

# **Evaluating the effects of brand advertising, brand element and brand awareness on purchasing intention**

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## **ABSTRACT**

To compete successfully with strong brand names and customer loyalty, organisations need to establish brand awareness and brand element strategy that integrates with the overall business strategy. The purpose of this article is to determine the effects of brand advertising, brand element and brand awareness on consumers' brand purchasing intention. Designing and maintaining profitable brand quality names that satisfy customers' requirements, as well as continuous maximisation of customer intention to purchase the brand is the ultimate goal of any organisation. In achieving this goal, both researchers and organisations have focused on brand advertising and brand element for achieving customer purchase intention of the brand. However, brand advertising and brand element may not be enough to determine sufficient and satisfactory customer loyalty and customer intention to purchase a specific product continuously, without the customer being aware of the specific brand name. This article uses a quantitative cross-sectional survey design to describe the purchase intention of the brand by consumers in the Gauteng province of South Africa and its relationship with three selected determinants, namely brand advertising, brand awareness and brand element. Smart PLS 3 software was used to test the associations among the three hypotheses. The article validates that there is a significant and positive relationship between brand advertising, brand awareness, brand element, and consumers' brand purchase intention. The article authenticates that factors such as brand advertising, brand awareness, and brand element are necessary in stimulating purchase intention of the brand by consumers in the Gauteng province of South Africa. The article further validates that purchase intention of the brand is high when the brand advertising, brand awareness, and brand element are good. The positive relationship between the three proposed hypotheses validates that brand advertising, brand element and brand awareness is an instrumental strategy to stimulate customer purchase intention of the brand. The article is built on a novel direction towards research based on consumer purchase intention of the brand by opening up a discussion on the importance of brand advertising, brand element and brand awareness on purchase intention of the brand in South Africa.

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**Key phrases**

*Brand advertising; brand awareness; brand element; purchase intention of the brand; South Africa and Theory of planned behaviour*

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## **1. INTRODUCTION**

In marketing, a product brand is very important to customers as it helps consumers simplify their decision-making process in identifying specific products to purchase (Foroudi 2019; Li, Hsieh & Chang 2016; Round & Roper 2015). Through branding, organisations are able to identify, create customer loyalty, sustain and distinguish their product from competitors (Bettels & Wiedmann 2019; Chkanikova & Lehner 2015). According to Cant, Strydom, Jooste and du Plessis (2006:213), “brand is defined as a name, term, design, symbol or any other feature that identifies an organisation’s product as different from those of the competitors”. Brand brings benefits and value adding to an organisations’ product. Organisational branding, especially among manufacturers, has become a major marketing strategy for organisations’ competitive advantage and performance, which may require long-term marketing investment (Gao & Feng 2016; Ilonen, Wren, Gabrielsson & Salimaki 2011). Japanese and South Korean companies, for example, have embraced the importance of brand name for their products. The brand name, Samsung, continues to command customer loyalty up to the present day. Li *et al.* (2016) go further to affirm that Asian organisations invest even greater amounts of time and money on organisational brand and brand naming. This is because customers are more likely to be loyal to product brands than to the producers of the products. According to the Global Power of Luxury Goods (2018), “forecasts for the near future are that the growth rate in the Fashion and Luxury market will be higher in Asia than in other countries”. Thereby providing a business platform from which to view the importance of organisational branding within the South Africa context.

It is believed that designing and maintaining profitable brand quality name that satisfies the customers’ requirement is the ultimate goal of any organisation (Hogstrom, Gustafsson & Tronvoll 2015; Huang & Cai 2015; Kim, Ko, Xu & Han 2012; Li *et al.* 2016). In achieving this goal, both researchers and organisations have focused on brand advertising and brand element to achieving customer purchase intention (Buil, De Chernatony & Martinez 2013; Lieven, Grohmann, Herrmann, Landwehr & Van Tilburg 2015; Hartnett, Romaniuk & Kennedy 2016). While this may be true, brand advertising and brand element may not be enough to determine sufficient and satisfactory customer loyalty and customer intention to purchase a specific product continuously, without the customer being aware of the specific

brand name. Ismail, Othman, Rahman, Kamarulzaman and Rahman (2016), made it clear that brand, with its elements, cannot survive on its own because any advertised brand has its own life cycle where it can grow, mature and eventually decline. In other words, for a customer to recognise and gradually build trust and loyalty towards any brand name, especially when confronted with choices among complex branding, there has to be a high degree to which customers are aware or familiar with the product brand element, value and quality of the specific product brand or service brand (So, Parsons & Yap 2013). Therefore, for this article, brand is an organisations' reputation combined with its customers' level of awareness of its brand elements and the degree of loyalty shown to the organisations that are important considerations in customers' purchase decisions (Mohan, Voss, Jiménez & Gammoh 2018). In order for organisations to compete successfully with strong brand names and customer loyalty, organisations need to establish awareness and have a brand element strategy that forms part of the overall business strategy.

The purpose of this article, therefore, is to determine the effects of brand advertising, brand element and brand awareness on purchasing intention. The rest of the article is presented as follows: A literature review on theory of planned behaviour; a review on the research constructs relationships and hypotheses; followed by the methodology, data analysis and conclusions of the article. A discussion relating to managerial implications, limitations and recommendations for future research will be part of the discussion at the end of the article.

## **2. LITERATURE REVIEW**

### **2.1 Purchase intention and theory of planned behaviour**

Considering the variety of competing products, a customer has to choose from, consumers' intention to purchase a product is triggered by the price of the product, quality and characteristics of the product, customer loyalty, levels of satisfaction and value awareness of the product (Narang 2016). Purchase intention is defined as a customer that makes a repetitious purchase and will always return to their preferred product purchase. According to Maoyan, Zhujunxuan and Sangyang (2014), perceived value, product price, product quality and the experience value are the four factors that determine customer purchase intention of the brand. The technology acceptance model (TAM) developed by Davis (1986) and theory of planned behaviour (TPB) founded by Ajzen (1985, 1989) are the most popular intention-based models used to understand consumer intention to purchase the brand (Lin 2007).

