Abstract- Nowadays, customer's behavior is influenced by the power of brand image and its effect on consumer buying decision. Brands have a strong relationship with a specific company and also have a correlation with a good perceived quality, wealth, social class, etc. Companies spend a lot of money each year on advertisement such as in movies, television shows, sports arenas, and outdoor billboards to present their brand names and to attract more customers for more expenditure for their products. The purpose of this research is to explore people purchase intention for brand names and the effect of advertisement on their decision. A sample of 85 questionnaires was conducted in Bahrain City Center Mall (BCCM) 1 72 responses were collected. The results of this research reveals that brand name have a strong image in consumer mind. Besides, brand names have a significant effect to persuade new customers as it represents wealth and specific social class. Finally, this research show that advertisement plays a major role flourishes any business performance as well as brand name which positively change consumer’s purchase behaviors.

Keywords - Brand Name, Purchase Intention, Consumer Behavior, Brand Loyalty, Bahrain City Center Mall (BCCM).

I. INTRODUCTION

“A product is something that is made in a factory; a brand is something that is bought by a customer. A product can be copied by a competitor, a brand is unique. A product can be quickly outdated, a successful brand is timeless” [1]. Shopping malls in cities is witness the growth of towns and cities. During the early century the role of products was for functional purposes, nowadays their purpose has changed as the esthetical style of products becomes the main customer concern [2].

As the main customers in malls for fashion, footwear, perfumes, etc. are teens and young people both men and women, therefore, companies create a specific brand image dictate the trends markets by creating specific brand image for consumers [3]. The purchase decision by consumers is influenced by higher brand awareness [4]. Furthermore, brands are different in their power, while some brands show high degree of awareness others are of less importance [1]. In addition, people display wealth through expenses, therefore, prefers to purchase brand products to show off their status symbol. However, little is known about its influence of brand names especially in low income countries. Further, advertisement and its elements of logos and symbol play a major role to attract more customers due to its positive impact on consumers’ buying behavior. Hence, companies spend a lot of money to make people buy their products using either price reduction or posters persuading the customers to make purchase. Therefore, the aim of this research is identifying the effect of brand name on consumer's behavior; it highlights elements that highly influence consumer involvement in branded products. Then, examine people motives to pay money for the branded products.
A. Research Hypothesis
In order to satisfy the research aims and objectives, the main hypothesis of the research is:

"Both Brands name and Advertisement have significant relationship with Consumer buying behavior".

B. Research Objectives
The objective of this research is to understand the consumer behavior in relation to brand name. It also takes into account the attributes, a brand should have, in order to be preferred by a consumer. In addition, to present the influence of brand name on customer purchasing decision.

II. LITERATURE REVIEW

Brand name gives the privilege for some companies to get more profits than other companies [4]. Logos and packaging help factories to improve their business by attracting more people. In marketing choosing a brand name is an important part of purchasing decision for people [1]. In addition, brand names seem to be targeted primarily towards influencing the product's desirability and people behavior. Further, customers recognize the reputation of
brand and prefer to purchase brand name product no matter
the price is for its quality [5]. Hence, quality is an
important factor taken into account while purchasing any
product and peoples' judgment depends on superiority and
excellence of the product. Window display design and
product quality influence customers purchase behavior [6].
Consequently, companies aim to increase the quality of
their brands to attract more customers [7]. Factors
influenced consumer's willingness to buy brand are
durability, wide variety of colors, price range, celebrity
endorser and design attractiveness [4]. Hence it becomes
difficult for the marketer to conclude on what make them
buy or not buy. On the other hand, store image such as:
packaging, window display, coupons, price, or even store
location plays a vital role to shift consumer's trends to new
stores and products if these stores have images consistent
to consume self-image. Income level for people affect
brands purchase intention as brands are often expensive for
low or medium income groups [8]. Therefore, it is vital for
store owners and marketers to improve their store image in
to assist consumers having a positive perception of a store
and increase their competitive strength with other stores.
As a result major department stores began to focus on store
image for their outlet to attract loyal customers.

