 1990). Its job on the clarification of the buy expectation is upgraded in different examines (Yoon, 2002; Andreassen and Lindestad, 1997; Gurviez and Korchia, 2002; Delgado-Ballester and Munuera-Aleman, 2001). The brand trust writing stands firm that customers trust marks that are great and good, and hold constructive brand pictures and identities (Ferrandi and Valette-Florence, 2002; Hiscock, 2001). The buyer trusts on a brand when he sees it as sound, respectable and neighborly (Gurviez, 1999). Cristau (2006) consider mark trust as a sentiment of security that is held by the buyer that the brand will live up to their utilization desires.

H2: Brand awareness has an impact on purchase intention of cell phone in Bangladesh.

2.1.3 Brand Association

Alhaddad, (2014) discussed the importance of the effect of the brand association on the purchase intention is positive. The conceptual model illustrates the impact of brand image and brand loyalty on brand equity, which is assessed through effects between brand loyalty, and brand image. The finding showed that brand loyalty and brand image have a positive effect on brand equity. He claimed the study provides brand managers a holistic model to enhance the equity of a brand. Budiarti, Surachman, and Hawidjojo (2013) worked on how service quality and advertisement enhance the brand equity of air lines and how brand equity increase the customer satisfaction. They also proved that brand loyalty influenced by the service quality, brand equity and customer satisfaction.

Khan and Rohi (2013) worked on a mobile hand set in Peshawar Pakistan and they found that some key variables influence to the brand choice of youths that are quality, brand image and recommendations by family. They also assess another factors inspired to buy mobile handset in their country like price, quality, family and friends' recommendations, brand image, celebrity endorsement, promotion effectiveness, features, user-friendliness, stylish appearance, innovative features and post-purchase services.

H3: Brand association has an impact on purchase intention of cell phone in Bangladesh.

2.1.4 Brand Attachment

The connection is "a strong enthusiastic and mental connection with the brand which results from the concomitance of fellowship emotions and from brand reliance" (Lacoeuilhe, 1997). It "deciphers a sturdy and unavoidable enthusiastic response to the brand and communicates a mental connection" (Temessek and Touzani, 2004; Mubushar, Haider and Iftikhar (2013) chipped away at to think about the principle cerebral pain of brand administrator to construct the brand value for the personality, separation, and long haul monetary soundness of the organization in the focused condition. They investigated that in what circumstances the marketers and brand managers should apply the entire tools of marketing communication and which medium is stronger affect on the brand equity. Bilal and A. S. Khan (2013) looked for to examine the influence of marketing communications on brand equity in the Cell Phones and Cold Drink industries. Their result pointed out that there is significant relationship between brand attachment and purchase intention.

H4: Brand attachment has an impact on purchase intention of cell phone in Bangladesh.

2.1.5 Brand commitment

By reinforcing their associations with submitted clients, firms can keep them from being poached by contenders. Responsibility emerges from Human assets (Terrasse, 2003). Fournier, Dobscha and Mick (1998) expanded this idea into the universe of items and brands; they characterize it as a persisting want to keep up an esteemed relationship. It is a long haul introduction, including the craving to keep up a connection (Bettencourt, 1997). The dedication towards the brand is "an understood or express expectation to keep up a strong connection with a brand" (Michel and Vergne, 2004). It is a "passionate or mental connection to a brand inside a given item class" (Zeithaml, Berry and Parasuraman, 1996; Aaker, 1991; Beauvois and Joule, 1989). Brand duty mirrors how much a brand is immovably settled in as the main adequate decision inside its item class (Frisou, 1996).

H5: Brand commitment has an impact on purchase intention of cell phone in Bangladesh.

Research Framework: Based on literature review, the following research framework is developed.

