

An Analysis Study of Improving Brand Awareness and Its Impact on Consumer Behavior Via Media in North Cyprus (A Case Study of Fast Food Restaurants)

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Abstract

The brand awareness has turned into an important variable that impacts customer's perceptions of a brand. Achievement in brand management arises from understanding and overseeing brand image and loyalty correctly to create strong characteristics that will impact consumers when making on their decisions. This thesis concentrates on the importance of these dimensions (brand awareness, brand loyalty, brand image and consumer behavior) of customer built brand equity in light of consumer's perceptions of a brand. This is focused around the assumption that all these dimensions of customer based-brand image and loyalty will have impact on consumer's perceptions of brand. However, this study aims to discover which among these three dimensions (brand image, brand loyalty and consumer behavior) seem to have the slightest brand equity in restaurants and to find out whether customer based-brand equity differ between fast food with respect to each characteristic of brand awareness, brand image, consumer behavior and brand loyalty. Brand awareness was treated with independently from different dimensions because of the difference in scale, and moreover media and sorts of media affecting on consumer behavior. An organized survey was constructed to provide answers to research question. In this study, one hundred and fifteen questionnaires, on facilities available in the society, and technology were distributed. The research studied four dimensions of consumer's based-brand equity specifically brand awareness, brand image, perceived quality and brand loyalty. Among the three dimensions, brand loyalty seems to have the minimum brand equity rating by consumers than alternate dimensions. Although, the dimension seem to have impact on consumer perceptions of brand. This paper likewise provides a solution to brand awareness via media store sellers which may help the sellers to promote their products in light of consumer behavior.

Keywords: Brand awareness, Customers behavior, Brandimage and loyalty, Customers purchasing behavior

Introduction

The aim of the paper is to propose methods through which awareness can be created through media for brands in the market. The trend in the market that has been observed particularly for consumer products over last couple of decades is high level of brand consciousness amongst consumers behavior. Catering to this demand presented by the consumers behavior, the fast food in the market seek to introduce products into the market as brands. In such a market the issue of creating awareness for brands is a difficult task. On the other hand the advancement of the market in terms of their knowledge and maturity provides new opportunities and avenues for marketing as well. The proposed paper targets this issue by providing businesses with optimal methods for creating awareness for their brand using traditional as well as new media. Consumers' behavior is distinctive in every consumer and is influenced by purchasing habits and decisions and tempered by psychological through media and traditional media. In this technical period the three W's i.e. World Wide Web is structured around the people where social and professional circles are influential and leads to online buying and also online awareness.

Internet is organized around the individuals where social and expert rings are persuasive and prompts online purchasing furthermore online awareness. This world is a technical world and in light of the prominence of intuitive media and most recent technologies, routine marketing has changed as organizations and clients have both changed; there is a revolution in marketing and trade through giving various service, for example, interchanges, data get to and promote brand awareness, saving money, protection, advertising, training, purchasing and offering, which additionally opens up potential outcomes in the zones of marketing, costumers behavior and criticism, lower exchanges and requesting expenses, and consumers maintenance. The Internet has created channels for both business manager and consumers to attain their own particular objectives as it empowers organizations to achieve their clients worldwide, and consumers of all age gatherings utilize this channel to research, select, and purchase products and service from organizations as far and wide as possible. Business and consumers must exploit this data. Presently very nearly all business are doing their awareness in contrast route by traditional media which is newspaper, magazines, billboard, print advertising, TV, radio, and online by utilizing their sites as live showrooms of their products and service on the grounds that organizations have watched an addition in client fragments for online shopping.

Literature Review

Branding is a popular subject having a significant amount of work done by academics as well as researchers on new product launch and brand awareness. Brands are also more powerful in terms of forging relationship with customer which is sustainable and profitable compared to regular unbranded products (De Chernatony, L., et al.,2010). Through the literature ascertained, it has been derived that brand awareness can be created through the presentation of brands to the customers which in turn develop a stimuli like response from them where they are able to relate, recognize, recall and be on the whole aware of brands. Existing brand tend to use brand reinforcement techniques to build on their brand awareness programs. The new products on the other hand make use of advertising and promotion to increase the awareness of product amongst the existing and potential consumers of the product. Strategies that can be employed by businesses to increase awareness of brands include making us of attitude advertising and management of the brand image, (Percy et al.,2006).

