Antecedents to Brand Image

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Abstract

Since Brand Image positions a product in the mind of consumers, it is important that the firm takes this into consideration. Physical and tangible differentiation is not sustainable as the competitors come up with the same or better tangible features with the passage of time. Comparatively, brand image being intangible cannot be copied. In view of its significance, the companies are now focusing on building and maintaining brand image. The aim of this study is to measure the effect of brand association, brand loyalty, perceived quality, brand awareness and brand satisfaction on the brand image. The sample size for this study was 180 with a respondent rate of 98%. The questionnaire adopted for this study has six constructs i.e. brand association, brand loyalty, perceived quality, brand awareness and brand satisfaction of the brand image. Each of the constructs has four items and is based on seven-point likert scale. After establishing the validity and reliability of the constructs, the developed model was tested through multiple regressions and was found relevant in explaining attitude towards brand image. It was also found that brand loyalty was the strongest predictor of brand image followed by brand association and perceived quality. These finding validates most of the earlier studies. As found in this study the earlier research also suggests strong brand association and brand awareness as a prerequisite for the formation of brand image, this must be backed up with high level of customer satisfaction for creating competitive advantage, profitability and high market share.

Keywords: Brand image, Brand awareness, Brand Loyalty, Brand Association, Brand satisfaction, Perceived quality

1. Introduction

The brand image is synonymous of brand equity (lina and laimona, 2008). The brand equity is related to the brand image, as the value is influenced by loyalty of user to the brand, perceived quality, commodity-related associations and other values. The brand equity to the company is treated as the relationship between price and profit, loyalty of the user to the brand and competitive advantage. The brand image is related to the benefit to user, excluding emotions, exceptional features and associations (lina and laimona, 2008). The research has indicated that brands are comprehensive ideas and to discuss 'a brand', sometimes it neglects the richness of the

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concept of the brand. "A successful brand is an identifiable product, service, individual or place, improved in such a way, that the customer perceives relevant, extraordinary, sustainable and added values which meet their needs most closely." (Keller, 2004)

Brand is an image or symbol that is useful for customers to identify the product. The organization which have a product with a strong brand image of people tend to undoubtedly projects a better position in the market, may also have sustained competitive advantage against competitors, and increases the number of shares (Park, Jaworski, and MacInnis, 1986).

The brand image is a set of beliefs, thoughts and feelings that the customer have regarding the product, however, the image is a set of perceptions of the brand reflected by the association with brand in memory (Keller, 1993; Kotler, 2001). The Brand image has been conceptualized and is operational in several ways (Reynolds and Gutman, 1984; Faircloth et al, 2001). The ability of a brand has been done on the basis of the features (Koo, 2003; Kandampully and Suhartanto, 2000) on the basis of brand benefit and values. On the basis of above description business owner can easily recognize the strength and weakness of their specific brand and it is also useful to understand customer perception about their product or services (Hsieh et al, 2004; Roth, 1995; Bhat and Reddy, 1998).

2. Purpose of Study

The main purpose of this study is to investigate the effect of brand awareness, brand association, brand satisfaction, brand loyalty and perceived quality on brand image and describes how to build the brand image and thus create a strong brand. The research studies entail a good and positive brand image and encourage customers to purchase certain services or goods.

3. Problem Statement

In a globalized world where markets become more and more international, where the access and supply of various products increase and where products become more and more similar or homogeneous, the importance of brand will become more crucial in today's world. The brands have become a major player in modern society and mold our standard of life. A product is temporal, a successful brand is timeless. Now the problem of the businesses in the current arena, is that how a firm tries to position it in the minds of customer, to connect customers with the brand.

4. Research Objectives.

The following research objectives have been developed based on the above research questions;

1. To ascertain the relationship between brand awareness and brand image.
2. To ascertain the relationship between brand satisfaction and brand image.
3. To ascertain the relationship between brand association and brand image.
4. To ascertain the relationship between brand loyalty and brand image.
5. To ascertain the relationship between perceived quality and brand image.

5. Significance of the study

After the extensive literature review, the present study has initiated to research or investigate the antecedent and determinants of brand image based on Aaker's customer based brand image framework. This research can help to improve the investigation related to brand assessment and to address the gaps that may lead to increased levels of customer satisfaction, brand loyalty, brand awareness, perceived quality and finally, brand association. Therefore, it may assist the brand managers to understand the customer assessment of their brand and help them to build up clear guidelines to position their brands in the light of consumer preferences.

