

# The Impact of Brand Awareness on Purchase Intention

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**Abstract.** The degree of brand awareness (BA) exerts a strong impact on the behavior and choices made by consumers. To comprehensively understand how brand awareness influences decision making on the part of consumers, this detailed review assesses the effect that awareness has on a person's intention to purchase. A large number of studies were analysed by this paper to explore the relationship between these two aspects in great detail. The results confirms that BA is significantly related with purchase intention(PI). The association implies that the higher degree of brand awareness, the more are consumers who would consider whether to buy a company's products or services. Additional variables, such as product quality, individual specifications, and customer happiness with past purchases, impact this relation between BA and intention to buy. Findings from this research highlight the significance of brand awareness and its ability to influence purchasing decisions. Getting a high degree of public recognition for their brand is something businesses should pay particularly close attention to if they hope that purchases will actually be made by consumers. However, with proper investment in marketing strategy, organisations can effectively affect the customer decisionmaking process and raise brand awareness. Also, the effectiveness of brand awareness at affecting purchase intentions can be further improved by focusing marketing efforts on certain age groups. In summary, this study points out the great importance of brand consciousness for what it contributes to customers 'purchase intentions. It gives marketers what they need to inculcate customer loyalty and design effective brand strategies.

**Keywords:** Brand Awareness, Purchase Intention, WordofMouth (WOM).

## 1. Introduction

The more consumers know about a brand and are familiar with it, the easier for them to make informed buying choices [1]. Customers' intentions to make a purchase are therefore significantly influenced by their level of brand awareness (BA). It is critical for marketers to understand that BA influences purchase intention (PI). This review study seeks to offer valuable insights to marketers and researchers through a comprehensive analysis of the aforementioned.

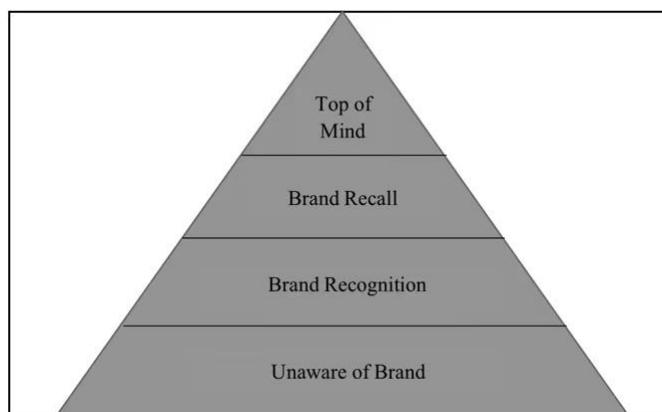
## 2. Literature Review

### 2.1. Brand Awareness

#### 2.1.1 Conceptualization of brand awareness.

The term "brand awareness" was developed to identify the level of familiarity and recognition that a specific brand possesses among the audience that it is intended to appeal to. The extent to which a brand influences consumers' perceptions is called brand awareness, according to Aaker [2]. As defined by Surachman, the term "brand awareness" refers to the capacity of a potential customer to recognise or perceive a particular brand in relation to a specific category of products [3]. According to Aaker, building brand awareness involves four distinct phases (Figure 1) [4]. While consumers may be unfamiliar with the brand initially, they subsequently develop brand recognition. Consumers reach the third stage when they recall the brand. The brand becomes so well-known that it dominates consumers' minds in the last phase. Consequently, people start to recognise the brand, and brand awareness is established.

BA is considered to have four levels, as shown in Figure 1.



**Figure 1.** Pyramid of Brand awareness [4]

### 2.1.2 Importance of Brand Awareness.

Establishing marketing goals and establishing corporate success requires building brand awareness. It substantially affects sales, product recognition, and consumer loyalty. Brand awareness significantly influences brand image (BI), contributing to the formation of a favourable perception of products and services [5]. Companies want to guarantee that their brand remains prominent in customers' thoughts when they are making purchase choices through the application of brand awareness. For businesses to differentiate themselves from their rivals, establish credibility, and generate revenue, brand awareness is integral. Consumers develop recognition and then familiarity with a brand through brand awareness. This creates a sense of trust and loyalty, increasing the customers' purchase intention [6]. Brand awareness is crucial as companies use it to define their marketing strategies. When it comes down to it, brand awareness is the key to long-term success in today's competitive marketplace, helping companies maintain a strong commercial presence and connect with their target audience.

### 2.1.3 Key Factors Influencing Brand Awareness

For Advertising and promotions, advertising and promotions that are a part of it have a significant impact on BA. It is demonstrated in previous studies that advertising has a favourable impact on brand awareness [7]. Specifically, the use of different media channels such as television, the internet and billboards has a significant impact. Promotional endeavours play a role in enhancing brand recognition as marketers can employ a diverse range of channels, including television, social media, print media, and online platforms to enhance brand recognition and foster favourable connections.

