



REPUBLIC OF TURKEY
ALTINBAS UNIVERSITY
Institute of Graduate Studies
Business Administration/ MBA

**THE EFFECT OF BRAND EQUITY ON PURCHASE
BEHAVIOR: A STUDY OF FAST-FOOD BRANDS IN
IRAQ**

Mohammad JANABI

Master Degree

Supervisor

Asst. Prof. Dr. Hande Begüm BUMİN DOYDUK

Istanbul, 2022

**THE EFFECT OF BRAND EQUITY ON PURCHASE BEHAVIOR: A
STUDY OF FAST-FOOD BRANDS IN IRAQ**

Mohammed Qassim Nayeef JANABI



Business Administration

Master Degree

ALTINBAŞ UNIVERSITY

2022

The thesis titled THE EFFECT OF BRAND EQUITY ON PURCHASE BEHAVIOR: A STUDY OF FAST-FOOD BRANDS IN IRAQ prepared by MOHAMMAD JANABI and submitted on 23.02.2022 has been **accepted unanimously** for the degree of Master of MBA in Business Administration.

Asst. Prof. Dr. Hande Begüm
BUMİN DOYDUK
the Supervisor

Thesis Defense Jury Members

Asst. Prof. Dr. Hande Begüm
BUMİN DOYDUK

Faculty of Business
Administration, Altınbas University

Asst. Prof. Murad CANBULUT

Faculty of Business
Administration, Altınbas University

Asst. Prof. Canan TİFTİK

Faculty of Business
Administration, İSTANBUL
GELİSİM UNIVERSITY

I hereby declare that this thesis meets all format and submission requirements of a Master thesis

Accepted date of the thesis to the Graduate Education Institute: ___/___/___

I hereby declare that all information/data presented in this graduation project has been obtained in full accordance with academic rules and ethical conduct. I also declare all unoriginal materials and conclusions have been cited in the text and all references mentioned in the Reference List have been cited in the text, and vice versa as required by the abovementioned rules and conduct.



Mohammad JANABI

Signature

DEDICATION

I dedicate my dissertation work to my family and many friends. A special feeling of gratitude to my loving parents, whose words of encouragement and push for tenacity ring in my ears.



ACKNOWLEDGEMENTS

After a long and exhausting research trip, I'm so grateful to my God for all the blessings. Asst. Prof. Dr. Hande Begum Bumin Doyduk, my research supervisor, has been a constant source of patience, encouragement and support throughout the entire research period. All Thanks to my professor for her time, effort, insight and guidance throughout the semesters. All appreciation to my beloved family for their support and encouragement.



ABSTRACT

THE EFFECT OF BRAND EQUITY ON PURCHASE BEHAVIOR: A STUDY OF FAST-FOOD BRANDS IN IRAQ

JANABI, Mohammad

M.Sc., Business Administration, Altınbaş University,

Supervisor: Asst. Prof. Dr. Hande Begüm BUMİN DOYDUK

Date: 2/2022

Pages: 78

Branding is an effective technique that may influence people's buying behavior and is essential to any business's success. Studying consumer behavior has become critical in today's marketing environment. Consumers rule the roost in the marketplace. Customers are the lifeblood of any business. Customers and customer satisfaction are at the heart of every business endeavor. The study of customer behavior is based on the purchasing habits of actual customers, who take on the roles of user, payer, and buyer in the transaction. Strategic market planning is now based on consumer buying habits. The five sections of this research include, Introduction, literature review, methodology, data analysis, presentation of the findings of the research, discussion, conclusion, and recommendations. The study's goals are to find out if factors like brand awareness, fast food product quality perception, brand loyalty, and brand association influence consumer purchasing behavior and how much influence branding has on that behavior. The focus of the investigation will be the fast-food industry. An online questionnaire survey was used to gather the data. We received 350 responses. According to research, consumers' purchasing decisions are strongly influenced by quality perception and brand association.

Keywords: Brand Awareness, Brand Loyalty, Perceived Quality, Brand Association, Consumer Purchase Behavior.

TABLE OF CONTENTS

	<u>Pages</u>
ABSTRACT	vii
LIST OF TABLES	xii
LIST OF FIGURES	xiii
1. INTRODUCTION.....	1
1.2 PROBLEM STATEMENT	2
1.3 STUDY OBJECTIVES	3
1.4 STUDY QUESTIONS	3
1.5 SIGNIFICANCE OF THE STUDY	4
1.6 LIMITATIONS OF THE STUDY	4
1.7 ORGANIZATION OF STUDY	5
2. LITERATURE REVIEW.....	6
2.1 FAST FOOD BUSINESS HISTORY	6
2.2 BRANDING.....	8
2.3 BRANDING AND CONSUMER BEHAVIOR	9
2.4 BRAND EQUITY	11
2.4.1 Brand Awareness.....	12
2.4.2 Brand Association	12
2.4.3 Brand Loyalty.....	13
2.4.4 Perceived Quality	13
2.5 CONSUMER BEHAVIOUR	14
2.6 CONSUMER PURCHASING BEHAVIOUR.....	16
2.6.1 Complex Purchasing Behavior	17

2.6.2 Dissonance Reducing Purchasing Behavior.....	18
2.6.3 Habitual Purchasing Behavior.....	18
2.6.4 Variety Seeking Purchasing Behavior.....	19
2.7 CONSUMER DECISION MAKING.....	21
2.7.1 Rules of Decision	23
2.7.2 Rule of Non-Compensatory Decision	24
2.7.3 Rule of Compensatory Decision.....	25
2.7.4 Purchase Intention	25
2.7.5 Brand Preference	26
2.7.6 Brand Attitude	27
2.8 CONCEPTUALIZATION OF THE RELATIONSHIPS	27
2.8.1 The Conceptual Model	29
2.8.2 Brand Loyalty and Consumer Purchase Behavior	30
2.8.3 Brand Awareness and Consumer Purchase Behavior	31
2.8.4 Perceived Quality and Consumer Purchase Behavior	32
2.8.5 Brand Association and Consumer Purchase Behavior	33
3. METHODOLOGY.....	34
3.1 RESEARCH APPROACH.....	34
3.2 RESEARCH DESIGN	35
3.3 TARGET POPULATION	35
3.2 DATA GATHERING METHOD	36
3.2.1 Primary Data.....	36
3.3 RESEARCH SAMPLE DESIGN.....	37
3.4 INSTRUMENTS OF RESEARCH.....	37

3.4.1 Purpose of Using a Questionnaire	38
3.4.2 Questionnaire Design	38
3.4.3 Scale Measure.....	39
3.4.4 Pilot Test.....	39
3.5 RELIABILITY AND VALIDITY	40
3.5.1 Reliability	40
3.5.2 Validity	41
3.6 HYPOTHESIS OF THE STUDY	44
3.7 DATA ANALYSIS METHODS.....	44
4. DATA ANALYSES AND RESULTS	45
4.1 RESPONDENTS DEMOGRAPHIC PROFILE	45
4.1.1 Respondents characteristics based on gender.....	45
4.1.2 Respondents characteristics based on age.....	47
4.1.3 Respondents characteristics based on income.....	48
4.1.4 Respondents Characteristics Based on Occupation.....	49
4.2. Correlation Analysis.....	50
4.2.1. Correlation among brand loyalty and consumer purchasing behavior.....	51
4.2.2 The correlation among brand awareness and consumer purchasing behavior	52
4.2.3 The correlation among perceived quality and consumer purchasing behavior	53
4.2.4 The correlation among brand association and consumer purchasing behavior.....	54
4.3 REGRESSION ANALYSIS.....	55
4.3.1 Model Summary	55
4.3.2 Model Fit Testing	56
4.3.3 Coefficient of Determination.....	57

5. CHAPTER FIVE.....	59
5.1 DISCUSSION OF THE RESEARCH.....	59
5.2 CONCLUSION	60
5.3 RECOMMENDATION.....	61
5.4 SCOPE FOR FUTURE STUDY	61
REFERENCES.....	62
APPENDIX.....	72

LIST OF TABLES

	<u>Pages</u>
Table 2. 1 Brand definitions	8
Table 2. 2 Buying behavior	16
Table 3.1 Items reliability statistics.....	40
Table 3.2 Constructs items factor analysis	42
Table 4.1 Participant's Gender	45
Table 4.2 Participant's age	47
Table 4.3 Participant's income	48
Table 4.4 Participant's Occupation.....	49
Table 4.5 Variables correlation analysis.....	50
Table 4.6 Correlation analysis among brand loyalty and consumer purchase behavior	51
Table 4.7 Correlation analysis among brand awareness and consumer purchase behavior	52
Table 4.8 Correlation analysis among perceived quality and consumer purchase behavior	53
Table 4.9 Correlation analysis among brand association and consumer purchase behavior	54
Table 4.10 Model summary	56
Table 4.11 Model fit testing.....	56
Table 4.12 The coefficients results of regression	57

LIST OF FIGURES

	<u>Pages</u>
Figure 2. 1 Purchase decision process	22
Figure 2. 3 The conceptual model of consumer buying behavior and brand equity	29
Figure 4.1 Participant's gender	46
Figure 4.2 Participant's age	47
Figure 4.3 Participant's income	48
Figure 4.4 Participant's occupation	49

1. INTRODUCTION

Companies nowadays use a wide range of strategies to acquire new consumers, maintain existing customers, and distinguish their goods from their rivals. One of the easiest ways to influence customer product choices is to promote certain brand products. Customers benefit from brands in two ways. First, brands reduce Customer's risk exposure. As a second benefit, it minimizes the expenses involved with decision-making (Aghdaie & Honari, 2014). Brands, according to (Keller & Lehmann, 2006), may simplify the selection process, ensure a particular level of quality, and build customer confidence. A brand's identity may also be tied to a client's general historical experience with the product. In (David A Aaker, 1991) study, he argues that brands are essential because they are how firms are recognized. According to (David A Aaker, 1991), a corporation's brand is its most valuable asset. As a consequence, the focal point of this study will be on consumer behavior and brand. The study of how people pick, acquire, utilize, or reject items, services, suggestions, or experiences to fulfill their demands and choices is known as consumer behavior (M R Solomon, 2008). On the contrary, "a brand is a name, word, sign, symbol, or design or a blend of them, designed to classify the products and service of one supplier or group of suppliers and to distinguish them from rivals products" (Kotler et al., 2000). As a company owner, it is critical to managing the brand effectively. It indicates that companies can manage the brand by satisfying the desires and demands of their customers. A strong brand image is the greatest strategy for competing in this circumstance. If a company's Brand image is favorable, it has the capacity to attract a big number of consumers and sustain long-term customer loyalty. A poor or unappealing brand image will have no repeat or retained customers. The corporations devote a large expanse on marketing and brand equity management tactics in order to preserve their brand image. The phrase "brand equity" is used in marketing literature to define the connection that exists among customers and brands (Wood, 2000). In Iraq, the fast-food sector has risen tremendously, according to (Rasool & Akbay, 2021). In the north of Iraq, for example, the number of individuals who work has led to a rise in the consumption of fast food. Women and girls who work outside also have a favorable influence on fast food consumption. Fast food outlets have sprung up throughout Iraq as a result of an increase in

visitors from the south and center of the country traveling to the north. 776 of the approximately 1800 restaurants in northern Iraq are foreign restaurants, while the remainder is either national or local establishments of some kind. The goal of this study is to show how fast-food companies impact people's buying behavior. The hypothesis was based on Aaker's model of brand equity, and it is from a customer perception of brand equity such as perceived quality, brand awareness, brand association, and loyalty.

1.2 PROBLEM STATEMENT

Rivals are less likely to target companies with a large customer base (David A Aaker, 1996). Increasing their focus on the customer is one-way businesses are trying to gain an advantage in a more competitive market (Hartmann & Ibáñez, 2007). In today's competitive marketplace, companies face a greater selection of rivals that provide a comparable product at various costs to the same clients (Kotler, 2005). When a firm has an effective strategy, it sets itself apart from its rivals' brands. Offering a marketing package for customer advantages in order to win the competition is the goal (Weilbacher & Marketing, 1993).

The fast-food market will likely keep growing in Iraq in the near future (Rasool & Akbay, 2021). Consequently, the number of Iraqi customers interested in purchasing fast food products will increase. And this is a sign that the operators of fast-food restaurants should recognize and offer solutions for this expanding industry. As a result, revenue, sales, quality and market share can only be achieved by proper strategic planning.

A successful branding strategy sets a firm apart from its competition. There is still a need for an investigation into the influence of fast-food product branding on consumer decision making. Companies in the fast-food business, which is extremely competitive, need to be aware of their customers' habits. Consequently, this research purposes to determine the effect of brand attributes on Iraqi consumers' buying decisions about fast-food restaurant brands.

1.3 STUDY OBJECTIVES

1.3.1 Primary Objective

- a) To explore the influence of brand equity elements on consumer purchase behavior of fast food products in Iraq.

1.3.2 Secondary Objectives

- a) To assess the relation among perceived quality factor and consumer buying behavior towards branded fast food products among Iraqi consumers?
- b) To evaluate the relation among brand loyalty and consumer buying behavior of branded fast food products among Iraqi consumers?
- c) To examine the relation among brand association and consumer buying behavior of branded fast food products among Iraqi consumers?
- d) To explore the relation among brand awareness and consumer buying behavior of branded fast food products among Iraqi consumers?

1.4 STUDY QUESTIONS

- a) Is there any relation among perceived quality factor and consumer buying behavior towards branded fast food products among Iraqi consumers?
- b) Is there any relation among brand loyalty and consumer buying behavior of branded fast food products among Iraqi consumers?
- c) Is there any relation among brand association and consumer buying behavior of branded fast food products among Iraqi consumers?
- d) Is there any relation among brand awareness and consumer buying behavior of branded fast food products among Iraqi consumers?

1.5 SIGNIFICANCE OF THE STUDY

The brand history informs how people utilize the brand as a mark. Previously, the mark was used to distinguish goods from one manufacturer from another. Now the brand is utilized not only to support the buying choice but also for differentiation. This research inspects the impact of branding on consumer buying behavior. A brand is a mark, name, design or combo of them. Brands illustrate the views and opinions of the customers on the product's performance. A strong brand lies in the consumer's imagination. Brands differ in power and worth in the market. In the marketplace, certain brands are typically unknown but some brands are very known. Certain brands recommend strong brand loyalty levels. Brands have a symbolic value that allows consumers to decide for their pleasure the best product.

