

# The Impact of Brand Awareness and Brand Perceived Quality Towards Purchase Intention of Mobile Phone from Customers View in Ethiopia

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**Abstract:** The aim of this study is to examine brand awareness, perceived quality toward purchase intention of customer in mobile phone. The study employed explanatory research design. The convenience sampling techniques used to collect data from 386 respondents. Data collected through closed ended questionnaire with five alternative responses. The data were analyzed by using structural equation (SEM). The result shows that brand awareness is positively related to purchase intention, indicating increased likelihood of considering and intending to purchase products or services from a brand. Brand awareness and perceived quality suggest increased customer trust, an improved brand image, and a higher likelihood of purchase. Researchers suggest that includes other variables, such as brand loyalty, image, and demographics, could also influence these relationships with brand awareness and purchase intention. Use different methodologies, such as surveys and questionnaires, can provide complementary insights. Future researchers will focus to assess the strength and generalizability of the findings. Additionally, considering external factors like marketing campaigns, competitive landscapes, and economic conditions that indicates customers purchase intention.

**Keyword:** Brand Awareness, Perceived Quality, Purchase Intention

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## 1. Background of the Study

Recently, the emerging of consumer state of mind has successful consumers choose to purchase their well-known and approximated brand. Hence, if businesses want to failure their competitors, they have to make consumers love to buy their products and brands [1]. Brand awareness ranges from complete brand ignorance to complete certainty of the brand's existence [2]. Product with higher brand awareness will have higher market share and better quality evaluation. In addition, while consumers select a product, they care about perceived quality and brand awareness. Perceived quality can help consumers to have a subjective judgment on overall product quality that make a product hold a salient differentiation and become a selective brand in consumers' minds [3].

Brand fulfills the expectations of its consumers. It is not the real quality of the products it refers to the personal thought of a consumer about a certain brand or a product. This helps the companies to attain loyal and consistent customers. awareness on the purchasing intentions of the consumers [4]. Perceived quality is as the consumer's knowledge of the overall quality or superiority of a brand when comparing it with others [5]. Increase in the buyer awareness has made buyers want to pay for their recognizable and constructive brand. Thus, it is important for businesses to create attraction in their brands to be in better position than their competitors are. This is evident that the consumers disseminate and always willing to acquire a product, so here the brand awareness is always a vital factor to manipulate the buying decisions and purchase intentions [6, 7]. The desire to get rewards through promotional deals,

free coupons, and other loyalty incentives contribute to remuneration motivation. Promotional incentives are considered essential predictors of consumer responses to any marketing offer and contribute to positive purchasing intention [8].

A customer tends to purchase the brand, which he can instantly recall at the thought of buying a product. It is always better to be first in the mind than to be first in the market. The most powerful concept in marketing is to own a space in the consumer's mind [9]. Consumer purchase intention takes place with the customer stimulation by internal and external factors (such as choosing a product, brand, a retailer, timing, and quantity); and the consumers make a purchase decision based on their individual qualities, personalities, characteristics and process of decision making [10]. Purchase the products by the brands that is more valued, known and heard beforehand, trusted and positively associated, and believed to have a high quality and brands in different product categories [11]. Purchase intention is considered alongside additional attitude indicators used to foresee real-world buying behavior as stated by [12]. Actual user behaviors predicted through customer intention. Customer intention provides the best determinant of a person's behavior. This intention then helps to provide an understanding of a customer's actual behaviors [13].

## 2. Literature Review and Hypothesis

### 2.1. Brand Awareness

Brand awareness is an ability of consumers to be aware of the existence of a brand and component of brand equity [14]. Brand Awareness is the ability for a brand to stand out amidst its competition. Customers that recognize a particular brand against their competitors are a huge asset to a company since it means that the brand is present in the customers' mind. Purchase intention is when a product is repurchased based on a previous purchase and its experience. If understood properly, the relationship between brand awareness and purchase intention can help companies prepare sound strategies led the market [15]. Brand awareness and purchase intention understood because it will allow companies to be impeccable and ahead of their competition. Companies should make use of this data to derive sound strategies for itself [16].

