

Proudly Canadian, Truly Global

**Format: Electronic Book**

**21<sup>st</sup> Global Conference on Business  
Management and Economics 2023**

**Conference Proceeding**

**ISBN: 978-1-998259-03-8**

## Table of Contents

Name and Affiliation	Title	Page Number
<p><b>Davinder Kaur (Author)</b>  <i>Ludhiana College of Engineering &amp; Technology, Katani Kalan, Ludhiana, Punjab, India</i></p>	<p><b>The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Consequence of Brand Loyalty and Perceived Quality</b></p>	<p><b>03-11</b></p>
<p><b>Daniel Frimpong (Author)</b>  <i>Omanbapa Ghana Ltd</i></p> <p><b>Jones Amoako</b>  <i>Omanbapa Ghana Ltd</i></p> <p><b>Raphel Frimpong</b>  <i>Omanbapa Ghana Ltd</i></p>	<p><b>Agribusiness Entrepreneurial Management; A tool for eradicating Youth Unemployment and Extreme Poverty in Decentralized Regimes in Rural Communities of Sub-Saharan Africa</b></p>	<p><b>12-13</b></p>

## Content Details:

<p><b>Davinder Kaur (Author)</b>  <i>Ludhiana College of Engineering &amp; Technology, Katani Kalan, Ludhiana, Punjab, India</i></p>	<p><b>The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Consequence of Brand Loyalty and Perceived Quality</b></p>
--	--

### Abstract:

According to the assumption, consumers buy recognized brands before an unknown brand. If the consumers do not select according to theories, what are the variables that have a great impact on the buying behavior? There are not more studies about the impact of brand awareness on brand selection, which is why this area was inspected. One of the reasons for this study was to do an investigation about brand awareness among rural females; to check, what point it matters when buying brands. The conclusions of the study were that all investigated variables had some significance for the alternative of the brands, while excellence had a greater effect on brand preference than brand awareness.

**Keywords:** Brand awareness, FMCG, Rural area, Brand loyalty.

## INTRODUCTION

### 1.1 Background

*“The art of marketing is the art of brand building. If you are not a brand, you are a commodity”* (Kotler, P., 1999). Brands are important in the national and international markets and they act as an interface between consumers and marketers. Marketers can develop awareness and loyalty regarding the brands among their consumers (Zehir, C. et al., 2011). Brand awareness is the key level of brand recall (Bose, M., 2017). This is where the brand recall continuum begins, make bigger from brand recognition to having multifaceted cognitive structures built on behalf of entire information concerning the brand (Warnaby, G., & Shi, C., 2018). The set of relations and particulars about a brand is the direct effect of firm marketing strategies, but also of other variables beyond the firm’s direct manage, e.g. recommendations by consumers (Aaker, J. et al., 2004). The procedure of creating brand image among consumers should be systematically carried out and monitored by the firm’s marketing subdivision (Lunardo, R., & Mouangue, E., 2019).

Recently, the rising of consumer cognizance has prepared consumers to purchase their familiar and favorable brand. Hence, if a firm wants to survive in the competitive environment, it has to make its products and brands which stands out of the whole competitors' brand. Moreover, consumers love to prefer them over the competitors' products and brands. As per Cobb-Walgren, C. J. et al., 1995; Xie, K., & Lee, Y. J., (2015) Consumers' purchase decision can be persuaded if a commodity has higher brand awareness. In addition, while choosing a product by consumer, he consider about Brand loyalty and perceived quality. Brand loyalty means that consumers pay high prices to a fixed brand within a single product group and recommend brands to people around them (Aaker, J. et al., 2004). In buyer products, naturally FMCG goods, there is a mass of difficulties that influence brand loyalty. The very idea of loyalty seems to have become a vibrant one with the marketing literature presenting various aspects of the thought (Ramesh Kumar, S., & Advani, J. Y., 2005). Brand loyalty is a primary thought in strategic marketing management. It is usually identified as a capital (Jacoby, J. et al., 1971; Staudt, T. A., et al., 1976; Aaker, J. et al., 2004). Specified this, majority of consumer behaviour literature is based on the foundation of loyalty (Kuehn, A. A., & Day, R. L., 1962). Besides, Perceived quality can also help consumers to have a subjective judgment on overall product quality that make a product hold a prominent differentiation and become a selective brand in consumers' minds (Zeithaml, V. A., 1988).

