

# Impact of Brand Recall on Customer Purchase Intention

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## Abstract

This study analyzes customers brand Recall and its elements including brand awareness, brand association, and brand recognition. The purpose of this research is to identify the impact of brand recall on customer purchase intention. In this research we also identify the relationship between the dependent and independent variables. This is the primary research and data has been collected through questionnaire and for analysis purpose SPSS software has been used. In this study samples of 400 respondents has been collected and tested the reliability of the model. The result of the study indicates that Brand recognition and association have a positive impact on the customers purchase intention. Customers mostly buy and prefer those products which they recognize and have some positive association or link with that brands.

## 1. Introduction

The area of research for this paper focuses on empirically studying the relationship of brand Recall, Brand awareness on consumer purchase intention, that is constitutes the success of a brand. This relationship between brand awareness and consumer/brand loyalty has been studied in Pakistan focusing on the geographical region of Karachi in the context of fast moving consumer products such as packaged milk brands. Brand Equity inter relationships with brand awareness has been an important area of study in extant Recalls of defective products mitigate these dangers and reduce the economic burden of injuries and deaths associated with their consumption. As we daily recall the brand studies address the effectiveness of recall completion – the level to which products under recall are replacement. Recent studies using data from the automotive Industry show that recalls can reduce harm to consumers (Bee and Benitez-Silva 2010,2011). Because brands are valuable assets for company it's important for manager to maintain the customer mind good image which can help to achieve their desire sale and help to accomplish company target.

Brands influence the firm's responsiveness to product safety investigations &, brands can influence how consumers respond to recall information. Recall effectiveness depends on whether consumers heed the recall announcement and get there called product repaired or replaced. Consumer response to a recall, however, may be influenced by the brand's reputation. We can Target out customer Mind through Innovative Advertisement, Celebrity Endorsement, where Customer can recall the Brand for Long Term. Brand which creates revenue in the competitive market. In this connection 'Brand Awareness' is the key factor for it.

### 1.1 Research Background

It is very Important to Know The Marketer that Which is The Key Factor Effecting to Recall The Brand In Customer mind and We can create Strong Position in Customer Mind. A product recall is "any attempt to remedy or correct products that are defective or that do not comply with the agencies' safety standards" or a product category (Lead paint in toys, contaminated peanut butter) and receive wide publicity (Dawar and Pillutla 2000). However, not all recalls turn into a crisis situation. Given the frequency of recalls, particularly in the medical device and automotive industry (Thirumalai and Sinha 2011)

### 1.2 Product Recalls And Costs

Products are recalled when defects determine their performance. Recalls are offered to all consumers of a product and including those who have not experienced any problem associated with the defect. To complete a recall, firms repair the product or allow customers to return the product for a refund. Recalls are often by Governmental agencies that, among other activities, inform the public about a recall and monitor its completion.

### 1.3 Problem Statement

It's very important to identify that what is the Key Factor is Behind a Successful Well-known Brand Recognition and Brand Recall in Customers mind and How They Are Loyal with the Brand.

#### **1.4 Objectives**

- Determine the Variable Which Help Customers to Recall The Brand
- Celebrity Endorsement With Brand Create Strong Customer Mind Mapping
- Advertisement Motivate Customer to Purchase The Product
- How Long People Can Recall The Brand
- To identify strengths and weaknesses in existing communication tools by analysis and to find out needed measures to improve brand awareness
- How to grip the attention of customers to recall the brand which help to purchase the brand.

#### **1.5 JUSTIFICATION**

We are going to Prove The Tools Which Help customer to Recall The Brand which will help marketers to Develop Loyalty, Belief, Trust and They Can Create Strong Perception in Customer mind about the Brand. Marketers and Companies Can Take Benefit from This Research and After Finding the Result we Will Able to say that which is The Key Factor Which Help Customer To Recall The Brand

#### **1.6 LIMITATION**

- Do not exceed the standard time
- Lack of budget
- Specified sample unit is selected women customers only

The present research has several limitations. The first limitation is about the sample selection because the entire sample is taken just from the Benazir Bhutto Shaheed University Lyari and Sindh Madrassatul Islam University. Second, limited brands of student were used in our research for getting the consumer perception about the Brand. Third, resources limitations prohibited to take a large sample size. Further research can be create a more generalized result by taken a large sample size and from the various simple.