Brand awareness considered with two dimensions these are depth and width. The first dimensions define the behaviours of the consumer and indicate that, when a consumer sees a brand name, they will recall the specific products linked to that brand. Through brand awareness, consumers can easily recognize a brand when searching for a product and make a buy or skip decision [17, 18]. Brand awareness increases consumers' ability to recognize and recall a brand when considering a product category. It is crucial for initial trust building increased identifies a product but also shows a brand image and equity, creating consumer confidence in the brand [19, 20]. Brand awareness means

increasing the familiarity of the brand through repeated exposure, although this is generally more effective for brand recognition than for brand recall. That is, the more a consumer "experiences" the brand by seeing it, hearing it, or thinking about it, the more likely he or she is to strongly register the brand in memory [21]. The relationship between consumer to pay more attention to these attributes than whether the brand is [16, 22].

H1: There is positive relationship between brand awareness and purchase intention

### 2.2. Brand Perceived Quality

Perceived quality is considered to be a consumer's assessment of a product's overall quality or superiority [23]. Perceived quality of a product or a service perceived, with the potential for eventually influencing consumers' purchasing decisions [31]. Perceived quality also provides value to consumers by providing them with a reason to buy and by differentiating the brand from competing brands. Perceived quality is defined as a consumer's evaluation of a brand's overall excellence based on intrinsic performance and durability and extrinsic [24, 25].

Consumers will have a good perception about the quality of a brand when the brand is considered to meet consumer expectations. Perception of quality will affect consumer decisions regarding the purchase or use of a product brand, because the brand meets consumer expectations [26]. Perceived quality is mentioned as an asset from brand. It has become a major business focus for many businesses and may serve as the impetus for initiatives aimed at improving brand equity. Perceived quality is a significant and widely recognized strategic element. Customers may see a brand's perceived quality as dependable, giving them an incentive to acquire its products or services. Perceived quality may also assist businesses in differentiating themselves from their competition [27].

The relationship of perceived quality influence on purchase intention is built because there is a relationship between the dimensions of exogenous variables. The relationship between these dimensions from the effect of partial perceived quality on purchase intention through a positive and unidirectional relationship between perceived service quality dimensions, perceived functional quality, perceived package quality, perceived price quality and perceived promotional quality dimensions of perceived variables quality of purchase intention dimensions such as attention, interest, desire and action. Brand awareness affects the development and effectiveness of the brand associations that comprise a brand's image. The existence of the brand in consumers' perceptions is a prerequisite for them to build relationships with it [29].

H2: Perceived quality has a positive and significant effect on purchase intention

### 2.3. Brand Awareness and Perceived Quality

Product quality is one result of the association of brands

directly related to the financial condition of the company. This is because the perception of the quality created by a brand provides a positive assessment of a brand and can support the brand's premium price [30]. Regarding perceived quality, previous studies argue that consumers prefer to buy products from familiar and known brands, as they believe that the products will have higher quality, thus having their buying intension [23, 31, 32]. The relationship between perceived quality and brand awareness in different contexts and identified that consumer perception of the brand improves as he/she already has some familiarity with [4, 34, 29].

H3: Brand awareness has positive and significant effect on brand perceived quality

#### 2.4. Purchase Intention

Purchase intention defined as the probable level of potential customers to buy a particular brand designated for them after a specific evaluation. Purchase intention as possible prospects that have plans to purchase products in the future, make repeat purchases, and searching for more information regarding the related product [34]. Purchased intention has four-customer behaviors' including unquestionable plans to buy products, think decisively to buy products, contemplate to buy products in the future, and to buy specific products [29]. With the constant buying decisions every day and numerous options in the market, consumers have to cope with information overload. Purchase intention defined as the possibility of consumer in purchasing product or service in the near future. One of the most well-known models in purchase decision is attention, interest, desire, and action [29, 36].