For Word-of-Mouth (WOM) and social media, word of mouth (WOM) is crucial when it comes to influencing brand recognition. A company's visibility grows when satisfied customers spread the word about the great experience they had with the brand's goods and services [8]. When individuals share information and their positive experiences about a brand with their friends, family, and extended social networks, it spreads awareness and generates interest in the brand. Spreading information and moulding consumer behaviour in the digital age are both greatly influenced by the social media using platforms for electronic word of mouth (e-WOM). Brands can achieve more with e-WOM strategies like consumer marketing and influencer marketing to increase the reach and effect of WOM. To boost positive word of mouth and strengthen brand identification, marketers should engage with customers on social media channels. Overall, word of mouth can contribute significantly to attracting potential customers and increasing brand awareness, both offline and online.

### 2.1.4 Measurement of Brand Awareness.

Measuring reputation and brand awareness involves collecting data from a variety of sources to assess brand awareness and influence. Examples include brand mentions, share of voice, web traffic, social media engagement, search engine visibility, customer surveys and reviews, influencer impact, and media impressions. The assessment of brand awareness is essential for organisations to monitor

the perception of their brand, to identify areas for improvement, and to measure the effectiveness of their marketing campaigns.

## **2.2. Purchase Intention**

### **2.2.1 Conceptualization of Purchase Intention.**

Crosno et al. defined purchase intention as a psychological construct referring to the probability of making a future purchase [9]. It is an important step in the buying process that consumers take stock of their knowledge of a product, make comparisons to comparable products, and making a final decision [10]. Purchase intention is a valuable instrument when it comes to forecasting purchase choices. Multiple components influence the formation of purchase intention including individual needs, the perceived value of the goods in question, brand reputation, previous experience, and social influence. Together, these signify the level of eagerness and drive to engage in a purchasing decision. Comprehending purchase intention is important for companies as it enables them to design suitable marketing tactics to influence and fulfil customer preferences by anticipating consumer behaviour.

### **2.2.2 Factors Influencing Purchase Intention.**

Individuals' intention to buy can be influenced by various factors. These influences include personal, societal, and life circumstances. According to Judith and Richard, an individual's propensity to make a purchase is greatly affected by their level of brand loyalty and their expectations regarding the product's quality [11]. The purchasing intention for a specific brand is influenced by factors such as e-WOM, brand awareness, and brand image. A major influence on the PI is also exerted by factors such as price, promotions, and packaging. Brand loyalty has been found to be significantly impacted by several components of marketing done through social media such as entertainment, trust, interactions, electronic word of mouth, and online participation [12]. These result in consequences related to the intention to make a purchase. Through comprehending these details, organisations can devise responsive marketing efforts to enhance their intended clients' inclination to make purchases.

### **2.2.3 Measurement of Purchase Intention.**

When it comes to gauging the consumers' propensity to make a purchase, there are several methods that can be used such as questionnaires and the in-depth analysis of online platforms like Facebook and Twitter. Specific types of information need to be collected, including the types of items buyers are interested in, the time period in which they plan to make a purchase, and their buying habits, to accurately calculate purchase intent. Surveys and customer feedback questionnaires are great ways to gather this information. Product development, marketing, and consumer engagement can all benefit from an understanding of purchase intent and the ability to measure it.

## **3. Relationship Between BA and Consumer PI**

### **3.1. Positive Impact of BA on PI**

BA significantly influences consumer purchasing intention [13]. Brand awareness shows a positive effect on the attitude of consumers towards a brand, subsequently impacting their intention to make a purchase. Consumers are inclined to buy brands with which they are familiar [1]. The consumers' affinity and familiarity with brands that are of a certain product category allows them to easily recognise and choose which brands to purchase. One could argue that the level of BA has a substantial impact on the likelihood of PI.

Lu et al.'s study set out to investigate the thoughts and feelings of consumers regarding sponsored recommendation posts and their intention to make a purchase [14]. A total of 613 valid samples were used as the overall sample in this study. The findings indicate that consumers hold significantly positive opinions towards sponsored suggestion postings when the products being recommended have a strong brand presence or are popular. In turn, this leads to an increase in their purchase intention.

A quantitative interpretative study was carried out by Tsa-bitah et al. in order to investigate the influence of brand personality, brand image, and BA on the PI of the local fashion brand known as "This Is April" in the city of Malang [15]. The sample was comprised of 160 participants selected using nonprobability selection, specifically a purposive sampling methodology. Online questionnaires were used to collect the data. The IBM SPSS software was utilised to perform multiple linear regression analysis. The study results indicate that BA and personality both exert a substantial influence on purchase intention.