The behavior of customers associate with their purchase of products in the market is largely based on elements of their value framework (Oh, Haemoon,2000).For consumers in the market place value framework is made up of items like the brand image, the class association, of the brand, its price and its overall awareness in the market relative to others. Work conducted by (Farris et al.,2010).depicts that the purchase decisions made by consumers on a cognitive level are influenced significantly by the brand image and its awareness amongst the target market. Research also provides that brands that have a higher level of associated brand image and awareness amongst the consumer are likely to be purchased again and again by consumers. (Hoyer, Wayne, D., & Steven P. Brown,1990).Therefore specifically for inducing repeat purchase behavior in the consumers, brand awareness can be considered as a significant contributor (Macdonald, Emma, K.,& Byron M. Sharp,2000). New products can increase their awareness in the marketplace amongst consumers through a number of different strategies employing new as well as traditional media. Traditional media based advertising and promotions using ATL techniques have the widest reach in the market but can be expensive to manage for new products. As a result new BTL launch techniques,(Salcido T.,2011), are innovatively employed by businesses to introduce new brands into the marketplace in a more personal way in which consumers in the market can relate to the new brands more effectively while reducing the overall costs incurred. Popular new media strategies that are being employed by businesses include using internet and mobile based network marketing strategies. (Jenkins, H., 2006).

(Ou, Shih, Chen & Wang, 2011)explain brand loyalty as inferred promise to repurchase the solicitous goods. It expands the motivation of purchasers towards buying behavior.They said that brand loyalty can be expanded by building strong customer relationship and consumer loyalty programs.(Moraga, Parraga& Gonzalez 2008) clarify brand loyalty as continual purchasing ethics. Brand loyalty is not an onetime stroke however a continual process. It helps the organization to get customer preference, buy intention and secured profitability. Brand loyalty is the interpreter of organization's financial performance.

Brand loyalty is actually accomplished when the customer's show repeated buy behavior towards the particular brand. Loyalty comes as a consequence of the customer fulfillment, if customers are fulfilled from the brand functions then they demonstrate loyalty towards the brand and they turn into the heartless of price factor and they will indicate strong interest to purchase the product at any expense.

Brand loyalty serves to augment the brand value in the area. There are sure behaviors which created in the buyers as an aftereffect of the brand loyalty.(Jalilvand, Samiei& Mahdavana,2011) studied the impact of brand loyalty on buy intention. In view of 242 observations from different respondents they confirmed that brand loyalty has a positive impact on buy intention.

(Arslan&Altuna,2010) defined brand image as the positive and negative feeling about the brand concerning the brain of the customers unexpectedly or when they recall their memories. They have the view that there are three aspects of brand image which make the entire image of the brand which are; positivity, strength, and peculiarity. (Lee, Lee and Wu,2011)clarify the brand image as the general personality reflection and convictions about the specific brand by remembering its unique qualities which make it not the same as the others. The brand image is important aspect towards buy expectation. It drives the customers to expend more esteem on the particular brand having good brand image. It helps the consumers to choose whether which brand is a superior choice for them and they are compelled to make purchase expectations a few of times.

For internet marketing it is critical for companies to be learned about factors such as consumer attitudes, values, convictions, feelings, purchasing habits, and purchasing decisions in different settings furthermore they should to perceive many measurements of human behavior and decision-making is constituted by national society (Soares, Farhangmehr, & Shoham,2007).

(Katona, Zubcsek, & Sarvary,2011)found the electronic communications design being used inside online social media permits research into how one individual can hold impact over an another. They likewise found that these patterns are of great utilization to advertisers "who scan for new popular marketing strategies to encourage new product diffusion" (Katona, Zubcsek, & Sarvary,2011.p. 441). Their objective was to confirm the assumption that network data can help recognize influences to or far from potential customer adoption of a potential product. They additionally attempted to identify "how the network structure drives adoption" (Katona, Zubcsek,& Sarvary,2011.p. 426).