1.6 LIMITATIONS OF THE STUDY

The online self-reporting survey used to collect data is a reasonable estimate of brand equity that influences consumer purchasing behavior. Research projects in the future should focus on gathering data during actual purchases. The sample was also limited; it may be difficult to obtain results that can't be considered representative by targeting only Iraqi consumers. Other parts of the Middle East should be consulted for additional information. The research also has a limitation in that it is only examined on one scale when there are many others. I think it would be interesting for upcoming studies to assess the reliability across a large number of samples to determine which scale best demonstrates reliability.

1.7 ORGANIZATION OF STUDY

The research has five sections. An overview of the study is provided in the introduction chapter. The research problem follows it, and then the goals, questions, importance, and limitations of the research are presented. In the second chapter, we take a look back at previous information in the literature. The research methodology is explained in the chapter three. The results and discussion of the data analysis are the focus of chapter four. Then, in chapter five, the conclusion, and recommendation will be provided.

2. LITERATURE REVIEW

2.1 FAST FOOD BUSINESS HISTORY

The number of fast-food restaurants has exploded in the last two decades, leading in a significant rise in the number of workers involved in the sector. Fast food became more readily accessible as more people spent money on it, resulting in substantial alterations in people's everyday nutritional patterns. People's expectations of the service business have increased in tandem with the growth of the restaurant industry. The global fast-food business is predicted to remain one of the world's most powerful industries, with a compound annual growth rate (CAGR) of 5.1 percent through 2027 (Chun & Nyam-Ochir, 2020).

Customers anticipate a variety of goods and services, which both foreign and local fast-food restaurants aim to provide. Customers choose fast-food products as they are convenient and save time. The fast-food restaurant sector is prospering as a consequence of shifting customer demands. Consumer wishes are a concern to fast-food chains, as they are in other sectors (Gupta et al., 2007). In today's extremely competitive marketplace, client loyalty has become a fundamental factor of business policy. To maximize the possibility of a repeat visit, fast food establishments seek to improve a customer's favorable experience (Abdelkafi et al., 2016). businessmen have understood the value of favorable client feedback in establishing a long-term, profitable firm.

Fast food is food that has been mass-produced and is ready to consume in a short amount of time. Pennies could be entered into the machine to buy basic foods and drinks when automatic vending machines were first invented in the early 1900s. In 1921, White Castle, the first hamburger business in the United States, opened its doors (Chavadi & Kokatnur, 2008). The first fish and chip restaurants appeared in the United Kingdom in the 1860s, laying the way for the growth of fast food. Drive-thru restaurants first appeared in the United States in the 1950s.

(Webster, 1951) pointed to the term "fast food" in its dictionary. There are several fast food alternatives to home-cooked dinners, according to the National Institutes of Health (NIH) (Schlosser, 2012). Takeout and eating "on the go" have increasingly replaced the traditional family supper. The notion of ready-to-eat meals has long been associated with urban growth (Alkon et al., 2013). Pre-packaged items, such as bread and noodles, were encouraged for city dwellers to buy whenever they could. Much like many families, a busy family found fast food to be a practical choice (Andreyeva et al., 2010).

Everybody has to eat at some point in their lives. Depending on a person's reason for dining out, the person's goal or intuition examines a wide variety of factors before deciding on a restaurant (Warraich et al., 2013). Each of these restaurant's features impacts the client's perception of value, which is then reflected in their purchase decisions. These traits are enhanced by factors like age, organization, and even societal divides when the customer makes a final decision on what to eat (Powell et al., 2007).

regarding a study on buyer behavior, most people's actions as purchasers are controlled by investigating buyer behavior (Schiffman & Kanuk, 1997). Because of this, it is difficult to determine which factors are most relevant in influencing how much fast food is eaten. Traditional fast-food products seem to be more popular than healthy options, according to the availability of menu items. MacDonalds, on the other hand, has attributed its sales gain to the success of its healthy choice menu (Green et al., 2003).

2.2 BRANDING

For the term "brand," various definitions have been offered. Table 1 displays various authors' definitions over time.

Table 2. 1: Brand definitions

Author and year	Explanation
Aaker (1996)	“A set of assets (or liabilities) associated with a brand's name and symbol that enhances (or detracts from) the value provided by a product or service.”
Keller (1998)	“A set of mental associations held by the client that contribute to the branded product or service's perceived value”
Kotler (2003)	“A brand is a name, phrase, sign, symbol, or design, or a mixture of them, that is employed to recognize and distinguish the products and services of one company from competitors.”
Kapferer (2004)	“A name that has an impact on buyers”
The American Marketing Association (2007)	“A name, term, sign, symbol, or design, or a combination of these, used to identify and differentiate the goods or services of one seller or group of sellers from those of competitors.”

Table 2. 1 Brand definitions (continued)

Hammond (2008)	“A customer's total emotional experience with a business and its product or service.”
Kapferer (2012)	“A set of mental associations held by a client that contribute to the product or services perceived value.”
Kotler and Armstrong (2014)	“A brand is a name, term, sign, symbol, or design that recognizes the manufacturer or supplier of a product or service or a mixture of these.”

A brand is defined as any name, term, sign, symbol, or design that helps a consumer recognize a company's product offering from that of its rivals, according to this study. Customers have a broad range of options since the fast-food industry is so competitive.

2.3 BRANDING AND CONSUMER BEHAVIOR

Branding is important because it influences the decision that consumers make when deciding between alternatives. For low-income consumers, value for money is the primary purchase motivator across all product categories (Nyanga et al., 2015). Because they think there is less danger because of the brand's reliability, low-income customers are believed to be favorably impacted by reputed companies (Allan, 2014). (Chovanová et al., 2015) found that more than half of the people who took part in their study picked goods based on the brand they were familiar with. Therefore, firms must take steps to increase brand recognition.

It was found that branding impacts customer purchase choices, according to (Sarwar et al., 2014), who studied the effect of branding. Research by (Sarwar et al., 2014) found a correlation between customer buying behavior and brand identity. Branding has a positive impact on consumer purchasing behavior, according to (Ashraf et al., 2017).

According to (Srivastava, 2015), Consumers and businesses benefit from successful branding because it produces value for all parties involved. A brand make a company gain a competitive leverage over its rivals while also improving the product's perception among consumers (Jobber & Ellis-Chadwick, 2012). Based on consumer perception and experience, a brand's value is referred to as brand equity. The fast-food industry must therefore develop and implement effective branding strategies as it influences consumer purchasing choices.



2.4 BRAND EQUITY

Trading and economic values associated with the market leverage of a brand, involving actual brand assets, name recognition and loyalty, perceived quality and links to brands, as defined by the term (Pride & Ferrel, 2003). Several research have examined the value of brands from a consumer perspective. The worth of a company's brand is often measured from a financial perspective. When it comes to marketing choices, the consumer perspective looks at brand equity based on what customers think of a brand's worth (H. Kim et al., 2003).

This research will leverage Aaker's idea of customer perception of brand equity. By (David A Aaker, 1996), brand equity is the total of the company's assets and liabilities. A company's brand equity may be quantified in five ways: brand recognition; perceived quality; loyalty; brand associations; and proprietary brand assets (David A Aaker, 1996). An individual customer perception and comprehension of a brand's power may be connected back to their prior contacts with that brand and what they have acquired, seen, experienced, and heard about it (Keller, 2003).

The importance of brand equity may be substantial when a brand is significant to a person and the opposite too ((Keller, 1993); (Cobb-Walgren et al., 1995); (Del Rio et al., 2001)). It is because of this that many academics are now working to build conceptualizations of brand equity based on five different criteria, including (Lassar, 1995). On the other side, brand equity was described by (D A Aaker & Leadership, 2000) as the sum of four concepts: brand awareness, brand association, brand loyalty, and perceived quality. Brand equity, according to some experts, is a phenomenon with multiple elements.

According to Aaker's brand equity ideas, this study will look at the aspects of brand equity. Brand association, brand awareness, perceived quality, and brand loyalty are the elements of brand equity that are examined in this study.

2.4.1 Brand Awareness

Brand awareness is a critical component of brand equity that is often unrecognized (David A Aaker, 1996), and it is a crucial determining element for consumers (Cobb-Walgren et al., 1995). According to (David A Aaker, 1996), brand awareness is the long-term retention of a brand in a customer's consciousness. As a consequence of consistent exposure, brand awareness will grow over time, increasing familiarity and compelling links with relevant offers and purchase experiences (Keller, 1998). According to (Keller, 1993)(Keller, 1998), a strong brand connection may influence client buying choices. Brand awareness and brand association are linked, according to (Pitta & Katsanis, 1995), who say that brand awareness of a product may be generated in the mind of the client before brand association is developed and ingrained in the memory. (Atilgan et al., 2005) and (Pappu et al., 2005) have both observed a relationship among brand association and brand awareness.

2.4.2 Brand Association

Brand association and brand equity, according to (David A Aaker, 1991), are closely connected since brand association improves a brand's rememberability. Brand association may be generated, according to (Keller, 1998), through the association of attitudes, traits, and advantages. Additionally, brand association may be utilized to obtain data for brand distinctiveness and extension (Van Osselaer & Janiszewski, 2001). At the time of publication (David A Aaker, 1996). Brand equity and brand awareness may be increased via effective association, according to (James, 2005) Another study claims that strong brand connections lead to higher brand loyalty. This is supported by (Yoo et al., 2000) and (Atilgan et al., 2005).

2.4.3 Brand Loyalty

Brand loyalty, according to (David A Aaker, 1991), is characterized as a good attitude toward the brand that leads to long-term product purchases. (David A Aaker, 1991) argues that brand loyalty is a key element of brand value since it generates profit. (Assael, 1992) and (Samuelsen & Sandvik, 1997) have entirely surpassed two ways to assessing brand loyalty in marketing literature. According to behavioral marketing literature, brand loyalty is defined as a consumer's constant bargain of a single brand over time. Adherents of the cognitive brand loyalty method argue that behavior alone does not correctly demonstrate commitment to a particular brand. Loyalty may be a major motivator for buyers to continue with one business over another, according to (Yoo et al., 2000). According to (Yoo et al., 2000), the cornerstone of a brand's worth is its customer loyalty. Similarly, (Hung, 2008) demonstrated that consumer loyalty and brand image are significantly connected.

2.4.4 Perceived Quality

Customers' subjective assessments of the product's quality, according to (V. Zeithaml, 1988), are the true measure of its quality. Perceived quality works in the same manner as brand associations in motivating customers to make purchases. Firms can take advantage of the price premium that comes with it, as well as establish a foundation for future brand uniqueness and development ((David A Aaker, 1991); (Pappu et al., 2005)). ((Keller, 1993); (Netemeyer et al., 2004)).

2.5 CONSUMER BEHAVIOUR

As stated by (Jisana, 2014), The consumer is someone who engages in the consuming operation. A customer, according to Vainikka's concept of consumer behavior, attempts on a mission to acquire a product that will meet their requirements. Consumers buy products and services for themselves and their family. The process through which a customer chooses whether or not to purchase a product or service is known as consumer behavior (Jisana, 2014). This research, for example, depicts how customers choose to spend their cash and effort on items that satisfy their demands. Because the items and services we use have an influence on every part of our life, we might consider consumer behavior to be everything. A variety of variables impact customer purchase choices, including consumer behavior (Lautiainen, 2015).

As stated by (Prasad & Halpeth, 2015), consumer behavior is active and ever-changing. If companies want to use the appropriate marketing and branding strategies, this demands a thorough knowledge of customer behavior. Consumers' purchasing habits and accompanying behavioral patterns evolve over time. According to (Prasad & Halpeth, 2015), marketers must have a deep grasp of customer behavior in order for their companies to compete and survive in this ever-changing climate.

Marketers' branding strategy must cater for their target audience's changing behaviors. Adaptive branding strategies are required when customers' and the environment's behaviors change. (Chovanová et al., 2015) (Prasad & Halpeth, 2015), and they add that marketers' duties are more vital than ever owing to changing market circumstances. Marketers must pay careful attention to their consumers' actions and be ready to change their plans to satisfy their needs. It is vital to have a strong idea of your target demographic before adopting any branding approach. Regular research into customer buying behavior is required to stay current with the newest consumer insights. An in-depth understanding of customer purchase behavior enables marketers to develop their brands and remain relevant in their areas.

According to brand experience: there are three important points

- a) Trust: consumers believe that the brand will deliver its promise, respect them, and be open and honest with them.
- b) Commitment: consumers feel some longer-term emotional attachment to their relationship with the brand.
- c) Alignment and mutuality: a two-way affinity between consumers and the brand, with mutual respect, shared values and expectations met, which results in a continually rewarding experience.



2.6 CONSUMER PURCHASING BEHAVIOUR

(Kotler & Keller, 2011) Describe consumer purchasing behavior as the study of how consumers acquire products or services and the experiences, they have in achieving their needs and desires. According to (Ramya & Ali, 2016), customer purchasing behavior is defined as the procedure of choosing, purchasing, and putting to acquire a products or services to suit a certain requirement or desire. In this tough market nature in which companies must thrive, (Ramya & Ali, 2016) Underline the necessity of knowing customer buying behavior. Marketers may better interact with their consumers by designing tactics that are more in line with their target market's demands, giving them a greater awareness of the factors that influence consumer purchase choices (Ramya & Ali, 2016).

When a buyer buys a certain goods, their behavior will be different. The model developed by (Philip et al., 1999) included four distinct purchasing behaviors.

Table 2. 2: Buying behavior

	High involvement	Low involvement
Significant differences between brands	Complex buying behaviour	Variety-seeking behaviour
Few differences between brands	Dissonance-reducing behaviour	Habitual buying behaviour

- a) Complex buying behavior: When a buyer buys a high-quality brand, he does so after doing extensive research on the product.
- b) When people buy a thing out of habit, it is what we mean by "habitual purchasing behavior."
- c) Variety seeking buying behavior: Consumers that engage in variety-seeking purchasing are those who shop around and try a range of products.
- d) Dissonance reducing buying behavior: Because of the price or rarity of the item, a buyer becomes emotionally invested in the purchase.

2.6.1 Complex Purchasing Behavior

When customers are heavily engaged in the decision-making process, this is known as complex behavior. Consumer engagement is required for complex purchase behavior. Consumers can tell the difference between rival brands when there is a lot of interaction. When it comes to pricey and self-expressive items, consumers are heavily engaged. To make a successful purchasing choice, the customer gathers a lot of information in order to search and learn about the product category. When a buyer chooses to purchase a vehicle, for example, he gathers information about the many brands available, compares his findings, and then makes a decision. (Kotler & Armstrong, 2003).