An empirical study by Chen et al. to examine the factors affecting the inclination of Chinese consumers to buy luxury brands, specifically handbags [16]. They employed a quantitative methodology to validate their hypotheses. Two hundred thirty-one Chinese customers who had purchased highend handbags were randomly selected to take part in the survey. With the help of Smart-PLS software, the data was analysed using structural equation modelling (SEM). Based on the outcomes of the investigation, it was discovered that BA has a favourable impact on purchase intention. The research can thus be said to indicate that the level of brand credibility, BA, and the internal coherence of a brand directly influences the likelihood of Chinese customers purchasing luxury handbags. This study experienced several constraints. Bags are only one product category among luxury brands, which encompass various product categories. This study specifically examined luxury bags, which may not be indicative of the overall buying intention for luxury products as a whole.

When purchasing, brand awareness exerts a substantial influence on the choices made. Consumers' intentions to make a purchase are positively influenced by their awareness of a brand, according to the majority of studies.

### **3.2. Other Factors Mediating The Relationship Between Brand Awareness and Purchase Intention**

It is important to acknowledge that purchase intention does not necessarily result from brand awareness. Additional variables mediate the connection between the two. A study conducted by Azzari and Pelissari found that perceived quality, BI, and brand trust can influence the impact of BA on PI [17]. The potential mechanisms through which brand awareness impacts consumer behaviour can be elucidated by these intermediate factors. Brand awareness contributes to the development of cognitive brand perception and, when brand image is present, indirectly influences the customers' intention to make a purchase [12]. Across a number of studies, it has been demonstrated that purchase intention is not directly influenced by brand awareness.

Azzari and Pelissari's study examined the previous influence of BA on consumerbased brand equity according to several aspects (CBBE) and its influence on consumer PI [17]. The study was a quantitative analysis that involved a survey of 622 individuals who use smartphones. According to the findings of the study, there is no evidence to imply that BA reveals a direct impact on PI. In contrast, the relationship among these variables is impacted in an indirect manner by the CBBE attributes, which include perceived quality, brand association, and brand loyalty. In contrast to the previous research that established a direct and positive correlation, the lack of a direct effect of BA on PI is noteworthy as the findings indicate that there is no direct impact. This study indicates that only brand awareness is insufficient to elicit the consumers' intention to make a purchase. To demonstrate that BA is the first step in the process of generating brand value among customers, the intermediary influence of the extra characteristics of the CBBE are made use of, which are association, loyalty, and perceived quality.

The impact of brand image, BA, and marketing mix combine their respective factors with intent to buy, as examined in the research by Gunawan and Keni. The study's 160 participants were regular Bali ground coffee consumers. The data was analysed using Smart-PLS (3.3.3), a software tool for Partial Least Squares Structural Equation Modelling (PLSSEM) [18]. The findings indicate that brand image and marketing mix significantly impact purchasing intention, while brand awareness does not.

In summary, brand awareness is an element that contributes to the intention to purchase intention while not being the sole determining factor. The quality of the product, individual requirements and preferences, customer satisfaction, and perceived value are equally significant even as additional elements and can even exert a stronger influence on purchasing choices.

#### **4. Theoretical Frameworks and Model Examining BA and PI**

The influence of BA on PI has been emphasised and highlighted by a number of different theoretical frameworks and models.

##### **4.1. Information Processing Model**

The information processing model explains how consumers make decisions by emphasising their limited information processing capabilities and the factors that influence the process of decision-making. According to this model, sensory data is received before, in the short-term memory, being decoded and stored. It is then transferred to the long-term memory and retained permanently. Data can be retrieved from the long-term memory and reprocessed in the working memory when necessary. Consumers are exposed to a large amount of information but due to constraints to do with the human mental capacity, they tend to consider only relatively few options when making purchasing decisions [19].

For example, consumers can only remember a few brands that remain in their minds at the same time. Only a small portion of the information available is processed and this information affects their decisions in different ways. There are also individual processing variations. Consumers also rely on social influences such as social media recommendations and opinions when making purchasing decisions [20]. The views of other people and social media are becoming increasingly important to consumers when making purchasing decisions. Moreover, the perceived quality of the information has less of an effect on social shopping intentions than the influence of social influence does. Consumers have restricted capacities, and there are a variety of elements that influence their decision-making processes. Information processing models highlight both of these aspects. The model elucidates the mechanisms by which individuals view, understand, and then go on to use information, providing valuable insights into the processes of the human cognition and decision-making abilities. This model can be used to study how brand awareness affects the purchase intentions of consumers.