Research Problem and Research Questions

The objective of this research is to figure out which approaches to satisfy customers and how to promote awareness of its brand image, and loyalty with an immigrant population in North-Cyprus and a suitable area where there are heaps of migrants and a hard transportation, what variables impact consumers behavior and decision making which can build the offers of the product and services? There are focal inquiries that must be replied so as to determine the purpose for these low customers turn out and frail brand awareness and character:

1. which among these three dimensions of customers based-brand value brand image, brand loyalty and perceived quality seems to have the slightest brand equity rating?
2. Which factors have significant impacts on customer's behavior to product and services?
3. Which strategies may be utilized to improve the brand value and image, loyalty awareness of the cooperative?
4. Does customer based-brand value differ between restaurants as for each one quality of brand awareness, brand image, perceived quality and brand loyalty?

Research Aims & Significance

The main aims of the research are depicted as follows

1. Highlight the significance of brand awareness of products and how it can improve their market success rate.
2. Provide that a direct relationship exists between brand awareness and consumer purchase design making behavior.
3. Depict how new and alternative media can be used in a more creative and effective mannerto improve brand awareness for new brands amongst consumers.

The proposed research is significant as it not only highlights the importance of brand awareness for new brand penetration in the market but provides strategies that can be employed by new brands to create awareness in the market place in a more cost effective and efficient manner.

Theory as well as practical strategies can be tied through the proposed research using analysis of case studies of different strategies employed by businesses for increasing new brand awareness through different media options.

Methodology

Research methods can be inductive, deductive or adductive. (Saunders, Lewis & Thornhill 2000). Deductive approaches will test the hypothesis against reality and thereafter, verified or nullified. These methods are qualitative. In this report, deductive approaches will attest to the impact that culture plays in the M&A (Media Awareness) process and the accrued benefits if a company indulges in pre-merger sensitization. Inductive approaches deal with the empirical findings and look for any laws, theories or generalizations that describe them. The culture aspect will be reviewed and analyzed basing the findings on case data retrieved from interviews and surveys. These methods are quantitative. The adductive approach equilibrates between the deductive and the inductive approaches. In the case of this research, the approaches that will gain prominence include the deductive approach in liaison with the qualitative and the quantitative methods.

Materials and Methods

The research methodology of the thesis is a combination of secondary data and primary data. Secondary data were collected from journals, articles and books using the school library and web. The primary data were collected utilizing communication with the utilization of surveys. Questionnaires were distributed personally. The study depends more on the primary data since the research work is about individuals' attitude, intentions, and purchasing behavior for a specific brand.

This study accepts that help researcher know more about the purposes behind buyer's behavior and managers' decision. Regarding to reason for this study, data was collected by distributing questionnaire among people with different gender and age, levels of education, profession. A self-designed questionnaire has been considered for data collection. The questionnaire and its validity has been measured and ensured by scholarly and practitioners. Participants have needed to answer each one inquiry utilizing five-point Likert scale, ranging from **5=strongly agree to 1=strongly disagree**. The study is deductive in nature where is gathered and analyzed the primary data to find the factors which impact brand awareness and customer behavior by media particularly for fast food restaurants, such as brand equity, brand image, and loyalty, accessibility in local store, efficient, to know consumer concerns about online purchasing, and brand awareness like recall of brand privacy, trust, after sales service, delivery, nature of merchandise services, and consumer characteristics about these demographics. In order to measure underlying factors to buying of fast food products online or to order in a store the study have calculated factor analysis, a data reduction technique by combining related variables to factors. This study have likewise figured average rating to find the main barriers in internet shopping. In the study the questionnaire has main segments for example, demographics variables, general purchaser behavior and particular brand awareness. The questionnaire was filled in by local people of Girne in north - Cyprus. So as to meet time and asset constraints, particular populations in the researcher's round were utilized. Out of 150 questionnaires 115 respondents were contemplated for analysis and research.