2.6.2 Dissonance Reducing Purchasing Behavior

When dissonance lowers purchasing behavior, the degree of customer engagement is also elevated. Customers commonly suffer dissonance when purchasing something costly yet seldom, which drives them to minimize their purchase behavior. When customers participate in this kind of activity, it is difficult for them to discriminate between brands. For example, when customers buying carpets may suffer dissonance, which lowers purchase behavior, since carpets are usually expensive and self-expressive. Customers may be primarily stimulated by a much cheaper cost. Clients may experience dissonance after purchasing (Kotler & Armstrong, 2003).

2.6.3 Habitual Purchasing Behavior

Consumers' degree of engagement is relatively small in the case of habit related purchasing Behavior. This implies that consumers don't conduct a lot of research into the many brands that are out there, and they don't see any major distinctions between them. Toothpaste is a good example of a product with minimum user participation. This kind of product category has a minimal amount of customer interaction. Consumers who engage in habitual purchasing behaviors simply go to the shop to buy the goods they want, with little thought or consideration put into the purchase decision. Buying the same brand over and over again might formulate a habit for customers. Instead of purchasing the goods out of need, it's as if customers have created a brand loyalty to that particular brand. When a product is inexpensive, buyers tend to be less active in the decision-making process. (Kotler et al., 2000); When a product is regularly bought, the amount of customer interaction is likewise minimal. Before making a purchase, customers seldom research the many brands that are accessible to them. When it comes to choose which brand to buy, customers don't take into account the many features of the various brands. Consumers learn about numerous brands and their characteristics via watching television or reading the newspaper. According to the authors (Kotler et al., 2000).

2.6.4 Variety Seeking Purchasing Behavior

Consumer engagement is modest in cases of variety-seeking purchasing, yet consumers are able to discern major variations between the brands. Consumers often transfer from one brand to another in order to satisfy their need for diversity in their purchases. Using confectionery as an example, people may have preconceptions about a brand and pick a brand without a lot of due diligence, for example. However, they do so after the substance has been consumed. If a consumer attempts to purchase a product again, the consumer may choose another brand, either out of curiosity or try out something different. The customer does not switch brands because they are unhappy, but rather because of the abundance of options available to them (Wong et al., 2005). Cognitive and experience-oriented consumer behavior are explained by (Uggla, 2001).

When it comes to purchasing a product, rational customers are more likely to be reasonable and logical, while experience-oriented buyers are more likely to be emotional. (Dahlqvist & Linde, 2002), on the other hand, have identified four distinct forms of consumer behavior: logical, unconscious, learnt, and social. The sequence in which information, attitude, and action take place determines how people behave in various situations. Consumers that exhibit logical conduct begin to learn about the products and what the market has to deliver. Ultimately, people decide to buy a product or not based on their information assessment.

Customers are more likely to exhibit this tendency while purchasing high-ticket items, such as automobiles, such as automobiles. (Knowledge → Attitude → Action). An attitude toward the items is the starting point for customers' unconscious behavior. This attitude is derived from their emotions and sentiments. Consumers learn about a product's features and benefits through analyzing their opinions about it. Finally, they have a decision to make. People often behave in this manner while casting their votes in a political election. Understanding Attitude Action Reflexes determine a person's product preference based on learned behavior.

Choosing a product is something most people just do out of habit rather than deliberate consideration. When people purchase newspapers, they often behave in this manner. (Knowledge, Attitude, and Action) clients that have a social behavior buy items based on the social milieu in which they live. what goods people purchase is influenced by their lifestyle, position, and the influence of others Consumers understand the value of brands in their purchase choices, according to (Khasawneh & Hasouneh, 2010), and demographic variables have no substantial impact on brand awareness. Because they believe that products with a brand are better than non-branded products in manufacturing, people tend to pay more for branded goods. Brand loyalty is often a sign of social standing.

2.7 CONSUMER DECISION MAKING

In order to buy anything, consumers go through a series of phases that are outlined in the consumer decision making process. For customers who wish to buy anything, they must go through an orderly process. When a customer perceives a big discrepancy between the present condition and the ideal, they believe there is an issue that has to be addressed. You may have a tiny or large issue. The next stage is for the customer to research the product more. The degree of customer interaction determines the amount of information that may be accessed. When it comes to high-priced items, the amount of participation is particularly significant. With contrast, the amount of engagement is often modest in things that are inexpensive. The third phase is an assessment of the brands' various characteristics by the customer. Product features and brand comparisons may be considered by the consumer. The last stage is for the customer to make a purchase decision on a product (Michael R Solomon, 2004).

Various factors influence the purchasing decisions of consumers. Making a purchase decision can be quick and simple in some circumstances, but it can also be a long process that takes time for others. Consumers consider the importance of a purchase and the amount of research required before making a purchase based on the degree of involvement a product has in their lives (Pratap, 2017). (Tanner & Raymond, 2012) make a distinction among two types of product involvement: high and low. Products with a higher degree of consumers that can be involved in purchasing are less common, more difficult to use, and more time consuming because of the higher level of risk they entail. Products with a low level of involvement are more frequently purchased, have fewer features, and carry a lower level of risk. Products with a low level of involvement are simpler than those with a higher level of involvement (Tanner & Raymond, 2012). Buying fast food is considered a low-involvement product because it does not necessitate a lot of thought.

Customers might not experience each stage of the choice-making procedure for every purchase they make, and that is true. Consumers may make a choice depending on heuristics or mental shortcuts at times, and this decision may be automated. If a high-involvement product is being considered, the customer may spend some time before making a final selection. Purchases such as a vehicle or house have a different level of significance to buyers.

According to (Michael R Solomon, 2004) Additionally, customers attempt to construct an estimated universe of brands based on publicly accessible information and an estimated utility function based on previous purchases. (Davies & Cline, 2005) see also: Another fascinating aspect of my research is learning about the thinking processes of actual customers. People who want to buy a car go through a number of processes before making a final choice, including researching the vehicles, assessing the features, and learning from the experiences of others in their immediate neighborhood.

For customers, there are five phases of purchasing behavior according to (Kotler et al., 1999). The graphic below illustrates this point.

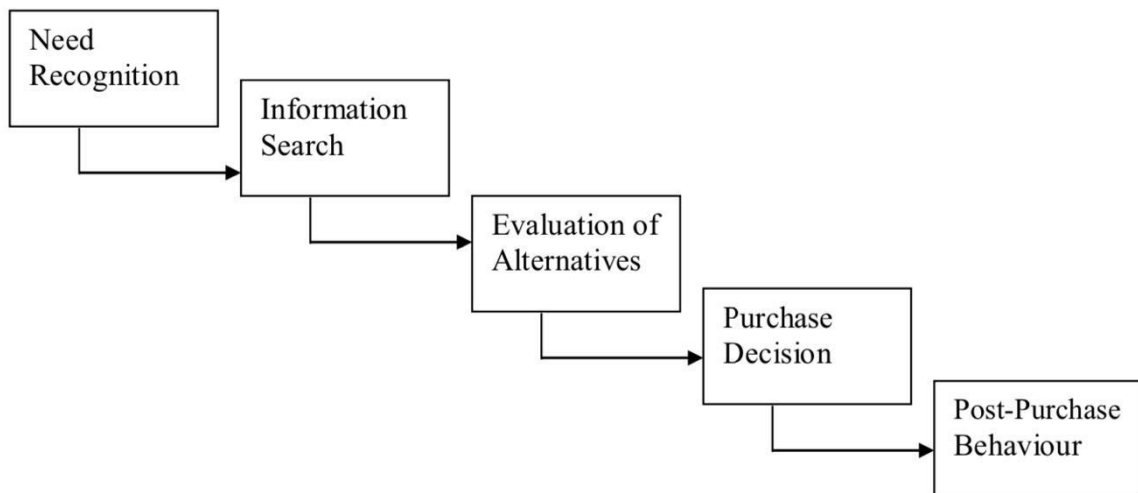


Figure 2. 1: Purchase decision process

Consumers go through five phases in the purchase process, as seen above. When making a purchase, consumers seldom go through all of the steps, according to (Kotler et al., 1999).

Commodity purchases, for example, do not include an appraisal of information. To put it another way, customers who find themselves in a difficult buying position go through all of these phases.

- a) Need recognition: In this step, the client identifies their problem or need and communicates it to the service provider. An internal or external stimulus may lead to a person developing a need. An excellent representation of an interior stimulant is the desire to dine something when you're hungry. Customers are persuaded to buy a brand or product because of external cues like television commercials. As a consequence, it is essential for marketers to recognize the elements that cause consumers to become interested in their brand.
- b) Information searching: This is the point at when customers begin to seek out information from a variety of sources, including commercial, personal, public, and experiential. Consumers will have a better understanding of the offered brand with this information.
- c) Alternative evaluation: Consumers use the information they have to rank and assess competing brands in this phase. Price, for example, or quality, to name a few.
- d) Purchase decision: consumer purchases are made at this time period. Customers might be affected by unexpected elements, such as other people's attitudes, when evaluating a brand's value.
- e) Post-purchase decision: This is the point at which customers make a direct comparison between what they expected and what they got. Customers are happy when their expectations are met by the product's performance, according to (Kotler et al., 1999).

2.7.1 Rules of Decision

According to the complexity of the choice and how important it is to the consumer; consumers use different rules to evaluate product attributes. To make a decision, many people rely on a

shortcut. While in other cases, they take their time and carefully weigh the various options before making a decision (Bjorch & Jarnsjo, 1999). The attributes and alternatives selected are subject to a decision rule by the customer. One way to describe a decision rule is as a strategy employed by the customer when making their choice between several options. It is common for people to use a simple decision rule if they make the same purchase decision repeatedly. The customer may choose to purchase the same product as before. A decision rule's complexity can be influenced greatly by the level of involvement and importance of the purchase decision's outcome. Compensatory and non-compensatory rules are clearly separated in the more complex rules.

2.7.2 Rule of Non-Compensatory Decision

If a non-compensatory decision rule is employed, poor performance in one area will not be made up for by superior performance elsewhere (Bjorch & Jarnsjo, 1999). To avoid compensatory decision making, customers eliminate products that don't meet their fundamental requirements. For the Non-Compensatory Decision rule, it's impossible to compensate for one attribute's poor performance with another attribute's superior performance. As a result, buyers simply discard any solutions that do not meet their specific criteria for consideration. It is common for customers to use the Compensatory Decision rule if they are strange with a product type. Also true is that consumers resort to the non-compensatory decision rule if they are predisposed to digest intricate information. In the world of non-compensatory decision rules, there are three main divisions. Elimination by aspects, lexicographic rule, and conjunctive rule all apply. As a matter of thumb, consumers choose brands based on their most desirable attributes when it comes to lexicographic decision making.

Consumers use the second-most significant feature to compare two or more brands when the most essential attribute is the same for them all. This procedure continues until the buyer is ready to make a purchase.

(Michael R Solomon, 2004) approach known as "elimination by aspects" has the consumer to evaluate brands based on their special distinguishing feature. The customer may have a specific

cut-off point when applying the rule of elimination by aspect. Both of these rules are combined into one in the "Conjunctive rule." The customer compares the differences between various brands using lexicographic rules and the rule of aspects removal. However, for the conjunctive rule, the customer compares brands before making a final decision. It's based on (Michael R Solomon, 2004),

2.7.3 Rule of Compensatory Decision

Compensatory principles enable one attribute's perceived strength to compensate for another's perceived deficiency (Bjorch & Jarnsjo, 1999). Consumers are more engaged in the purchase, according to the compensatory decision rule. Customers want to spend more time and effort looking at the larger picture. According to (Michael R Solomon, 2004), Compensatory decision rules include basic additive rules and weighted additive rules. Simply said, customers prefer a brand that has more good features than any other option.

When customers lack the skill or incentive to make complicated decisions, simple additive rules are often applied. The disadvantage of simple additive rules is that they reduce some of these traits to insignificance. The weighted additive rule is more complicated than the simple additive rule when it comes to making purchasing decisions.

The client evaluates the relative worth of good features when applying the weighted additive rule to make a decision. According to (Michael R Solomon, 2004), product features are weighted by their salience in the fishbein and ajzen models, respectively. The conclusions drawn from this weighting will decide the consumer's attitude toward the high quality product (Bjorch & Jarnsjo, 1999).

2.7.4 Purchase Intention

As stated by (Fishbein et al., 2010), intention is a state of readiness to engage in a particular action. Consumer purchase intention, on the other hand, explains which brands/products the

consumer is most likely to purchase. To put it simply, a customer's willingness to buy a particular brand or product is a purchase intention. Customers must have the right motivation to form this kind of behavior before they are ready to do so (Thanajaro, 2016). researchers are trying to figure out why consumers are drawn to a particular brand or product (Shah et al., 2012).

Consumers evaluate specific products and/or brands when deciding whether or not to make a purchase. This is a difficult process. In addition, this process has a direct impact on consumers' behavior, perception, and attitude (Mirabi et al., 2015). Furthermore, demographic characteristics include gender, age, education, income, etc. It can affect it.

2.7.5 Brand Preference

It is commonly accepted that According to the expectancy-value approach, Fisher's model may be used to Examine customer choices (Fishbein, 1965). Customers' brand preferences are driven by their views about a brand's weighted qualities (or positive and negative features), according to this model of consumer behavior ((Bass & Talarzyk, 1972); (Frank, 1973)). In preference research, this approach is still commonly employed ((Allen et al., 2005); (Muthitharoen et al., 2011)).

Preference is viewed by psychologists as a learning construct, and customer choice education comes from two primary sources: experience and information processing (Mazar et al., 2008). According to (Howard & Sheth, 1969), a consumer's preference for brands is a summary of their cognitive information processing of brand stimuli. Information processing theories emphasize the importance of both central control unit and consumer mental capacity in this assumption and other information process theories (Bettman et al., 1975).

Consumers' views on brand attributes, in turn, influence how they think about the brand, which in turn affects their purchasing decisions (Bagozzi & Churchill Jr, 1982). While preferences are an intermediary between inputs and outputs, they are also a transitional state the model of

individual preference Processing information and making a decision based on that information is known as intent-to-purchase (Bagozzi, 1983). It has been proposed that consumers' preferences should be shaped by their personal experiences in conjunction with the brand meaning they associate with it. A consumer's behavioral inclination that indicates their brand choice is defined in this research. According to this theory, individuals remember more knowledge when they are exposed to it via hands-on activities and real-world instances (Paivio, 1971). Customers, according to (Schwarz, 2004), when weighing options and making decisions, use first-hand knowledge and personal experience as reliable information sources. Every consumer wants something that will leave them with a pleasant memory (Goode et al., 2010).