#### **1.7 SCOPE**

- We can judge the customer perception which help companies to target our customer to repurchase the brand
- its very significance that identify the Impact of brand recall on customer buying which determine and easily for promotion that how customer motivate to purchase the brand whether its due to brand awareness or brand resonance.

### **2. Literature Review**

#### **2.1 Concept of Branding**

The concept of Branding holds tremendous importance since Many years; it is the key to distinguish the goods and services from one to another. Customer's simple understanding of brand is to associate and reckon with easy information processing about products purchasing and being certain about the brand to build their trust with time Logo Design works. This reflects the greater need from the organization's point of view to have strong brands build through proper brand management resulting from effective marketing programs to create brand equity. The modern concept of branding grew out of the consumer packaged goods industry and the process of branding has come to include much more than just creating a way to identify a product or company. Branding today is used to create emotional attachments to products and companies (Dolak, 2003; Kotler&Armstrong, 2004). Of higher quality, and an aura of intangible qualities that surround the brand name, mark, or symbol (Aaker, 1991; Dolak, 2003). Brands basically create perceptions in the mind of the consumer that it is unique and there is no other similar product or service in the market. Therefore, a brand is to say to be strong entity if it is consistent over a long period of time in providing the product or service which consumers and prospective purchasers can rely and trust, which will lead to a Brand promise (Srinivasan, Park & Chang, 2005).

#### **2.2 Brand Associations**

A brand association is the most accepted aspect of brand equity (Aaker 1992). Associations represent the basis for purchase decision and for brand loyalty .Brand associations consist of all brand-related thoughts, feelings, perceptions, images, experiences, beliefs,) and is anything linked in memory to a brand. Other researchers identify different types of association that contribute to the brand equity Chen (2001) categorized two types of brand associations - product associations and organizational associations. Product Associations Product associations include functional attribute associations and non-functional associations (Chen 2001).

#### **2.3 Brand Awareness**

Organizations can generate brand awareness by, firstly having a broad sales base, and secondly becoming skilled

at operating outside the normal media channels (Aaker, 1996). Brand awareness is measured according to the different ways in which consumers remember a brand, which may include brand recognition, brand recall, top of the mind brand and dominant brand (Aaker, 1996).

#### **2.4 Brand recognition**

It related to consumer ability to confirm prior exposure to that brand when given the brand a cue. It requires that consumers can correctly the brand as have been previously seen it and listen from where and how they recognize the brand easily.

#### **2.5 Brand recall**

Brand recall relates to consumers' aptitude to identify the brand from memory given the product category, the needs fulfilled by the level and purchase or use according to situation. It requires consumers to focus and determine the differentiate the brand the brand from memory when given a relevant cause.

#### **2.6 Top-of-mind brand**

This is the brand name that first comes to mind when a consumer is presented with the name of a product classification.

#### **2.7 Dominant Brand**

The ultimate awareness level is brand name dominance, where in a recall task; most consumers can only provide the name of a single brand. Therefore the challenge facing the marketers is to build awareness and presence both economically and Brand Awareness and the customer perspective Aaker & Joachimsthaler (2000) define brand equity as brand assets linked to a brand's name and symbol that add to, or subtract from, a product service. According to them, these assets, can be grouped into four dimensions: brand awareness, Perceived quality, brand associations, and brand loyalty.

#### **2.8 Perceived Value**

Value appeared in several brand equity models (Feldwick 2006, Martin and Brown 2008, Lassar et al. 2009). Lassar et al. (1995) Consumer choice of a brand depends on a perceived balance between the price of a product and all its utilities (Lassar et al. 2005). A consumer is willing to pay premium prices due to the higher brand equity. Perceived Value Value appeared in several brand equity models (Feldwick 1996, Martin and Brown 1991, Lassar et al. 2005). Lassar et al. (1995) define perceived value as the perceived brand utility relative to its costs, assessed by the consumer and based on simultaneous considerations of what is received and what is given up to receive it. A consumer is willing to pay premium prices due to the higher brand equity.

