Analysis the Relationship of Image, Awareness, Recognition and Actual Purchase Behavior of Multilevel Marketing

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Abstract

Brand, representing a symbol, is a consumer's comprehensive perception of a product and enterprise. It can bring a certain degree of satisfaction to consumers and improve consumer purchasing efficiency.

This study aims to empirical whether these relationships present significant positively within the brand image and actual purchase behavior, brand awareness and actual purchase behavior. The analysis used the AMOS soft. Results present the brand image had a positively and significant on the actual purchase behavior. And the brand awareness had a positively and significant on the actual purchase behavior. The research hypotheses had to acquire the supported.

The result of research also impels that business focus on create the brand awareness by may hire the spokesperson, celebrities etc.

Keyword: brandimage, brand awareness, actual purchase behavior

Motivation

Brand has a symbolic meaning and is also an image of expression. It can enhance the value of a company's products or services, provide quality assurance, and make it easy for consumers to identify in the market. In other words, it is an intangible hidden meaning that surrounds the product but is invisible; it creates its own brand image in the mind through different consumer perceptions and interpretations of value.

Compared with ordinary enterprises, Multilevel Marketing does not have physical channels to sell products. It is difficult for consumers to access these direct-selling products at various channels. Therefore, it needs more consumers' awareness and understanding of this Multilevel Marketing brand in order to effectively increase their purchase intentions. Therefore, the brand image and brand awareness of Multilevel Marketing companies may affect consumers' purchasing behavior of Multilevel Marketing products.

Review Literature

Numerous definitions explaining the essence of the brand were provided in the literature during the last twenty years (Keller, 2011). However, an important role here is undoubtedly played by brand, the main task of which is to enhance the offer so that services available on the market become more valuable and significant to buyers (KotlerandPfoertsch, 2006).

Manyresearchers indicate that brand image is an idea about a given brand linked to associations in customers' memory (Keller, 1993;Da Silva and Syed Alwi, 2008). Thus, brand image is an important topic in consumer behavior research (Dobni and Zinkhan, 1990). Brand image represents the emotional aspects that identify the brand of a company or its products, and has a powerful impact on consumer buying behavior (Aroraand Stoner, 2009)

Kahneman (2012)'s research proves that even one appearance of a brand name in the surroundings of a customer causes that when the customer comes across it again, inconsumers' mind a thought will occur: "I know this brand".

Brand awareness based on appropriate knowledge needs to reflect the marketing strategy about brand awareness programs and the company's willingness to invest in the programs needed for the brand to live up to its promise and commitment to consumers and also establish strong awareness with comprehensive knowledge about a brand into consumers mind (Aaker, D.A. and Joachimsthaler, 2000)

Brand awareness is the probability that, consumers are familiar about the availability and accessibility of a company's product and service. Brand awareness is very important because if there will be no brand awareness no communication and no transaction will be occur (Percy, 1987). Some of the consumers can make rule to purchase only those brand which are famous in the market (Keller, 1993). If an organization has a successful brand awareness it means that the products and services of the organization have a good repute in the market and simply acceptable

(Gustafson and Chabot, 2007). The awareness of the brand plays a significant role while purchasing a product or service and may have control on perceived risk evaluation of consumers and their level of assurance about the buying decision due to awareness with the brand and its uniqueness.

The customers can become the loyal to the brand due to its uniqueness, its taste, feel easy by using that particular brand and they also have enough knowledge about that brand and feel confident while make a purchase or may be due to price factor etc. (Malik, Ghafoor, and Iqbal, 2013). Brand loyalty or actual purchase behavior is very important for the organization to meet its objective so the organization try to make its customers happy and also resolve the problems if they feel related to their particular product and service. Thus, actual purchase behavior can be defined as; the degree of closeness of client to a specific brand, expressed by their replicate purchase regardless of marketing stress creates by the rival brands.

Methods

1. Hypotheses

This study aims to explore the relationship between brand image, brand awareness, and actual purchase behavior. Based on the literatures review and propose the hypotheses were developed as following:

H1: Brand image had a significantly effects on the actual purchase behavior.

H2: Brand awareness had a significantly effects on the actual purchase behavior.

2. Analysis Method of Data

AMOS statistical application software for research data analysis tool is usedin this study. The analysis method was use the regression analysis to test whether the H1 and H2 hypotheses were supported.

Results

According the research results, showed that the each indicators of the model are: $\chi^2_{/df}$=4.117, CFI = 0.972, GFI = 0.963, AGFI = 0.909, RMR = 0.022, RMSEA = 0.079. All of these indicators are up to an acceptable level. Therefore, showing this mode is an acceptable mode.

As shown in the Table 1, the standardized regression weights of the items, there are high than 0.6.

Table 1Standardized regression weights of the items

constructs	items	standardizedestimate
brand image	brand image 1	0.601
	brand image 2	0.650
	brand image 3	0.825
	brand image 4	0.748
brand awareness	brand awareness 1	0.713
	brand awareness 2	0.870
	brand awareness 3	0.800
	brand awareness 4	0.839
actual purchase behavior	actual purchase behavior 1	0.764
	actual purchase behavior 2	0.653
	actual purchase behavior 3	0.877

Further, as shown in Table 2, the reliability and validity of this mode are to verification. In terms of internal reliability, the brand image, brand awareness, and actual purchase behavior their Cronbach's α value for each: 0.809, 0.850, 0.813, respectively. The three brand image, brand awareness, and actual purchase behavior concepts values of CR are: 0.801, 0.882, and 0.812; and the AVE value are: 0.506、0.652、0.593; which present that these indicators are reached reliability and validity level.

Table 2 The reliability and validity

Construct	brand image	brand awareness	actual purchase behavior
Cronbach's α	0.809	0.850	0.813
CR	0.801	0.882	0.812
AVE	0.506	0.652	0.593

This study is process to test the research hypotheses. The H1 was tested, the brand image had a positively and significant on the actual purchase behavior($\beta = 0.337$, p=0.000). The H1 was accepted. To test the H2, whether the brand awareness had a positively and significant on the actual purchase behavior by path analysis, also was reached the verified ($\beta = 0.497$, p=0.000).

Conclusion

This study aims to empirical whether these relationships present significant positively within the brand image and actual purchase behavior, brand awareness and actual purchase behavior. For the results of research, these research hypotheses to acquire the supported.

However, according to the research results, the brand awareness more than brand image impact on the consumer. This impels that business focus on create the brand awareness by may hire the spokesperson, celebrities etc.

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