2.7.6 Brand Attitude

Many marketing disciplines have investigated how people feel about a brand, including advertisement testing, brand assessment, and brand extension. according to (Mitchell & Olson, 1981) Brand attitude is the long-lasting individual overall internal assessment of a brand. Numerous studies have been carried out on the manufacturing process, the origins, and the elements that impact brand attitude. For Mitchell and Olson, advertising has a direct effect on consumers' perceptions of a brand's product attributes and their attitudes toward it. According to Batra and Ray, ad attitudes are directly linked to brand attitudes, and the chain of emotional reactions goes from ad attitudes to brand attitudes to purchase intentions.

2.8 CONCEPTUALIZATION OF THE RELATIONSHIPS

As stated by Kotler 1991, the brand is a name, term, symbol, design, or mixture of them that recognize the products and services of a supplier or suppliers and to discriminate them from those of opponents. According to (Lynch et al., 1991), brand knowledge stored in the customer's memory influences their decision to purchase a brand. Marketing research and consumer behavior have been heavily influenced by brand equity for a long time, according to

(Parvin, 2013). As stated by (Erdem & Swait, 1998), brand equity provides added value that can be evaluated from both a customer and company prospective.

brand equity from a customer viewpoint is defined as the significant influence of brand knowledge on the response of customers toward marketing mix for the brand in comparison to their reactions to the same marketing mix variable associated with a different version of the product or service. To put it another way, the customer's positive associations and familiarity with the brand's attributes help build brand equity in their minds (Parvin, 2013).



2.8.1 The Conceptual Model

The conceptual model of this research was adopted from (Ogunnaike, 2017). The figure below illustrates the connection between brand equity measurements and customer purchasing behavior. The model shows how brand awareness, perceived quality, brand loyalty, brand association and consumer buying behavior are all linked to each other.

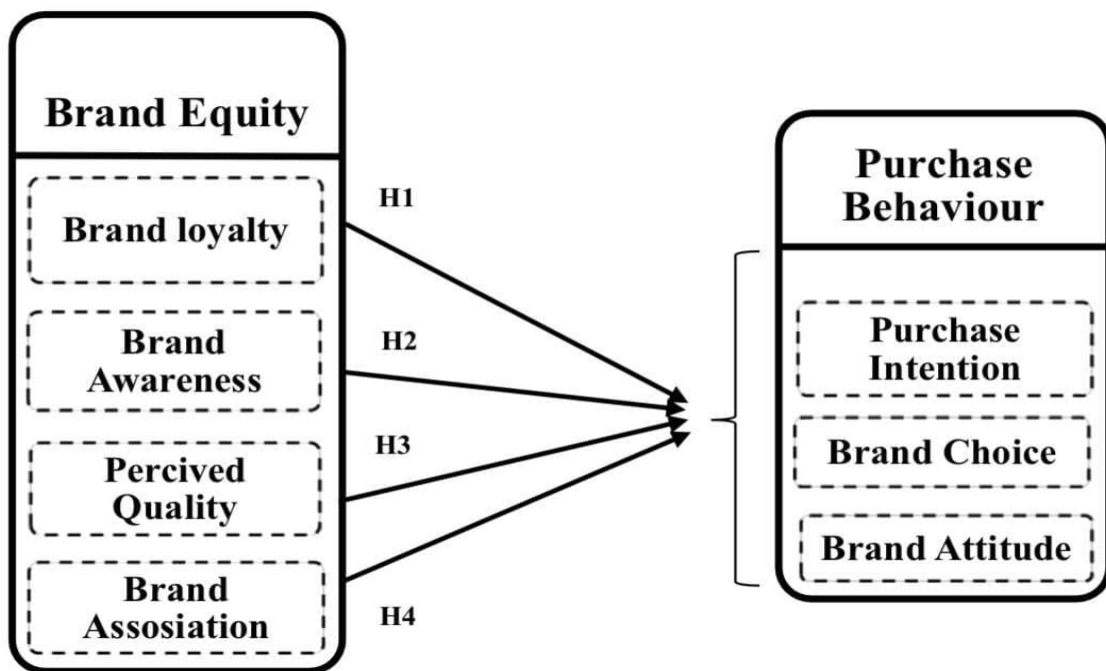


Figure 2. 3: The conceptual model of consumer buying behavior and brand equity

These measures capture the primary emphasis of this study. For a clear understanding of the influence of brand equity metrics on consumer purchasing behavior, empirically validated relationships among brands equity and buying behavior were suggested.

2.8.2 Brand Loyalty and Consumer Purchase Behavior

When a customer decides to buy a particular brand time and time again, they are showing their brand loyalty (Sharma et al., 2013). A large number of brand equity specialists agree that customer loyalty to a particular brand is essential. Even though the brand may have undergone significant changes in terms of price or features, the customer's capacity to switch to a new brand is still possible, as stated by (David A Aaker, 1991). In a nutshell, loyalty to a brand may be described as a tendency for a specific brand over different options (Sharma et al., 2013). Brand loyalty is built on the actions and attitudes of individual customers. Customers form brand loyalty when they believe that a particular brand's quality and features match their personal choices. Behavior, attitude, and choice are all components of brand loyalty, according to (Javalgi & Moberg, 1997).

While consumers tend to be loyal to brands, they have previously purchased, they tend to be loyal to brands they have purchased multiple times. The choice dimension of brand loyalty encompasses the reasons for purchasing a brand and the factors that influence consume options. For (Oliver Richard, 1997), a customer's passionate devotion to a given brand means that he or she will continue to purchase it in the future, despite the influence of situational influences and competition. (Rossiter & Percy, 1987) defined brand equity as a customer's habitual purchase and preference for a brand, while this description is established on the behavioral element of brand loyalty. (Chaudhuri & Holbrook, 2001) say that Brand loyalty is a measure of the level of loyalty customers have to a single brand. Based on the literature mentioned previously, the subsequent hypothesis is made:

H1: brand Loyalty has impact on consumer buying behavior

2.8.3 Brand Awareness and Consumer Purchase Behavior

Brand knowledge in a consumer mind measures that brand's impact (David A Aaker, 1991),(David A Aaker, 2009). A brand's awareness can be achieved whenever a consumer thinks of a product category and a particular brand comes to mind, (W. G. Kim & Kim, 2004) claimed (David A Aaker, 1991) defines it as the ability of customers to remember and recognize a brand. Brand awareness, according to (Brondoni, 2001), is what sets one brand apart from the rest. As stated by (IPOGAH, 2008), a customer's familiarity with a brand may be assessed by brand recognition, recall, and top of mind. Brand recognition illustrates a customer's capacity to remember a brand's logo, slogan, or packaging through the use of these items. Having a strong brand identity helps people recognize and identify a product or service. Brand recall is the potential for a customer to recall a brand's name without the aid of an object or clue.

A brand's position in a customer's mind is determined by brand recall. Top of mind refers to the brand that comes to mind first for customers when they consider a brand in a specific product or service category that they are familiar with (Santoso & Cahyadi, 2014). Brand Perception is vital since it may influence consumers considering buying the brand. It's possible to gain entry into a customer's decision-making process by increasing the company's brand recognition (Nedungadi, 1990). As long as customers can readily recognize a brand, they are more inclined to buy it. Customers are much vulnerable to buy products from well-known brands rather than those they have never heard of (Macdonald & Sharp, 2000). As stated by (Keller, 1993) Increasing brand awareness enhances the possibility that a customer would consider a brand. There are a number of brands in the customer's consideration set that they carefully weigh before making a purchase. Even if there is no additional brand association, brand awareness influences customers' decisions about brands in their consideration set (Keller, 1993).

Based on the literature mentioned previously, the subsequent hypothesis is made:

H2: Brand Awareness has influence on consumer buying behavior

2.8.4 Perceived Quality and Consumer Purchase Behavior

Perceived quality is a brand's overall quality or superiority as it is seen by its target audience ((Yasin et al., 2007); (David A Aaker, 1991); (Keller, 1998)). Perceived quality results from a consumer assessment of a brand rather than the product's quality (V. A. Zeithaml, 1988). Perceived quality is built on a foundation of customer perceptions of a brand's performance and a number of quality dimensions (Kandasamy, 2015). There are numerous ways in which a product's perceived quality can add value. Customers buy a particular brand because of the quality they believe it to be. When it comes to making purchases, customers favor the brands they believe to be of high quality while ignoring the competition.

Customers frequently base their purchasing decisions on their impressions of a product's quality, especially when they have little information about the brand in hand. Perceived quality aids in a company's market positioning and differentiation (Kandasamy, 2015). Numerous authors have found that perceived quality has a direct impact on customer purchase intentions, while others have found that satisfaction has a subtle effect ((Cronin Jr & Taylor, 1992); (Sweeney et al., 1999)). Consumer purchasing intentions are influenced by direct and indirect perceptions of product quality; research on services has only documented one impact (direct or indirect) of perceived quality (Tsiotsou, 2006).

Based on the literature mentioned previously, the subsequent hypothesis is made:

H3: Perceived quality has impact on consumer purchasing behavior

2.8.5 Brand Association and Consumer Purchase Behavior

As stated by (David A Aaker, 1991) (David A Aaker, 2009), A brand's association is made up of a variety of elements, such as product features, customer advantages, lifestyle associations, product categories and rivals, that people associate with the brand. Brand association is responsible for motivating customers to purchase a product or service by instilling positive attitudes and feelings in their minds ((David A Aaker, 1991); (Tuominen, 1999)). According to (Keller, 1998), a person's attitude, attributes, and benefits are associated with a brand. The most important aspects of a product are its brand attributes, which can include both product-specific and non-specific features. Product based attributes refer to characteristics related to a product or service's physical components. Non-product-based attributes include details about a product's purchase, such as its price, its intended use, and the product's packaging. The term "brand benefits" refers to the associations that customers have with a brand as a result of the benefits that the brand provides (Keller, 1993). When a brand is used, these are the benefits that customers receive.

For example, (Keller, 1998) explains that the three types of brand benefits he refers to are functional, experiential and symbolic. Customers' dispositions toward a particular brand are based on abstract brand attitudes. Brand attitudes, according to (Keller, 1993), allow customers to communicate their feelings and behaviors about a brand based on its attributes and benefits. Its value is derived from the buying behavior of customers who are influenced by their attitudes toward a particular brand. There are two components to brand attitude: non-product advantages and symbolic advantages of a brand, as well as ideas regarding product features, functional and sensory benefits. In addition to beliefs and values, a product or service category has a number of other associations. customers' perceptions of the products in that category (Keller, 1993). Those beliefs are based on the brand's product and non-product attributes.

Based on the literature mentioned previously, the subsequent hypothesis is made:

H4: brand association has impact on consumer purchasing behavior.

3. METHODOLOGY

3.1 RESEARCH APPROACH

Researchers use a variety of methods to gather, analyze, and interpret data, and these methods are referred to as research approaches by (Creswell & Creswell, 2017). A post-positivist perspective may benefit from quantitative research. This method entails examining the connections between various structures and putting those findings to the test. It's important to note that every data gathered is quantified. As a consequence, the theory is either confirmed or refuted.

Because this research used a post-positivist paradigm and tested hypotheses, a quantitative technique was used. The assumptions about the link between the constructs might best be tested via a quantitative research strategy. The primary benefit of quantitative research is the ability to test theories (Creswell & Creswell, 2017). Statistics software like SPSS is used in quantitative research as a time and resource saver. Numbers and figures are the tools of the quantitative approach (Bryman, 2016).

Systematic data collecting takes place (Queirós et al., 2017). Quantitative researchers presuppose a reality to be analyzed based on the premise of impartiality (Antwi & Hamza, 2015). Additionally, because of the higher sample size provided by this study design, the findings may be extrapolated to a broader population (Rahman, 2020). There was no physical communication among the researcher and the participants throughout data gathering, according to (Rahman, 2020). Participants' experiences and viewpoints are ignored since the study is conducted in such a sterile environment. Because quantitative studies are objective, this is why they are so useful.

3.2 RESEARCH DESIGN

Quantitative method was done in this study examining the associations between a population's numerous independent factors and a single dependent variable. In addition, the nature of our study is one of description. To characterize a population or a phenomenon, descriptive research is the primary goal (Zikmund et al., 2013). Most academic research assignments must be completed within a certain amount of time. A cross-sectional approach is being used as a method for investigating the purchase habits of Iraqi customers of fast food brands at a certain time. When it comes to research, the design is the blueprint for how to collect and evaluate data, (Zikmund et al., 2013). In light of this, I decided to conduct a survey to gather and evaluate the data. I have developed and sent 350 sets of questionnaires through the internet to anybody from Baghdad areas who choose to participate. Frequency statistic, Pearson correlation analysis, stepwise regression analysis, validity and reliability tests were among the data analysis methods used.

3.3 TARGET POPULATION

As defined by (Bryman, 2016), a population is a subset of the general population chosen for a study. According to (Alvi, 2016), target population refers to everyone who meets the study's inclusion requirements. A target population is defined by (W Lawrence, 2014) as a group of persons from whom the researcher intends to obtain data. According to (Bryman, 2016), the sample will be taken from the researcher's intended target group, and the acquired data will be applied to the whole population.

The population of Iraq's capital, "Baghdad," has risen to 8.558.625 million people in the last year. And since the most popular fast-food restaurant are distributed in Baghdad central areas such as al-mansor, al-saydyia and other areas and the fact that all most all of Baghdad people like to consume fast food, Baghdad was meeting the selection criteria for this study.

3.2 DATA GATHERING METHOD

3.2.1 Primary Data

Primary data is information gathered via interviewing, investigations, questionnaires, surveys, focus groups, and measurements, and it is gained by first-hand examination (Sakaran, 2003). Questionnaires were utilized to collect primary data for this investigation.

Self-administered questionnaires were sent out through online social media. My survey was sent to the "Baghdad" region of Iraq. Respondents were asked to answer questions in the form of closed-ended questions (5point Likert scale).

I did a preliminary test before distributing all 350 questions. pilot tests are designed to ensure that respondents have no difficulty answering questions and that data can be collected without difficulty (Saunders et al., 2009). (Fink, 2003) states that a pilot test must include at least 10 participants in order to be valid (Saunders et al., 2009). As a result, a pilot test was employed with 20 people who had previously bought fast food items.

3.3 RESEARCH SAMPLE DESIGN

The people who were chosen to participate in this study were those who planned to acquire fast food products of various ages. This quantitative study included the distribution of 350 questionnaires. Sampling is any strategy that employs a subset of the population to generate findings about the whole population (Zikmund et al., 2013). As stated by (Saunders et al., 2012), non-probability sampling technique can be applied if the population can't be counted. Since the target population of fast-food consumers is infinite and there is no sampling frame, I conducted this study utilizing the non-probability sample approach (convenience sampling method), in which 350 persons from the Baghdad region were chosen to participate.