### 3. Methodology

#### 3.1. Research Design

Research design is script for the researchers follow when conducting the research [7]. This study employed explanatory research design. Quantitative methods are mainly used for explanatory research. This method is used to ensure that the finding do not cause confusion among consumers. As we know questionnaire are the best way to find the ideal target market or determine consumer preferences Explanatory research design is helps to discover and report some relationships and effect of different aspects of the variables in study [7]. Quantitative research is regarded as the organized inquiry about phenomena through the collection of numerical data and the execution of statistical, mathematical, or computational techniques. Accordingly, the researcher selected to use a quantitative research approach to know the relationship and effect of variables.

#### 3.2. Data Collection and Measurement

Data for dependent and independent were collected through self-administered questionnaire were distributed to

retail shop of electronic in southwest Ethiopia. The questionnaire asked respondent using Likert scale to measure the agreement of respondents that ranges 1-5 likert scale. 1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree.

#### 3.3. Sample Size and Sampling Methods

Sampling is the selection of a portion of the total number of unites of interest to decision makers for the ultimate purpose of being able to draw general conclusions about the entire body of units. The convenience sampling strategy has utilized in this study. This technique allows us to reach many people in a short period. We use this technique to offset the time constraints of our research. Researchers can consistently collect data through this technique.

For populations that are large, [42], developed the to yield a representative sample for proportions

$$n = \frac{z^2 pq}{E^2} \quad n = \frac{(1.96^2)(0.5)(0.5)}{0.05^2} = 386$$

#### 3.4. Data Analysis

Statistical tools used to interpret the data in this study are SPSS and AMOS. To assess the correlation between our dependent and independent variables, AMOS version 23 used to test hypothesis. Structural equation (SEM) model was used to test reliability analysis, factor analysis, and regression analysis is to know dependent variable and one or more independent variables in the relationship. The SEM model consists of 2 stages and proceeds by testing the scale model and testing the hypothesis [42], Confirmatory factor analysis using maximum- likelihood used to estimation of to check instrument, convergent, discriminant, and validity.

#### 3.5. Reliability and Validity Analysis

Reliability and validity analysis were undertaken to in the measurement of stage and path of coefficient and explaining the strength of SEM to check the interaction of them [3]. The CR value for each construct were higher that of threshold value (0.7). It can be seen from table 1 CR for each construct is 0.84, 0.70, 0.86 brand awareness, perceived quality and purchase intention respectively and greater that the threshold this indicated that the construct were internally consistent.

Average variable extracted scores of more than 0.50 demonstrate an acceptable convergent validity, as this implies the required indicators clarify a specific construct with greater than 50% variations. This indicates are greater than 0.50, which is elaborating an acceptable threshold of convergent validity and internal consistency. According to (Fornell & Larcker, 1981) [22]. it was necessary to confirm that the square root of the construct's average variance extracted (AVE) was larger than its correlation with any other construct in the structural model in order to ensure the construct's discriminant validity remained inactive.

Table 1. Cronbach's alpha, CR, and AVE.

Constructs	Item	Loading	Cronbach's alpha	Composite reliability	Average variable extracted (AVE)
Brand awareness	BR1	0.566	0.79	0.84	0.64
	BR2	0.878			
	BR3	0.865			
	BR4	0.831			
	BR5	0.842			
Perceived quality	PRQ1	0.561	0.65	0.70	0.57
	PRQ2	0.691			
	PRQ3	0.703			
Purchase intention	INT1	0.797	0.74	0.86	0.56
	INT2	0.772			
	INT3	0.874			
	INT4	0.691			
	INT5	0.589			

3.6. Model Specification

SEM is the relationships among a set of observed variables are expressed by linear equations. Each equation describes the dependence of one variable in terms of the others, and contains a stochastic error term accounting for the influence of unobserved factors. Independence assumptions on pairs of error terms are also specified in the model [44]. Relationships between the observed and latent variables are specified by

researchers, and are represented by parameters or paths. Three types of parameters are to be specified: directional effects, variances and covariance. There is one covariance (non-directional relation between independent latent variables) in the analysed model. Model specification is the description of the structure of the model. That is, the qualitative relations among the variables are specified by linear equations. Quantitative information is generally not specified and is represented by parameter [44, 45].