Consequently, young people are the main customers to
marketers and they are less aware about products quality
rather than style. In addition, in terms of spending on
clothing they are more purchasing than other groups [9].
Further, consumers prefer to purchase a well known
branded product without taking the risk of trying a new
branded product [10]. Loyalty of the customers to brand
name is influenced by the store image, brand image, and
customer satisfaction which lead to continuously
purchasing behavior of the brand [11]. Usually, customer
uses his past experience when he wants to purchase a brand
regardless performance, quality and aesthetic appeal [1].
On the other hand, when customers have changed brand
selections both sex purchasers have been influenced
similarly influenced by promotion such as Television ads,
therefore companies should give proper care for publicity
to enhance their market portion [5]. This study shows that
consumer behavior and purchase decision regarding brand,
are influenced by celebrities’ ads and TV advertisement.
Consequently, advertising has a vital role in influencing
customers purchasing behavior [8].

A. Brand Name
Brand name is a valuable asset and has a vital role in
marketing strategy. It should influences the customer
purchasing decision, unique from other products and easy
to remember. Brand name enhances company's financial
status as they generate more profits.

B. Customers versus Consumers
The term customer refers to a person who regularly
purchases brand or purchase from particular shop. Whereas
consumer is a person engage in activities such as: search,
use and dispose of products, services, etc.

C. Customers Motives
It has a strong relationship with the desire of customer to
take a decision to purchase. Different factors influence
customers will to purchase such as the store image, income,
the quality of the product, etc.

D. Brand Loyalty
Brand loyalty is influenced by the quality customer
perceives from a product that make him satisfy and
encourage him to repeat the action of purchasing again.
There are many factors influence brand loyalty and one
important of them those companies should treat their
clients with respect [2], [12].

E. Purchase Intention
It is believed that each product represent a specific social
class of customers in relation to different income groups. In
addition, store image has a positive effect on purchase
intention.

F. Brand Equity
Brand image is the basis of brand equity. Marketing
campaigns influenced customers positive brand image [13].

"Brand equity is a set of brand assets and liabilities linked
to a brand, its name and symbol that add to or subtract
from the value provided by a product or service to a firm
and/or to that firm’s customers” [14].

G. Packaging
Package design focuses on producing a message to
customers through symbols, logo and written staff on its
container. Therefore, packaging main message is to attract
consumer's attention and decision on whether or not to
purchase using colorful graphics, shapes, or any other eye-
 arresting method.

III. MATERIALS AND METHODS

The study was conducted in Bahrain City Center Mall
(BCCM) in the kingdom of Bahrain where different stores
were studies on the basis of size and variety of
merchandise (See figure 1). The methods used in this
research:

- Reviewing related literature to examine consumer's
behavior in relation to branded products.

- Questionnaires: to identify constructs relating to
consumer responses to brands store using a survey that was
administered to eighty five (85) consumers. Questionnaire
as an instrument for data collection, it consists of 32 close
ended statements in order to collect particular information
from the respondents regarding the research objective.

IV. RESULTS AND DISCUSSIONS

The questionnaire is of two parts:
- First part deals with information including age, gender,
marital status, education level and income level.
- Second part questions contain brand image, advertising and consumer purchasing behavior.

The target sample consisted of eighty five (85) participants in order to identify consumers behavior in relation to brand name, 72 out of 85 participants were collected. In addition, questionnaires were distributed on both weekdays and on weekends, and at different hours of the day (table 1).