#### **2.9 Types of Recalls**

Regardless of the method by which the product is recalled, it is required to be removed from the stream of commerce because it presents a public safety concern. However, not all product recalls pose the same threat. For this reason product recalls are given a classification to alert the consumer as to the seriousness associated with the product's safety.

##### **Class I recall:**

This is the type of recall that usually garners the most media attention. Class I refers to a recall where there is a reasonable probability that the use of or exposure to a product will cause serious adverse health consequences or even death. (E.g., E-coli Contamination)

##### **Class II recall:**

Class II refers to a recall by which the use of or exposure to a product may cause temporary or medically reversible adverse health consequences or where the probability of serious adverse health consequences is remote. (E.g., Bacterial infiltration of Staphylococcus adequate to cause food poisoning.)

##### **Class III recall:**

This designates a situation when use of or exposure to a product is not likely to cause adverse health consequences. (E.g., A contamination related to aesthetic qualities such as off taste or color; and/or labeling violations.) An example of a Class I recall that may still be fresh in the memories of many is the recall of shell eggs in August of 2010. As a result of the investigation, officials agreed that shell eggs were the likely source of the infections. Consequently, Wright County Egg of Galt, Iowa, conducted a nationwide voluntary Class I recall of eggs that shipped between May 19, 2010 and August 13, 2010. In all, more than 500 million eggs packaged by several different brands were recalled nationwide. As previously mentioned, depending on the product and the scope of distribution, Class I recalls, such as the recall of eggs just discussed, can be devastating to both the company's balance sheet and its reputation. Aside from the obvious cost associated with removing the product from the stream of commerce, and potential legal expenses, a large recall may result in bad press that can significantly tarnish a

business's reputation or brand.

### 3 METHODOLOGY

The nature of research considered appropriate is 'descriptive'. The aim is to determine the relationship and analyze the associations between variable (brand Recall) on the other variable (consumer Purchase Intention). To conduct this research, primary data was collected in the form of 'questionnaires-survey' as the research tool from users knowing different brands in Karachi. The total of 400 questionnaires having instructions provide to the respondents. The statistical tool used for evaluating and interpreting the questionnaires into meaningful information for resulting analysis is Statistical Package for the Social Sciences (SPSS). Pearson Chi-square (test of independence) is used to test the relationship between & Brand Recall brand awareness dimensions consumer Purchase Intention.

#### 3.1 Research Design:

There are two types of researches quantitative and qualitative research. Quantitative research is about asking people for their opinions in a structured way so that you can produce hard facts and statistics to guide you. To get reliable statistical results, it's important to survey people in fairly large numbers and to make sure they are a representative sample of your target market. the research conducted to identify the impact of packaging on consumer's buying behavior is a quantitative research

#### 3.2 Tools of Data Collection

There are two kind of approaches in data collection first is primary data collection which is used when we want to find new results which is mostly the Questionnaires and secondary data collection in which we use secondary data like : books, journals, newspapers etc. for the research. In order to collect data to find out the role of packaging on consumer's buying behavior, we will collect data by identify the impact of 3 independent variables on 1 dependent variable. For this we use primary data collection technique in which we use questionnaire to find out the actual impact of product packaging on consumers buying behavior.

#### 3.3 Sampling Technique & Size

There are two major types of sampling techniques which are probability sampling and non-probability sampling. We are using probability sampling technique in which we use convenience sampling. The reason of choosing this technique is that every individual are using the FMCG product and they all know their impacts on the buying behavior so we can find out the results on the behalf of the available population sample. The sample size of our research as we are using convenience sampling so the size is 300 questionnaires.

#### 3.4 Population

The population of my sample is all Asian peoples especially Pakistan as the sample size is from Pakistan.