## 2.1 Literature Review

### 2.1.1 Conceptual Framework and Hypotheses Development

#### 2.1.1.1 Brand Awareness

According to Firend, A. R., & Alvandi, S. (2015), brand awareness is consumers' capability to recognize and memorize a particular brand. Brand identification and brand retention are the elements of brand awareness. The brand awareness simply means the capability of a consumer to identify and recall a brand in different scenarios (Shocker, A.D. & Richard Chay, R., 1992). Brand recall means when consumers notice a product category, they can recall a brand name exactly, and brand identification implies consumers has ability to recognize a brand when there is a brand cue (Laurent, G. et al., 1995; Gale, B. et al., 1994). Moreover, brand awareness can be differentiated from depth and width. Depth connote as how to make consumers to identify or recall brand easily, and width means when consumers buy a product, a brand name will come to their minds at once. If a product owns both brand width and brand depth at the same time, consumers are likely to prefer that specific brand when they want to purchase a product, which

## Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4  
 Cell: +1 (778) 257-5225 | Email: [contact@globalconference.ca](mailto:contact@globalconference.ca) | Visit: [www.globalconference.ca](http://www.globalconference.ca)



implies that the product has higher brand awareness (Hoeffler, S., & Keller, K. L., 2002). Furthermore, brand name is the most important element in brand awareness (Davis, D. F. et al., 2008). As a result, brand awareness will affect purchase decision of consumers through brand association, and when a product owns a positive brand image, it will facilitate in marketing activities (Keller, K. L., 1993). Brand awareness plays an imperative role on purchase intention because consumers have a tendency to buy a familiar and well known product (Keller, K. L., 1993; Herbig, P. et al., 1994). Brand awareness facilitates consumers to recognize a brand from a product category and make purchase decision accordingly (Percy, L., & Rossiter, J. R., 1992). Brand awareness has a giant influence on selections and can be an important concern base in a product category (Macdonald, E. K., & Sharp, B. M., 2000). Brand awareness also acts as a significant factor in the consumer purchase intention, and a product with a high level of brand awareness will receive higher consumer preferences because it has higher market share and quality evaluation (Kim, W. G. et al., 2008; Janiszewski, C., & Van Osselaer, S. M., 2000; Blank, S., 2020).

### 2.1.1.2 Perceived Quality

Perceived quality is a result of consumers' subjective opinion on a product (Charters, S., & Pettigrew, S., 2006; Teas, R. K., & Agarwal, S., 2000; Ophuis, P. A. O., & Van Trijp, H. C., 1995). Tsiotsou, R. (2005) also considers perceived quality is a judgment on the uniformity of product pattern or an evaluation on added value of a product. Jacoby, J. et al. (1971) depicted that brand name, price and product characteristics are the key determinants of perceived quality. Furthermore, perceived quality is attributed by external and internal product traits which are an evaluation basis for consumers (Zeithaml, V. A., 1988; Eraqi, M. I., 2006; Jang, S. S., & Namkung, Y., 2009). Perceived quality is a consumer judgment on the accumulative product benefits and a subjective feeling on product quality (Zeithaml, 1988; Dodds, W. B. et al., 1991). Besides, perceived quality is a relative concept which possesses individual, situational and comparative attributes (Ophuis, P. A. O., & Van Trijp, H. C., 1995). Perceived quality will be affected by factors such as previous experience, education level, and perceived risk and situational variables such as purchase purpose, purchase situation, time pressure, and social background from consumers (Campbell, M. C., & Goodstein, R. C., 2001; Chiu, C. M. et al., 2014). In total, perceived quality is a consumer prejudiced judgment on product quality, and the consumer will evaluate product quality from their past experiences and feelings. Aaker, D. A., & Equity, M. B. (1991) argues that perceived quality can show the prominent differentiation of a product or a service and becomes a selective brand in consumers' mind.

Several researchers inferred that brand awareness is positively affected to perceived quality (Clark, C. R. et al., 2009; Loureiro, S. M. C., 2013; Chang, C. H., & Chen, Y. S., 2014; Kim, S.

## Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4  
Cell: +1 (778) 257-5225 | Email: [contact@globalconference.ca](mailto:contact@globalconference.ca) | Visit: [www.globalconference.ca](http://www.globalconference.ca)



S. et al.,2018). Saleem, S. et al., 2015 revealed that there can be a negative relationship between brand awareness and perceived quality. Based on these findings, we formulate hypothesize in such a way,

H<sub>1</sub>: Brand awareness is positively affected to Perceived quality.

### 2.1.1.3 Brand Loyalty

Aaker, D. A. (1996) depicted that a loyal consumer foundation corresponds to a basis for a price premium, a barrier to entry and a safeguard against lethal price completion. The brand loyalty is a core dimension of brand equity. He also inferred that brand loyalty is the ultimate destination of brand management, and if a corporation wants to test the potency of its customers' loyalty, it can easily check whether consumers still favor its product in contrast to competitors. Brand loyalty is consumer attitudes on a brand preference from earlier use and shopping experience of a product (Bennett, R. et al., 2005; Firend, A. R., & Alvandi, S., 2015) and it can be measured from repurchase rate on a same brand (McConnell, J. D., 1968; Lee, H. et al., 2010). Brand loyalty referred as brand preferences that consumers will not choose other brands when they purchase a product. It fundamentally exhibited a repurchase commitment in the present as well as in future (Oliver, R. L., 1999; Mellens, M. et al., 1996; Lin, L. Y., 2010). Brand loyalty comprises attitude factors and behavior factors. Behavior loyalty characterizes repurchase behavior, and attitude loyalty means psychological commitment to a brand (Ha, C. L., 1998; Bandyopadhyay, S., & Martell, M., 2007). A true brand loyalty exist when consumers are inclined to both factors, otherwise, it categorized as a spurious brand loyalty if either only attitude or only behavior factors are found (Lau, G. T., & Lee, S. H., 1999). Besides, Bloemer, J. M., & Kasper, H. D., (1995) argued that a real brand loyalty should consist of repurchase behaviors and brand preferences that present in a psychological processing, long term commitment, and brand commitment (decision making and evaluation) function while Loyalty, B. (2013) proposed that brand loyalty can be calculated from price tolerance and customer repurchase intention. However, it is very hard to tell that consumers hold brand loyalty (Fournier, S., & Yao, J. L., 1997; Jensen, J. M., & Hansen, T., 2006).

Brand awareness and Perceived quality has direct relationship with brand loyalty (Loureiro, S. M. C., 2013; Alhaddad, A., 2015). On the contrary, Hou, C., & Wonglorsaichon, P. (2011) found that Perceived quality is negatively affected to brand loyalty, though has positive association between brand awareness and brand loyalty. Based on these discussions, we therefore hypothesize that,

H<sub>2</sub>: Brand awareness is positively affected to brand loyalty.

H<sub>3</sub>: Perceived quality is positively affected to brand loyalty.

### 2.1.1.4 Purchase Intention

Engel, J. F. et al., 1995 presented the most familiar model of consumer purchase decision-making. This model depicted about the stages of consumer purchase decision: (1) problem recognition, (2) information search, (3) alternative evaluation, (4) purchase decision, and (5) post-purchase behavior. Also, Mowen, J. C., & Minor, M. C. (2001) discussed that consumer decision making are a series of processing results from perceiving issues, looking for solutions, analyzing alternatives, and taking decisions. Juster, F. T. (1966) further asserted that purchase intention can be divided into fully planned buying, partially planned buying and unplanned buying. Moon, J. et al. (2008) proposed that unpredictable situations and individual attitudes affected the purchase intention decision. Unpredictable situations imply that consumers amend purchase intention due to unfavorable situation, for instance, if the price goes higher than expected price and individual attitudes consists of personal preferences and obedience to others' expectation. Furthermore, consumer purchase intention is regarded as a subjective leaning toward a product and can be an important guide to predict consumer behavior (Cheung, C. M. et al., 2005; Nwankwo, S. et al., 2014).