TPB explains how consumers' purchase intention is built even before the actual purchase (Seimiene & Kamarauskaite 2014). TPB is influenced by three factors, namely attitude

towards act or behaviour, subjective norms and perceived behaviour control (Hegner, Fenko & Teravest 2017; Qi & Ploeger 2019). According to Giampietri, Verneau, Giudice, Carfora and Finco (2018) a consumers' intention to purchase is a direct function of the consumers' attitude towards the behaviour and subjective norms, which may influence the consumer purchase decision positively or negatively. Subjective norms are driven by everything around the consumer such as cultural norms and also by what other consumers already believe or have gathered about the product through brand awareness and brand advertising (Ali, Ali, Xiaoling, Sherwani & Hussain 2018; Hegner *et al.* 2017; Soon & Wallace 2017). In other words, a consumer purchase intention may be based on the perception of social pressure according to TPB. Brand advertisement and brand awareness play a role in fostering consumer behavioural decision to purchase based on personal and moral conviction (Lee, Lee & Yang 2017; Coelho, Rita & Santos 2018). Lorenz, Hartmann and Simons (2015), also affirm that product brand element and its attributes are significant determinants of consumer purchase intention. Perceived behavioural control, according to the TPB, explains the "perceived ease or difficulty of performing the behaviour" (Olya, Bagheri & Tümer 2019). In other words, the consumer intention and willingness to purchase also depends on the consumer opinion as to how easy or difficult it is to maintain the product. How is consumer behaviour formed before their intention to purchase, this is the purpose of the research which is based on the TPB.

For example, a well-advertised product or service brand can drive a course of change in consumer behaviour to purchase (Wang & Hsu 2016). The affordability of the product or service passed to consumers through advertising and reward programmes may ensure a stronger perceived behavioural control of the consumers to purchase (Sanne & Wiese 2018). Likewise, the awareness of a branded product with unique element and additional benefits coupled with enhanced consumer value perception can affect positively consumer's subjective norms and behavioural control to purchase (Ajitha & Sivakumar 2017; Foroudi 2019). As such, this article puts forward that brand advertisement, brand awareness and brand element can predict or change consumer behaviour towards purchase decision. The next section discusses the research variables that can predict consumer behaviour towards purchase intention of the brand.

## **2.2 Brand advertising**

Brand awareness is the reason for brand advertising (Dehghani, Niaki, Ramezani & Sali 2016; Hayes, King & Ramirez 2016; Kavoura 2014). Brand advertising is a communication means used by organisations to make target customers aware of certain products

capabilities (brand functions and values) (Buil *et al.* 2013; Hess & Bitterman 2016). It is an organisations' competitive strategy used to educate and mainly to attract more customers to purchase the product (Dehghani & Tumer 2015). Organisations' brand advertising may occur through newspapers, magazines, radio or TV advertising and any other social media. Advertising is a marketing strategy used to draw consumers' attention towards organisations' product offerings. Over the years, advertising has been widely used by both local and international organisations alike to expose or market their product and service offerings successfully and effectively, thereby enhancing the organisations' image and reputation (Chunying<sup>a</sup> 2013; Dianoux, Herrmann & Zeitoun 2013; Olbrich & Schultz 2014).

According to Lepkowska-White, Parsons and Ceylan (2014:310), "companies are looking to integrated marketing communication theory to assist them in merging traditional and new media strategies to build their brands and reach their target audiences in efficient and engaging ways". The popular increase and importance of brand advertising may be due to its capability to attract more customers' attention towards an organisation's product offerings (Levy & Gendel-Guterman 2012). In other words, brand advertising may determine the level of consumers' responses, which in turn may help organisations ascertain customers' concerns and complaints for further product improvement and development (Das, Agarwal, Malhotra & Varshneya 2019). Brand advertising, when employed strategically can represent a promising competitive tool for any organisation (Hollebeek, Glynn & Brodie 2014). Through advertising, marketers are able to communicate an organisation's product and service offerings to consumers progressively and efficiently.

### **2.3 Brand elements**

A business or organisations' brand elements are physical features that create graphical and auditory for brand identification; for example, a logo, symbol, design, word mark and any other graphic that readily identifies the product (Hudson 2016; Wang & Tzeng 2012). These elements are essential for product differentiation and capacity to engage customers, which in return may have a negative impact on organisation brand identity if not properly managed (Pawaskar & Goel 2014). However, brand elements are the organisation's assets that must be protected with consistency to the promise made to customers in order to enhance customers' loyalty sustainably. According to Ismail *et al.* (2016), "brand elements serve as a visual cue and identification that is used by organisation to help consumers recognize and identify their product or brand". Guido, Pichierri, Nataraajan and Pino (2016) further state that brand elements express an organisation's values that allow its prominent brands to acquire strategic importance in capturing consumer attention, creating vivid corporate brand

identities and fostering customers' loyalty. According to Raffelt, Schmitt and Meyer (2013:3), "visual expression is a form of communication and has shown that design elements contribute to the formation of brand beliefs and influence brand strength". Therefore, brand elements help organisations design and define product brands to connect the brand identity in the mind of the customers successfully (Round & Roper 2015). Brand elements create a good impression as well as tell customers to which organisation the brand belongs. In other words, brand elements are strategic features and symbols that identify one competitor's product from other competitors, which may ease and enhance customers' purchase intention process (Erdil 2015; Oppong & Phiri 2018).