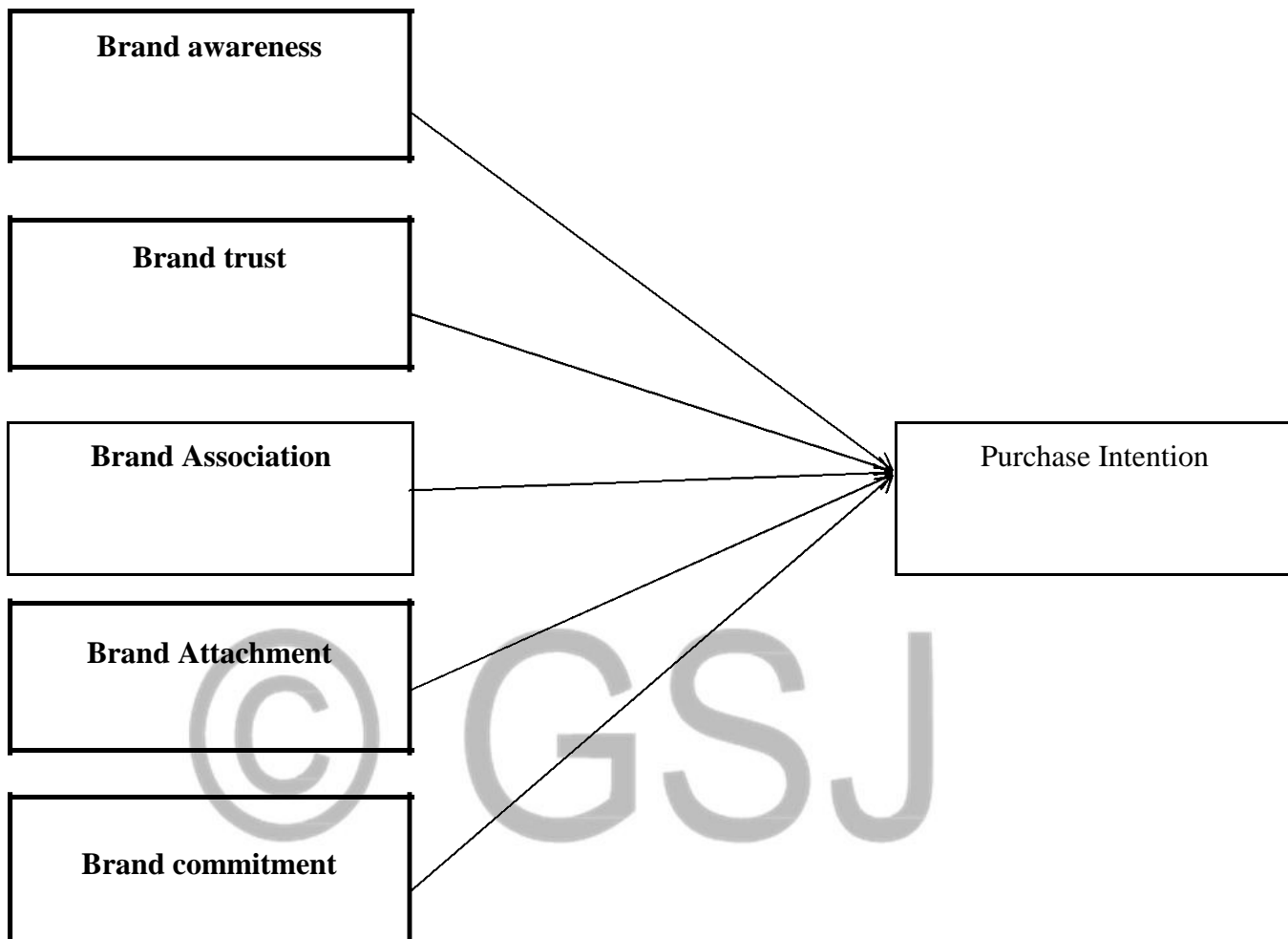


Figure 1. Research Framework, authors'

