



Research on the Influence of brands on consumer purchasing behavior

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Abstract. With the rapid development of China's market economy, the problem of product homogenization has become increasingly serious, and the competition among enterprises has transformed from product competition to brand competition. There is a strong uncertainty about the effect of brand building, which is rooted in the lack of clarity about the internal mechanism of how brands influence consumers' purchasing behavior. Based on the SOR model, this paper constructs a relationship model between brand and consumer purchase behavior from four dimensions: brand culture, brand awareness, product image and corporate image, and introduces consumer purchase intention as a mediating variable, and obtains the following conclusions: the four dimensions of brand play a positive influence on consumer purchase behavior through the mediating role of purchase intention, among which product image has the greatest influence on consumer purchase behavior, followed by brand awareness and corporate image. Brand awareness and corporate image are the next most influential, and brand culture is the least influential.

Keywords: brand; purchase intention; purchase behavior; SOR model.

1 Introduction

In recent years, with the intensification of market competition, the urgency of brand building for enterprises has been increasing. Brand not only helps to convey the connotation and unique image of the enterprise to consumers, but also helps enterprises to gain competitive advantage. Many enterprises have invested a lot of resources in brand building, but still have not achieved the expected results. On the one hand, brand building is not a one-day effort, on the other hand, enterprises need to clarify the inner mechanism between brand and consumer buying behavior, so that they can succeed according to the map. Based on the above, this paper will draw on the SOR model to explore the influence between brand and consumer purchase behavior by starting from four dimensions: brand culture, brand awareness, product image, and corporate image, and introducing purchase intention as a mediating variable.

2 Research Hypothesis

2.1 The relationship between brand and consumer behavior

Consumer buying behavior is influenced by their perception of the brand [1].

① The relationship between brand culture and consumer buying behavior

Ma Xiangyang (2015) cut from the perspective of brand culture to examine its influence on consumer purchase behavior, and the results showed a positive correlation between the two sides [2]. Based on this, the hypothesis was formulated that:

H1a: Brand culture has a positive impact on consumer buying behavior.

② The relationship between brand awareness and consumer purchase behavior

Rexuan Zhang (2021) found through her study that brand awareness creates habituation and familiarity among consumers and can promote purchase and repurchase [3]. Based on this, the hypothesis was formulated that:

H1b: Brand awareness has a positive effect on consumer purchase behavior.

③ The relationship between product image and consumer purchase behavior

According to Yang Shuishou (2017), a company's product image, business image and social image can effectively influence consumers' purchasing behavior [4]. Based on this, it is hypothesized that:

H1c: Product image has a positive impact on consumer buying behavior.

④ The relationship between corporate image and consumer buying behavior

Tao Jihan, etc. (2018) found through their study that building a good corporate image helps to enhance the market competitiveness of products, which in turn promotes consumer purchase intentions and behaviors [5]. Based on this, the hypothesis was proposed.

H1d: Corporate image has a positive impact on consumer buying behavior.

2.2 The relationship between brand and consumers' willingness to buy

① The relationship between brand culture and consumers' willingness to buy

A study by Wang Yan, etc. (2021) for the green tea market found that brand culture can bring consumers a stronger perception of quality and price, thus promoting consumers' willingness to purchase [6]. Based on this, the hypothesis was formulated that:

H2a: Brand culture has a positive impact on consumers' purchase intention.

② The relationship between brand awareness and consumers' willingness to purchase

Through the study, Wang (2011) found that consumers are more willing to purchase products with higher brand awareness and less willing to purchase for unknown brands. [7] Based on this, the hypothesis was formulated that:

H2b: Brand awareness has a positive impact on consumers' purchase intention.

③ The relationship between product image and consumers' willingness to purchase

Pei Xu (2021) studied the factors influencing consumers' purchase intention by means of a questionnaire and found that product image has a significant effect on consumers' purchase intention. [8] Based on this, the hypothesis was formulated that:

H2c: Product image has a positive impact on consumers' willingness to buy.

④ The relationship between corporate image and consumers' willingness to buy

Mo Fan (2021) found through his study that companies must enhance their corporate image through appropriate branding strategies in order to increase consumers' willingness to purchase [9]. Based on this, the hypothesis was formulated that:

H2d: Corporate image has a positive impact on consumers' willingness to buy.