6. Literature review

6.1 Brand Image

Brand is an image or symbol that is useful for customer to identify the product, the organization which have a product with a strong brand image of people tend to be undoubtedly put a better position in the market, may also have sustained competitive advantage against competitors. (Park, CW, Jaworski, BJ, MacInnis, DJ, 1986).

Some researchers have found that the positive brand image creates customer satisfaction which generates loyal customer base (Koo, 2003; Kandampully and Suhartanto, 2000; Nguyen and Leblanc, 1998).The brand is an image of the psychological attitude of the customer which is developed on the basis of experiences and impression about the specific branded product (Reynolds, 1965).

To Kotler (2001), the brand image is a set of beliefs, thoughts and feelings that the customer have regarding the product, however, the image is a set of perceptions of the brand reflected by the association with brand in memory (Keller, 1993). Brand image has been conceptualized in several ways (Reynolds and Gutman, 1984; Faircloth et al, 2001). The ability of a brand has been done on the basis of the features (Koo, 2003; Kandampully and Suhartanto, 2000), on the basis of brand benefit and values. On the basis of the above description, business owner can easily recognize the strength and weakness of their specific brand and also is useful to understand consumer perceptions about their product or services (Hsieh et al, 2004; Roth, 1995; Bhat and Reddy, 1998).

6.2 Brand Awareness

The value of a brand is made when consumer awareness of a brand is with positive images, these elements makes remarkable brand associations and so on, to obtain an affluence in business. (Paul, Greg, Bryan and Aaron, 2008). Brand awareness is a procedure by which the brand is known and the consumer wants to perceive the brand; and ultimately it gets fixed in consumer's "top of mind" (Aaker, 1991; Subhani and Sama, 2011).

6.3 Brand Loyalty

Richard Oliver (1977) describes loyalty as:"it is a concrete commitment to excellent services or goods repurchase in future despite marketing campaigns by potential competitors and their effects (Hamidizadeh and Ghamkhary, 2009). This definition may be incomplete; in reality customer's commitment

is the result of an organization which makes benefits for the organization so they continue increasing their buying from the same organization. Real customer's commitment is made when he/she is enthusiastic to buy without any encouragement. This relationship is made if the parties feel that there are extraordinary preferences for them and they can attract each other like two opposite poles. Loyal customer does not concentrate on price, but also as he/she acts like an advocate of organization thus helping to get new customers (Zare, 2008). Similarly, the expense to attract new customer is 15 times more than holding an existing customer (Fahimi, 2006).

6.4 Brand Association

As stated by (Aaker, 1991; George and Charles, 2000) brand associations are a class of assets and liabilities of the trade mark and is "linked" in memory of a brand (Aaker, 1991, George and Charles, 2000). The brand association as information nodes interfaced to the brand nodes in memory that hold it as sense of the brand for buyers (Keller, 1998; George and Charles, 2000). The comprehension of brand value is to recognize the system of solid, positive and remarkable brand associations in memory. (Keller, 1993; Deborah, Barbara and Alokparna, 2006).

6.5 Brand Satisfaction

Brand satisfaction is a customer response or positivity towards using a particular brand that can meet the needs, wants and desires of the customers (Oliver, 1997). Satisfaction is the response to match the customer's choice as a product or service and its features, as

well as lowering levels or above performance mean high and low satisfaction (Surovitskikh and Lubbe, 2006).

6.6 Perceived Quality

Perceived quality might be explained as customer's perception of the whole quality or superiority of a product or service with respect to the substitutes. Perceived quality-customer's perception of the quality or superiority of the product; in this way, it is an entire feeling about the brand (Aaker, 1999; Anantay and Sirada, 2009).