3. Methodology

As this was an experimental study, only one focus group has been studied in this research that is the all level of customer of cell phone users in Bangladesh. Clients are those who are already purchase from the different area in Bangladesh. The study used modified SERVQUAL framework (Parasuraman, Zeithaml & Berry, 1985; 1988; 1991) with 24 items, about the price, quality of the service, safety, reputation and last one available of the route etc as SERVQUAL is a valid predictor of overall service quality (Carrillat, Jaramillo & Mulki, 2007). All variables included in the questionnaire were set on a five-point scale (5=Strongly Agree and 1 is strongly disagree) and these scales were used to conduct factor analysis. First, data were analyzed with the Statistical Package of Social Sciences (SPSS) version 16 using Factor Analysis (FA). After the factor analysis, a Confirmatory Factor Analysis (CFA) was done using Amos 16 followed by Structural Equation Modeling (SEM) to achieve impending the interactions and associations among the various intention and attitude factors of the conceptual model. For assessing and identification of main factors regarding purchase intention of the customer of cell phone users that are effect of purchase intention and attitude. Thus, this research looked for the important factors further and provides suggestions.

Questionnaire Survey and Data Collection: The population of the study focused on the different area of the country area like Dhaka, Rajshahi, Sylhet, Chittagong and coxs Bazar Jessore and khulna. In this research, only one focus group has been studied, that is the clients of the different cell phone companies. A convenient random sampling method was adopted so that all samples of the same size have an equal chance of being selected from the entire population. Determining adequate sample size in qualitative research is ultimately a matter of judgment and depends on the particular research method (1995). For this small scale study a total of 300-sample sizes found to be valid and eventually distributed among the potential respondents for this study, of which 250 questionnaires were received. Each of the response received systematically screened for errors, incomplete and missing responses. However, those responses that still contained questions in the survey questionnaire that had been remained unanswered or left incorrectly answered finally discarded from data analysis in order to establish a rationality of analysis through proper representation. After having the screening process completed, 230 responses found valid for data analysis. This represents a rate of 87.5%, which is considered extremely well in view of time, cost, certainty and geographical constraints (Sandelowski, 1995). Next, we analyzed the received responses using SPSS (version 22) to compute their mean scores, standard deviation, skewness and kurtosis, hence ensuring a better understanding of the distribution of each item used in measuring service quality. Factor analysis is used in the study to identify the salient attributes that have impact on consumers' perception to evaluate the healthcare service providers. Since, Factor analysis represents an analytical process of transforming statistical data (as measurements) into linear combinations of variables, it is a meaningful statistical method used for combining a large number of data into a considerably smaller number of factors with a minimum loss of information (Hair, et al., 2010). In addition, SEM (structural Educational Modeling) has been carried out to investigate the relationship among the variables that influence the consumers' perception choice in selecting the healthcare service providers.

RESULTS AND DISCUSSION

Exploratory factor analysis (EFA): J. Hair et al. (2009) have quantified that it is indispensable to lead calculated examination, as it helps researchers in condensing the data assembled from a specific arrangement of information. Before continuing with EFA, two tests, to be specific, Kaiser–Meyer–Olkin (KMO) and Bartlett's test of sphericity, ought to be confirmed through checking the factorability of information (Pallant, 2007). B. Tabachnick, L. Fidell, & S. Osterlind (2001) have demonstrated that estimation of the primary test (KMO) ranges from 0 to 1, and for proper examination it is vital to have no less than estimation of 0.6. And for Bartlett's Test of Sphericity it is essential to achieve critical p esteem ($p < .05$). Running both of these particular tests through SPSS, we observed that the consequences of both fell inside the worthy range. The results are shown in Table 3. From EFA, 24 items have been determined and every one of them are thought to be significant (more than 0.50), (Hair et al., 2009). It demonstrates that four segments represent approximately 24% of the variance and the total variance accounted for approximately 74.704% which is highly adequate. A higher change is clarified when four parts are held. Cronbach's alpha has additionally been ascertained for every of the four factors. It can be seen that all items under all factors are solid as they all have outperformed the base estimation of .60 proposed by J.F. Hair, W.C. Black, W.J. Babin, and R.E. Anderson (2010).