#### 3.5 Measurement/ Instrument

There are different questions which are asked by consumers to identify their purchase intention the basis of given variables. Each variable is measure by asking the questions and ratings type scale ranging from: 1. Strongly disagree 2. Disagree 3. neutral 4. Agree 5. Strongly Disagree

#### 3.6 Methodology for Data Analysis

To make correct analysis of the data we use SPSS software in which we make analysis in two parts:

**3.6.1 Descriptive Analysis:** It is the technique in which we use to generate result in descriptive statistics. It shows maximum, minimum and mean value of data.

**3.6.2 Correlation:** The Pearson's correlation is used to find out the relation between at least two variables. The values for correlations are:

1. Fall between 0 = No correlation
2. Fall between 1 = perfect/positive correlation

Other factors such as group size will be determined if the correlation is significant. Generally, correlation above 0.80 is considered pretty high.

### 4 Data Analysis & Findings:

#### 4.1 Descriptive Analysis:

To analyze the research outcome the results of descriptive analysis of all dependent and independent variables are shown as follow:

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
BRC	400	1.67	4.67	3.5067	.81987
BA	400	2.33	4.67	3.6408	.60688
BAS	400	1.33	4.67	3.3567	.89244
CPI	400	2.00	4.20	3.2715	.59605
Valid N (listwise)	400				

In the above table the Minimum values, Maximum Values, Sum, Mean and values of standard deviation of all the variables are given. Number of observations of each variable is 400. All the values of mean shows the central tendencies of each variable. The values of standard deviation and minimum and maximum show the dispersion of values from its mean. The mean value of Consumer purchase intention is 3.4 where as its minimum and maximum values are 2.33 to 4.67. Similarly all the independent variables have different mean value as well as extreme values.

**4.2 Correlations**

**H1: There is a relationship between Brand Recognition and Consumer Purchase Intention.**

**Correlations**

		BRC	CPI
BRC	Pearson Correlation	1	.177**
	Sig. (2-tailed)		.000
	N	400	400
CPI	Pearson Correlation	.177**	1
	Sig. (2-tailed)	.000	
	N	400	400

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The above table represents the correlation of two variables\_ Consumer purchase intention and brand recognition are positively correlated ( $r=0.177$ ,  $p=0.000$ ). There is a moderate which is significant. So we can say that the hypothesis is accepted. It is observed that consumers are more likely to purchase the products that recall at the time of shopping.

**H2: There is a relationship between consumer purchase intention and Brand awareness.**

**Correlations**

		CPI	BA
CPI	Pearson Correlation	1	-.037
	Sig. (2-tailed)		.456
	N	400	400
BA	Pearson Correlation	-.037	1
	Sig. (2-tailed)	.456	
	N	400	400

There is a negative correlation between consumer's purchase intention and brand awareness( $r=-0.037$ ,  $p=0.456$ ). Hence the hypothesis is rejected.

**H3: There is a relationship between Consumer purchase intention and brand association.**

**Correlations**

		CPI	BAS
CPI	Pearson Correlation	1	.265**
	Sig. (2-tailed)		.000
	N	400	400
BAS	Pearson Correlation	.265**	1
	Sig. (2-tailed)	.000	
	N	400	400

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The above table represents the correlation of two variables\_ Consumer purchase intention and brand association are positively correlated ( $r=0.265$ ,  $p=0.000$ ). There is a moderate relationship which is significant. So we can say that the hypothesis is accepted. It is observed that consumers are more likely to purchase the products they are attached with and have some positive feelings towards that product.

### 4.3 Regression:

#### Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	BAS, BA, BRC <sup>b</sup>	.	Enter

a. Dependent Variable: CPI

b. All requested variables entered.