## **2.4 Brand awareness**

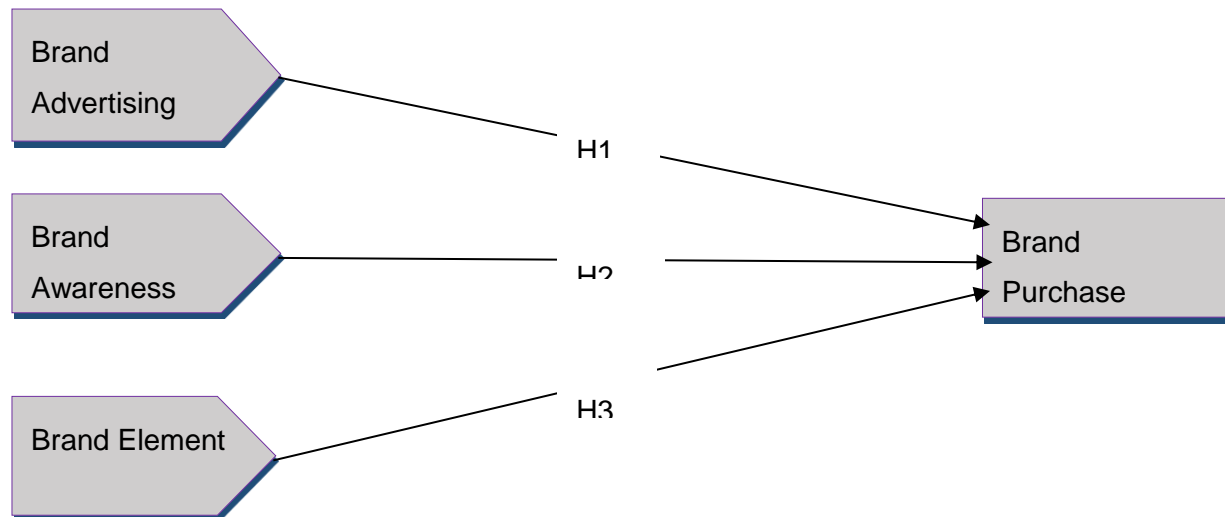
Brand awareness is the extent to which customers are familiar with the functions, values, qualities, uniqueness, taste and image of a particular brand of goods or services (Murthi & Rao 2012; Rubio, Oubina & Villasenor 2014). According to Sasmita and Suki (2015), "organisation with high brand awareness gain more competitive advantage and enjoy the opportunity for successful extensions, resilience against competitors' promotional pressures and creation of barriers to competitive entry". Product quality, customer satisfaction and customer perceived value of the brand play an essential role in the awareness of the advertised product brand (Murthi & Rao 2012; Rubio *et al.* 2014). With the fast-growing competitive environment, organisations with customers who identify and are able to distinguish its product offerings from competitors' products, may have a better chance of gaining more competitive advantages with higher market share and superior evaluations (Malik, Ghafoor, Iqbal, Riaz, Hassan, Mustafa & Shahbaz 2013). Customer trust and loyalty can determine the business organisations' success rate. According to Salamandic, Alijosiene and Gudonaviciene (2014), customers who are brand conscious are more loyal and are less price sensitive than the customers who perceive price as the only decision factor and are more price sensitive. Therefore, brand awareness enhances strong brand name. Strong brand names, according to Hakala, Svensson and Vincze (2012), "have high strategic value and major advantages such as higher margins, brand-extension opportunities, insulation against competitors and more effective communicative power as well as stronger consumer preferences, purchase intentions and customer loyalty".

## **2.5 Research model and hypotheses development**

Based on the review of literature, the framework illustrated in Figure 1 was conceptualised. In this framework, brand advertising, brand awareness and brand element are the predicting

variables, whilst purchase intention of the brand is the end variable. The Figure illustrates the framework of the article.

**Figure 1: Conceptual framework**



Source: This research was done purely for the purpose of this article

Gaining consumer purchase intention is the reason for organisations implementation of various business strategies to achieve consumer loyalty. This is because; brand advertising, brand awareness and brand element are a strategic road map towards organisations successful market strategy (Alhaddad 2015). Majority of the research done in South Africa focusing on consumer purchase intention of the product has used various predicting variables such as consumer attitude, perceived price and quality, perceived risk and benefits, perceived availability, brand exposure, brand knowledge (Beneke, Human & Wu 2010; Suh, Ahn, Lee & Pedersen 2015; Dhurup, Muposhi & Shamhuvanzva 2015; Dhurup & Mafini 2015; Mhlophe 2016; de Villiers, Chinomona & Chuchu 2018). Table 1 below indicates previous research carried out on the research variables:

**TABLE 1: Empirical studies that have examined related issue on purchase intention through brand advertising, awareness and brand element**

Empirical studies	Data analysis techniques	Journal
Consumer Purchase Intentions towards Organic Food: Insights from South Africa. <b>Source:</b> Mhlophe (2016) Witwatersrand	Quantitative analysis (Questionnaire)	Business & Social Sciences Journal (BSSJ) 1(1):32