6.7 Conceptual Framework

In this conceptual framework, brand image depends on brand loyalty, brand awareness, brand association, brand satisfaction and perceived quality. These are the critical factors that develop positive or negative image and finally stimulates buying decision.
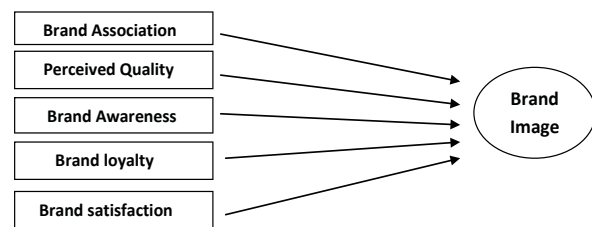
6.8 Variable Description

6.8.1 Relationship between Brand Awareness and Brand Image

As stated by Keller in the year 1993 that the brand awareness is a fundamental condition to make a brand image. The point when a brand is settled in the memory, it is simpler to join associations with the brand and build a solid image in the mind (Schmitt and Geus,

2006). (Schuiling and Kapferer, 2004; Schmitt and Geus, 2006) indicated that awareness has really an important relationship with creating valuable and positive image.

Brand awareness and brand image has to grow to feel satisfaction and trust on the brand. This requires knowledge of the brand, unless the purchaser has a positive representation of the brand in memory, including awareness and a positive image to indulge in buying (Chaudhuri and Holbrook, 2001).

H1: Brand awareness has an effect on brand image.

6.8.2 Relationship between the Brand Satisfaction and brand image

The brand image cannot be measured through features, however, should add in to measured perceived value to utilize the brand benefits for purchasers with satisfaction (Na, Marshall, Keller, 1999; Stephen, Nabsiahishak and Amran, 2007). Past research reveals that the image and customer satisfaction are the key components for business achievements and make competitive advantages that directly increases revenue and high market share. Satisfaction has a positive impact of brand strength and the support of the association toward the customer's mind (Pappu and Quester, 2006).

It could be accepted that there is a Positive relationship between consumer satisfaction and image (UmeSalma and Drsarwar, 2008). A superior store brand image in consumer mind can satisfy consumers. In addition, outcomes of customer satisfaction and perceived quality

impacts repurchase intentions. (Ali, Majid and Alireza, 2012).

H2: Brand satisfaction has an effect on brand image.

6.8.3 Relationship between Brand Association and brand image

The brand association supports in building brand's image which leads to the competitive advantage, revenue and potential growth (Belean, Rodolfo and Voactor, 2001). The Keller recognizes brand image and brand association (brand recall) to be the two parts of brand knowledge. It divides brand associations into three classifications (1) Attributes: Keller recognizes non-product related attributes (price, packaging, customer imagery, utilization; the last two can additionally prepare brand personality attributes) and product-related attributes. (2) Benefits: functional (usually related to physiological needs), experiential (what it feels like to utilize the product), and symbolic (a need for social appreciation or self-esteem) and (3) Brand attitudes, describe as buyer's whole assessment of a brand (Keller, 1993; Michael, 1999).

H3: Brand association has an effect on brand image.

6.8.4 Relationship between Brand Loyalty and Brand image

Brand loyalty is the outcome and achievement of the positive brand image which makes the brand stronger and satisfying to be utilized more frequently, this increase its value in the long run and creates profits. To build a positive brand image and is finally maximized by high

level of brand loyalty (Subhani and Usama, 2011).

The relationship between brand image and loyalty is examined numerous times in various researches; however, there are a few empirical findings to support the relationship; though the connection of customer satisfaction with loyalty is a growth process; there remains doubtful to what customer loyalty really is. The idea of loyalty has varied concepts regarding its conceptualization and measurement (Ogba and Tan, 2010).

H4: Brand loyalty has an effect on brand image.

6.8.5 The Relationship between Perceived quality and Brand Image.

The perceived quality strongly influences on building a positive brand image, customer satisfaction and repurchase intention. This suggests to improve image quality and customer satisfaction will be strengthened. Subsequently customers can not make judgment on the quality of service before service is rendered. In such cases, the image may impact the development of standards and customer desires or expectations (Oliver, 1997). The image is defined as "overall impression" left in the mind of customers, a "gestalt" and "idiosyncratic cognitive configuration" (Mazursky and Jacoby, 1986).

Perceived quality has a strong positive impact on the stored image in mind. Additionally, when the departmental store offers excellent quality of product and services, they build an image (Zins, 2001; Selnes, 1993; Bahram, Ali and Majid, 2012). Vodafone, which is the worldwide company that works in Egypt statement of purpose is "the world is in your hand" communicates a solid "service image" which is helpful in building an excellent image in the market (Eman, Ayman and Tawfik, 2012).