##### **4.2. Stimulus-Organism-Response Model**

According to Mehrabian and Russel's SOR model, the external environment is the stimulant of any individual's behavioural reactions or psychological improvements. After being stimulated, individuals process the stimuli inductively, producing appropriate responses following the adjustment of their psychological interactions [21]. By studying the influence that marketing stimuli have on the actions of consumers, the stimulus organism response (SOR) model contributes to the explanation of the connection that exists between marketing and consumer behaviour. The model suggests that brand awareness, social influence, entertainment based messaging content, attractiveness, perceived risk, and perceived scarcity can act as stimuli, intended to elicit certain responses from consumers (purchase intention). The SOR model also considers the role that mediating factors (consumer engagement and perceived benefits) play in shaping the association between marketing stimuli and consumer responses. When marketers fully comprehend of the impact that brand awareness stimuli have on consumers while they are under the influence of marketing, they are able to develop efficient marketing strategies and connect with customers in order to enhance the likelihood that they will make a purchase.

## 5. Analysis and Discussion

As outlined above, while research on the impact of BA on PI has provided fascinating insights, it should be noticed that there are limitations with the potential to affect the applicability and accuracy of the findings. These limitations include:

(1) The aforementioned studies were done with limited sample sizes, ranging from 160 to 622 specifically. Smaller sample sizes limit representation of different demographics, interests, and purchasing patterns. The reliability and validity of the study results can be improved by utilising more diverse and larger samples. A lower margin of error and more precise conclusions are produced by studies using bigger sample sizes.

(2) It is of critical importance to assess whether the sample used in a study is fully representative of the target population. If the sample lacks diversity and inclusiveness or is limited to a specific demographic group, the results may not be applicable to a broader group of consumers.

(3) Studies may be limited strictly to product categories, specific businesses or geographical areas. In fact, therefore, such results may not be easily transferable to other sectors or commodities and geographic areas. To achieve substantially higher external validity, researchers need to carry out the study in a number of different settings at once.

(4) Although the association between BA and PI has been investigated in previous research, it is possible that the investigations that were carried out by Azzari and Pelissari and Gunawan and Keni will not come to a definitive conclusion about the presence of a causal relationship between the two. Other factors, including personal requirements and preferences, product quality, customer experience and value, can also significantly affect purchase desire, leading to potential confounding variables.

(5) The above studies were all relatively brief, with each study taking only a few months. This might have led to results which totally lack a long-term perspective. The purchase intentions and brand awareness change with the times, which might be affected by marketing, competitors or market trends. Longterm based studies can provide a better insight into these dynamics.

(6) External considerations that influence purchase intention such as, culture, economic climate, occupation and social class; reference group; technology. These aspects should be included for a more comprehensive research because they are likely to affect customer behaviour.

In order to make future research on the interaction between BA and PI more practical, these limitations should be overcome by increasing both sample diversity and size. It is also necessary to take different contexts into account. In addition to long-term studies, external factors also need to be included.

## 6. Suggestions for Future Research

Future research on brand awareness' influence on intent to buy could be greatly enriched by a thorough investigation of the following aspects. This will help marketers to understand the reasons behind consumer behavior and develop effective brand strategies.

(1) Explore the role of brand loyalty and image as intermediaries between a degree or level of awareness, on the one hand, and intent to buy. Examine how cognitive processes (knowledge and perception) serve as the bridge between BA and PI.

(2) Investigate the cross-market differences in the effect of BA on intent to buy. Through a cross-cultural comparative analysis, the impact of different cultural norms and values on the correlation between BA and PI should be analysed.

(3) Examine the impact of sensory perceptions such as visual, olfactory, and auditory stimulation on brand recognition and familiarity, and how this affects the likelihood of purchase. Find out how trust, connection, and liking to the brand influence the relationship between BA and intent to buy.

(4) Examine the influence that social media platforms have on the level of brand awareness, as well as the way in which this influences the purchasing propensity of consumers.

(5) Assess the long-term effectiveness of BA in preserving customer PI by analysing the long-term influence that BA has on PI and by analysing the durability and sustainability of brand awareness.

(6) Investigate the impact of demographic data as moderating variables in the interaction between purchase intention and brand awareness. Exploring variables such as time constraints and purchase context as mediators with relation to the brand awareness and the intention to buy.

(7) Investigate the influence that strategic positioning of the brand (target market, target audience, and distinction) has on the connection between BA and the PI. Conduct a comparative analysis to assess the different effects that are due to brand awareness on purchase intentions in relation to product categories and in the context of different industries.

## 7. Conclusion

Awareness of a brand has a substantial impact on the degree to which consumers are willing to make a purchase. The literature constantly affirms the positive correlation between the probability of consumers acquiring a specific brand and brand awareness. This review article offers useful insights into the potency of brand awareness and its extensive marketing strategy influence. Marketers can achieve commercial success by skilfully controlling brand awareness, something that influences consumer behaviour and drives purchase intention.

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