Empirical studies	Data analysis techniques	Journal
The influence of Mxit advertising on purchase intentions and purchase amid Generation Y. <b>Source:</b> Duffet (2015)	A survey method	Journal of Contemporary Management 12:336 - 359
An empirical investigation into the effectiveness of consumer generated content on the purchase intention of sports apparel brands. <b>Source:</b> Venter, Chuchu & Pattison (2016)	Quantitative approach (Questionnaire)	Journal of Contemporary Management 13: 27-52
Underlying correlates of consumers' attitudes towards Chinese apparel and relationship with purchase intention in South Africa. <b>Source:</b> Muposhi, Dhurup & Shamhuyenzva (2018)	Descriptive statistics, exploratory factor analysis, CFA, correlational analysis and SEM	The Journal for Transdisciplinary Research in Southern Africa 14(1):518-528
How smartphone advertising influences consumers' purchase intention. <b>Source:</b> Martins , Costa, Oliveira, Gonçalves & Branco (2019)	Quantitative data analysis (Questionnaire)	Journal of Business Research 94:378-387
Investigating the impact of social media advertising features on customer purchase intention. <b>Source:</b> Alalwan (2018)	Quantitative (A self-administrative questionnaire)	International Journal of Information Management 42: 65-77
Technology Acceptance and Purchase Intention towards Movie Mobile Advertising among Youth in Malaysia. <b>Source:</b> Bakar & Bidin (2014)	Snowball sampling and analyzed with statistical analysis (SPSS) using descriptive and correlation analysis	Procedia - Social and Behavioral Sciences 130:558-567
Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. <b>Source:</b> Foroudi (2019)	Qualitative (Convenience sampling)	International Journal of Hospitality Management 76: 271-285
The influence of eleven Ps: an internal marketing and brand awareness perspective in a service environment. <b>Source:</b> Conradie, Roberts-Lombard & Klopper (2014)	Quantitative method (SEM)	Southern African Business Review 18:100-121
Impact of brand awareness and association on loyalty: the role of equity in plant medicine market in Kumasi, Ghana. <b>Source:</b> Oppong PK & Maxwell AP	Survey questionnaire, specifically closed-ended questions	African Journal of Business and Economic Research 13:163- 181



Empirical studies	Data analysis techniques	Journal
Finding empirical synergy between athlete-endorser brand-fit, brand association and brand purchase intentions: sport management. <b>Source:</b> Dhurup & Mafini (2015)	Quantitative research paradigm, the testing of relationships among the various constructs through a confirmatory and structural equations modelling	African Journal for Physical Health Education, Recreation and Dance 21:186- 196

Table 1 above shows that brand advertising, awareness and brand element has been empirical examined in previous research. Researchers to conclude their findings have used both quantitative and qualitative techniques. Research on brand advertising, brand awareness and brand element as predicting consumer purchase intention is scant. With these variables, this article is not limited to a specific product purchase intention as compare to other studies on purchase intention within the South Africa context and thus applies to any organisation intending to increase market shares and sales through any marketing strategy.

### 3. HYPOTHESIS DEVELOPMENT

#### 3.1 Brand advertising and brand purchase intention

Brand advertising, according to previous researchers, has yielded positive outcomes in terms of improving product awareness, organisational image, survival, profitability and growth, especially among larger organisations' brands (Chunying<sup>b</sup> 2013; Foroudi 2019; Shaouf, Lu & Li 2016). According to Prentice and Loureiro (2018), brand advertising creates customers' experience and emotional responses to purchase specific brands. Effective brand advertising plays a key role in enhancing product identification and customers' intention to purchase specific products or services (Coelho *et al.* 2018). It improves the value of the product or service in the minds of the customers. Through brand advertising, customers are exposed to certain messages about the products, which might influence their attitude and eventually their decision-making; therefore, influencing their buying behaviour (Buil *et al.* 2013). Through integrated advertising, companies remind customers of any new developments or improvements of the branded product in order to persuade the customer to remain loyal to the product or service (Chaab & Rasti-Barzoki 2016). Therefore, product advertising enhances customers' repetitive buying behaviour towards product choice. Based on the above, the following hypothesis developed:

**H1:** Brand advertising has a significant positive influence on customers' purchase intention of the brand

### 3.2 Brand awareness and brand purchase intention

The efficacy of brand awareness may have a strong positive influence on customers' buying intention because customers tend to assign high quality to products that satisfy their needs (Esch, Moll, Schmitt, Elger, Neuhaus & Weber 2012; Malefyt 2015). In fact, according to Cant *et al.* (2006), a branded product has no market value unless there is a market category of people who are aware of the brand name, recognise its elements, and are willing to spend money to own it. This implies that not all advertised branded products receive customers' awareness, credibility and value or will guarantee customer purchase intentions (Kakkos, Trivellas & Sdrolas 2015). As mentioned earlier, brand advertising can aid customer intention to purchase the product or service for the first time, which may further determine the continuous or discontinuous usage of the product by the customer depending on the satisfaction the customer benefited from the product (Rubio *et al.* 2014). The continuous repetitive purchase and usage of the product by the customer may increase greatly the awareness of the product and customer loyalty, thereby creating competitive advantage (Suki, Suki & Azman 2016). Based on previous arguments, customers who gain beneficial satisfaction from a product may gradually develop a greater willingness to purchase the product and, subsequently, actively seek out the product in a store (De Medeiros, Ribeiro & Cortimiglia 2016; Hung, De Kok & Verbeke 2016; Nor Asshidin, Abidin & Borhan 2016). With this, the level of the product awareness may increase largely as customers begin to spread positive word-of-mouth commendation about the product, which may further result in customers' willingness to pay more for the products (Keuschnigg 2015; Weissnar & Du Rand 2012). Indeed, brand awareness increases the perceived quality, value of the advertised brand and customers' purchase decision. Based on the above, the following hypothesis is developed:

**H2:** Brand awareness has a significant positive influence on customers' brand purchase intention.

### 3.3 Brand element and brand purchase intention

Brand elements and brand identity are often used next to each other to identify the brand, to enhance brand awareness and to facilitate unique brand associations, which ultimately should differentiate the brand (Buil, Catalan & Martinez 2016; Elbedweihi, Jayawardhena, Elsharnouby & Elsharnouby 2016; Lee 2016; Lieven *et al.* 2015). Conventional brand elements form the visual identity of a brand, for example, a logo, a name, a slogan, colours, packaging, symbols and brand stories can be addressed as the key elements of a brand (Seimiene & Kamarauskaite 2014). These elements create an essential selling point to all

consumers due to their significant capability to attract and influence a consumer's purchase decision making and purchase intention (Ismail *et al.* 2016). In the literature, brand elements are very important determinants of customers' impressions of products and play an essential role in determining organisational success and growth (Magrath & McCormick 2013; Miller 2014).