3.4 INSTRUMENTS OF RESEARCH

The main data was collected by online self-administered questionnaire. To gather data in this manner, the surveyor does not need to be present for this kind of survey (Hair et al., 2006). To find out what influence consumers' purchase decisions for fast food companies, a survey was formulated based on prior studies. In order to get full credit for their answers, participants were expected to read and comprehend the questionnaire completely. Establishing rapport and energizing respondents with self-administered surveys ensures a response rate of almost 100%. (Sakaran, 2003).

3.4.1 Purpose of Using a Questionnaire

As long as the researcher knows what to look for and how to assess the variables of concern, surveys are a great way to collect data (Sakaran, 2003). Because questionnaires are the most convenient and efficient way to gather information, i used them to collect primary data for our study (Zikmund et al., 2013). Chapter 4 evaluated the information collected from the questionnaires.

3.4.2 Questionnaire Design

This kind of inquiry asks respondents to choose from a list of options provided by us. This means that all of the questions in a Likert scale questionnaire are closed. The closed-ended question style was used by our group because it facilitates speedy decision-making among responders. It also makes it easier for us to categorize and analyze the data for future research (Sakaran, 2003).

Questionnaires typically begin with an introduction to their topic, the purpose of their research, and how to answer the questions. A demographic profile section (Section A) and a demographic profile section (Section B) were included in the survey (general opinion).

Those who answered questions in part (a) were asked about demographic data such as gender, age, occupation, and monthly income. In this part, list questions were employed since they allowed the responder to choose from a list of possible answers (Saunders et al., 2009).

All factors were tested in Section B. Brand loyalty, brand awareness, perceived quality, brand association and purchase behavior were all included in this section's seven sub-questions. This part uses structured questions with a 5-point Likert scale.

3.4.3 Scale Measure

brand loyalty was assessed by 3 items obtained from (Yoo et al., 2000) , brand awareness was assessed by 3 items obtained from (Tong & Hawley, 2009), perceived quality assessed by 5 items obtained from (Dodds et al., 1991) , brand association was assessed by 4 items obtained from (Tong & Hawley, 2009) , purchase intention assessed by 5 items obtained from (Dodds et al., 1991), brand choice assessed by 4 items obtained from (Sirgy et al., 1997) and brand attitude assessed by five items obtained from (Spears & Singh, 2004). Respondents were inquired to respond to the questions relying on the power of their approval or disapproval (Sakaran, 2003).

3.4.4 Pilot Test

Pilot testing, according to (Creswell & Creswell, 2017), is necessary to establish if the instrument's results are legitimate and to refine the questions, structure, and scales. This research ran a pilot test to discover any errors and to check that the questions were properly clear, that the wording utilized was appropriate, and that the general structure of the survey was adequately accepted by respondents. The questionnaire was pre-tested with 20 people. The responders had a good understanding of the questionnaire. Therefore, wasn't any necessity to create any adjustments. A pilot test is significant because the data generated is used to evaluate the measuring scales' reliability and validity (Bryman & Hardy, 2004).

3.5 RELIABILITY AND VALIDITY

As stated by (Creswell & Creswell, 2017), reliability and validity play an important part in deciding A study's results.

3.5.1 Reliability

The consistency of a measurement scale is an important aspect of reliability (Heale & Twycross, 2015). SPSS software was used to perform Cronbach Alpha (CA), and Composite Reliability (CR) tests on reliability. This study's pilot test found any probable contradictions and inaccuracies. To ensure accuracy, the questionnaire was constructed using modified versions of existing measuring questions from previous investigations. As stated by (George & Mallery, 2016), Cronbach Alpha and Composite Reliability must be identical to or larger than 0.7; this study used this value as the criterion.

Table 3.1: Items reliability statistics

Construct Name	Variable Names	Number Of Items	Items Code	Cronbach Alpha Reliability Coefficient
Band Equity	Band Awareness	3	BAW1-BAW3	0.737
	Brand Loyalty	3	BLO1-BLO3	0.782
	Brand Association	4	BAS1-BAS4	0.747
	Perceived Quality	5	PQU1-PQU5	0.797

Table 3.1 Items reliability statistics (continued)

Consumer Buying Behavior		14	CBB1-CBB14	0.928
Total		29		0.952

As in the above-mentioned table, the SPSS outcomes of the internal consistency of the brand equity and consumer behavior items was evaluated with the whole reliability scale. The whole reliability scale for the study was 0.952, showing the total reliability was reliable.

3.5.2 Validity

For (Heale & Twycross, 2015), a study's validity is determined by the precision with which constructs are quantified. The factor analysis was performed to guarantee construct validity and the kaisermeyer-Olkin (KMO) and Bartlet test of sphericity was performed to assess the adequateness of the sample and its properness and was founded on the suggestions from (Costello & Osborne, 2005). For the sample and factor extracted to be precise, the KMO result was more than 0.5, and the Bartlet test recorded was statistically significant with a p-value smaller than 0.05. The extraction method used was (4) fixed number of factors to extract with promax2 rotation used in the factor optimization on the items extracted for brand equity construct and (3) fixed number of factors to extract for consumer buying behavior construct. It was assumed that all items were uncorrelated with one another, and items with less than 0.5 were not retained. Items that cross loaded on other variables were dropped. For the items of brand equity construct variables such as (PQ3) perceived quality item, (BAS2, BAS4) brand association items and (BAW1) brand awareness item was dropped for cross loading. the items of consumer buying behavior variables such as purchase intention (PI1, PI4, PI5) items were dropped for cross loading.

Table 3.2: Constructs items factor analysis

Codes	Description	Factor Loadings
Construct A: Brand equity		
Brand Awareness		
BAW2	I can recognize the fast-food brand quickly among other competing brands	0.903
BAW3	I am familiar with of the fast-food brand	0.798
Brand Loyalty		
BLO1	I consider myself to be loyal to the fast-food brand	0.762
BLO2	the fast-food brand would be my first choice.	0.787
BLO3	I will not buy other brands if the fast-food brand is available at the store.	0.881
Brand Association		
BAS1	the fast-food brand has very unique brand image, compared to competing brands	0.783
BAS3	I like the brand image of the fast-food brand	0.800
Perceived Quality		
PQU1	The likelihood that the product of the fast-food brand would be reliable is high	0.531
PQU2	The workmanship of the fast-food brand product would be high	0.687
PQU4	The likelihood that the fast-food brand product is dependable is high	0.887
PQU5	the fast-food brand product would seem to be durable	0.731
Construct B: Consumer Buying Behavior		
Purchase Intention		
PI2	If I were going to buy the fast-food brand product, I would consider buying it at the expected price	0.955
PI3	At the expected price, I would consider buying the fast-food brand product	0.840

Table 3.2 Constructs items factor analysis (continued)

Brand Preference		
BP1	I like the fast-food brand better than any other brand of fast food	0.892
BP2	I would use the fast-food brand product more than I would use any other brand product of fast food	0.876
BP3	the fast-food brand is my preferred brand over any other brand of fast food	0.771
BP4	I would be inclined to buy a product of the fast-food brand over any other brand of fast food	0.854
Brand Attitude		
BAT1	I feel that the fast-food brand is appealing	0.850
BAT2	I feel that the fast-food brand is good	0.763
BAT3	I feel that the fast-food brand is pleasant	0.856
BAT4	I feel that the fast-food brand is favorable	0.712
BAT5	I feel that the fast-food brand is likable	0.853

3.6 HYPOTHESIS OF THE STUDY

Hypothesis 1: Brand loyalty has an influence on consumers purchase behavior.

Hypothesis 2: Brand awareness has an influence on consumers purchase behavior.

Hypothesis 3: perceived quality has an influence on consumers purchase behavior.

Hypothesis 4: Brand Association has an influence on consumers purchase behavior.

3.7 DATA ANALYSIS METHODS

Data is transformed into meaningful information via the process of data analysis (Creswell & Creswell, 2005). Using descriptive statistics, correlations and regressions, the results of the survey were analyzed. As a result, the data were investigated adopting SPSS version 28. Data on the dependent and independent variables, as well as their statistical significance and the overall quality of the model, was accessed using this program. Microsoft Excel was used in this research. Figures and tables were also adopted to show the findings.

4. DATA ANALYSES AND RESULTS

4.1 RESPONDENTS DEMOGRAPHIC PROFILE

A questionnaire was used to gather demographic data on the consumers of fast-food products. These findings are based on demographic data, such as the gender of the respondents (male or female), age and employment level.

4.1.1 Respondents characteristics based on gender

Table 4.1: Participant's Gender

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
male	106	30.3	30.3	30.3
female	244	69.7	69.7	100.0
Total	350	100.0	100.0	

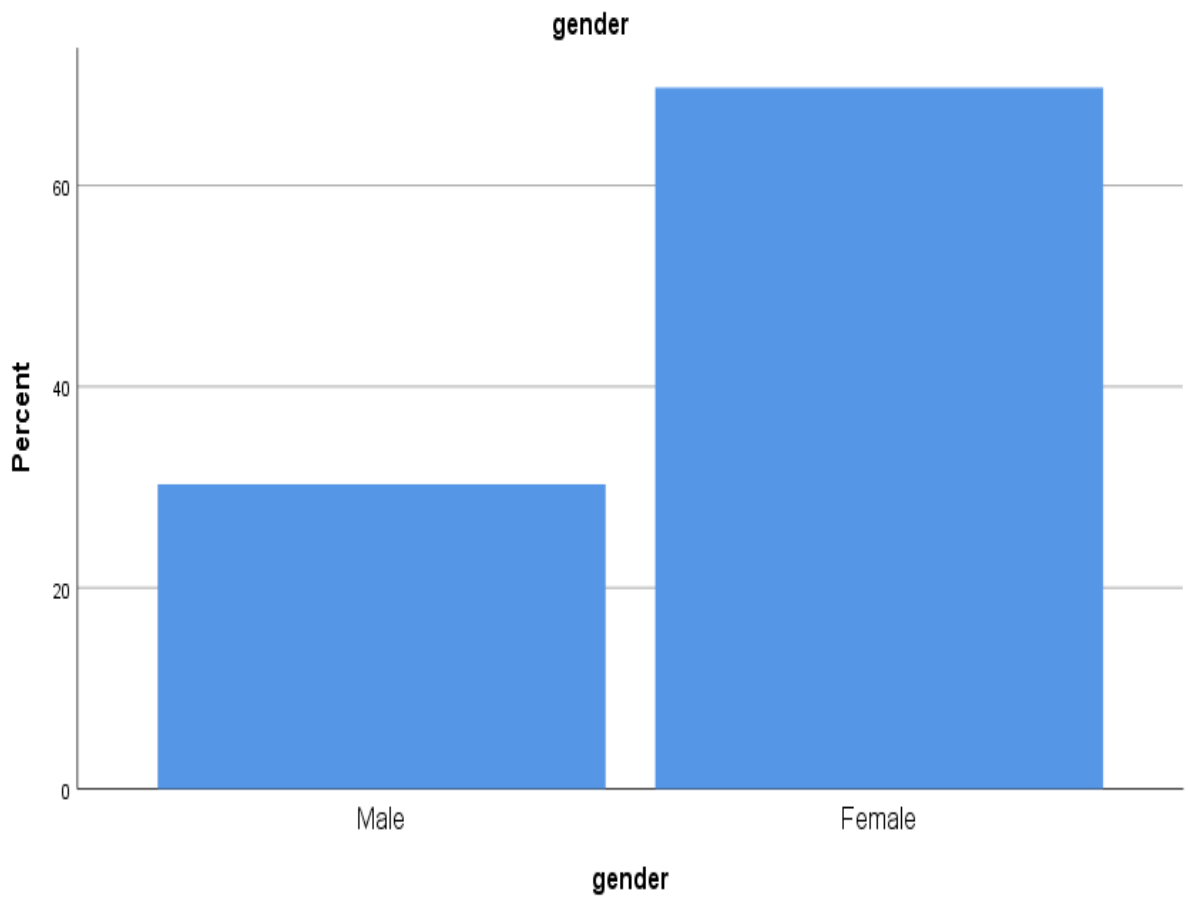


Figure 4.1: Participant's gender

In the table mentioned earlier, out of 350 respondents, 106 were male (30.3 per cent), and 244 were female (69.7 per cent) participants, where both were used in data gathering. This can show that females are more than males in the current study.

4.1.2 Respondents characteristics based on age

Table 4.2: Participant's age

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
Under 18 Years	44	12.6	12.6	12.6
18-25 Years Old	226	64.6	64.6	77.1
26-30 Years Old	41	11.7	11.7	88.9
31-40 Years Old	25	7.1	7.1	96.0
41-50 Years Old	6	1.7	1.7	97.7
Above 50 Years	8	2.3	2.3	100.0

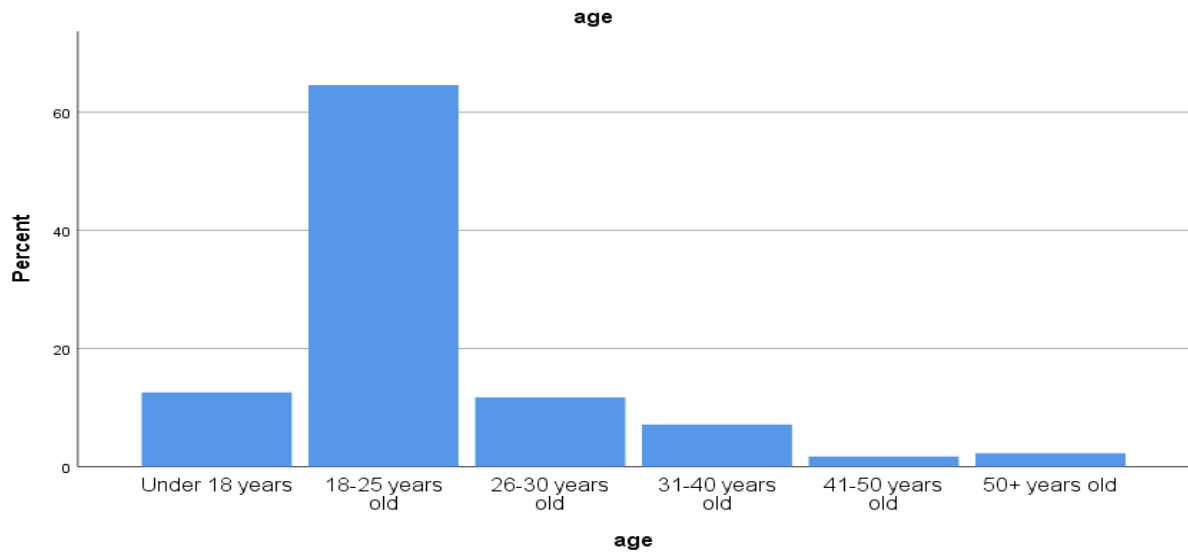


Figure 4.2: Participant's age

Table 4.2 shows respondents age distributions; majority (64.6%) of the respondents were between the age group 18-25years, 12.6% were aged below 18 years, 11.7% were within the age group 26-30, 7.1% were aged between 31-40 years, 1.7% of the respondents were between the ages of 41-50 years and the remaining 2.3% were aged above 50 years.