H5: Brand perceived quality has an effect on brand image

7. Research Methodology

Selecting the right methodology is important for the research as it will affect the relevant information extracted from the data. The basic nature of this study is quantitative as the purpose is to find out the determinants of brand image. It is based on systematic investigation of qualitative characteristics and their relationships.

7.1 Statistical Technique

Three statistical techniques that is reliability test, regression and sample adequacy tests have been applied. For estimating the relationship between dependent and independent variable regression analysis has been carried out. Reliability of the data through reliability test and sample adequacy test is used to test the adequacy of sample size.

7.2 Data source and sample size

The primary data has been collected through questionnaire and it was collected from 180 respondents. Non-probability (convenience) sampling has been chosen for this research because it is not possible to collect data from the whole country. Since Sample size 180 has been selected, which is tested for the adequacy of the research so KMO and Bartlett's Test has been applied which is shown in the following

table.

Figure 1	
KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.863
Approx. Chi-Square	546.136
Bartlett's Test Df	15
of Sphericity Sig.	0.00

7.3 Questionnaire Design

The self-administered questionnaire is used as an assessment tool in this study for primary data collection. It consists of six parts. The first part measures the connection between brand image and awareness, second part measures the relationship between brand image and perceived quality. Part three helps in analyzing the association between brand image and brand satisfaction. Part four identifies the relationship between brand image and brand association. Part five discovers the relationship between brand image and brand loyalty and part six is related to the respondents' demographic factors that is related to the customer's name, age, qualification, marital status, gender and income.

7.4 Measurement Scale

Likert scaling assumes that distances on each item are equal. Importantly, "All items are assumed to be replications of each other or in other words items are considered to be parallel instruments" (Halfens and Imbos, 1994). In so doing, Seven-point Likert-scales were used in Parts one to Part five of the questionnaire, with 1 representing "strongly disagree and 7 means "Strongly agree. In this study, we focused on impact of brand image in relation to other variables.

8. Research Questions

The following questions have been developed based on the conceptual framework.

Q1: What is the impact of brand awareness on brand image?

Q2: What is the impact of brand satisfaction on brand image?

Q3: What is the impact of brand association on brand image?

Q4: What is the impact of brand loyalty on brand image?

Q5: What is the impact of perceived service quality on brand image?

9. Reliability of the Constructs

The test used to check the reliability of evidence, In order to calculate the Cronbach's alpha and standardized Cronbach's alpha. NCSS 2007 uses item analysis and the Cronbach's alpha formula. The result of the calculation is then reported in NCSS 2007, and is presented below.

Table 2: Reliability of the constructs				
Construct	Cronbach's Alpha	No of items	Mean	S.D
Brand Image	0.848	4	4.31	1.33
Perceived Quality	0.752	4	4.92	1.15
Brand Awareness	0.901	4	4.69	1.41
Brand Satisfaction	0.797	4	5.3	1.18
Brand Association	0.879	4	4.51	1.21
Brand Loyalty	0.806	4	4.47	1.29

The above table shows that the reliability of Brand Awareness is the highest (β=.901, M=4.69, SD=1. 41). Reliabilities of the all the constructs were greater than 0.7 which are within the acceptable range indicating that the respective items have the reasonable internal consistency and reliability and the conclusions draw from this data is reliable to understand and forecast.

10. Discriminate Validity

According to Bryman the correlation analysis is a common process on one to one basis of all the items (Bryman and Bell, 2005). In order to do regression analysis the correlation is a requirement; Bryman further highlighted that the constructs should be between 0.20-0.90 for moderate level. The item needs to be dropped if its correlation is below 0.20. Similarly, if correlation value of two items is >. 90, it either needs to be dropped or merged (Bryman and Bell, 2005). The results are presented in Table 3.

Table 3: Summarized Correlation Results						
	BA	PQ	BS	BASO	BL	BI
Brand Awareness	1	.461	.480	.671	.661	.691
Perceived Quality	.461	1	.573	.561	.550	.512
Brand Satisfaction	.480	.573	1	.484	.484	.364
Brand Association	.671	.561	.484	1	.825	.742
Brand Loyalty	.661	.550	.484	.825	1	.733
Brand Image	.691	.512	.364	.742	.733	1

Table 3 shows that all the relationships were significant at the 0.01 level (2-tailed). It measures the strength (qualitatively) and direction of the linear relationship between two or more variables.