Through brand elements, organisations are able to communicate a specific term or story to assure customers that the brand will deliver on its promise (Foroudi 2019; Zenker & Braun 2017). Brand element enables organisations to create a cohesive visual identity that helps customers recognise and remember a specific brand name to reduce consumer risk and generate consumer expectations (Malaska, Saraniemi & Tahtinen 2011; Warell 2015). According to So *et al.* (2013) and Elbedweihy *et al.* (2016), organisations that employ the right brand elements for their product identification are able to strengthen brand image and customers' purchase intention, increase competitive advantages through brand loyalty, easily introduce new market products, and create sustainable product differentiation in the market. Based on the above, the following hypothesis is established:

**H3:** Brand element has a significant positive influence on customers' purchase intention

The following are the research variables with their references that were adapted from literature. For example, brand purchase intention was measured using four-item scales adapted from Suki, Suki and Azman (2016). Brand awareness used a four-item scale measure adapted from Sasmita and Suki (2015). Brand advertising used a four-item scale measure taken from Buil, de Chernatony and Martinez (2013). Brand element was measured using a three-item scale from Muhammed (2018). Measurement scales were configured on a five-point Likert-type scale that was anchored by one (strongly disagree) to five (strongly agree) in order to express the degree of agreement.

#### **4. RESEARCH METHODOLOGY AND DATA ANALYSIS**

A quantitative cross-sectional survey design was used to describe the brand purchase intention of consumers in the Gauteng province of South Africa and its relationship with three selected determinants, namely brand advertising, brand awareness and brand element. The respondents for this study were based on the working class employees in any organisation. For the purpose of this article, a non-probability sampling technique was utilised though it has its own limitations like its effect on reliability and validity. In this case the reliability and validity of the study was not compromised due to the use of non-probability sampling technique. It was difficult to get the sampling frame for this study hence the use of

convenience sampling. Convenience sampling was also used, as it is useful in getting general ideas about the phenomenon of interest. It saves time, money, and effort because of easy accessibility and availability of the respondents. Questions for this study were adapted and not formulated by the researchers. The authors analysed the data themselves, as they are statisticians themselves.

#### **4.1 Questionnaire design**

Research scales were based on previous work. The wording of the questionnaire was slightly modified to add the consumers understanding. For example, "I have "and "I made" were added as prefix to the original questions to make it a personal experience for the consumer and also to make it fit the current research context and purpose. Research assistants were utilised to collect the data using self-administered questionnaires for a good response rate. The questions for this study were developed from previous literature as elaborated above. That is why confirmatory factor analysis (CFA) was used instead of exploratory factor analysis (EFA). These questions were adapted for this study; therefore, it was possible to obtain adequate information and allowing this study to get positive and significant results.

#### **4.2 Sample explanation**

The sample population was consumers in Gauteng province of South Africa. Out of the 500 questionnaires collected, 402 were utilised for the data analysis, yielding a valid response rate of 80 percent. Sample size refers to how many respondents should be included in the study, and is an important consideration for researchers as it affects the quality and generalisation of the data (Erdis 2011: 117). The study target population comprises of people who were employed for wages within organisations. Based on the sample size for structural equation modelling (SEM), the study sample size was based on 402 respondents. In addition, the sample size was also determined based on previous research done by Karmakar, Islam, Kibria, Hossain and Sattar (2012: 231), Ahmed, Qazi and Perji (2011: 12515) and Adesina and Chinonso (2015: 4). These researchers used a total of 300 and 400 respondents in order to obtain accurate and reliable results for their studies.

Descriptive statistics in Table 2 shows the gender, age and marital status of consumers in Gauteng province.

**Table 2: Descriptive statistics**

Gender	Frequency	Percentage
Male	102	25%
Female	300	75%
<b>Total</b>	<b>402</b>	<b>100%</b>
Age	Frequency	Percentage
≤30	108	27%
31-60	223	55%
≥ 60	71	18%
<b>Total</b>	<b>402</b>	<b>100%</b>
Marital status	Frequency	Percentage
Married	95	24%
Single	307	76%
<b>Total</b>	<b>402</b>	<b>100%</b>

Source: Created by the researchers

As shown in Table 1, more females took part in the article. They constituted 75 percent of the total respondents this might be because women are more brand conscious than men (Keuschnigg 2015). Males only constituted 25 percent of the total respondents. In terms of the age groups of respondents, individuals who were between 31 and 60 years of age were the highest number (55%) in the article. They were followed by those aged below 30 (27%) and those above 60 years (18%). Married participants constituted 24 percent of the sample, while those who were single constituted 76 percent of the total participants.

### 4.3 Reliability and validity of the measurement scale

Psychometric properties of the measurement scale are reported in Table 3, which presents the research constructs, Cronbach's alpha test, composite reliability (CR), average variance extracted (AVE) and item loadings.