4.1.3 Respondents characteristics based on income

Table 4.3: Participant's income

Income				
	Frequency	Percent	Valid Percent	Cumulative Percent
Less Than 500\$	273	78.0	78.0	78.0
500\$-1000\$	60	17.1	17.1	95.1
1000\$-5000\$	11	3.1	3.1	98.3
5000\$-10000\$	1	.3	.3	98.6
Above 10000\$	5	1.4	1.4	100.0
Total	350	100.0	100.0	

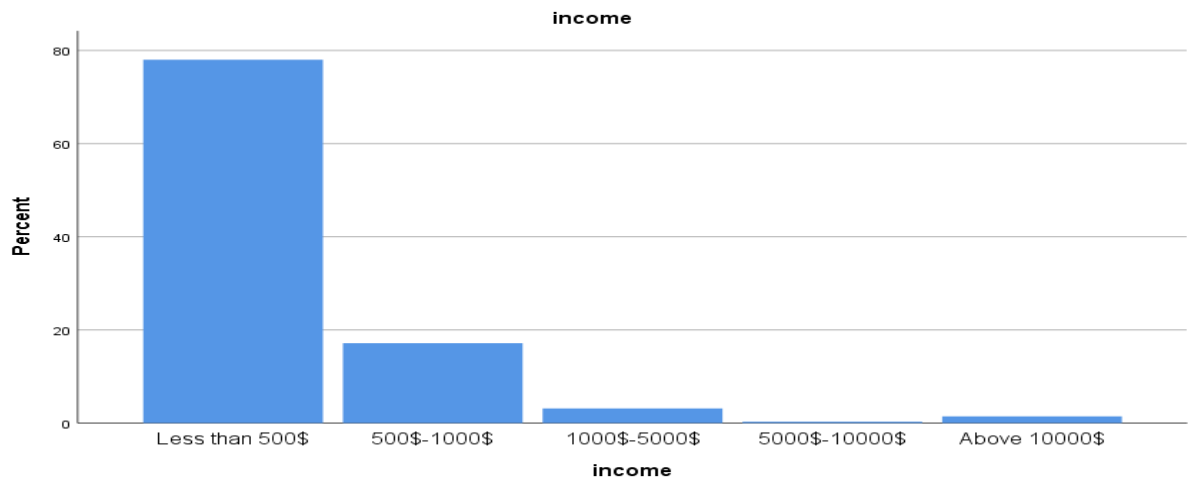


Figure 4.3: Participant's income

Regarding to earnings degree of the participants as table 4.3 shows that the majority of the participants 78% were having monthly income less than 500 \$. 17.1% of them with monthly income of 500-1000 \$. 3.1% with monthly income of 1000-5000 \$. 0.3% with monthly income 5000\$-10000 \$. 1.4% with monthly income above 10000 \$.

4.1.4 Respondents Characteristics Based on Occupation

Table 4.4: Participant's Occupation

Occupation				
	Frequency	Percent	Valid Percent	Cumulative Percent
Student	260	74.3	74.3	74.3
Employed	57	16.3	16.3	90.6
Businessman	9	2.6	2.6	93.1
Jobless	11	3.1	3.1	96.3
Housewife	7	2.0	2.0	98.3
Retired	6	1.7	1.7	100.0
Total	350	100.0	100.0	

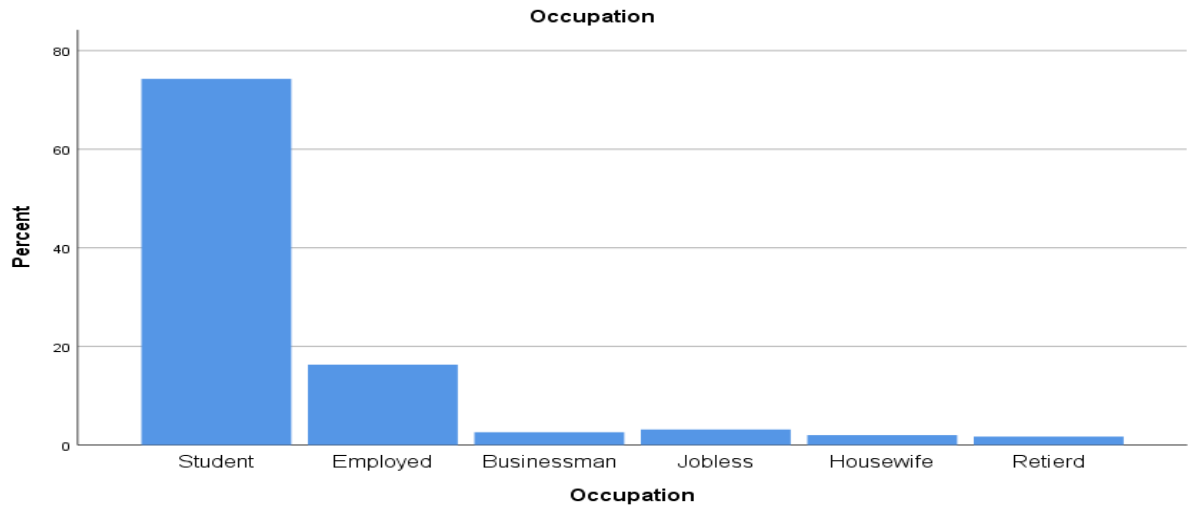


Figure 4.4: Participant's occupation

As the table 4.4 shows the occupation of respondent. The students take the Leading part by taking 74.3% of the result, the employed ones take an amount of 16.3% from the total. Entrepreneurs were scored 2.6%. 3.1% were jobless. 1.7% were retired. 2% were house keepers.

4.2. Correlation Analysis

The correlation analysis utilizing Pearson correlation coefficient (r) has been done on every variable in this research to evaluate relationships among them. A correlation coefficient is a single number that goes from -1 to +1 and expresses the relation among two variables. Because of the study's simplicity, the criteria suggested by (Field, 2005) were utilized to evaluate the strengths of links between variables. According to (Field, 2005), the correlation coefficient (r) is classified as follows: The weak range is 0.1 to 0.29, the moderate range is 0.3 to 0.49, and the strong range is > 0.5 . We may square the correlation coefficient to get a more direct conclusion about causation, despite the fact that it cannot draw direct conclusions about causality (Andy, 2005).

Table 4.5: Variable's correlation analysis

	Brand Loyalty	Brand Awareness	Perceived Quality	Brand Association	Consumer Buying Behavior
Brand Loyalty	1				
Brand Awareness	.519**	1			
Perceived Quality	.583**	.493**	1		
Brand Association	.688**	.501**	.735**	1	
Consumer Buying Behavior	.638**	.563**	.767**	.748**	1

4.2.1. Correlation among brand loyalty and consumer purchasing behavior

H1: there is a positive relation among brand loyalty and consumer purchasing behavior towards fast-food products.

According to Table, there is a 0.638 link between brand loyalty and purchasing behavior. This coefficient indicates that the two variables have a positive and strong association. A p-value smaller than 0.05 is regarded as significant. The correlation coefficient is statistically significant, as seen by this. We may deduce from the results that brand loyalty accounts for 40% $(0.638)^2$ of the variance in customer purchase behavior toward fast-food goods. As a result, we agree with the theory (H1).

Table 4.6: Correlation analysis among brand loyalty and consumer purchase behavior

		Brand Loyalty	Consumer Purchase Behavior
Brand Loyalty	Pearson Correlation	1	.638**
	Sig. (2-Tailed)		.000
	N	350	350
Consumer Buying Behavior	Pearson Correlation	.638**	1
	Sig. (2-Tailed)	.000	
	N	350	350

4.2.2 The correlation among brand awareness and consumer purchasing behavior

H2: There is a positive relation among brand awareness and consumer purchasing behavior towards fast-food products.

According to the table, there is a 0.563 link between brand awareness and consumer purchasing behavior. This coefficient indicates that the two variables have a positive and significant association. A p-value smaller than 0.05 is regarded as significant. The correlation coefficient is statistically significant, as shown by this result. Based on the findings, we can deduce that brand awareness accounts for 31% $(0.563)^2$ of the variance in consumer purchasing behavior for fast-food goods. As a result, the theory is accepted (H2).

Table 4.7: Correlation analysis among brand awareness and consumer purchase behavior

		Consumer Purchase Behavior	Brand Awareness
Consumer Purchase Behavior	Pearson Correlation	1	.563**
	Sig. (2-Tailed)		.000
	N	350	350
Brand Awareness	Pearson Correlation	.563**	1
	Sig. (2-Tailed)	.000	
	N	350	350

4.2.3 The correlation among perceived quality and consumer purchasing behavior

H3: There is a positive relation among perceived quality and purchasing behavior towards fast-food products.

According to the table, there is a 0.767 link between perceived quality and customer buying behavior. This coefficient shows two variables that have a positive and strong association. A p-value smaller than 0.05 is regarded as significant, and the sample size is small. The correlation coefficient is statistically significant, as seen by this. According to the findings, perceived quality accounts for 58 percent $(0.767)^2$ of the difference in customer purchase behavior toward fast-food goods. As a result, we agree with the theory (H3).

Table 4.8: Correlation analysis among perceived quality and consumer purchase behavior

		Consumer Purchase Behavior	perceived quality
Consumer Purchase Behavior	Pearson Correlation	1	.767**
	Sig. (2-Tailed)		.000
	N	350	350
perceived quality	Pearson Correlation	.767**	1
	Sig. (2-Tailed)	.000	
	N	350	350

4.2.4 The correlation among brand association and consumer purchasing behavior

H4: there is a positive relation among brand association and Consumer purchasing Behavior towards fast-food products.

The relationship between brand association and brand attitude is 0.748, according to the table. This coefficient indicates that the two variables have a positive and significant association. A p-value smaller than 0.05 is regarded as significant. The correlation coefficient is statistically significant, as shown by this result. Based on the findings, we may deduce that brand association accounts for 55 percent $(0.748)^2$ of the variance in consumer purchasing behavior for fast-food goods. As a result, the theory is accepted (H4).

Table 4.9: Correlation analysis among brand association and consumer purchase behavior

		Consumer Purchase Behavior	Brand Association
Consumer Purchase Behavior	Pearson Correlation	1	.748**
	Sig. (2-Tailed)		.000
	N	350	350
Brand Association	Pearson Correlation	.748**	1
	Sig. (2-Tailed)	.000	
	N	350	350

4.3 REGRESSION ANALYSIS

Through a significance test of R Square, we determined a set of percentage of independent factors that can explain the dependent variables based on the results of the multiple linear regression analysis. The research model completely explains the variation in the dependent variable when the R^2 is 1.0, resulting in optimal prediction accuracy. By comparing data weights, it may also determine the relative predictive relevance of the independent variables.

4.3.1 Model Summary

A regression model was used to determine the extent to which branding aspects influence customer purchasing behavior. The R^2 coefficient of determination measures how well independent or predictor factors explain variance in a dependent variable's mean. According to (Hair et al., 2006), a greater R^2 value indicates that the regression equation has more explanatory power. Table model summary reveals that the model's r or the correlation coefficient is 0.83. This demonstrates that the independent variables and dependent variable have a significant connection. The coefficient of determination or r square of the model is 0.692. Brand awareness, perceived quality, brand loyalty, and brand association are the independent variables which explains 69 percent of the variance in consumer purchasing behavior of fast food, according to the r square. In other words, branding accounts for 69 percent of the decision to purchase and decide, while the other 31 percent may be ascribed to other elements were not investigated since their extent was beyond the focus of this research. The adjusted R square in the model summary derived from multiple regression is 0.689, which represents the amount of variance in one variable that is accounted for by another variable. In other words, their opinion of branding accounts for 68.9 % percent of actual overall variance in customer purchasing behavior of fast food, according to a sample of 350 target respondents. This implies that there is a strong relation among branding and customer purchasing behavior when it comes to fast-food businesses.

Table 4.10: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.832 ^a	.692	.689	.41045	.007	8.096	1	345	.005
a. Predictors: (Constant), perceived quality, brand association, brand awareness, brand loyalty									
b. Dependent Variable: consumer buying behavior									

4.3.2 Model Fit Testing

F value is calculated by dividing the mean square of explained data by the mean square of residual data, (Sakaran, 2003). The total statistical significance/acceptability of the model may be examined using an ANOVA table. It is clear that the model is significant because the F statistical significance value (.000) is less than the 0.05 level of significance. P-value 0.000 is less than the alpha level, which indicates that this study's model has a statistically significant relationship with consumer buying behavior. This means that the relationship between the independent variables and the dependent variable is statistically significant.

Table 4.11: Model fit testing

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	130.810	4	32.702	194.113	.000 ^e
	Residual	58.123	345	.168		
	Total	188.932	349			
a. Dependent Variable: consumer buying behavior						
b. Predictors: (Constant), perceived quality, brand association, brand awareness, brand loyalty						

4.3.3 Coefficient of Determination

Table 4.12: The coefficients result of regression

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.285	.080		3.585	.000					
	Perceived Quality	.393	.044	.410	9.040	.000	.767	.438	.270	.434	2.302
	Brand Association	.260	.046	.285	5.686	.000	.748	.293	.170	.355	2.819
	Brand Awareness	.134	.032	.155	4.241	.000	.563	.223	.127	.670	1.493
	Brand Loyalty	.090	.032	.122	2.845	.005	.638	.151	.085	.481	2.079

a. Dependent Variable: buying behavior

Table 4.12 shows that there is a positive association among the perceived quality, brand association, brand awareness, brand loyalty and consumer buying behavior. Using this calculation, it was calculated that consumer buying behavior would rise by 0.393 (39%) when perceived quality rises by 1; improved by 0.260 (26%) when Brand Association factor rises by 1; improved by 0.134 (13%) when Brand Awareness factor rises by 1; improved by 0.090 (9%) when Brand Loyalty rises by 1 and was anticipated to be 0.285 (28.5%) when there were no elements influencing the customers buying behavior of fast-food brands products (There are no Independent Variables.)