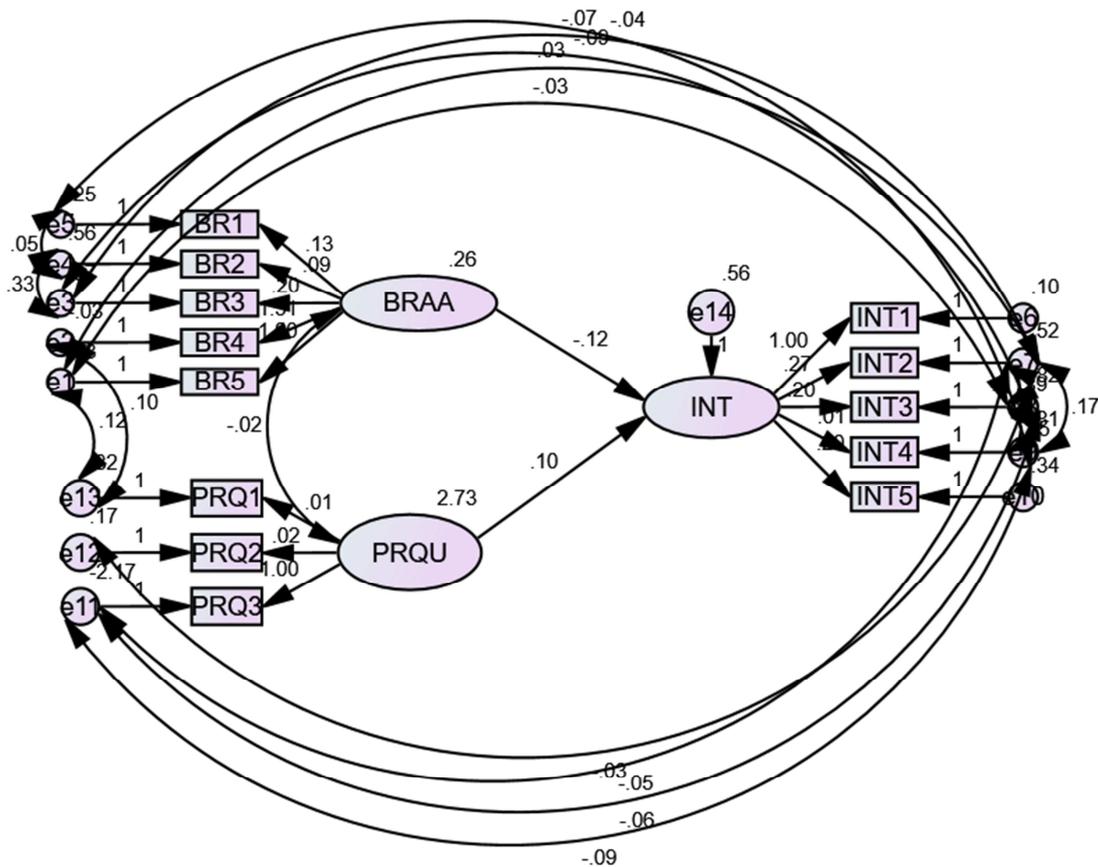


Figure 1. A framework of the inner model result.

3.7. Model Identification

In structural equation modelling (SEM), model

identification refers to the process of determining whether the model's parameters can be estimated uniquely based on the available data. it means that multiple parameter values can

produce the same pattern of observed data, making it impossible to obtain unique estimates. To prove identification we need to find an appropriate order to solve the systems of equations. This order will depend on the variables that compose each auxiliary set [44]. A common approach to measure model identification in SEM is through the concept of degrees of freedom. Degrees of freedom represent the number of independent pieces of information available for estimating the parameters of the model. In SEM, the degrees of freedom are calculated as the difference between the number of observed variables and the number of estimated parameters.

**3.8. Model Estimation**

For the purposes of parameter estimation, IBM, SPSS, Amos 23, the Maximum Likelihood Estimation (MLE) procedures were applied in estimation of model. MLE is a method that determines values for the parameters of a model. The parameter values are found such that they maximise the likelihood that the process described by the model produced the data that were actually observed [45]. For instructive purposes, we utilize an example of a measurement model to elucidate the estimation of model parameters, although the principles discussed here extend to the majority of SEM techniques [46].