The correlation of Brand Awareness 0.691 (M = 4.6944, SD = 1.414, N = 180, r = 0.691, p = 0.0 < 0.01) and Perceived Quality 0.512(M = 4.92, SD = 1.145, N = 180 r = 0.512, p = 0.0 < 0.01) with Brand Image have considerable but not overwhelming effects on the Brand image. The correlations are weak between brand satisfactions 0. 364 (M = 5.2958, SD = 1.178, N = 180, r = 0.364, p = 0.0< 0.01) and Brand Image, but the correlations strong positive of Brand Association 0.742 (M = 4.5148, SD = 1.208, N = 180, r = 0.742, p = 0.0< 0.01) and Brand Loyalty 0.733 (M = 4.4736, SD = 1.292,

N = 180, r = 0.733, p = 0.0< 0.01) with brand image.

11. Multiple Regression

When one dependent variable depends on more than one independent variable, then it is termed as multiple regression (Gaur, 2006). Regression is the relationship between selected values of independent variables and observed values of the dependent variable, from which the most probable value of the dependent variable can be predicted for any value of independent variable (Norusis, 2008). The general equation of multiple regression is represented as,

$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$

Where,

Y = Dependent variable (Criterion)

X_{1-n} = Independent variables (Predictor)

β_0 = Constant

β_{1-n} = Regression Coefficients

Model Summary				
Model	R	R square	Adjusted R Square	Std. Error of the Estimate
1	.810a	.657	.647	.79158

a. Predictors: (Constant), Brand Loyalty Total, Brand Satisfaction Total, Perceived Quality Total, Brand Awareness Total, Brand Association Total

The above table gives the R- Value 0.81, which represents the correlation between the observed values and predicted values of the dependent variable. R- Square is known as the coefficient of determination and it gives the adequacy of the model (Gaur, 2006). Here the value of R-square is 0.657 that mean the independent variables in the model can predict 65.7%

of the variance in dependent variable. The adjusted R square value provides the most successful measure of the model (Gaur, 2006). The last column in the above table is the standard error of the estimate which measures the accuracy of the prediction which means that there are only 0.7915 chances of error in the model.

Coefficients[a]					
Model	Unstandardized Coefficients	Standardized Coefficients		T	Sig.
	B	Std. Error	Beta		
(Constant)	0.254	0.306		0.829	0.408
Brand Awareness Total	0.300	0.06	0.318	5.025	0.000
Perceived Quality Total	0.148	0.069	0.127	2.141	0.034
1 Brand Satisfaction Total	-0.157	0.065	-0.139	-2.426	0.016
Brand Association Total	0.327	0.093	0.297	3.534	0.001
Brand Loyalty Total	0.284	0.085	0.275	3.336	0.001

a. Dependent Variable: Brand Image Total

ANOVA[a]					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	208.575	5	41.715	66.573	.000b
1 Residual	109.029	174	0.627		
Total	317.604	179			

a. Dependent Variable: Brand Image Total

b. Predictors: (Constant), Brand Loyalty Total, Brand Satisfaction Total, Perceived Quality Total, Brand Awareness Total, Brand Association Total

The table shows the results for the analysis of ANOVA and divided into three rows. The F-Value in this table is 66.573 and the p-value is 0.00 which is less than 0.05, this means the model is adequate for prediction purposes.

Estimated model coefficients

The general form of the equation predicts brand image related to brand awareness, perceived quality, brand satisfaction, brand association and brand loyalty and the Equation is: Brand Image= 0.254 + 0.300 Brand Awareness+ 0.148 Perceived Quality − 0.157 Brand Satisfaction+0.327 Brand Association +0.284 Brand loyalty.

This is obtained from the coefficients table, as shown below:

The above table shows the regression coefficient and their significance. The unstandardized coefficients indicate how much the dependent variable varies against an independent variable when all other independent variables are held constant. Consider the effect of brand awareness in the above table. The unstandardized coefficient, B_1, for brand awareness is equal to 0.300. This mean increase in brand awareness, there is also an increase in brand image by 0.300. The understated coefficient B_2 is perceived quality which is 0.148. This mean increase in perceived quality, there is also an increase in brand image by 0.148. The unstandardized coefficients B_4 and B_5, for brand association and brand loyalty are equal to 0.237 and 0.284. This means when brand association and brand loyalty are increased by one unit, then an increase in brand image by 0.237 and 0.284 takes place so we can say that brand image is directly proportional to brand association and brand loyalty.

