

Moderating effect of Brand Image on the Relationship between Online Marketing, Product Quality and Consumer Purchase Intention of Leather Product among University Students

WALEED MALIK

STUDENT

University Of Central Punjab
School of Accounting and Finance
Lahore, PAKISTAN.

Abstract: Grounded in the Theory of Planned Behavior (TPB), the current study designed to examine the Moderating effect of Brand Image on the relationship between online Marketing, Product Quality and Consumer Purchase Intention among University Students for Leather Product. The statistical population included Universities student of Punjab Pakistan. A 16 questionnaire filled to analyze and compare the moderating effects on the selected variables. Data analysis was carried out with the help of PLS 3. Cronbach's alpha was to be applied and likert type scale questionnaire were selected to record their observation of the theory variables. The purpose of this study showed that online marketing and Product quality of leather significantly affect the brand image with intention of consumers.

Keyword Online Marketing, Leather Products, Product Quality, Brand Image, Purchase intention, Pakistan

Introduction

In 21st century, consumer perception changes in the context of brands. Similarly, brands can have negative and positive influences on the insight of connected product or services. Therefore, Organizations would do well to make a suggestion instrument that permitted clients to associate with each other. As a result, this brings an effective image of the products (Dehghani & Tumer, 2015).

Online marketing has rapidly changed the marketing concepts; it has also developed a fast connection between consumers and marketers towards brand awareness. Internet is an effective tool of buying online product or services for consumer as well as for the companies for online advertisement of the products. Similarly With the new distribution channel, the marketer may start a way to loophole mediators and reach customer directly while saving marketing cost. The

Online marketing is a effective channel for consumer to gain low prices, discounts and save time (Amaro & Duarte, 2014).

With the technological development, in despite marketing techniques are shifted from physical marketing likes advertising and bill boards to online marketing through different social media. Now a day, Facebook is considered most effective tool of online marketing. Furthermore, Facebook was launched E-marketing awareness to the consumers as well as the marketers. Leather products (Wallet, jacket, handbags, shoe's etc.) have attractive online marketing in this modern era. Therefore, Consumer preferred the quality leather product because it's a symbol of luxury brands.

Pakistan is renowned in the global world for producing high quality of raw and finished leather. Leather is amongst of the major exporting products in Pakistan with first in ranking as well (Ghafoor & Zafar, 2014). There is more than 2500 tanneries and footwear unit. According to Trade Development Authority of Pakistan, Pakistan stands 21st position in world global market of finished leather. It contributes 5% to the GDP of Pakistan and employs more than 500,000 industrial labors directly (Zafar, 2015).

The empirical studies conducted in Pakistan for leather industry have linked e-marketing with product quality and brand image which significantly influence consumer intentions about the leather products. The brands image changes consumer purchase intentions and spending patterns. Leather industry of Pakistan is turning into fashion business and this industry is turning out to be a profitable and has significant potential to grow in the future. However, the empirical studies that may show the combined effect of online marketing and products quality have not been explored yet, especially the moderating effect of brand image has been ignored which shows a

critical gap in the body of existing knowledge. Therefore the current study has been conducted to highlight the impact of online marketing and product quality over purchase intentions of consumers with the moderating effect of brand image over the relationship between online marketing, product quality and consumer purchase intentions.

Literature Review

Consumer purchase intention

Purchase intention defined as a concerning illustration a likelihood that lies in the hands of the clients who proposed should buy a specific product. Customers must frequently choose around a shopping medium (communication), which best fulfill their majority of the information needs. In this aggressive context, how customers choose to utilize a specific shopping channel, especially via Internet mediums, may be critical with see from a managerial perspective about see (Chiang & Dholakia, 2013).