Limitations

A questionnaire was one of the methods applied in the collection of market information. This was done before using the brand awareness strategy in the promotion of the commodities. However, there were some limitations experienced in the use of questionnaires. For instance, the questionnaire was prepared in English language, which most of the respondents did not understand. The target market is composed of clients from diverse backgrounds. This means that most of the respondents use English as their second language so maybe they did not understand the questions posted to complete and this was not enough to gather sufficient information. Disseminating the questions and analyzing the responses required substantial time to understand the market trends. Similarly, use of questionnaires did not express the true changes of consumer characteristics such as changes of emotions, behaviors or feelings. This implies that the responses do not show the valid reactions of respondents. It is not easy to tell how truthful the clients are when giving their suggestions (Saunders and Thornhill, 2000). It was also noticed that some respondents did not submit their questionnaires after answering the questions. This is because some people were not willing to offer their opinions or fill in the questionnaires. Sometimes they thought that the questions were too standardized and did not allow them to offer their suggestions.

The questions are constructed in such an approach to answer the exploration question and the questions were additionally built in relation to consumer perceptual measure of brand awareness. Question 1, 2, 3 and 4 were constructed to know the demographical variables of our respondents.

For brand awareness, two brand awareness attributes i.e. first of mind and brand recognition were adopted from past research (Kapferer, 1994; Yoo and Donthu, 2001). To find top of mind brand recall, the respondents were asked to "mention down the name of a fast food restaurant in North Cyprus that first comes to their mind". To measure brand recognition, the research asked respondent to "choose the fast food restaurant they are most familiar with from a list of three fast food restaurant in North Cyprus".

Brand and Branding

• Definition of a Brand

A brand is an emotional and physiological relationship a firm has with a customer, strong brands inspire thoughts, feeling and sometimes-physiological reactions from a customer. A brand is a wellspring of a guarantee to its customers. It promises important separated profits. It does so not just to place itself into the buy attention set, however considerably all the more critically, to be the brand browsed that buy thought set. (Lynn B Upshaw 1995)

The Branding Strategies Exist in Three Types

a) Unique Brand

If a company sells only one product and succeeds in becoming the leader, the product should be able to be distinguished from other products so that there will not be imitations of the product to take advantage of the market share. This will eventually give a bad image to the company as the quality of the two products will not be the same, which is why it is at the top. Another case is if one produces multiple goods and gives them resembling names like soap A, salt A and conditioner A. In the event that one of the products is not successful on the market, it will affect the performance of all the other products. The brands should be distinguishable to avoid this (Salcido, T, 2011).

b) Corporate Brand Strategy

This is the opposite of unique branding. A company that deals in multiple products gives the same name to all the products; for example, Apple. This strategy has an advantage in that if the brand name is already popular and liked by many, then the new products will have an easy way in the market. If one product has given a customer a good experience then he is likely to purchase another product or goods from the same brand. The disadvantage is that if things do not go well and a consumer gets an undesirable experience with one product, then it is likely that a negative attitude will be developed towards the brand name. This will cause a decrease in sales for each and every product which could be disastrous (Macdonald, Emma, K., & Byron M. Sharp, 2000).

c) Range Brand Strategy

Sometimes, neither the unique brand strategy nor the corporate brand strategy can work and be successful. A hybrid of the two strategies is formed instead. This is the range brand strategy. For instance, if one runs a company which is doing extremely well, and has been successful for a long time, he would want to venture into new areas and create distinct brands for the market. This will maintain the good sales due to a good reputation and also due to being unique (Jenkins, H, 2006).

Brand Awareness

Brand awareness can be indicated to as the level of consumers' familiarity with a brand. (Aaker, 1991) & Keller, 1993) declared that brand awareness is a key component of brand value. As indicated by (Rossiter & Percy, 1987), brand awareness is the capacity of consumers to recognize a brand among other brand. (Keller, 1993) conceptualized brand awareness as involving brand review and brand acknowledgement. He went further to say that brand review is the capacity of consumers to recall a brand from their psyche when the product category is made known. (Keller, 1993, p.3) contended that "brand acknowledgement may be more important to the degree that product decisions are made in the market". (Rossiter et al., 1991) remarkable that brand mentality and aim to purchase a product must be developed through brand awareness.

