

A Conceptual Analysis of the Relationship between Brand Awareness, Brand Loyalty, Advertising, and Customer Purchase Decisions among Malaysian Property Buyers

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Abstract: *The primary strategic tool for differentiating rival items is branding. Organizations must build strong brands as an effective defensive strategy to defeat rivals in the market if there are several competitors. In the present, branding is essential to all businesses, including the real estate sector. Strategic communication through advertising might help a company establish its brand. Leading businesses would need to use creative advertising to imprint an indelible brand position in the minds of their consumers. Therefore, this research aims to investigate how brand equity and advertising may assist real estate developers in comprehending the purchasing behaviour of their clients. This study's conceptual framework employed Aaker's brand equity model to direct the investigation. This theory offers a comprehensive explanation of brand equity and may be used at various phases of marketing to increase consumer loyalty and buy intent. It is typically utilised to set a company apart from the competition. This study offers helpful information to real estate developers on how brand equity and advertising may increase public awareness of their brand and affect consumer behaviour.*

Keywords: Strategic, investigate, brand equity.

I. INTRODUCTION

Branding is becoming increasingly pervasive in our daily lives to the point that it can be seen in every characteristic of our surroundings. Branding's importance cannot be underestimated. Branding has an impact on how we live, whether it comes from an individual, a family, a neighbourhood, or even a foreign nation. For instance, compared to their grandparents, youngsters nowadays are more likely to be exposed to product branding. The phrase "brand child" was created by Lindstrom (2003) to describe this current young generation. The "brand child" grows up surrounded by brands and becomes so accustomed to them that they can recall well-known brand names more easily than the names of their own blood relations. Although it is a terrible fact, the globe is now experiencing it. This demonstrates the potential power of branding. From a global perspective, even residents of a particular nation are subject to branding. Anholt's (2005) report strongly encourages emerging nations to create a worldwide brand. He makes a point of saying that an affluent, sophisticated nation is being branded by its citizens. Additionally, branding is important for commercial enterprises since it frequently results in a higher return on investment for businesses. Usually, in exchange for this, product sales are promised. Patrick et al. (2010), on the other hand, define advertising as a stakeholder-supported activity that aims to remind targeted consumers that the brand is available on the market, promote brand favorability, and encourage brand switching among consumers. The majority of the time, organisations or individuals finance advertising with the intention of altering the public's impression of certain institutions, goods, services, or viewpoints. It is possible to communicate values to the customers in terms of products and services through branding and advertising efforts. A company frequently emphasises its values. Due to the perception of values provided to the clients, an organisation is highly selective in the products that they sell. According to Kunde (2002), businesses who can develop brands that are value-oriented would prosper in their field. Customers get a sense of identification and belonging as a result of branding. Everyone has a need to fulfil their sense of belonging as a person. Everyone longs to be a part of

anything in society. Some people may envelop themselves in branded things to feel like they belong. They believe that by purchasing a well-known brand, they automatically belong to that certain social class. However, branding is not uncommon in the real estate sector. Given that the real estate market in the current world is quite competitive, branding has really been catching up pretty quickly in this sector. Additionally, the real estate sales agents that assist a certain property developer in the sale of their properties may be impacted by that developer's branding. Though strategic communication through advertising, promotion, communication, and packaging may help in developing a brand for a property developer, the impact of brand equity and advertising on consumer purchase decisions was hardly studied in the Malaysian real estate industry. Leading businesses must continually use cutting-edge design, inventive packaging, consistent quality, and exceptional advertising to imprint an indelible brand position in the minds of their consumers. Therefore, the purpose of the research is to narrow the gap by establishing the following research goals:

- To investigate the link between brand awareness and consumer decision-making while buying real estate in Malaysia?
- To investigate the link between brand loyalty and consumer decision-making while buying real estate in Malaysia?
- To investigate the connection between advertising and consumer choice while buying a home in Malaysia?