The t and sig (p) value gives an indication of the impact of each predictor variable, a big absolute t value and small p value suggest that

a predictor variable is having a large impact on the criterion variable. The p value of all predictor variables is less than 0.05, therefore all hypotheses are accepted. So it is concluded that influence all independent variables is on the dependent variable.

12. Hypotheses
12.1 Hypothesis 1
The Hypothesis: 1 postulates that Brand Awareness has an effect on Brand Image.
Simple regression analysis was used to measure this effect. The summarized results are presented in the following Tables.

Model Summary				
Model	R	R square	Adjusted R Square	Std. Error of the Estimate
1	.691a	.478	.475	.96502

a. Predictors: (Constant), Brand Awareness Total

ANOVA Brand Awareness					
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	151.841	1	151.841	163.050	.000b
	Residual	165.763	178	.931		
	Total	317.604	179			

a. Dependent Variable: Brand Image Total
b. Predictors: (Constant), Brand Awareness Total

Coefficients a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.249	.250		4.997	.000
Brand Awareness Total	.651	.051	.691	12.769	.000

The results of the regression indicated Predictor brand awareness (M= 4.69, SD= 1.46) explained 47.8% of the variance of the dependent variable brand image (R2 = 0.478, F = 163.050

p< 0.05). It was found that influence of Brand Awareness (B= 0.691, p< 0.05) on brand image (M= 4.31, SD =1.33) was significant.

12.2 Hypothesis: 2
The Hypothesis: 2 postulate that Perceived Service Quality has an effect on Brand Image. Simple regression analysis was used to measure this effect. The summarized results are presented in the following tables.

Model Summary				
Model	R	R square	Adjusted R Square	Std. Error of the Estimate
1	.512a	0.263	0.258	1.14713

a. Predictors: (Constant), Perceived Quality Total

ANOVA: Perceived Quality					
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	83.373	1	83.373	63.358	.000b
	Residual	234.231	178	1.316		
	Total	317.604	179			

a. Dependent Variable: Brand Image Total
b. Predictors: (Constant), Perceived Quality Total

Coefficients a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.375	0.378		3.637	0
Perceived Quality Total	0.596	0.075	0.512	7.96	0

The results of the regression indicated Predictor Perceived Service Quality (M=, 4.92 SD=1.15) explained 26.3% of the variance of the dependent variable Brand Image (R2= .263, F =63.358 p<.05). It was found that the influence of Perceived Service Quality (B=. 512, p<.05) on Brand Image (M=4.31, SD=1.33) was weak.

12.3 Hypothesis 3

The Hypothesis: 3 postulate that brand satisfaction has an effect on brand image. The simple regression analysis was used to measure this effect. The summarized results are presented in the tables.

Model Summary				
Model	R	R square	Adjusted R Square	Std. Error of the Estimate
1	.364[a]	0.132	0.128	1.24417

a. Predictors: (Constant), Brand Satisfaction Total

ANOVA Brand Satisfaction					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	42.066	1	42.066	27.175	.000[b]
Residual	275.537	178	1.548		
Total	317.604	179			

a. Dependent Variable: Brand Image Total
b. Predictors: (Constant), Brand Satisfaction Total

Coefficients Brand Satisfaction					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.129	0.428		4.974	0
Brand Satisfaction Total	0.411	0.079	0.364	5.213	0

The results of the regression indicated Predictor Brand Satisfaction (M=, 5.30 SD=1.18) explained 13.2% of the variance of the dependent variable Brand Image (R2= .132, F =27.175 p<.05). It was found that influence of Brand Satisfaction (B=.364, p<.05) on Brand Image (M=4.31, SD=1.33) was very weak.

12.4 Hypothesis 4

The Hypothesis: 4 postulate that Brand Association has an effect on Brand Image. Simple regression analysis was used to measure this effect. The summarized results are presented in the following tables.