Online marketing

Online marketing showcasing fights would getting to be additional predominant and additionally efficient, Similarly as online platforms are progressively consolidated under advertising arrangements and regular life Also as individuals utilization web gadgets As opposed to setting off to physical shops. A magic target may be taking part web advertising clients What's more permitting them with associate for the brand through adjusting Also conveyance from claiming internet networking. Majority of the data may be not difficult to right during a quick rate through the utilization about advanced correspondences. Users can access to the internet as aonline mediums, for example, such that Facebook, YouTube, Forums, Also email and so forth. Through

advanced interchanges it makes a Multi-communication channel the place data could make rapidly traded around that universe toward anybody without any respect to whom they need aid (Sakas & Kavoura, 2015). Online marketing of leather product in Pakistan has no influence rather than physical market mediums because of absence of face to face correspondence and data being across the board rather to a specific gathering of physical people. In spite of, this intuitive nature permits purchasers make discussion in which the focused on physical crowd can make inquiries about the brand and get acquainted with it.

Product quality

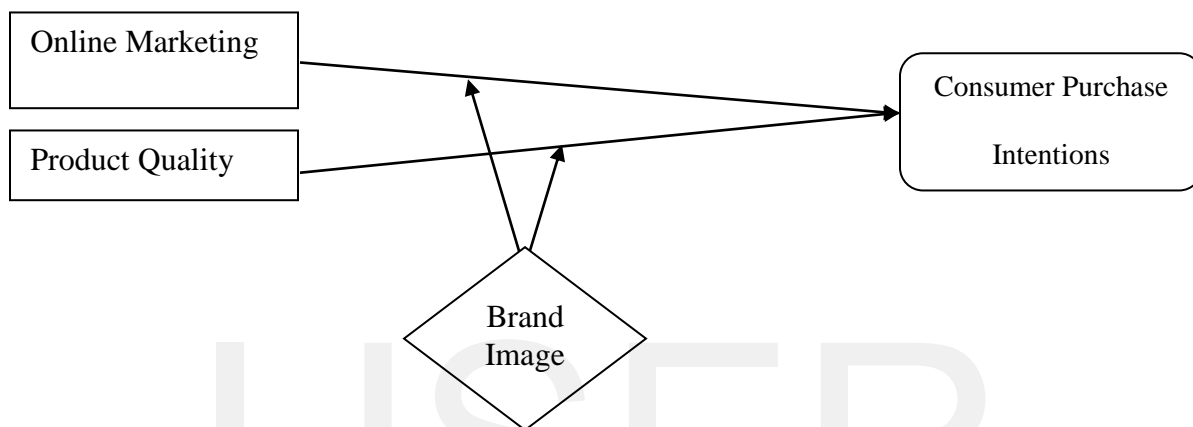
In online consumer environment, Product Quality is expensive to deliver and customers will pay a premium for top quality varieties. In the modern era, consumers are more brands conscious about quality rather than pricing factor (Rubio, Oubiria, & Villasenor, 2013). Moreover, the quality perception on buying of online leather products in Pakistan effects the perception risk, perception value, consumer brand identification and customer satisfaction of the selected online product.

Brand image

(Baumgarth & Yildiz, 2016) Suggested that brand image incorporates all attributes, feelings what's more acquaintanceships previously, explicit, implicit, semantic also wordy memory. Online marketing need basically identified on how to utilize multi-sensual experiences should converse that brand. Moreover, Product quality aim to improve the brand image of online buying of leather product indeed changes the consumer buying behavior.

On the basis of the variables that have been highlighted by the literature the framework has been developed. This study is in continuation of Theory of Planned Behavior (TPB), and supports the arguments that are raised in the theory and add brand image as a moderator which is the basic significance of the study.

Therefore the proposed framework for empirical analysis is as follows:



Research Methodology

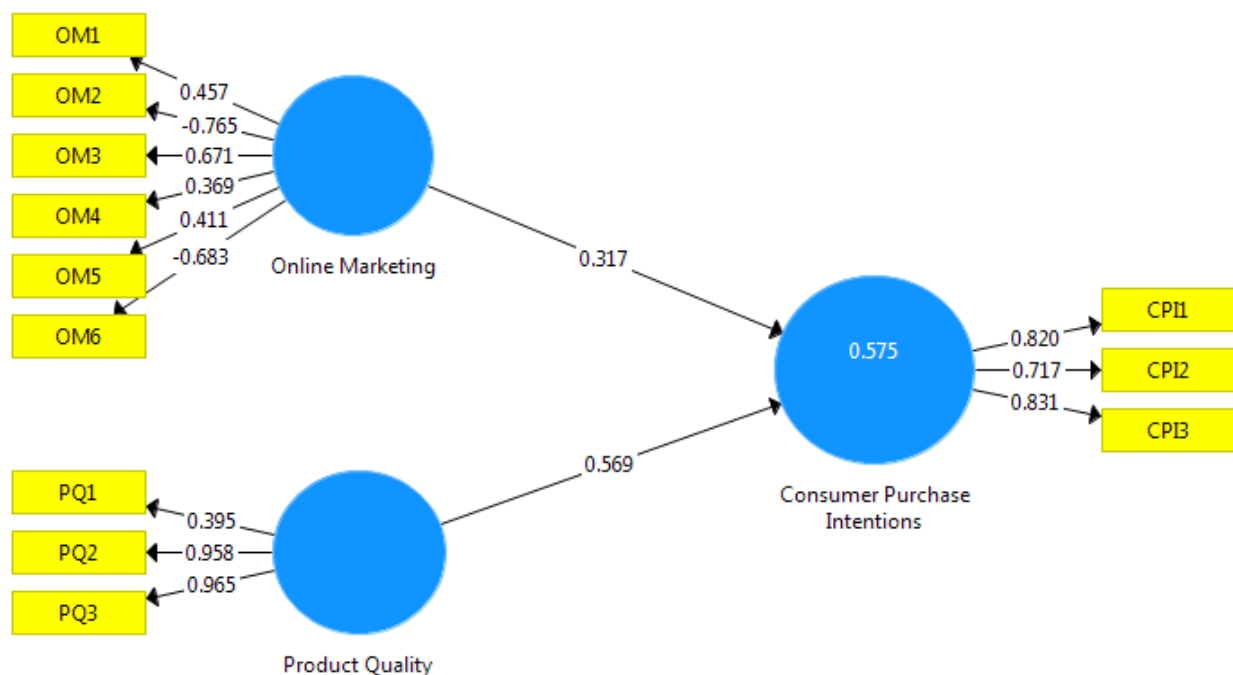
The purpose of the study is to identify the moderating effect of brand image on the relationship between; online marketing, product quality and consumer purchase intentions. The study is cross-sectional and is conducted one point in time. The data was conducted in a time period of one month. The population for this study is the entire student body because students are the one who are the top most users of leather products. Therefore, the university students of Punjab have been identified as the population of the study. On the basis of statistics provided by HEC there are almost more than one million students in universities of Punjab. The appropriate sample size is critical for generalizing the results of the study, therefore, using the sample size given by Zikmund (2007) has been used and a sample of 384 students from different universities were chosen as respondents for the study. The unit of analysis in this study are the individuals who are

the students of different universities in Punjab Pakistan. To collect the data a structured questionnaire was used. Items were chosen on the basis of previous studies and a questionnaire was adopted combining different questionnaires using the same variables. The students were sent the link to respond the questionnaire. In order to check the reliability of the instrument Cronbach's alpha was applied. The values of cronbach's alpha are mentioned below:

Table: Reliability Statistics (SPSS 21)

Cronbach's Alpha	No. of Items
0.629	16

As per above table, the Cronbach's Alpha of all questionnaire variables are 0.629 it means the normality of the data are proceed for descriptive analysis by using the PLS 3. The results of descriptive statistics are as follows:



	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O...	P Values
Consumer Pur...	0.699	0.671	0.164	4.253	0.000
Online Marketi...	1.000	1.000			
Product Quality	0.966	0.959	0.050	19.184	0.000

Descriptive Analysis

After ensuring that the data is normal, structural equation modeling was conducted using PLS 3.

As per above analysis conducted on PLS 3, after adjusting the factor loading the analysis shows clearly the relationship between online marketing and consumer purchase intention is 0.317 and product quality and consumer purchase intention is 0.569. So it shows as a moderate brand image in the mind of consumer doesn't go to buy online marketing of leather products.

Conclusions

In Pakistan there is no concept of online marketing in terms of product quality and brand image with intention to purchase of leather products. The physical buying and online buying quality have huge differences that are why people not prefer to buy online.

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