**Table 3: Measurement accuracy assessment and descriptive statistics**

Research constructs	Descriptive statistics*		Cronbach's test		C.R.	AVE	Item loadings
	Mean	SD	Item-total	α Value			
Brand advertising (BA)							
BA 1: The advertised product had unique features for customers.			0.803	0.823	0.822	0.709	0.838

Research constructs	Descriptive statistics*		Cronbach's test		C.R.	AVE	Item loadings
	Mean	SD	Item-total	$\alpha$ Value			
BA 2: The company spent a lot of money advertising their products.			0.795				0.815
BA 3: The advertising campaign had the support of talented creative staff.	2.53	1.705	0.859				0.889
BA 4: The product was advertised at the right time			0.868				0.877
Brand awareness (BW)							
BW 1: I have an opinion of this brand.			0.811				0.833
BW 2: I have heard of this brand.			0.634				0.665
BW 3: I am well aware of this brand.	3.10	1.003	0.736	0.730	0.730	0.700	0.777
BW 4: This is a wonderful brand.			0.786				0.804
Brand elements (BF)							
BF 1: This brand induces feelings and sentiments.			0.866				0.910
BF 2: I engage in physical actions and behaviors when I use this brand.			0.855				0.875
BF 3: The brand elements results in positive bodily experiences.	3.00	1.300	0.822	0.789	0.789	0.833	0.870
Purchase intention (PN)							
PN 1: I have a clear image of the type of person who would buy brand X.			0.701				0.773
PN 2: The company which makes brand X has credibility.			0.655				0.693
PN 3: I made the right decision when I decided to use this brand.	2.44	1.739	0.600	0.691	0.691	0.602	0.656
PN 4: I may make necessary sacrifices to acquire the brand.			0.700				0.761

BA=Brand advertising; BW= Brand awareness; BF=Brand element; PN= Brand purchase intention

Source: This research was done purely for the purpose of this article

The least item-to-total loading observed was PN 3 with 0.600 and the highest was BA 4 with 0.868. The lowest factor loading observed was PN 3 with 0.656 and the highest is BF 1 with 0.910. These results conclude that the measurement instruments are valid. The lowest Cronbach alpha was 0.691 and the highest was 0.823, which shows that the constructs were internally consistent or reliable and explained more than 60 percent of the variance. All composite reliability values were above the recommended minimum of 0.7 (Bagozzi & Yi 1988), which further attests to the reliability of the measurement instrument used in the article. One of the methods used to ascertain the discriminant validity of the research constructs was the evaluation of whether the correlations among latent constructs were less than 0.60. See Table 4 for the results.

**Table 4: Inter-construct correlation matrix**

Variables	BA	BW	BF	PN
BA	<b>0.558</b>			
BW	0.541	<b>0.400</b>		
BF	0.493	0.342	<b>0.525</b>	
PN	0.270	0.307	0.460	<b>0.581</b>

BA=Brand advertising; BW= Band awareness; BF=Brand element; PN= Brand purchase intention

Source: Developed by the researchers

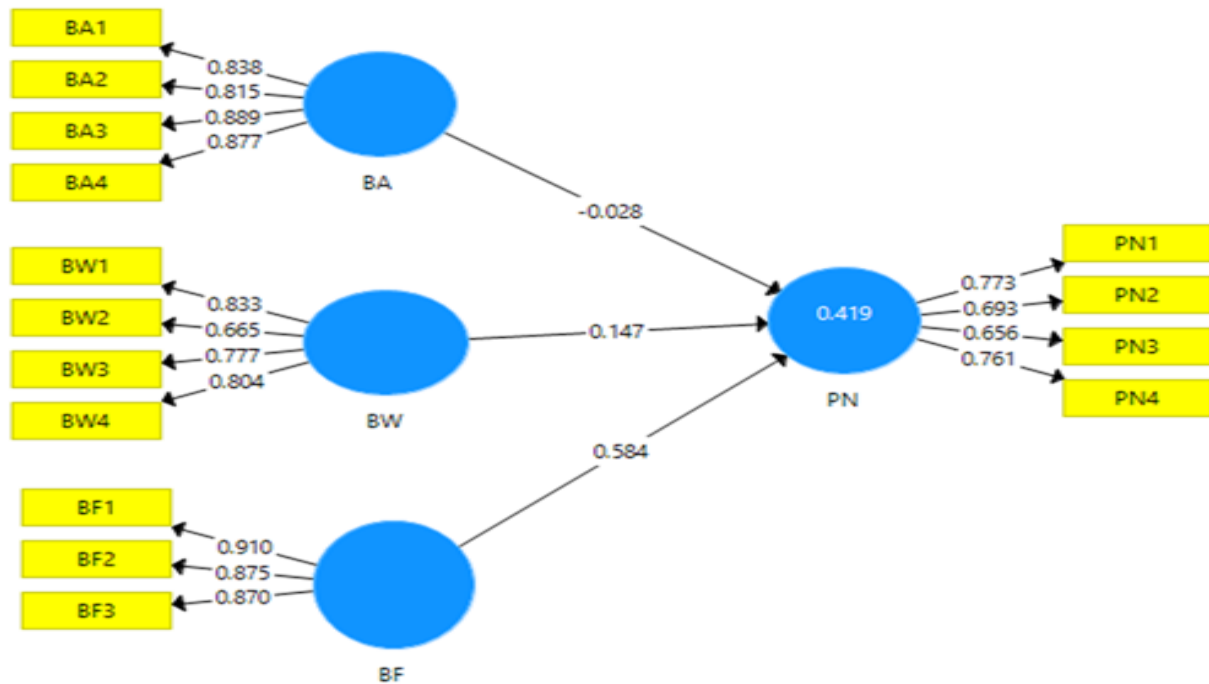
Correlation value between constructs of less than 0.60 is endorsed in the empirical literature to confirm the existence of discriminant validity (Bagozzi & Yi 1988). As can be observed from Table 4, all the correlations were below the acceptable level of 0.60. Drawing from Tables 3 and 4, the results further prove the existence of discriminant validity. To ascertain convergent validity, the factor loadings were considered in order to assess if they were above the recommended minimum value of 0.5 (Nunnally & Bernstein 1994). The factor loadings for scale items (Table 3) were above the accepted value of 0.5, which indicated that the instruments were valid and converging well on the constructs that they were expected to measure (Chinomona, Popoola & Imuezerua 2017).