Model Summary				
Model	R	R square	Adjusted R Square	Std. Error of the Estimate
1	.742[a]	0.55	0.548	0.89578

a. Predictors: (Constant), Brand Association Total

Coefficients Brand Association					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.614	0.259		2.37	0.019
Brand Association Total	0.818	0.055	0.742	14.758	0

ANOVA Brand Associatio					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	174.774	1	174.774	217.811	.000[b]
Residual	142.83	178	0.802		
Total	317.604	179			

a. Dependent Variable: Brand Image Total
b. Predictors: (Constant), Brand Association Total

The results of the regression indicated Predictor Brand Association (M=,4.51 SD=1.21) explained 55.0% of the variance of the dependent variable Brand Image (R2= .550, F =217.811 p<.05). It was found that influence of Brand Association (B=.742, p<.05) on Brand Image (M=4.31, SD=1.33) was very significant.

12.5 Hypothesis: 5

The Hypothesis postulates that Brand Loyalty has an effect on Brand Image. Simple regression analysis was used to measure this effect. The summarized results are presented in the following tables.

Model Summary				
Model	R	R square	Adjusted R Square	Std. Error of the Estimate
1	.733[a]	0.537	0.535	0.90846

a. Predictors: (Constant), Brand Loyalty Total

ANOVA Brand Loyalty					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	170.701	1	170.701	206.835	.000ᵇ
Residual	146.903	178	0.825		
Total	317.604	179			

a. Dependent Variable: Brand Image Total
b. Predictors: (Constant), Brand Loyalty Total

Coefficients Brand Loyalty						
Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
1 (Constant)	0.926	0.245			3.787	.000
Brand Loyalty Total	0.756	0.053	0.733		14.382	.000

The results of the regression indicated Predictor Brand Loyalty (M=, 4.47 SD=1.29) explained 53.7% of the variance of the dependent variable Brand Image (R2= .537, F =206.835 p<.05). It was found that influence of Brand Loyalty (B=.733, p<.05) on Brand Image (M=4.31, SD=1.33) was very significant.

13. Discussion and Conclusion

All the hypotheses were consistent with the earlier studies. The results of the hypotheses and their relevance in the light of previous studies are discussed in the following section.

The hypothesis on the brand awareness has an effect on brand image, was substantiated (refer to table 4). This result is consistent to earlier studies. As stated by Keller (1993) the brand awareness is a fundamental condition to make a brand image. The point when a brand is settled in the memory, it is simply to join associations with the brand. This indicated that awareness is really an essential correlation with a valuable image (Schuiling and Kapferer, 2004; Schmitt and Geus, 2006).

The hypothesis on brand satisfaction has an effect on brand image, was accepted (refer to table 7). The findings are consistent with earlier researches (Na, Marshall, and Keller, 1999; Stephen; Nabsiahishak and Amran, 2007) reveals that the image and customer satisfaction are the key components for business achievements and make competitive advantages that directly affects revenue and high market share. Satisfaction has a positive impact on brand strength and the support of the association toward the customer's mind (Pappu and Quester, 2006).

The hypothesis on the brand association has an effect on brand image was, substantiated (refer to table 10). The findings of the current study are consistent with previous study (Belean, Rodolfo and Voactor, 2001). The brand association supports in the building brand's image which leads to the competitive, advantage, revenue and potential growth. The Keller recognizes brand image and brand association that is (brand recall) and brand knowledge (Keller, 1993; Michael, 1999).

The hypothesis on the brand loyalty has an effect on brand image was, substantiated (refer to table 13). The findings are consistent with earlier research as the brand loyalty is the outcome and achievement of the positive brand image. This makes the brand stronger and satisfying to be utilized more frequently, it increases its value in long run and creates profits. To build a positive brand image it finally maximizes a high level of brand loyalty (Subhani and Usama, 2011).

The hypothesis on the brand perceived quality has an effect on brand image was,

substantiated. The finding are consistent with earlier research according to Oliver, 1997 the perceived quality strongly influences on building a positive brand image, customer satisfaction and repurchase intention.

However, the researcher has found that the brand image is made by the customer brand awareness, which together forms a strong brand associations and brand awareness. It is a prerequisite for the formation of a brand image. The findings also states that the brand image and customer satisfaction are key elements for business victory. Although the association of the brand is inclined towards brand loyalty, it is the result of the achievement of the positive brand image.

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