Table 1. Kaiser-Meyer-Olkin (KMO) & Barlett’s test, authors’

Kaiser-Meyer-Olkin Measuer of sampling Adequicy.		.824
Bartlett’s Test of Sphericity	Approx.Chi-Squire	5713.155
	Df	135
	Sig.	.000

Table 2. Exploratory Factor Analysis (EFA)

FACTORS	PR	SQ	RP	ST	RC	MP	CI
BW1	.855						
BW2	.810						
BW3	.720						
BW4	.926						
BT1		.712					
BT2		.858					
BT3		.823					
BT4		.681					
BA1			.839				
BA2			.705				
BA3			.902				
BA4			.896				
BAT1				.845			
BAT2				.784			
BAT3				.762			
BAT4				.755			
BAT5				.810			
BC1					.920		
BC2					.826		
BC3					.932		
BC4					.830		
PI1							.620
PI2							.886
PI3							.839
PI4							.832

Evaluation of the Structural Equation Model. The aftereffect of the model revealed that the model is sufficient as it has the required qualities for each of the records: root mean square error approximation (RMSEA) = .072, comparative fit list (CFI) = .903. Normed X2 = 2.125 (Figure 2).

Results of Hypothesis Testing. As appeared in Table 5, all five theorized ways showed p value < .05. Brand awareness have huge impact on the choice of cell phone products in Bangladesh, demonstrating that the H1 standardized regression weight = .293, standard error = .108, critical ratio = 2.457, level of significance for regression weight = significant at .013. H2 has likewise been acknowledged, showing that Brand trust have huge impact on the choice of cell phone products in Bangladesh, as the standardized regression weight = .365, standard error = .092, critical ratio = 2.325, and the level of significance for regression weight = .000. H3 was likewise also supported as the standardized regression weight = .344, standard error = .166, critical ratio = 2.320, and the level of significance for regression weight = .002. Thus, Brand association of cell phone industries was exceedingly considered in Bangladesh. H4 is likewise acknowledged as the standardized regression weight = .272, standard error = .105, critical ratio = 2.172, and the level of significance for regression weight = .000. Brand association has huge impact on the choice of cell phone products in Bangladesh. H5 is likewise acknowledged, with the standardized regression weight = .236, standard error = .152, critical ratio = 2.156, and the level of significance for regression weight = .012. Therefore, route available and convince has plays a great role for the students while choosing the proper one organization higher learning.

Table 3. Fitness Assessment of the Structural Model

Name of Category	Required Value	Obtained	Comments
		Value	
Absolute fit	RMSEA < 0 .08	0.072	The required value is attained
Incremental fit	CFI > 0.90	0.903	The required value is attained
Parsimonious fit	CMINDF < 3-5	2.125	The required value is attained

Source: Byrne (2010); Hair, Black, Babin, and Anderson (2010); Kline (2011); Haque, et, al. (2013); Zainudin (2012).

Note: RMSEA = root mean square error approximation; GFI = goodness-of-fit index; CFI = comparative fit index.

Validity testing. Alongside the baseline model, the review needs to consider the general estimation model to test the validity. To affirm the validity requires evaluating convergent, discriminant, and facing validity. The majority of element loadings for each factors (more than .70), normal chi-square value (more than .50), and construct validity (also more than .50) demonstrate the convergent validity, while discriminant validity is affirmed with the positive contrast amongst AVE and squared correlation (r^2) of the constructs. Here, in all the cases AVE is bigger than the squared multiple correlation value and this gives the evidence of uniqueness for each construct. In addition, theoretical support from literature proves the face validity of the constructs.