Wu, S. I., & Lo, C. L. (2009) discussed that consumers in Taiwan exhibit a relatively high purchase intention towards virtually extended products. The results concluded that there is strong positive relationship of independent variables viz Brand awareness, Perceived quality, Brand loyalty with the dependent variable i.e. Purchase intention. Chiang, C. F., & Jang, S. S. (2007) investigated the effects of brand loyalty, perceived quality and brand awareness on travelers' purchase intentions for online hotel booking. The results of this study depicted that Brand awareness, Perceived quality, and Brand loyalty has positive significant relationship with the dependent variable i.e. Purchase intention. Although, Souiden, N., & Pons, F. (2009) showed the negative relationship among the variables. Based on these discussions, we therefore hypothesize that,

H<sub>4</sub>: Brand awareness is positively affected to purchase intention.

H<sub>5</sub>: Perceived quality is positively affected to purchase intention.

H<sub>6</sub>: Brand loyalty is positively affected to purchase intention.

### 2.1.1.5 Brand Awareness, Perceived Quality, Brand Loyalty and Purchase Intention

Buying- decisions of consumers are influenced by high brand awareness (Malik, M. E. et al., 2013). Perceived quality and brand awareness are significant variables in consumers' buying process Shehzad, U. et al. (2014) concluded that brand awareness and perceived quality have a positive and significant relationship in their research. Many researches also connoted that the higher the brand awareness is, the higher perceived quality is (Clark, C. R. et al., 2009; Severi, E., & Ling, K. C., 2013; Kim, S. S. et al., 2018). Kim, S. S. et al. (2018) further depicted that a brand with high awareness and good image can uphold brand loyalty to consumers, and the

## Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4  
Cell: +1 (778) 257-5225 | Email: [contact@globalconference.ca](mailto:contact@globalconference.ca) | Visit: [www.globalconference.ca](http://www.globalconference.ca)



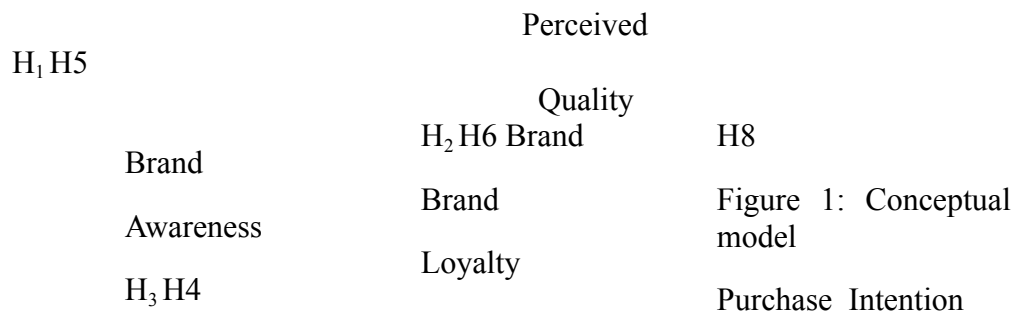
greater the brand awareness is, the greater brand trust and purchase intention is to consumers. Miranda, M. J. et al., (2005) depicted that satisfaction is not the only factor which contribute to loyalty. Peng, W. T. (2006) explained that brand awareness has the utmost total effects on brand loyalty. When a firm developed a new product or a new segment of products, the firm should promote their brand awareness in order to receive the best result as brand awareness has direct relation with brand loyalty (Kim, H. B., & Kim, W. G., 2005; Peng, W. T., 2006). In contrast, Burke, R. R., & Srull, T. K. (1988) inferred that repetition of novel advertisements for low popular brands did not raise recall in the consumers' mind. Due to the extent of loyalty, this may be which consumers are obligated to quality goods. Thus, more loyal buyers did not like too much advertisement of the products, which may lead to brand switching and purchase behavior.

Moreover, perceived quality and brand loyalty are positively correlated. Consumers will have a higher purchase intention with a familiar brand (Kamins, M. A., & Marks, L. J., 1991). Likewise, if a product has higher brand awareness it will have a higher market share and a better quality evaluation (Hellofs, L. L., & Jacobson, R., 1999; Chang, H. H., & Liu, Y. M., 2009). Based on these findings, we therefore hypothesize that,

H7: Perceived quality will mediate between brand awareness and purchase intention.

H8: Brand loyalty will mediate between brand awareness and purchase intention.