As indicated by (Aaker,1991 p.62), the levels of brand awareness:

- **Brand acknowledgement:** It is the capacity of shoppers to recognize a certain brand among other i.e. "supported review". Supported review is a circumstance whereby an individual is asked to recognize a perceived brand name from a rundown of brands from the same item class.
- **Brand review:** This is a circumstance whereby a buyer is relied upon to name a brand in an item class. It is additionally alluded to as "unaided review" as they are not given any piece of information from the item class.
- **Top of psyche:** This is alluded to as the first brand that a customer can review among a given category of product.

Many analysts have seen brand awareness as a component that assumes a basic part in consumer's decision of brand. In (Lin and Chang, 2003), the consequence of their study secured that brand awareness had the most effective impact on purchasers buy decision.

(Hoye& brown,1990) as referred to by (Lin and Chang, 2003) their study analyzed the significance of brand awareness in consumers decision making process and they figured out that brand awareness was an essential element. Additionally (Jiang, P. 2004) figured out in his study that brand acknowledgement impacts purchaser's decision.

From here in this study, is the perception of brand awareness as consisting of brand acknowledgement and top of psyche.

Brand Loyalty

As indicated by (Aaker.1991, p.39), brand loyalty is "the connection that a client has to a brand". (Yoo&Donthun,2001) additionally referred to brand loyalty as the propensity to be loyal to a brand and this can be shown by the intention of the consumer to purchase the brand as an issue decision.

brand loyalty characterized by (Oliver R.L.,1999, p.34) as "deeply held duty to re-purchase or re-patronize a preferred product or service reliably later on, in this way bringing about repetition of same-brand or same brand set purchasing, despite situational impact and influence marketing having the capacity to cause exchanging habit". (Odin et al.,2001) announced that brand loyalty can either be behavioral or attitudinal. Behavioral loyalty consists repeated buys of the brand. As indicated by (Dekimpe et al.,1997), one point of interest of this is that it quantifies perceptible practices instead of reported toward oneself affidavit or intention. It is less demanding and less expensive to quantify.

According to (Chaudhuri&Holbrooks, 2001), attitudinal loyalty can be referred to as the extent of dispositional guarantees as for some specific preferences joined with the brand while behavioral loyalty needs to do with the intention to repeat a buy.

Despite the fact that, the definition of behavioral brand loyalty manages purchaser's genuine loyalty to a brand as indicated in purchase decision, the definition focused around attitudinal perspective stresses on purchasers intention to be loyal to the brand. It is assumed that consumers understanding of value will be connected with their brand loyalty. As the more dependable a consumer to a brand, the more gender is supposed to see the brand as an issue quality and the other way around. Likewise, the more good affiliation's customers have towards a brand, the more their loyalty and the other way around.

Loyalty classified by (Aaker1991, 2002) as the following:

- Non- client: these are individuals who purchase the brands of competitors.
- Price hangman: these are the once that are touchy to cost.
- Passive loyal: these once are buy brand or products as an issue of habit rather that reason.
- Neutrality sitters: are those that are incurious between a different brands.
- Committed: are the individuals who are sincerely loyal to the brand.

(Kotler,2004) classified loyalty to incorporate switchers, delicate center, in-your-face loyal and moving loyal in this way, the researcher have possessed the capacity to interface the perspectives of different analysts that address the issue of buyer based-brand value. From the study readings and what the research has possessed the capacity to collect, will like to state here that consumers base brand value have impact on consumers perception of brand. Favorable perceptions of value are more presumed to be produced by consumers who hold a positive relationship to a brand.

Moreover, consumers brand awareness is presumed to be high when they have strong affiliation and saw nature of the brand.

Accordingly, purchaser's perceptions about the quality of a brand are presumed to be high when they have strong relationship with the brand.

Brand Image

(Engel Blackwell & Miniard.1993) referred to brand image as the joined impact of brand affiliation or customers perception of the "brands tangible and intangible affiliation". (Keller K.L,1993) see brand image as an issue or affiliation consumers structure as an result of their memory concerning a product. As per (Low & Lamb,2000 p.352), brand image can likewise be referred to as the emotional perception or reason that shoppers place to a specific brand.

Subsequently, brand image does not exist in the features, innovation or the real product itself, it is in some cases brought out by advertisement, promotion or clients. Brand image empowers a consumer to perceive a product, lower purchase risks, assess the quality and get certain experience and fulfillment out of product separation.