#### 4.4 Smart PLS path modelling results

After approving the reliability and validity of the measurement instruments reported in Table 3, the article proceeded to test the proposed hypotheses. In total, there are three hypotheses that are tested. In the path model, brand advertising (BA), brand awareness (BW) and brand element (BF) are the predictor variables. Brand purchase intention (PN) is the outcome/ dependent variable. Figure 2 provides the proposed hypotheses and the respective path

coefficients. See Table 3 for the same results of the path coefficients depicting the item to total correlations, average variance extracted (AVE), composite reliability (CR) and factor loadings.

**Figure 2: Proposed hypotheses and path coefficients**



Source: Generated by Smart PLS software

**Table 5: Results of structural equation model analysis**

Path	Hypothesis	Path coefficients (β)	T- statistics	Decision on hypotheses
Brand advertising (BA) → Brand purchase intention (PN)	H1	0.028 <sup>a</sup>	2.233	Accept/ Significant
Brand awareness (BW) → Brand purchase intention (PN)	H2	0.147 <sup>a</sup>	3.901	Accept/ Significant
Brand element (BF) → Brand purchase intention (PN)	H3	0.584 <sup>a</sup>	5.989	Accept/ Significant

BA=Brand advertising; BW= Band awareness; BF=Brand element; PN= Brand purchase intention  
<sup>a</sup> Significance level p<.10; <sup>b</sup> Significance level p<.05; <sup>c</sup> Significance level p<.01.

Source: Created by the researchers

Table 5 presents the three hypothesised relationships, path coefficients, the t-statistics and the decision criteria. The value of the t-statistic indicates whether the relationship is



significant or not. A substantial relationship is expected to have a t-statistic above two (Chinomona & Moloi 2014). Drawing from the results provided in Table 5, all three hypothesised relationships (H1, H2 and H3) were statistically significant.

## 5. RESULTS DISCUSSION

The main objective of this paper was to evaluate the influence of brand advertising, brand awareness and brand element on the purchase intention of consumers in the Gauteng province of South Africa. The first hypothesis stated that brand advertising has a positive influence on purchase intention of consumers in the Gauteng province. This hypothesis was supported in this article. It can be observed in Figure 3 and Table 5 that perceived brand advertising exerted a positive influence ( $r=0.028$ ) and was statistically significant ( $t=2.233$ ) in predicting purchase intention of products. This result implies that brand advertising directly influences consumers' purchase intention in a positive and significant fashion. The higher the level of brand advertising, the higher the level of positive purchase intention of products. Studies done by Chaab and Rasti-Barzoki (2016) prove that through advertisements, over time, customers are reminded or informed of any new developments or improvements of the branded product in order to persuade the customer to remain loyal to the product or service.

Hypothesis 2 suggested that brand awareness has a positive influence on purchase intention of consumers in the Gauteng province. The hypothesis was supported in this article. Figure 1 and Table 5 indicate that brand awareness (H2) was supported. Brand awareness exerted a positive influence ( $r= 0.147$ ) on purchase intention of consumers in the Gauteng province and was strongly significant ( $t= 3.901$ ). This result indicates that brand awareness is related positively and significantly to purchase intention of consumers in the Gauteng province. Therefore, higher levels of brand awareness will lead to greater levels of purchase intention of consumers in the Gauteng province. Nor Asshidin, Abidin and Borhan (2016), Hung, de Kok and Verbeke (2016) and De Medeiros, Ribeiro and Cortimiglia (2016) showed that if customers are made aware of the significance of brand it will lead to purchase intention of the products by the customers.

The third hypothesis, which advanced that brand element exerts a positive influence on purchase intention of consumers in the Gauteng province, was strong and accepted in this article. It is reported in Figure 1 and Table 5 that (H3) brand element exerts a positive ( $r=0.584$ ) influence on purchase intention of consumers in the Gauteng province and that this influence is statistically significant ( $t=5.989$ ). This result suggests that brand element has a direct positive effect on purchase intention of consumers in the Gauteng province.

Therefore, the more effective the brand element, the greater the positive purchase intention of consumers in the Gauteng province. Zenker and Braun (2017) and Foroudi (2019) argue that brand elements could cause organisations to communicate a specific term or story to assure customers that the brand will deliver on promise and perform beyond what has been assured.

The results proved that the TPB has an effect on the purchase intention of consumers. Brand advertising, brand element and brand awareness provoke consumers to behave in a certain way that leads to purchase intention. Brand element ( $r=0.584$ ) emerged as the highest scoring construct amongst the three factors influencing purchase intention of consumers in the Gauteng province. This result could be attributed to the fact that most customers prefer to see and feel the brand element before purchasing the products. If the brand element is good, they will not hesitate to purchase the product, no matter how expensive the product might be. This makes sense in the marketing principles; thus, in order to enhance good purchase intention, the brand element should be excellent. Conventional brand elements form the visual identity of a brand, for example, a logo, a name, a slogan, colours, packaging, symbols and brand stories can be addressed as the key elements of a brand. Through awareness, these elements create an essential selling point to all consumers due to their significant capability to attract and influence consumers' purchase decision making and purchase intention.