According to the above table, the elements of perceived quality have the largest impact on purchase behavior, followed by the components of brand association, brand awareness, brand loyalty. From table above, all of the independent variables had standardized beta coefficients less than one with a beta value of 0.410 ($p < 0.05$), perceived quality was the greatest. Brand association is the second most powerful independent variable, with a beta value of 0.285 ($p < 0.05$), then brand awareness with a beta of 0.155 ($p < 0.05$), and lastly, brand loyalty with a beta of 0.122 ($p < 0.05$).



5. CHAPTER FIVE

5.1 DISCUSSION OF THE RESEARCH

The study's goal was to look at the influence of branding on customer purchasing behavior in Baghdad, employing a questionnaire to 350 conveniently chosen consumers by distributing the surveys online through social media. According to the background information provided by respondents, the majority of the total respondents (69.7%) are females, the majority of the respondents (64.6%) are between the ages of 18 and 25, and the majority of the respondents (78%) have an income of less than \$500. And students made up 74.3 per cent of the responses. The descriptive statistical study also revealed that on the Likert scale, customers overwhelmingly selected to agree among the choices.

According to correlation and regression research findings, branding aspects are major indicators of customer purchasing behavior. All respondents were given a high rating (Av. Mean > 2). Perceived quality has the largest positive connection ($r=0.767$, $p<0.05$) with consumer purchasing behavior, followed by brand association, Brand Loyalty, and Brand Awareness ($r=0.748$, $r=0.638$, and 0.563 , $p0.05$) accordingly.

The model's overall fitness has been proven by several statistical findings. The first method is to use the ANOVA test, which yielded a P-value (0.000) less than 0.05. The total independent variable has a statistically significant association with the dependent variable, consumer purchasing behavior.

The R-value, also known as the (Correlation Coefficient), which measures the level of correlation or co-variation that occurs among independent and dependent variables (branding) (consumer purchasing behavior). It merely assesses the degree to which the two variables are linked or vary. The value of R in this situation is 0.832, indicating that the independent and dependent variables have a very strong association.

The coefficient of determination (R^2), is the proportion of the total variation in fast-food customers' buying behaviors (dependent variable) that is clarified by the various independent variables in the regression, is 0.692; this means that the linear relationship with all the independent variables explains 69.2 percent of customer buying behaviors (branding). The adjusted R square is 0.689, reflecting how much variation in one variable is explained by variation in another. In other words, their opinion of branding accounted for 68.9% of the overall difference in customer purchasing behavior, according to a poll of 350 target respondents. This implies a strong link between branding and customer purchase habits when it comes to fast-food goods.

In general, the regression model constructed in this research may be regarded as a good predictor of fast-food client purchasing behavior. The beta coefficients of the independent variables may be used to explain their individual impacts. Perceived quality has the greatest standardized coefficient (beta), indicating the best predictor.

5.2 CONCLUSION

The goal of this research was to see how branding affects consumer purchase habits among Baghdad fast-food customers. Brand variables such as brand awareness, perceived quality, brand loyalty, and brand association are used to assess this research. A questionnaire on all areas of customer purchasing behavior was done based on these four branding factors. Finally, the research revealed that branding had a substantial relationship with client purchasing behavior based on the data reviewed. It was also shown that brand awareness and loyalty had a favorable and substantial link to client purchasing behavior. Pearson correlation analysis was utilized to specify the relation among branding and customer purchase behavior in fast-food customers. Customers' buying behavior is influenced by the four elements of branding, according to research. The social value of brand inherent in all brands. But some brands have recognized (fast food) that there is another way of creating social value, if they are prepared to seize the opportunity.

5.3 RECOMMENDATION

The following suggestions are made according to the findings of the branding and customer purchasing behavior study. The researcher will suggest that branding plays a significant role in every company that wants to succeed. Fast-food firms and manufacturers are urged to enhance and maintain their brands in this light. These might be based on a consumer survey or an evaluation of the brand's success. Customers trust the brand that is well-known and has a proven quality since they have a thorough understanding of the many brands of fast-food brands or items. It is critical to the success of any new brand as well as current ones. According to that road map, fast-food companies must focus on increasing consumer awareness of their brand via the message of their media advertisements, just as they must focus on the quality of their goods to build a strong brand association in their consumer minds.

Furthermore, branding is critical for attracting and retaining consumers, particularly in the fast-food manufacturing industry, where competition is fierce and unchanging. Customer relationship management requires a lot of focus. In order to develop a powerful association among their brand and customer purchasing behavior, their brands should also influence their habits. The perceived quality of fast-food goods, brand loyalty, brand association, and brand recognition must all be continually improved in order to fulfill customer purchasing behavior.

5.4 SCOPE FOR FUTURE STUDY

The present research focused only on Baghdad's fast-food business. As a consequence, the findings cannot be applied to other Iraqi cities that are bigger or more diverse. I believe that further study, not just in Baghdad but also in other places, may be performed on a broad scale with huge sample size and adding a new modulating factor such as (gender, socioeconomic status, sale promotions, product pricing and product packaging) to this model. More studies may be done in this area in order to uncover general solutions that can be applied to all investigations.

REFERENCES

- Aaker, D A, & Leadership, J. E. B. (2000). The Next Level of the Brand Revolution. *The Free Press, New York, 351p.* Ambler, T., & Barrow, S.(1996). *The Employer Brand. Journal of Brand Management, 4*, 185–206.
- Aaker, David A. (1991). *Managing Brand Equity New York.* Free Press: New York.
- Aaker, David A. (1996). Measuring brand equity across products and markets. *California Management Review, 38*(3).
- Aaker, David A. (2009). *Managing brand equity.* simon and schuster.
- Abdelkafi, N., Makhotin, S., Thuns, M., Pohle, A., & Blind, K. (2016). To Standardise Or To Patent? Development Of A Decision Making Tool And Recommendations For Young Companies. *International Journal of Innovation Management, 20*(08), 1640020.
- Aghdaie, S. F. A., & Honari, R. (2014). Investigating the role of brand in forming the consumer involvement. *International Review of Management and Business Research, 3*(1), 254.
- Alkon, A. H., Block, D., Moore, K., Gillis, C., DiNuccio, N., & Chavez, N. (2013). Foodways of the urban poor. *Geoforum, 48*, 126–135.
- Allan, M. L. (2014). *Price versus brand: assessing the role of price and brand in low-income consumer decision-making.* Stellenbosch: Stellenbosch University.
- Allen, C. T., Machleit, K. A., Kleine, S. S., & Notani, A. S. (2005). A place for emotion in attitude models. *Journal of Business Research, 58*(4), 494–499.
- Alvi, M. (2016). *A manual for selecting sampling techniques in research.*
- Andreyeva, T., Long, M. W., & Brownell, K. D. (2010). The impact of food prices on consumption: a systematic review of research on the price elasticity of demand for food. *American Journal of Public Health, 100*(2), 216–222.
- Andy, F. (2005). *Discovering statistics using SPSS:(and sex, drugs and rock 'n'roll).*
- Antwi, S. K., & Hamza, K. (2015). Qualitative and quantitative research paradigms in business research: A philosophical reflection. *European Journal of Business and Management, 7*(3), 217–225.

- Ashraf, M., Naeem, M., & Shahzadi, M. (2017). Impact of Branding on Consumer Buying Behavior: An Evidence of Footwear Industry of Punjab, Pakistan. *International Journal of Academic Research in Business and Social Sciences*, 7(7), 592–603.
- Assael, H. (1992). Consumer behaviour and marketing action. Boston: PWS-KENT. 1992 *Internationalism on Consumer Ethnocentric Tendencies,*” *Journal of International Business Studies*, 32(1), 157–175.
- Atilgan, E., Aksoy, Ş., & Akinci, S. (2005). Determinants of the brand equity: A verification approach in the beverage industry in Turkey. *Marketing Intelligence & Planning*.
- Bagozzi, R. P. (1983). A holistic methodology for modeling consumer response to innovation. *Operations Research*, 31(1), 128–176.
- Bagozzi, R. P., & Churchill Jr, G. A. (1982). Introduction to special issue on causal modeling. *JMR, Journal of Marketing Research (Pre-1986)*, 19(000004), 403.
- Bass, F. M., & Talarzyk, W. W. (1972). An attitude model for the study of brand preference. *Journal of Marketing Research*, 9(1), 93–96.
- Bettman, J. R., Capon, N., & Lutz, R. J. (1975). Multiattribute measurement models and multiattribute attitude theory: A test of construct validity. *Journal of Consumer Research*, 1(4), 1–15.
- Bjorch, J., & Jarnsjo, E. (1999). To buy or not to buy. *Umea University USBE*.
- Brondoni, S. (2001). Brand policy and brand equity. *Emerging Issues in Management*, 1, 2000–2001.
- Bryman, A. (2016). *Social research methods*. Oxford university press.
- Bryman, A., & Hardy, M. A. (2004). *Handbook of data analysis*. Sage.
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of Marketing*, 65(2), 81–93.
- Chavadi, C. A., & Kokatnur, S. S. (2008). Consumer Expectation and Perception of Fast Food Outlets: An Empirical Study in Davangere. *ICFAI Journal Of Services Marketing*, 6(2).
- Chovanová, H. H., Korshunov, A. I., & Babčanová, D. (2015). Impact of brand on consumer behavior. *Procedia Economics and Finance*, 34, 615–621.

- Chun, S.-H., & Nyam-Ochir, A. (2020). The effects of fast food restaurant attributes on customer satisfaction, revisit intention, and recommendation using DINESERV scale. *Sustainability*, 12(18), 7435.
- Cobb-Walgren, C. J., Ruble, C. A., & Donthu, N. (1995). Brand equity, brand preference, and purchase intent. *Journal of Advertising*, 24(3), 25–40.
- Costello, A. B., & Osborne, J. (2005). Best practices in exploratory factor analysis: Four recommendations for getting the most from your analysis. *Practical Assessment, Research, and Evaluation*, 10(1), 7.
- Creswell, J. W., & Creswell, J. D. (2005). Mixed methods research: Developments, debates, and dilemmas. *Research in Organizations: Foundations and Methods of Inquiry*, 315–326.
- Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.
- Cronin Jr, J. J., & Taylor, S. A. (1992). Measuring service quality: a reexamination and extension. *Journal of Marketing*, 56(3), 55–68.
- Dahlqvist, U., & Linde, M. (2002). Reklameffekter. Strategi, utformning och medial. *Malmö: Liber*.
- Davies, A., & Cline, T. W. (2005). A consumer behavior approach to modeling monopolistic competition. *Journal of Economic Psychology*, 26(6), 797–826.
- Del Rio, A. B., Vazquez, R., & Iglesias, V. (2001). The effects of brand associations on consumer response. *Journal of Consumer Marketing*.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), 307–319.
- Erdem, T., & Swait, J. (1998). Brand equity as a signaling phenomenon. *Journal of Consumer Psychology*, 7(2), 131–157.
- Field, A. P. (2005). Is the meta-analysis of correlation coefficients accurate when population correlations vary? *Psychological Methods*, 10(4), 444.
- Fink, A. (2003). *The survey handbook*. sage.
- Fishbein, M. (1965). *A consideration of beliefs, attitudes, and their relationship*.

- Fishbein, M., Ajzen, I., & Belief, P. (2010). Changing behavior: The reasoned action approach. In *Predicting and*. Psychology Press New York, NY.
- Frank, M. (1973). Bass, and William L Wilkie. "A Comparative Analysis of Attitudinal Predictions of Brand Preference." *Journal of Marketing Research*, 10, 262–269.
- George, D., & Mallery, P. (2016). *SPSS for Windows Step by Step: A Simple Guide and Reference. 11.0 update*, 2003. Boston: Allyn & Bacon.
- Goode, M. R., Dahl, D. W., & Moreau, C. P. (2010). The effect of experiential analogies on consumer perceptions and attitudes. *Journal of Marketing Research*, 47(2), 274–286.
- Green, J., Draper, A., & Dowler, E. (2003). Short cuts to safety: risk and 'rules of thumb' in accounts of food choice. *Health, Risk & Society*, 5(1), 33–52.
- Gupta, S., McLaughlin, E., & Gomez, M. (2007). Guest satisfaction and restaurant performance. *Cornell Hotel and Restaurant Administration Quarterly*, 48(3), 284–298.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. (2006). *Multivariate data analysis*. Uppersaddle River, NJ: Pearson Prentice Hall.
- Hartmann, P., & Ibáñez, V. A. (2007). Managing customer loyalty in liberalized residential energy markets: The impact of energy branding. *Energy Policy*, 35(4), 2661–2672.
- Heale, R., & Twycross, A. (2015). Validity and reliability in quantitative studies. *Evidence-Based Nursing*, 18(3), 66–67.
- Howard, J. A., & Sheth, J. N. (1969). *The theory of buyer behavior*, New-York, John Wiley & Sons. Inc.
- Hung, C.-H. (2008). The Effect of Brand Image on Public Relations Perceptions () and Customer Loyalty. *International Journal of Management*, 25(2), 237.
- IPOGAH, U. P. (2008). *A study to indicate the importance of consumer based-brand equity on consumer perception of brand*.
- James, D. (2005). Guilty through association: brand association transfer to brand alliances. *Journal of Consumer Marketing*.
- Javalgi, R. R. G., & Moberg, C. R. (1997). Service loyalty: implications for service providers. *Journal of Services Marketing*.
- Jisana, T. K. (2014). Consumer behaviour models: an overview. *Sai Om Journal of Commerce & Management*, 1(5), 34–43.