Table 1: Demographic information for the respondents

<table>
<thead>
<tr>
<th>Variables</th>
<th>Group</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>21</td>
<td>29.1</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>51</td>
<td>70.8</td>
</tr>
<tr>
<td>Age</td>
<td>15-20</td>
<td>42</td>
<td>58.7</td>
</tr>
<tr>
<td></td>
<td>21-25</td>
<td>16</td>
<td>22.1</td>
</tr>
<tr>
<td></td>
<td>26-30</td>
<td>5</td>
<td>7.4</td>
</tr>
<tr>
<td></td>
<td>31-35</td>
<td>7</td>
<td>9.1</td>
</tr>
<tr>
<td></td>
<td>36-40</td>
<td>2</td>
<td>2.7</td>
</tr>
<tr>
<td>Marital status</td>
<td>Single</td>
<td>63</td>
<td>87.6</td>
</tr>
<tr>
<td></td>
<td>Married</td>
<td>9</td>
<td>12.4</td>
</tr>
<tr>
<td>Education</td>
<td>intermediate, graduate</td>
<td>15</td>
<td>21.3</td>
</tr>
<tr>
<td></td>
<td>graduate</td>
<td>50</td>
<td>68.9</td>
</tr>
<tr>
<td></td>
<td>post graduate</td>
<td>5</td>
<td>7.6</td>
</tr>
<tr>
<td></td>
<td>higher education level</td>
<td>2</td>
<td>2.2</td>
</tr>
</tbody>
</table>

A. Attribute considered before buying:
Factories affecting consumers purchasing behavior namely past experience, brand, quality and price.

Table 2: (Source: Authors)

<table>
<thead>
<tr>
<th></th>
<th>Number</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>21</td>
<td>30.2</td>
</tr>
<tr>
<td>Price &amp; Quality</td>
<td>13</td>
<td>18.1</td>
</tr>
<tr>
<td>Brand name</td>
<td>29</td>
<td>40.2</td>
</tr>
<tr>
<td>Design</td>
<td>7</td>
<td>9.1</td>
</tr>
<tr>
<td>Others</td>
<td>2</td>
<td>2.4</td>
</tr>
</tbody>
</table>

B. Quality perception of the Branded products
The question regarding a branded product quality

Table 3: (Source: the Author)

<table>
<thead>
<tr>
<th></th>
<th>Number</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>51</td>
<td>71</td>
</tr>
<tr>
<td>No</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>I agree, but it’s not always true</td>
<td>13</td>
<td>18</td>
</tr>
</tbody>
</table>

C. Brand and Group Income
The respondents stressed that purchasing a brand is influenced by their income.

Table 4: (Source: the Author)

<table>
<thead>
<tr>
<th></th>
<th>Number</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, I agree</td>
<td>41</td>
<td>57</td>
</tr>
<tr>
<td>No, I don’t agree</td>
<td>12</td>
<td>17</td>
</tr>
<tr>
<td>Not necessarily</td>
<td>19</td>
<td>26</td>
</tr>
</tbody>
</table>

D. Quality of Brand name
The respondents agreed that brand name relative to product quality.

E. Brand Name Loyalty
The following table (table 5) represents people purchasing intention to brand name. The result indicates the importance of brand name to people as a result of its quality, wealth, and reliability.

Table 5: (Source: the Author)

<table>
<thead>
<tr>
<th></th>
<th>Number</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always</td>
<td>42</td>
<td>59</td>
</tr>
<tr>
<td>Frequently</td>
<td>11</td>
<td>15</td>
</tr>
<tr>
<td>Sometimes</td>
<td>12</td>
<td>17</td>
</tr>
<tr>
<td>Never</td>
<td>7</td>
<td>9</td>
</tr>
</tbody>
</table>

V. CONCLUSIONS
The result of this research depending on the questionnaire conducted in BCCM show the vital role of brand name on customers purchasing decision because people trust brand quality. The finding from 72 respondents showed that young people are influenced by brand name more than other aged group. Further females are more influenced by brand names more than males. In addition, brand name attracts single and educated people rather than other groups. Brand name shows that it is a driving force to attract consumers in spite of their income or social group for the quality and symbol the brand name present. Finally, advertisement has its role in shifting people purchasing intention to other brand names.

REFERENCES