Marketing researchers, for example, (Keller K.L,1993) have recommended that brand image is an important component of brand value. (Krishnan,1996) found that brands with high brand value are inclined to more positive brand relationship than those with low brand value. Also (Lassar et al.,1995) figured out that brand with high brand image rating always have higher brand value and premium cost. Decisively, (Kwon,1990) reported that positive brand image is basically likely connected with favored brands.

Analysts have suggested that brand value is to an extent determined by the brand affiliation composition of the image. As per (Keller (1993), positive, unique and strong affiliations are expected to give a positive brand image which will make an inclination in the psyche of consumers in this manner expanding the brand value, (Pitta and Katsanis,1995).likewise expressed that a unique, favorable and strong brand image permits the brand to be effortlessly separated and situated in the consumers psyche, in this way adding to the possibility of expanded brand value.

Definitively, brand image can be said to be the brand affiliation or shopper's recognition around a specific brand as a result of their relationship with the brand.

Consumer Behavior

Consumer Behavior is the investigation of individual, groups, or associations and the procedures they use to choose, secure, and discard products, services, experiences, or thoughts to fulfill needs and the impacts that these methods have on the consumer and society.(Kuester,Sabine.2012)It blends elements from psychology, sociology, social anthropology, marketing and economics. It endeavors to understand the decision-making processes of purchasers, both individually and in groups , for example, how feelings influence purchasing behavior. It thinks about characteristics of individual consumers, for example, demographics and behavioral variables trying to attempt individuals' needs. It additionally tries to evaluate impacts on the consumer from groups, for example, family, companions, games, reference groups, and society in general (Lynn R. Kahle, Angeline G. Close,2011).

As per (Ugala,2001),two sorts of consumer behavior exist, i.e. cognitive and experience-oriented consumer behavior. Consumers with cognitive behavior are logical and rational consumers while experience oriented consumers have more emotional motivation to need to buy a product(Dalqvist& Linde.2002).described consumer behavior into four i.e. rational, learned, unconscious and social behavior and they are adapted by these three steps: KNOWLEDGE→ ATTITUDE→ ACTION.

- **Rational Behavior:** consumers with rational behavior first get some information about the product and what it may offer. By evaluating this information, they get a disposition at the product and at last act; whether to purchase the product. This kind of behavior is generally regular when consumers are purchasing costly product for instance autos.KNOWLEDGE→ATTITUDE→ACTION.

- **Unconscious Behavior:** consumers with unconscious behavior starts with an attitude towards the product, this attitude might either originate from feelings or sentiments. This attitude will lead the consumers to figure out more data about the product and get knowledge about it lastly act their decision.

ATTITUDE→KNOWLEDGE→ACTION.

- **Learned Behavior:** this kind of behavior stems from propensities. These Consumers don't arrange their decision of product, they do it by habit. Sample of this behavior is when purchasing a newspaper.

ACTION→KNOWLEDGE→ATTITUDE.

- **Social Behavior:** consumers with social behavior choose their products as an issue of the social environment which they live in. Their status, lifestyle and impact from others focus the product they will purchase. (ACTION→ATTITUDE→KNOWLEDGE).

Culture has been seen to have one of the greatest on purchaser behavior. As indicated by (Kotler et al.,1999),separated from cultural factors different factors, for example, social, personal, and psychological factors have impact on purchaser's behavior.

- **Cultural Factors** need to do with the culture, subculture or social class in which a consumer recognizes his/her self with.
- **Social Factors** need to do with the customer's family, reference groups and the customer's role and status.
- **Personal Factors** are the life-cycle status and period of customers. Likewise, the economic situation, occupation, self-concept and purchasers personality.
- **Psychological Factors** incorporate perception, motivation, learning, attitude and conviction of the consumers.

Consumers Purchasing Behaviour

As indicated by (söderlund,2001), consumers purchasing conduct needs to do with the mentality, intention, inclination and strength to commitment and the consumer's methods for identification proof. Customers purchasing behaviour can likewise be referred to as the purchasing behaviour of the final Consumer. Consumer purchasing behaviour is a convoluted issue because of the way that numerous internal and external components have impact on consumers purchasing decision.