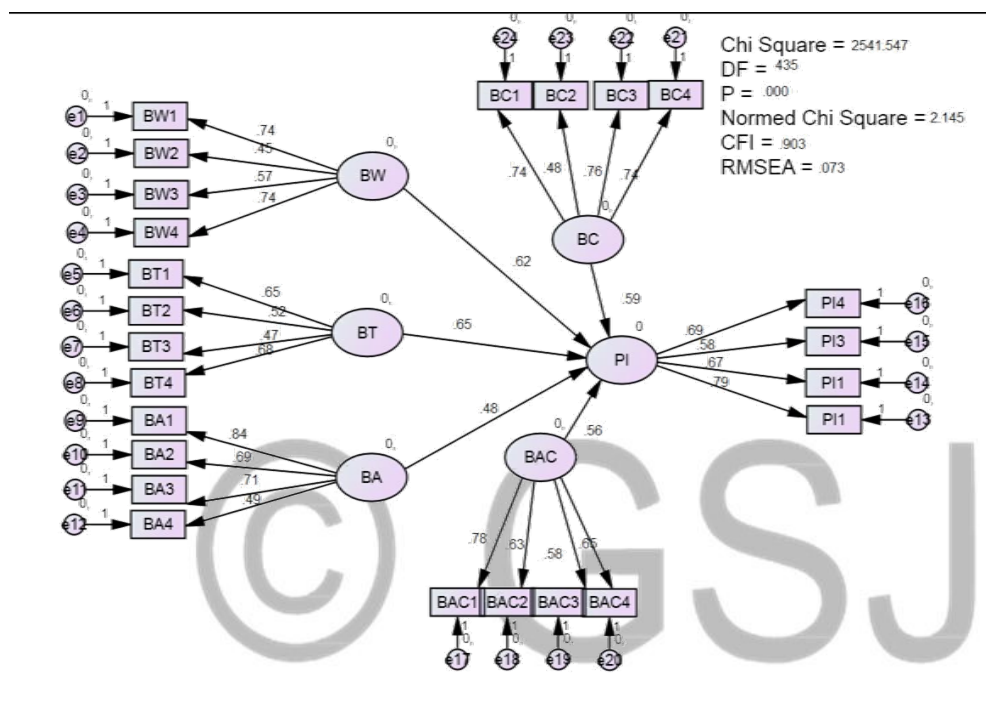


Figure 02. Full-fledged model of measuring purchase intention of cell phone in Bangladesh.

Table 4. Validity Testing, authors'

Construct	Cronbach's Alpha	CR	AVE
Brand awareness	0.821	5.224	.434
Brand trust	0.901	4.312	.585
Brand Association	0.771	5.358	.447
Brand Attachment	0.808	4.588	.578
Brand Commitment	0.965	5.153	.512

Table 5. Results of hypotheses testing, authors'

			Estimate	S.E.	C.R.	P
Purchase Intention	<---	Brand Awareness (BW)	0.293	.108	2.457	.013
Purchase Intention	<---	Brand Trust (BT)	0.365	.092	2.325	.000
Purchase Intention	<---	Brand Association (BA)	0.344	.166	2.320	.002
Purchase Intention	<---	Brand Association (BAC)	0.272	.105	2.172	.000
Purchase Intention	<---	Brand Commitment (BC)	0.236	.152	2.156	.012

5.0 CONCLUSION

As this exploration paper went for examining the effect of brand value on buyer purchase choice of cell phone, reactions were gathered from the two guys and females of various zones of Bangladesh, totaling to 250 respondents in number. For this examination paper, respondents who were reviewed had a place with various age gatherings, salary classes and occupations. Dominant part of the respondents was guys, matured between 18-27years old understudy and having a training foundation of four year college education. A nearby finished poll was structured and appropriated to gauge distinctive elements influencing buy choice, to be specific brand affiliation, mark mindfulness, mark quality and brand unwaveringness. The outcomes uncovered that dominant part of the respondents trusted that mark affiliation, mark mindfulness, mark responsibility and brand trust guided and affected their buy choice at whatever point purchasing cell phones. The outcomes from elements investigation demonstrated that greatest supporter was from brand trust indicator variable in clarifying buy choice, which means larger part of the respondents felt that their dependability towards the present brand they utilized, guided their buy choice. Second most solid relationship and commitment was from brand duty, respondents asserted that the versatile brands helped them set a meaning of themselves; it helped form the decisions others made about them and impacted them to buy likewise. The SEM and components investigation likewise uncovered that mark trust and brand duty are not the most vital deciding elements while acquiring a mobile phone in respect to different factors.

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