- Jobber, D., & Ellis-Chadwick, F. (2012). *Principles and practice of marketing (No. 7th)*. McGraw-Hill Higher Education.
- Kandasamy, C. (2015). Consumer behaviour and brand equity: A bird's eye view. *International Journal of World Research*, 1(13), 71–75.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22.
- Keller, K. L. (1998). Branding perspectives on social marketing. *ACR North American Advances*.
- Keller, K. L. (2003). Strategic brand management: Building. *Measuring, and Managing*.
- Keller, K. L., & Lehmann, D. R. (2006). Brands and branding: Research findings and future priorities. *Marketing Science*, 25(6), 740–759.
- Khasawneh, K., & Hasouneh, A. B. I. (2010). The effect of familiar brand names on consumer behaviour: A Jordanian Perspective. *International Research Journal of Finance Economics*, 43(1), 34–57.
- Kim, H., Kim, W. G., & An, J. A. (2003). The effect of consumer-based brand equity on firms' financial performance. *Journal of Consumer Marketing*.
- Kim, W. G., & Kim, H.-B. (2004). Measuring customer-based restaurant brand equity. *Cornell Hotel and Restaurant Administration Quarterly*, 45(2), 115–131.
- Kotler, P. (2005). The role played by the broadening of marketing movement in the history of marketing thought. *Journal of Public Policy & Marketing*, 24(1), 114–116.
- Kotler, P., & Armstrong, G. (2003). *Fundamentos de marketing . Ciudad de México*. México: Pearson Educación.
- Kotler, P., Armstrong, G., Saunders, J., Wong, V., Miquel, S., Bigné, E., & Cámara, D. (2000). *Introducción al marketing*. Pearson Prentice Hall.
- Kotler, P., Asplund, C., Rein, I., & Haider, D. (1999). *Marketing Places Europe: How to Attract Investments, Industries, Residents and Visitors to Cities, Communities, Regions and Nations in Europe*. 302.
https://books.google.com/books/about/Marketing_Places_Europe.html?id=UFO3QgAACAAJ
- Kotler, P., & Keller, K. (2011). *Marketing management 14th edition*. Prentice Hall.

- Lassar, W. (1995). Mittal., B., & Arun., S., 1995. *Measuring Consumer Based Brand Equity*, 11–19.
- Lautiainen, T. (2015). *Factors affecting consumers' buying decision in the selection of a coffee brand*.
- Lynch, J. G., Alba, J. W., & Hutchinson, J. W. (1991). Memory and decision making. In *Handbook of consumer behavior* (pp. 1–9). Englewood Cliffs, NJ: Prentice-Hall, Inc.
- Macdonald, E. K., & Sharp, B. M. (2000). Brand awareness effects on consumer decision making for a common, repeat purchase product: A replication. *Journal of Business Research*, 48(1), 5–15.
- Mazar, N., Amir, O., & Ariely, D. (2008). The dishonesty of honest people: A theory of self-concept maintenance. *Journal of Marketing Research*, 45(6), 633–644.
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A study of factors affecting on customers purchase intention. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1).
- Mitchell, A. A., & Olson, J. C. (1981). Are product attribute beliefs the only mediator of advertising effects on brand attitude? *Journal of Marketing Research*, 18(3), 318–332.
- Muthithcharoen, A., Palvia, P. C., & Grover, V. (2011). Building a model of technology preference: The case of channel choices. *Decision Sciences*, 42(1), 205–237.
- Nedungadi, P. (1990). Recall and consumer consideration sets: Influencing choice without altering brand evaluations. *Journal of Consumer Research*, 17(3), 263–276.
- Netemeyer, R. G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Ricks, J., & Wirth, F. (2004). Developing and validating measures of facets of customer-based brand equity. *Journal of Business Research*, 57(2), 209–224.
- Nyanga, L., Van der Merwe, A. F., Matope, S., & Dewa, M. T. (2015). A web based manufacturability agent framework for an E-manufacturing system. *Procedia CIRP*, 28, 167–172.
- Ogunnaike, O. (2017). Conceptualization of the relationship between brand equity and purchase behavior. *International Review of Management and Marketing*, 7(2), 403–408.
- Oliver Richard, L. (1997). *Satisfaction: A behavioral perspective on the consumer*. New York ' NY: Irwin-McGraw-Hill.
- Paivio, A. (1971). Imagery and language. In *Imagery* (pp. 7–32). Elsevier.

- Pappu, R., Quester, P. G., & Cooksey, R. W. (2005). Consumer-based brand equity: improving the measurement—empirical evidence. *Journal of Product & Brand Management*.
- Parvin, S. (2013). Conceptual framework for exploration of brand equity perception from bottom of the pyramid (BOP) market perspective. *International Journal of Research*, 1(5), 1–10.
- Philip, K., Asplund, C., Rein, I., & Haider, D. H. (1999). *Marketing Places in Europe*. Prentice Hall.
- Pitta, D. A., & Katsanis, L. P. (1995). Understanding brand equity for successful brand extension. *Journal of Consumer Marketing*.
- Powell, L. M., Chaloupka, F. J., & Bao, Y. (2007). The availability of fast-food and full-service restaurants in the United States: associations with neighborhood characteristics. *American Journal of Preventive Medicine*, 33(4), S240–S245.
- Prasad, V., & Halpeth, B. (2015). Consumer Behaviour. *Himalaya Publishing House Pvt.* www.himpub.com
- Pratap, A. (2017). Effect of demographic factors on consumer behavior: age, sex, income and education. *Web Source: Retrieved on May, 24, 2017*.
- Pride, W. M., & Ferrel, O. C. (2003). *Marketing Concepts and Strategies: Houghton Mifflin Company*.
- Queirós, A., Faria, D., & Almeida, F. (2017). Strengths and limitations of qualitative and quantitative research methods. *European Journal of Education Studies*.
- Rahman, M. S. (2020). *The advantages and disadvantages of using qualitative and quantitative approaches and methods in language “testing and assessment” research: A literature review*.
- Ramya, N., & Ali, S. M. (2016). Factors affecting consumer buying behavior. *International Journal of Applied Research*, 2(10), 76–80.
- Rasool, Z. S., & AKBAY, C. (2021). Fast Food Consumption Behavior of Consumers in the Northern Region of Iraq. *EURASIAN JOURNAL OF AGRICULTURAL ECONOMICS (EJAE)*, 1(1), 1–13.
- Rossiter, J. R., & Percy, L. (1987). *Advertising and promotion management McGraw-Hill New York*. NY.

- Sakaran, U. (2003). Research Method for Business A skillJBuilding Approach, fourth Internet Advertising. *Interactive Marketing*, 13(3), 34.
- Samuelsen, B. M., & Sandvik, K. (1997). The concept of customer loyalty. *EMAC Proceedings, Annual Conference*, 1122–1140.
- Santoso, C. R., & Cahyadi, T. E. (2014). Analyzing the impact of brand equity towards purchase intention in automotive industry: a case study of ABC in Surabaya. *IBuss Management*, 2(2).
- Sarwar, F., Aftab, M., & Iqbal, M. T. (2014). The impact of branding on consumer buying behavior. *International Journal of Technology and Research*, 2(2), 54.
- Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students*. Pearson education.
- Saunders, M., Lewis, P., & Thornhill, A. (2012). *Research methods for business students* (6. utg.). Harlow: Pearson.
- Schiffman, L. G., & Kanuk, L. L. (1997). *The nature of consumer attitudes*, *Consumer Behavior*.
- Schlosser, E. (2012). *Fast food nation: The dark side of the all-American meal*. Houghton Mifflin Harcourt.
- Schwarz, N. (2004). Metacognitive experiences in consumer judgment and decision making. *Journal of Consumer Psychology*, 14(4), 332–348.
- Shah, S. S. H., Aziz, J., Jaffari, A. R., Waris, S., Ejaz, W., Fatima, M., & Sherazi, S. K. (2012). The impact of brands on consumer purchase intentions. *Asian Journal of Business Management*, 4(2), 105–110.
- Sharma, A., Bholra, S., Malyan, S., & Patni, N. (2013). Impact of brand loyalty on buying behavior of women consumers for beauty care products-Delhi region. *Global Journal of Management and Business Studies*, 3(7), 817–824.
- Sirgy, M. J., Grewal, D., Mangleburg, T. F., Park, J., Chon, K.-S., Claiborne, C. B., Johar, J. S., & Berkman, H. (1997). Assessing the predictive validity of two methods of measuring self-image congruence. *Journal of the Academy of Marketing Science*, 25(3), 229–241.
- Solomon, M R. (2008). *Consumer Behavior, Solomon Binding*. Pearson International Edition.

- Solomon, Michael R. (2004). *Consumer behaviour: buying, having and being (6th eds)* (pp. 304–305). New York, Prentice Hall Inc.
- Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues & Research in Advertising*, 26(2), 53–66.
- Srivastava, A. (2015). *Role of Brands and Scope of Branding (Philip Kotler Summary) | Arpit Srivastava*. <https://arpitsrivastava.com/role-of-brands-and-scope-of-branding-philip-kotler-summary/>
- Sweeney, J. C., Soutar, G. N., & Johnson, L. W. (1999). The role of perceived risk in the quality-value relationship: A study in a retail environment. *Journal of Retailing*, 75(1), 77–105.
- Tanner, J., & Raymond, M. A. (2012). *Marketing principles. Houston: Flat World Education.*
- Thanajaro, N. (2016). *Exploring the interaction effects between country of manufacture and country of design within the context of the sportswear industry in Thailand*. Brunel University London.
- Tong, X., & Hawley, J. M. (2009). Measuring customer-based brand equity: Empirical evidence from the sportswear market in China. *Journal of Product & Brand Management*.
- Tsiotsou, R. (2006). The role of perceived product quality and overall satisfaction on purchase intentions. *International Journal of Consumer Studies*, 30(2), 207–217.
- Tuominen, P. (1999). Managing brand equity. *Lta*, 1(99), 65–100.
- Uggla, H. (2001). *organization avvarumänke. Malmo, liber economi.*
- Van Osselaer, S. M. J., & Janiszewski, C. (2001). Two ways of learning brand associations. *Journal of Consumer Research*, 28(2), 202–223.
- W Lawrence, N. (2014). *Social Research Methods: Qualitative and Quantitative Approaches*. Pearson Education Limited.
- Warraich, U. A., Ahmad, N., & Qureshi, F. (2013). Customer retention in fast food industry. *Indus Journal of Management Sciences*, 1(1).
- Webster, N. (1951). *Webster's dictionary of synonyms: a dictionary of discriminated synonyms with antonyms and analogous and contrasted words*. Merriam.
- Weilbacher, W. M., & Marketing, B. (1993). *Building winning brand strategies that deliver*. Chicago: NTC.

- Wong, V., Saunders, J., & Armstrong, G. (2005). *Principles of Marketing. Fourth european edition*. Prentice Hall, Harlow.
- Wood, L. (2000). Brands and brand equity: definition and management. *Management Decision*.
- Yasin, N. M., Noor, M. N., & Mohamad, O. (2007). Does image of country-of-origin matter to brand equity? *Journal of Product & Brand Management*.
- Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*, 28(2), 195–211.
- Zeithaml, V. (1988). A (1988) Consumer perception of Price quality & value. *A Means and Model*, 3.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.
- Zikmund, W. G., Carr, J. C., & Griffin, M. (2013). *Business Research Methods (Book Only)*. Cengage Learning.

APPENDIX

THE QUESTIONNAIRE OF THE STUDY

The researcher has prepared a questionnaire for a master's thesis in business administration titled (the effect of branding on consumer purchasing behavior of fast-food in Iraq).

The following pages contain a set of important items to do this research, bearing in mind that scientific honesty obliges the researcher not to disclose the information given by you to any party. This information is only to help in carrying out scientific research.

Before filling out this questionnaire, I would first like to draw your attention to that your response to these items depends on your experience with fast-food products.

Thank you for cooperation in service of scientific research.

Section I: Demographic Information

1. What is your gender?

Male

Female

2. What is your age category?

Under 18 years

18-25 years old

26-30 years old

31-40 years old

41-50 years old

50+ years old

3. How much is your monthly income?

Less than 500\$

500\$-1000\$

1000\$-5000\$

5000\$-10000\$

Above 10000\$

4. What is your occupation?

Student

- Employed
- Businessman
- Jobless
- Housewife
- Retired

Section II: Brand Equity and Consumer Buying Behavior

Specifically, we're interested in finding out what influences people's decision to buy fast food. Just a few seconds before you begin, consider your preferred fast food chain. Please rate each statement according to how much you agree or disagree with it. In the space provided, please circle the appropriate number to indicate your final grade:

1. SA- Strongly Agree
2. A- Agree
3. N- Neither agree nor disagree
4. D- Disagree
5. SD- Strongly Disagree

Table 6.1: Brand equity items

Construct A : Brand Equity		Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
Brand Awareness						
BAW1	Some characteristics of the fast-food brand come to my mind quickly	1	2	3	4	5
BAW2	I can recognize the fast-food brand quickly among other competing brands	1	2	3	4	5
BAW3	I am familiar with of the fast-food brand	1	2	3	4	5
Brand Loyalty						
BLO1	I consider myself to be loyal to the fast-food brand	1	2	3	4	5
BLO2	the fast-food brand would be my first choice.	1	2	3	4	5
BLO3	I will not buy other brands if the fast-food brand is available at the store.	1	2	3	4	5
Brand Association						
BAS1	the fast-food brand has very unique brand image, compared to competing brands	1	2	3	4	5
BAS2	I respect and admire people who consume the fast-food brand products	1	2	3	4	5
BAS3	I like the brand image of the fast-food brand	1	2	3	4	5
BAS4	I like and trust the company of the fast-food brand, which makes fast food products	1	2	3	4	5
Perceived Quality						

(Brand equity items Table 6.1 continued)

PQU1	The likelihood that the product of the fast-food brand would be reliable is high	1	2	3	4	5
PQU2	The workmanship of the fast-food brand product would be high	1	2	3	4	5
PQU3	the fast-food brand product should be of a good quality	1	2	3	4	5
PQU4	The likelihood that the fast-food brand product is dependable is high	1	2	3	4	5
PQU5	the fast-food brand product would seem to be durable	1	2	3	4	5

Table 6.2: Purchase behavior items

Construct B : Buying Behavior		Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
Purchase intention						
PI1	The likelihood of purchasing the fast-food brand product is high	1	2	3	4	5
PI2	If I were going to buy the fast-food brand product, I would consider buying it at the expected price	1	2	3	4	5
PI3	At the expected price, I would consider buying the fast-food brand product	1	2	3	4	5

(Purchase behavior items Table 6.2 continued)

PI4	The probability that I would consider buying the fast-food brand product is high	1	2	3	4	5
PI5	My willingness to buy the product of the fast-food brand is high	1	2	3	4	5
Brand Preference						
BP1	I like the fast-food brand better than any other brand of fast food	1	2	3	4	5
BP2	I would use the fast-food brand product more than I would use any other brand product of fast food	1	2	3	4	5
BP3	the fast-food brand is my preferred brand over any other brand of fast food	1	2	3	4	5
BP4	I would be inclined to buy a product of the fast food brand over any other brand	1	2	3	4	5
Brand Attitude						
BAT1	I feel that the fast food brand is appealing	1	2	3	4	5
BAT2	I feel that the fast food brand is good	1	2	3	4	5
BAT3	I feel that the fast food brand is pleasant	1	2	3	4	5
BAT4	I feel that the fast food brand is favorable	1	2	3	4	5
BAT5	I feel that the fast food brand is likable	1	2	3	4	5