*Table 2. Regression Weights: (Group number 1 - Default model).*

			Estimate	S.E.	C.R.	P	Label
BRAA	<-	PRQU	-.021	.020	-1.060	.289	par_11
e9	<-	BRAA	.091	.030	-3.027	.002	par_14
e8	<-	BRAA	.066	.035	-1.878	.060	par_15
e7	<-	BRAA	.048	.032	-1.508	.132	par_16
e7	<-	BRAA	.170	.034	5.001	***	par_17
e7	<-	BRAA	.384	.040	9.572	***	par_18
e5	<-	BRAA	.041	.020	-2.023	.043	par_19
e4	<-	INT	.047	.016	2.895	.004	par_20
e3	<--	INT	.091	.029	-3.153	.002	par_21
e3	<--	INT	.065	.025	-2.638	.008	par_22
e3	<--	INT	.331	.035	9.438	***	par_23
e1	<--	INT	.122	.025	4.843	***	par_24
e8	<--	PRQU	.028	.014	-2.002	.045	par_25
e8	<-	PRQU	.350	.044	7.870	***	par_26
e2	<--	PRQU	.099	.022	4.500	***	par_27
e1	<--	PRQU	.029	.028	-1.062	.288	par_28
e1	<--	BRAA	.030	.024	1.268	.205	par_29
e8	<--	BRAA	.040	.020	-2.007	.045	par_30

Source: author calculation, \*\*\* the value lower than 0.001; CR is critical ratio; SE is standards error P is probability.

**3.9. Model Fit**

Model fit refers to the degree to which a statistical model adequately represents the observed data. In the context of (SEM), assessing model fit is crucial to determine whether the proposed model is compatible with the observed data [47]. The common ways to evaluate model fit was used Chi-square ( $\chi^2$ ) comparative fit index (CFI), root mean square of approximation (RMSA).

*Table 3. Standardized path estimates are reported with t-values.*

<i>CMIN</i>					
Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	46	38.457	45	.744	.855
Saturated model	91	.000	0		
Independence model	13	869.504	78	.000	11.147

<i>RMR, GFI</i>				
Model	RMR	GFI	AGFI	PGFI
Default model	.016	.985	.970	.487
Saturated model	.000	1.000		
Independence model	.097	.754	.713	.646

*Baseline Comparisons*

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.956	.923	1.008	1.014	1.000
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

*RMSEA*

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.000	.000	.025	1.000
Independence model	.162	.153	.172	.000

Notes: Standardized path estimates are reported with t-values in parentheses. \*p < 0.05; \*\*p < 0.01; \*\*\*p < 0.001

Source: Author Calculation

The overall model was fit that indicated that CMIN stands for the Chi-square value and is used to compare if the observed variables and expected results are statistically significant. In other words, CMIN indicates if the sample data and hypothetical model are an acceptable fit in the analysis [48]. The most basic measurement is the chi-square statistic likelihood-ratio. The model tested will be considered good if the chi-square value is low. Since chi-square is low

/small and insignificant, the zero hypotheses are difficult to reject and the basis of acceptance is the probability with a cut of  $p$ -value  $\geq 0.05$  [49]. Relating to the Chi-Square test, model is considered as fit to the data if the  $\chi^2$  value is low relative to degree of freedom with an insignificant  $p$  value ( $p > 0.05$ ). Therefore the result indicates that hypothesis was accepted.

Root Mean Square Residual (RMR) The smaller the RMR values the better. GFI=Goodness of Fit Index and takes values of  $\leq 1$  where 1 represents a perfect fit [48]. The result (0.016) indicated that good model fit and GFI (0.985) also best indicators to model fit.

Baseline Comparisons is referring to the process of comparing the performance or results of a particular model or method against a baseline model or method. The baseline serves as a reference point or a benchmark against which the performance of the new model or method can be evaluated [50]. Helps to know models automatically fitted by Amos for every analysis, respectively the default, saturated, and independence model [51].