2.3 Relationship between consumers' purchase intention and purchase behavior

Zhou Hua (2019) obtained a large amount of data about consumers' purchase intention and behavior by means of questionnaires and found through empirical analysis that purchase intention plays a positive role in the generation of purchase behavior [10]. Based on this, the hypothesis was formulated that:

H3a: Consumer purchase intention has a positive impact on consumer purchase behavior.

2.4 Mediating role of purchase intention

Using consumer purchase intention as a mediating variable, Ren Jao (2020) investigated that perceived convenience and perceived trust can have a significant positive impact on purchase behavior [11]. Based on this, the hypothesis was formulated that:

H4a: Purchase intention mediates the effect of brand culture on consumer purchase behavior.

H4b: purchase intention mediates the effect of brand awareness on consumer purchase behavior.

H4c: purchase intention mediates the effect of product image degree on consumer purchase behavior.

H4d: Purchase intention plays a mediating role in the influence of corporate image on consumer purchase behavior.

3 Research Design

3.1 Scale selection

(1) Brand

① Brand Culture

According to the findings of Min Huang (2016) [12], brand culture consists of five measurement queries.

A1: I am impressed by the good vision of the brand

A2: I like the brand because I agree with the brand's values

A3: I will resonate with the spiritual symbols conveyed by the brand

② Brand awareness

Tong Haifang, etc. (2020) argue that if a brand needs to expand its influence, it needs to increase brand awareness in order to stimulate consumer purchase behavior and propose four measurement questions related to it [13].

B1: I will buy because I am familiar with the brand

B2: I will buy because I often see brand advertisements

B3: I can easily distinguish the brand

B4: I will pay attention to whether the brand is a famous trademark and produce a purchase

③Product image

Referring to Zhang Yu's (2020) measurement scale for brand image, combined with the research content of this paper, five measurement questions of this factor were formed [14].

C1: I will focus on the quality of the product

C2: I will focus on the functionality of the product

C3: I will focus on the product packaging has characteristics

C4: I will focus on the source ecology of the product

C5: I will focus on product-related certification

④Corporate image

The corporate image dimension mainly refers to Li Xianghui's (2013) measurement scale for corporate image, and this factor contains four measurement questions [15].

D1: I will focus on the technical strength of the enterprise

D2: I will focus on the level of corporate services

D3: I will focus on corporate reputation

D4: I will focus on business development prospects

(2) Consumers' willingness to buy

In terms of the measurement scale for the mediating variable of consumer purchase intention, the main reference is to the results of Wang (2021), with three measurement questions [16].

E1: Trustworthy brand product safety

E2: Trustworthy brand product quality

E3: Good image of brand products

(3) Consumer buying behavior

In terms of the measurement scale for consumer purchase behavior, the main reference is the results of Zeithaml (2016), with four measurement questionnaires [17].

F1: I will buy certain products of the brand

F2: I would recommend the brand to friends and relatives

F3: I will buy the brand again

F4: The brand is my first choice

3.2 Structural equation model testing

Structural equation model path analysis

The data from the structural equations were validated and analyzed using AMOS software. In which brand culture, brand awareness, product image and corporate image

are the independent variables; purchase intention is the mediating variable; and purchase behavior is the dependent variable. The model path coefficient tests are shown in tables.

| Paths | Path factor | Threshold ratio | P | Test results |
|--|-------------|-----------------|-------|--------------|
| Brand culture → willingness to buy | 0.28 | 4.181 | 0.000 | Support |
| Brand awareness → willingness to buy | 0.22 | 0.3186 | 0.001 | Support |
| Product image → willingness to buy | 0.18 | 2.198 | 0.028 | Support |
| Corporate image → willingness to buy | 0.21 | 3.044 | 0.002 | Support |
| Purchase intention → Purchase behavior | 0.46 | 6.664 | 0.000 | Support |

Fig. 1. Model path coefficient test (original)