## **6. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS**

In this article, a number of limitations were observed. First, the sampling technique that was used which is convenience sampling has some negative effects on reliability and validity and future researchers might use a sampling frame and different target population using probability sampling techniques like simple random sampling or stratified sampling techniques that are not biased. Also the article was restricted to four factors only, namely brand advertising, brand awareness and brand element on purchase intention. Future research could also include brand attachment, brand trust, brand love, brand loyalty and brand familiarity as variables that can lead to consumers' purchase intention. In addition, the results are based on a small sample of 402 respondents, which makes it difficult to make a sweeping statement of the results in other contexts of other consumers in other provinces. There are nine provinces in South Africa and this research focused on one province only. Other scholars could make use of amplified sample sizes in order to get views that are more representative. Moreover, this article used a quantitative approach; future studies could also use a mixed method approach so that in-depth views of the consumers can be included.

## 7. MANAGERIAL IMPLICATIONS AND CONCLUSIONS

The article authenticates that factors such as brand advertising, brand awareness and brand element are necessary in stimulating purchase intention of consumers in the Gauteng province of South Africa. The article further validates that purchase intention is high when the brand advertising, brand awareness and brand element are good. The article also underwrites a new direction in the research on consumer behaviour by opening up a discussion on the importance of marketing practices in the development and improvement of purchase intention of consumers in the Gauteng province.

The article has both theoretical and managerial implications. Theoretically, this article makes a remarkable development in marketing theory by methodically examining the interplay between brand advertising, brand awareness and brand element on purchase intention of consumers in the Gauteng province of South Africa using the TPB. Therefore, the article is an important contributor to the existing literature on this subject. The article also underwrites a new direction in the research on consumer behaviour by opening up a discussion on the importance of marketing practices in the development and improvement of brand advertising, brand awareness and brand element, as they are helpful in stimulating purchase intention of consumers in the Gauteng province of South Africa.

In practical terms, since brand advertising, brand awareness and brand element exerted a positive influence on purchase intention of consumers in the Gauteng province of South Africa, developments in each of these three factors could stimulate higher purchase intention in South Africa. Brand advertising can be improved by making use of television, radio and newspapers to inform people about the benefits of the brand. Brand awareness can be improved through road shows and, lastly, brand element through improving on the logos and brand image.

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**Questionnaire**

**Evaluating the effects of brand advertising, brand element and brand awareness on purchasing intention**

Thank you for paying attention to this academic questionnaire. The purpose of this questionnaire is to gather information on the effects of brand advertising, brand element and brand awareness on purchasing intention. I am therefore, requesting your assistance in completing the questionnaire. The research is purely for academic purposes and the information will be kept confidential. It will take you approximately 10 minutes to complete the whole questionnaire

**SECTION A**

**Demographic Information**

This section seeks some background information about you. Please indicate your answer by ticking (✓) on the appropriate block.

A1: Please indicate your gender

Male	
Female	

A2: Please indicate your age

≤30	
31-60	
≥ 60	

A3: Please indicate your marital status

Married	
Single	

**SECTION B: Brand Advertising**

Below are statements about brand advertising. Please kindly indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5-point scale below.

1	2	3	4	5
Strongly disagree	Disagree	Moderately agree	Agree	Strongly agree

**Please tick only one number for each statement**

BA1	The advertised product had unique features for customers.	Strongly disagree	1	2	3	4	5	Strongly agree
BA2	The company spent a lot of money advertising their products.	Strongly disagree	1	2	3	4	5	Strongly agree
BA3	The advertising campaign had the support of	Strongly	1	2	3	4	5	Strongly

	talented creative staff.	disagree						agree
BA4	The product was advertised at the right time	Strongly disagree	1	2	3	4	5	Strongly agree

**SECTION C: Brand Element**

Below are statements about brand element. Please kindly indicate the extent to which you agree or disagree with the statement by ticking the appropriate number below.

1	2	3	4	5
Strongly disagree	Disagree	Moderately agree	Agree	Strongly agree

*Tick only one number for each statement.*

BF1	This brand induces feelings and sentiments.	Strongly disagree	1	2	3	4	5	Strongly agree
BF2	I engage in physical actions and behaviors when I use this brand.	Strongly disagree	1	2	3	4	5	Strongly agree
BF3	The brand elements results in positive bodily experiences.	Strongly disagree	1	2	3	4	5	Strongly agree

**SECTION D: Brand Awareness**

Below are statements about brand awareness. Please kindly indicate the extent to which you agree or disagree with the statement by ticking the appropriate number below.

1	2	3	4	5
Strongly disagree	Disagree	Moderately agree	Agree	Strongly agree

*Please tick only one number for each statement*

BW1	I have an opinion of this brand.	Strongly disagree	1	2	3	4	5	Strongly agree
BW2	I have heard of this brand.	Strongly disagree	1	2	3	4	5	Strongly agree
BW3	I am well aware of this brand.	Strongly disagree	1	2	3	4	5	Strongly agree
BW4	This is a wonderful brand.	Strongly disagree	1	2	3	4	5	Strongly agree

**SECTION E: Purchase Intention**

Below are statements about purchase intention. Please kindly indicate the extent to which you agree or disagree with the statement by ticking the appropriate number below.

1	2	3	4	5
Strongly disagree	Disagree	Moderately agree	Agree	Strongly agree

***Please tick only one number for each statement***

PN1	I have a clear image of the type of person who would buy brand X.	Strongly disagree	1	2	3	4	5	Strongly agree
PN2	The company which makes brand X has credibility.	Strongly disagree	1	2	3	4	5	Strongly agree
PN3	I made the right decision when I decided to use this brand.	Strongly disagree	1	2	3	4	5	Strongly agree
PN4	I may make necessary sacrifices to acquire the brand.	Strongly disagree	1	2	3	4	5	Strongly agree

**Thank you very much for taking the time to complete this questionnaire!**