H7



Hence, the objectives of the study are to explore:

- (1) the effects of brand awareness, brand loyalty and perceived quality on purchase intention, (2) the effect of perceived quality and brand awareness on brand loyalty, (3) the influences of brand awareness on Perceived quality (4) whether perceived quality mediates the relations between purchase intention and brand awareness, (5) whether brand loyalty mediates the relations between purchase intention and brand awareness.

## Research Methodology

### Research Design

According to the background and literature reviews on above, the study presents Conceptual

### Global Conference Alliance Inc.

model in Figure 1. Brand awareness is the independent variable, purchase intention is the dependent variable, and perceived quality and brand loyalty are the mediating variables.

### 3.1 Measurement

This study looked at four variables: brand awareness, perceived quality, brand loyalty, and purchase intent. Quality is judged by how it is perceived. Brand awareness was tested using three items derived from Park, Jaworski, and MacInnis' study (1986), which accurately measured the idea of brand awareness. Perceived quality was determined by 6 items which were taken from the study of Dodds, Monroe, and Grewal (1991). Brand loyalty and brand awareness were measured by 3 and 4 items respectively, taken from the study of Yoo, Dhontu, and Lee (2000).

All of the constructs were assessed using a five-point Likert scale ranging from 1 to 5, with 1 indicating "strongly dissatisfy" and 5 indicating "strongly satisfy."

### 3.2 Data Collection Procedure

Convenience sampling, which is a non-probability sample approach, was employed to collect data from the respondents. The FMCG industry's brands are chosen. As a result, the study's respondents are consumers who buy and use various Personal Care brands. These brands include the brands of five well-known Indian firms, notably (HUL, P&G, Dabur India Ltd. Gorej Consumer Product, and Patanjali).

### 3.3 Data Analysis Tests

The basic data was calculated and analyzed using three statistical methods. Cronbach's alpha is used to determine the data's reliability. To examine the inter-correlation between the two variables, the Pearson correlation test was used (independent and dependent variables). Linear and multiple regression tests are used to calculate the direct and mediated effects of the variables specified in the study. To apply those tools to the acquired data, the Statistical Package for Social Sciences (SPSS 23.0) was utilized.

## 4. Results and Discussion

### 4.1 Respondent Characteristics

Data was obtained from both respondents (female and male) to assess the conceptualized theoretical framework of this study a brief introduction and goal of the study were delivered to respondents before the questionnaires were sent out, in order to pique their interest in the study. Moreover, respondents were also asked about the FMCG Products of their selection so that relevant questionnaire should be administered. Out of (n = 200) respondents total number of (n= 150, 86.6%) respondents filled and returned the completed questionnaires. Out of the received

## Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4  
Cell: +1 (778) 257-5225 | Email: [contact@globalconference.ca](mailto:contact@globalconference.ca) | Visit: [www.globalconference.ca](http://www.globalconference.ca)



responses 120 were male and 80 were female respondents. The data was gathered in the rural areas of western Uttar Pradesh, India's second most populous state after Bihar. The respondents ranged in age from 18 to 50 years old.

## 4.2 Mean, Reliability and Inter-correlation

The items' reliability was found to be acceptable, exceeding Nunally's (1967) recommended standards.

**Table 1. Item-total statistics**

Variables	Scale mean	Scale variance	Correct item-	Cronbach's Alpha
	if item deleted	if item deleted	Total correlation	Alpha
Brand Awareness	11.2236	3.507	0.551	.697
Brand loyalty	11.3346	3.185	0.699	.678
Purchase Intention	11.6853	3.449	0.681	.712
Perceived Quality	11.8019	3.275	0.579	.805

The correlation test results indicate positive and significant relationships among the variables. For example, a relationship between brand awareness and brand loyalty was positive ( $r = 0.301, p < 0.01$ ) accordingly, the correlation between brand loyalty and purchase intention was positive ( $r = 0.501, p < 0.01$ ). In addition, the correlation between purchase intention and brand awareness was also found positive ( $r = 0.469, p < 0.01$ ).

Correspondingly, there is a positive relationship of perceived quality with brand awareness, and brand loyalty.