Brand culture positively influences purchase intention with a path coefficient of 0.28 and a critical ratio of 4.181, varying significantly at the 0.1% level. Brand awareness positively influences purchase intention with a path coefficient of 0.22 and a critical ratio of 3.186, which is significant at the 0.1% level. Product image positively influences purchase intention with a path coefficient of 0.18 and a critical ratio of 2.198, which is significant at the 0.1% level. Corporate image positively affects purchase intention with a path coefficient of 0.21 and a critical ratio of 3.044, which varies significantly at the 0.1% level.

| Dimensionality | Effect | Effect | SE | t | P | Bias-Corrected | |
|-----------------|------------------|--------|--------|--------|--------|----------------|--------|
| | | | | | | 95% CI | 95% CI |
| Brand Culture | Direct effect | 0.1987 | 0.0551 | 3.6071 | 0.0004 | 0.0902 | 0.3072 |
| | Indirect effects | 0.1076 | 0.0311 | / | / | 0.0517 | 0.1747 |
| | Total utility | 0.3063 | 0.0512 | 5.9804 | 0.0000 | 0.2054 | 0.4071 |
| Visibility | Direct effect | 0.3836 | 0.0744 | 5.1553 | 0.0000 | 0.2370 | 0.5301 |
| | Indirect effects | 0.1229 | 0.0418 | / | / | 0.0543 | 0.2178 |
| | Total utility | 0.5065 | 0.0719 | 7.0410 | 0.0000 | 0.3648 | 0.6481 |
| Product Image | Direct effect | 0.3153 | 0.0679 | 4.6424 | 0.000 | 0.1815 | 0.4491 |
| | Indirect effects | 0.1222 | 0.0415 | / | / | 0.0511 | 0.2163 |
| | Total utility | 0.4375 | 0.0619 | 7.0699 | 0.000 | 0.3156 | 0.5594 |
| Corporate Image | Direct effect | 0.2331 | 0.0690 | 3.3778 | 0.0009 | 0.0972 | 0.3691 |
| | Indirect effects | 0.1290 | 0.0374 | / | / | 0.0668 | 0.2185 |
| | Total utility | 0.3621 | 0.0666 | 5.4345 | 0.0000 | 0.2309 | 0.4934 |

Fig. 2. Analysis Table of mediating effect of purchase intention(original)

From the above table, it can be seen that there is a direct effect between brand culture, brand awareness, product image and corporate image and purchase behavior; purchase intention partially mediates between brand culture, brand awareness, product image and corporate image and purchase behavior. So the hypothesis about the mediating variables of purchase intention holds.

4 Conclusion

This paper constructs a theoretical framework based on the SOR model to study the influence of brand on consumer purchase behavior, and also to investigate the mediating role of purchase intention between the two. The following main findings are obtained from the study:(1) The regression coefficient of brand culture on consumer purchase behavior is 0.28, $p=0$, which is significant below 0.1%. The direct effect between brand culture and purchase behavior is significant at 95% confidence level, and purchase intention is partially mediated between brand culture and purchase behavior. (2) The regression coefficient of brand awareness on consumer purchase behavior is 0.22, $p=0.001$, which is significant below 0.1%. At 95% confidence level, the direct effect between brand awareness and purchase behavior is significant and purchase intention is partially mediated between brand awareness and purchase behavior. (3) The regression coefficient of product image on consumer purchase behavior is 0.18, $p=0.028$, which is significant below 0.1%. The direct effect between product image and purchase behavior is significant at 95% confidence level, and purchase intention is partially mediated between product image and purchase behavior. (4) The regression coefficient of corporate image on consumer buying behavior is 0.21, $p=0.002$, which is significant below 0.1%. At 95% confidence level, the direct effect between corporate image and purchase behavior is significant, and purchase intention is partially mediated between

corporate image and purchase behavior. (5) The regression coefficient of purchase intention on purchase behavior is 0.46, $p=0$, which shows significant below 0.1%. In conclusion, brand culture, brand awareness, product image and corporate image all have a positive effect on consumer purchase behavior, with product image having the greatest effect, brand awareness and corporate image the second, and brand culture the least. Purchase intentions are partially mediated between brand and purchase behavior, and there is a direct effect of brand on consumer purchase behavior.

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