Root mean square error of approximation (RMSEA): Lower RMSEA values denote better fit, and typically, values below .08 are taken to indicate adequate fit [12], and below .05 are taken to indicate excellent fit [53]. The result of this study shows that 0.000 therefore, it indicated that excellent fit.

## 4. Discussion of Result

Testing hypothesis (H1) brand awareness is positively related to purchase intention. Similarly, brand recognition, brand call to mind awareness and brand identity were positively correlated. The previous studies was emphasized [1, 4, 7, 16, 54]. When consumers are more aware of a brand and its offerings, they are more likely to consider and intend to purchase products or services from that brand.

Hypothesis (H2) Brand awareness and brand perceived quality are positively correlated also; product performance, features, reliability, durability and serviceability are positively correlated. The previous studies supported [1, 6, 23, 25, 55]. Higher levels of brand awareness can lead to various benefits, such as increased customer trust, improved brand image, and a higher likelihood of purchase.

Hypothesis (H3) Brand awareness has positive and significant effect on brand perceived quality the result indicated that there is positive relationship with brand awareness and perceived quality. Similarly Attitude towards the product: Perceived usefulness, Perceived ease of use, and Perceived value has positive relation to perceived product quality. Some previous studies supported this result [1, 6, 16, 23, 25, 56].

Based on the results of the model fit analysis, the model in question appears to have a good fit to the observed data. Chi-square (CMIN): The chi-square test compares the observed data to the expected data based on the model. In this case, the chi-square value is 38.457 with 45 degrees of freedom, resulting in a  $p$ -value of 0.744. Since the  $p$ -

value is greater than 0.05, it suggests that the model fits the data well. However, it is important to note that the chi-square test is sensitive to sample size, so small deviations from perfect fit can still result in a significant chi-square value.

Comparative Fit Index (CFI): The CFI measures the relative improvement in fit by comparing the proposed model to a baseline model. A CFI value of 1.000 represents a perfect fit. In this case, the CFI value is 0.855, indicating a good fit but with some room for improvement.

Root Mean Square Error of Approximation (RMSEA): The RMSEA measures the discrepancy between the model and the population covariance matrix. Lower values of RMSEA indicate better fit. In this study, the RMSEA value is 0.000, which suggests an excellent fit of the model to the data.

Goodness of Fit Index (GFI): The GFI measures the proportion of variance and covariance accounted for by the model. A GFI value of 1.000 represents a perfect fit. In this case, the GFI value is 0.985, indicating a good fit of the model to the data.

Based on these fit indices, it can be concluded that the model provides a reasonable representation of the observed data. However, it's important to consider the limitations of these fit indices and the specific context of the research when interpreting the results. Further analysis and replication of the study would be beneficial to validate the findings and assess the robustness of the model.

## 5. Conclusion

The study tested examined the relationship between brand awareness, brand recognition, recall, and brand identity, perceived quality, and purchase intention, and the model fit analysis showed a good fit to the observed data. Brand awareness is positively related to purchase intention, indicating increased likelihood of considering and intending to purchase products or services from a brand. Brand awareness and perceived quality suggest increased customer trust, an improved brand image, and a higher likelihood of purchase. Brand awareness on perceived quality, with attitude towards the product positively affecting perceived product quality. The model fit analysis revealed a good fit, with some room for improvement, but it is crucial to consider the limitations of fit indices and the research context when interpreting the findings. Further analysis and replication would be valuable to validate the results and assess the robustness of the model.

## 6. Recommendations

Longitudinal studies can help establish a causal relationship between brand awareness, perceived quality, and purchase intention by collecting data at multiple points in time. Other variables, such as brand loyalty, image, and demographics, could also influence these relationships. Different methodologies, such as surveys and questionnaires,

can provide complementary insights. Replicating the study in different contexts, including industries, product categories, and cultural backgrounds, can assess the robustness and generalizability of the findings. Additionally, considering external factors like marketing campaigns, competitive landscapes, and economic conditions can help gain a more comprehensive understanding of the relationships under investigation.

## Conflicts of Interest

Authors declare that no competing interest.

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