Variables	Brand Awareness	Brand loyalty	Purchase Intention	Perceived Quality
Brand Awareness	1			
Brand loyalty	.301	1		

<b>Purchase Intention</b>	<b>.469</b>	<b>.501</b>	<b>1</b>	
<b>Perceived Quality</b>	<b>.508</b>	<b>.544</b>	<b>.568</b>	<b>1</b>

Compiled from Primary data (\*\*Correlation is significant at the 0.01 level (2-tailed).)

**Effect of Brand Awareness on Perceived Quality**

<b>Model</b>	<b>R Square</b>	<b>Standardized beta coefficient</b>	<b>T-value</b>	<b>Significance</b>
Brand Awareness	0.250	0.069	.786	.400
Perceived Quality	0.250	0.459	5.666	.000

**Compiled from Primary data**

The multiple regression result indicates that in case of the perceived quality the results are ( $\beta = 0.459$ ,  $t = 5.666$ ,  $p = .000$ ) which shows a significant positive relationship between the brand loyalty and perceived quality. The Relationship between brand awareness and perceive quality was found positive thus Null (H1) is accepted. **This result indicates that there are perceive quality and brand awareness both are very important part of brand loyalty.**

<p><b>Daniel Frimpong (Author)</b> <i>Omanbapa Ghana Ltd</i></p> <p><b>Jones Amoako</b> <i>Omanbapa Ghana Ltd</i></p> <p><b>Raphel Frimpong</b> <i>Omanbapa Ghana Ltd</i></p>	<p><b>Agribusiness Entrepreneurial Management; A tool for eradicating Youth Unemployment and Extreme Poverty in Decentralized Regimes in Rural Communities of Sub-Saharan Africa</b></p>
---	--

## ABSTRACT

According to the International Labour Organization (ILO), young people in rural communities are three times more likely to be unemployed. It posits that about 70% of the global labour force within the rural communities have no access to formal sector employment. Self-Employment/Entrepreneurship which is an alternative to traditional formal employment pathways is least recognized in most rural settings. Indigenous Entrepreneurship which is a home-grown job creation and self-employment avenue is considered the most sustainable and surest guarantee for improving the bizarre youth unemployment and endemic rural poverty situation. This entails using appropriate local skills and technology to solving the very basic social challenges. Countries like Rwanda, Ghana, Mauritius and Botswana are living testimonies to this. The United Nations Conference on Trade & Development 2018 (UNCTAD) report on rural unemployment sees indigenous entrepreneurship as a panacea to the canker of rural unemployment and endemic poverty. To sustain this approach calls for Targeted Policy Direction & Advocacy, Trade Growth & Business Development, Mentorship and Sustainable Funding Source for Indigenous Entrepreneurship. This approach must focus on Youth Entrepreneurship, Women Entrepreneurship and promoting Intrapreneurship for Persons Living with Disabilities. These are the main actors affected by the ropes of unemployment and rural poverty & joblessness. Whilst Governments sign onto International Trade Pacts like African Free Trade Continental Agreement (AFCTA), conscious efforts must be made to build and scale up the capacities of Indigenous Entrepreneurs in key sectors like Agribusiness, Climate Change Management, Education, Health, Security and Transportation. Concessions in terms of quota purchase can be allocated to inspire budding youth and women entrepreneurs in the above key sectors. The greater focus should go into agribusiness since any nations that produces what it eats has the capacity to diversify into any other sector. This research work is geared towards enhancing rural employment and poverty reduction through indigenous entrepreneurship. The focus is on Youth, Women and Disability-led Entrepreneurship. The Research intends to evaluate how indigenous entrepreneurship can economically improve decentralized political regimes

## Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4

Cell: +1 (778) 257-5225 | Email: [contact@globalconference.ca](mailto:contact@globalconference.ca) | Visit: [www.globalconference.ca](http://www.globalconference.ca)



through revenue mobilization, royalty/tax enhancement, and job & wealth creation.

**Keywords:**

Endemic rural poverty; home-grown job creation; Self-Employment/Entrepreneurship, indigenous entrepreneurship, United Nations Conference on Trade & Development, Trade Pacts, African Free Trade Continental Agreement (AFCTA), Intrapreneurship for Persons Living with Disabilities, Targeted Policy Direction, Trade Growth.