1.1 Customer Purchase Decision

According to David & Albert (2002), a consumer purchase choice is a decision-making process that involves physical actions since people must purchase, assess, utilise, and dispose of products and services. From this vantage point, we can see the customer's purpose since their actions will immediately predict how they will behave while making purchases. The choice to acquire anything from a company is considered to be a subjective one made by the customer. Before evaluating and considering purchasing the items or services, the clients must first obtain knowledge about such goods or services. The preferences and perceptions of customers fluctuate throughout time. Therefore, it's critical for marketers to research the preferences of their target market before launching a new product or set of services. The marketers have benefited greatly from this approach since it keeps them informed of developments and helps them locate potential consumers. As independent variables, brand awareness, brand loyalty, and advertising will be examined in this study to see how they may affect consumers' decisions to buy real estate in Malaysia.

1.2 Brand Awareness

Despite the customers' familiarity with the brand and their readiness to buy a product, Macdonald and Sharp (2000) noted that brand awareness of the product would also be a role in the choice to buy. Due to the rise in consumer awareness, customers typically choose the brands they are acquainted with. The first name that comes to mind when a buyer wants to buy a certain product influence if the product has a higher level of brand recognition. According to academics Dodds et al (1991) and evidence presented by researchers, brand awareness that is at a greater degree can affect a customer's choice to make a purchase. This explains why goods with more brand recognition will have a bigger market share. In the field of business, it is generally accepted that the primary goal of a company would be to maximise profit and sales. Organizations would encourage customers to buy their goods and services in order to accomplish this goal. For instance, a company that successfully developed a strong brand awareness demonstrates that its goods and services are highly regarded and have a respectable reputation in the marketplace. Brand recognition has a significant role in the choice to buy a good or service. Customers' perceptions of risk may be influenced by brand awareness since it has increased their degree of confidence in the company and the distinctive product they plan to buy. The brand of the goods is the first thing that comes to buyers' minds when considering making a purchase. In most cases, shoppers will take the product's brand into account while deciding whether or not to buy it. A product has a very high chance of not being taken into consideration by clients if it lacks a brand. Therefore, brand awareness helps clients make purchase decisions by forming a positive recollection of a certain product brand in their minds. On the basis of the debate above, it is suggested that:

Proposition 1: Consumer purchasing decisions are significantly positively correlated with brand awareness.

Brand Loyalty:

In order for a company to accomplish its goals, brand loyalty is essential. In order to accomplish their goals, businesses constantly go above and beyond to satisfy their clients and rectify any problems they may have with their goods or services. When a client has a positive relationship with a brand, they are more likely to return and make more purchases, regardless of the market conditions that the rivals have induced. Typically, a business will create goals based on the goods and services it provides. Customers are influenced to buy things based on the features, price, image, characteristics, and quality of the goods. They will typically repeat their purchases of the goods and recommend it to others if it meets their expectations and is good. Brand loyalty operates in this manner. In a company, brand awareness and brand loyalty are both crucial. An organisation would be able to improve their sales volume when there is brand loyalty. When it comes to the purchasing of luxury products, it would be preferable for them to keep their current clients rather than looking for new ones. The two concepts of brand loyalty and frequent buying are very different. Repeat business is defined as frequent brand purchases, and we may infer that most of the time, customers may consider the brand of the goods. However, consumer advocacy to their closest friends and family members is what defines loyalty. Customers develop brand loyalty when they sense a special bond or affinity for certain products, and they can demonstrate this by making repeat purchases. According to Reichheld, it was noted that clients who are devoted to particular brands would benefit the company since it will be simpler for the company to offer the items to their customers at a premium price. Customers may also recommend the goods to their friends and family in order to persuade them to buy them from the same business. Customers who are devoted to a certain brand don't evaluate the product; instead, they just buy it outright based on their interactions with the company. As a result, it is suggested that:

Proposition 2: A customer's choice to make a purchase is significantly influenced by brand loyalty.