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.339 <sup>a</sup>	.115	.108	.56295

a. Predictors: (Constant), BAS, BA, BRC

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.259	3	5.420	17.102	.000 <sup>b</sup>
	Residual	125.496	396	.317		
	Total	141.755	399			

a. Dependent Variable: CPI

b. Predictors: (Constant), BAS, BA, BRC

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.132	.176		17.822	.000
	BRC	.115	.046	.159	2.514	.012
	BA	-.251	.057	-.256	-4.390	.000
	BAS	.194	.039	.290	4.988	.000

a. Dependent Variable: CPI

### 5. Conclusion & Recommendation

#### Conclusion:

The research results of the impact of Brand Recall on consumer's Purchase intention are as follows

- Brand Recall is the most important part in the marketing. It helps to communicate with the audience.
- Brand Awareness influence on the consumer and hence change their buying behavior.
- In order to analyze the importance of each element for consumer's choice to identify the impact of packaging and its elements on the purchase decision of the consumer.
- In this research we have been tested empirically this research model, which have a vast influence on the consumer's preference and choice.
- It has clear that the Brand Recognition are the most important factors for consumer purchase decision.
- The Brand Awareness has a Positive relation with the consumer's buying behavior.
- People want some new creations which attract them and change their perception towards the brand.
- Brand recall helps customer to identify or differentiate From others product.

#### Recommendation:

After the findings of the research

- It is highly recommended to all the FMCG companies to focus on the good and attractive packaging's which introduce any new product in the market.
- It is recommended that marketers do not think that packaging is the least factor in the success of any product. They should kept in mind that the packaging is the first most tool for attracting the consumer's and built a perception in their minds, so it should be deeply focused.
- It is recommended to other researchers that when they are taking packaging as a research topic they should also focused on the other marketing factors and dimensions as well.

For the researchers who are going to conduct research in future should focus the other elements of researches as well.

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## Appendix: Research Questionnaire

### **BENAZIR BHUTTO SHAHEED UNIVERSITY LYARI KARACHI RESEARCH QUESTIONNAIRE ( Impact of brand recall on customer Purchase intention )**

Assalam- o-Alaikum

This is Bilal Ahmed Memon student of BS.Commerce .I want your help to complete this task, for that I want your some time to fill this questionnaire properly so your point of view are required about my research. I will be so much thankful to you.

**NOTE: Tick the best option**

**Demographic details:**

Q1. Gender

1	Male	2	Female
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Q2. Your age?

	18-25		36-40
	26-30		41=45
	31-35		Above 46

Q3. Qualification ( BS. All Department)

	Metric		Graduation
	Inter		Above master

**Brand Recall:**

**BRAND RECOGNATION**

QNO	QUESTIONS	(1) STRONGLY DISAGREE	(2) DISAGREE	(3) NEUTERAL	(4) AGREE	(5) STRONGLY AGREE
1	Can you recognize the brand and for long period of time?					
2	Brand recognition is significant to repeat purchase?					
3	Do you easily recognize the brand?					
4	Can you recognize brand when you go to store?					

**BRAND AWARENESS**

QNO	QUESTIONS	(1) STRONGLY DISAGREE	(2) DISAGREE	(3) NEUTERAL	(4) AGREE	(5) STRONGLY AGREE
1	The advice of someone who is a regular user of a particular brand is a major reason I buy the same brand.?					
2	My social environment has a great impact on my brand Selections?					
3	I purchase those product has strong awareness is in my mind?					

**BRAND ASSOCIATION**

QNO	QUESTIONS	(1) STRONGLY DISAGREE	(2) DISAGREE	(3) NEUTRAL	(4) AGREE	(5) STRONGLY AGREE
1	Based on your experience with [PRODUCT], would you recommend this product to a friend?					
2	Based on your experience with [PRODUCT], how likely are you to buy [PRODUCT] again?					
3	Would you feel upset if the brand was discontinued?					

**CONSUMER PURCHASE INTENTION**

QNO	QUESTIONS	(1) STRONGLY DISAGREE	(2) DISAGREE	(3) NEUTRAL	(4) AGREE	(5) STRONGLY AGREE
1	I buy the product which i 'll remember at the time of shopping?					
2	I buy the product which my friend suggests me to use ?					
3	I buy the brand about which i am confidant?					
4	I am aware about almost all big brand of pakistan?					
5	I continue to buy same brand instead of using new?					