Advertisement:

Advertising has a significant influence on consumers' thoughts since it raises knowledge of the applications and advantages of the product. A product presentation will be made available to people who wish to buy it through advertisement, which may meet a business's desire to boost sales. Cohen defined advertising as a commercial process that leverages original thinking to provide appealing messages for mass media. When compared to other marketing strategies, advertising, in Katke's opinion, is one of the key influencing instruments. The influence of advertising's exposure to the globe is mostly to blame. Advertising is one of the elements of promotion and is referred to as part of the marketing mix, which also includes product, price, place, and promotion. Advertising is used to raise awareness of a certain item or service and persuade consumers to make a purchase. Marketers employ advertising as a communication medium. Nowadays' advertisements differ from those from the past. In the past, businesses would only employ symbols as marketing tools to sell their goods or services because widespread usage of ads was not possible. Since there was a limited amount of area set up for advertisements, they were quite rare in earlier times. But in the present period, advertising has become quite popular and is now required of all businesses to promote their goods. A corporation could never be the market leader without the support of advertising. A corporation would need to make significant investments in its promotional instruments, according to Hussainy et al. (2008). Advertising's primary goal is to change consumers' buying habits. By altering and enhancing people's recollections of a particular brand, advertising has a positive influence on people's lives. A person will be connected to a brand name in his or her mind if they have a recollection of it. The customer's evaluation, consideration, and final purchasing choice of the goods will be influenced by the advertisement. On the basis of the debate above, it is suggested that:

Proposition 3: The influence of advertising on consumer purchasing behaviour is highly beneficial.

Theoretical Framework:

Aaker's Brand Equity Model is used in this study to create the theoretical foundation. The concept of brand equity, which comprises of brand awareness and brand loyalty, is thoroughly explained by Aaker's Brand Equity Model. It is easiest to forecast client purchase decisions when buying a property on the market with the assistance of advertising. In Figure 1, the theoretical framework is shown.

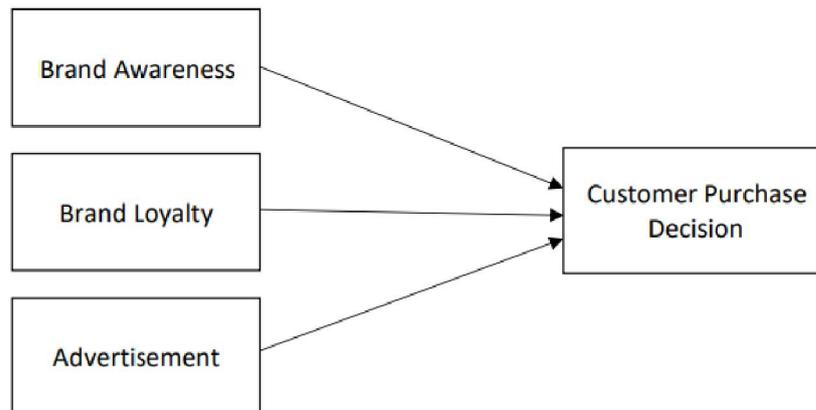


Figure 1: Proposed Theoretical Framework

Research Implications:

This study aims to investigate the influence of brand awareness, brand loyalty, and advertising on consumer purchasing decisions in the real estate sector. Property developers are anticipated to benefit from the study since it offers crucial data on brand equity and advertising instead of pricing, location, package, and amenities when they advertise their properties. This study will also assist real estate developers in determining the kind of image they want to project to the general public. As a result, it is possible for marketers to decide on the general direction of the marketing campaigns they want to run to draw in customers. This study intends to look into how advertising, brand awareness, and brand loyalty affect customer buying behaviour in the real estate market. The study is considered to be advantageous to real estate developers as it provides vital information on brand equity and advertising as opposed to cost, location, package, and amenities when they promote their homes. This research will also help real estate developers choose the image they wish to convey to the public. As a consequence, marketers may choose the general course of the marketing campaigns they wish to launch in order to attract clients. The findings are anticipated to offer new options for property developers to entice people to acquire brand-new residences.

II. CONCLUSION

Although previous study has shed light on a variety of elements that affect consumers' purchasing decisions, little is known about consumer purchasing behaviour in the real estate development sector. Property developers may need to concentrate on their advertising strategies in order to raise brand recognition among consumers and convert potential customers into paying clients if they want to increase sales.

All real estate developers may benefit from the research by learning what criteria buyers take into account when making a home purchase. Customers do take into account the reputation, brand equity, and self-promotional strategies used by real estate developers. This research helps real estate developers choose the image they want to project to the general public. The direction of the marketing campaigns that marketers would want to run to draw customers may then be determined.

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