According to (Kotler et al.,1999).there are five phases of consumers purchasing behaviour . This can be seen in the diagram below.

Figure 1: Purchasingdecision Process



Source: (Kotler et al.,1999. p.254)

From the diagram above, it can be seen that consumers passes through five stages in their purchasing process. As per (Kotler,1999), Consumers don't pass through all the stages in their regular buy. For instance in commonplace thing buy, information search and assessment are precluded. At the end of the day, consumers confronted with complex purchase situation pass through this all this stages.

- **Need Recognition** : this is the point at which the consumers defined their problem or need. A need could emerge either as an result of internal or external motivation. Example of an internal motivations the point at which you have to consume or eat something as an issue of appetite. External motivation emerges from business on TV after which the purchaser believes that the brand/product is required. as long as it is of importance that advertisers discover what motive attracts in enthusiasm toward their brand.
- **Information Search:** this is when customers begin to search for information either through business source, individual source, public source, and experiential source. This information upgrades the customer's knowledge and awareness of the available brand.
- **Alternative Evaluation:** this is the stage whereby the consumers assess and rank option brand focused around the information they have. Such information can be cost or quality etc.
- **Purchase Decision:** it is when consumers purchase the product. Consumer's perception of a brand can be impacted by unforeseen situational elements and attitude of others.
- **Post-Purchase Decision:** this is the point at which the consumers compare their expectation and saw execution. (Kotler et al.,1999). expressed that they get fulfilled when their expectations are the same with the product performance.

Contrasts in consumers conduct relies on upon the sort of product the consumer is purchasing. (Kotler et al.,1999). Composed a purchasing behavior model which comprised of four different purchaser behaviors.

Figure2: Four Type of Buyer’s Behaviour

	High involvement	Low involvement
Significant differences between brands	Complex buying behavior	Variety-seeking behavior
Few differences between brands	Dissonance-reducing behavior	Habitual buying behavior

Source: (KotlerEt Al.,1999. P.251)

- **Complex buyingbehavior** is when consumers purchase an high quality brand and before making the purchase he looks for information about it.
- **Habitual buyingbehavior** is when consumers purchase an product out of habit.
- **Variety seeking** buying behavior is when consumers go around shopping and try test different things with a mixed bag of product.
- **Dissonance reducingbuying behavior** is the point at which a purchaser is so highly involved with buying an product as an issue of the fact that it is expensive or infrequent.

Factors Affecting Consumer Impression of a Brand

(Kotler,2005). defined impression as the procedure by which information is received, chosen, sorted out and interpreted by an individual. A percentage of the factors that impact consumer impression of a brand include:

- **Quality:** This is one of the factors which consumers consider when settling on their decision of brand. As indicated by (Ugla,2001), quality is an integration part of brand identity.
- **Price:** (McDonald and Sharp,2000), expressed that price can be utilized as an reason for brand decision in two ways; either by trying at the lowest price in order to escape monetary risk or the highest price so as to attain product quality. As per (söderlund,2000),price, place and brand are three essential factors when choosing consumers buy decision in regular product.
- **Influence by others:** as per (Kotler et al.,1999), influence by others assumes an indispensable part in customer's decision processes. Consumers have the propensity for counseling each other regards to another product or brand and looking for their recommendation. The advices of other people have a strong influence on consumers purchasing behavior. In any case, the level of such influence relies on upon the situation or individual. Later connectors have a tendency to be more influenced than early of schedule connectors. Influence by others can't be honed by marketers.

A purchaser can likewise be influence culturally i.e. quality, behavior and inclination from family or other institution or socially i.e. by a little group like family or participation group. Purchase decision could likewise be influenced by attitude of others.

- **Advertising:** the fundamental point of advertisement is to make awareness. Advertisement is a prominent manifestation of communication. As indicated by(Aaker D.,1991),in the event that promoting, advancement and packaging grasp a standard situating strategy over a time of time, there is the inclination that the brand will be strong. A few methods for arriving at and communication to consumers through advertising is through TV,radio,cinema, bill board etc.
- **Packaging:** this is the process of designing the cover of a brand/product. As per (Kotler et al.,1991), packaging is a manifestation of advertisement as in it deals obligations, for example, attracting consumers, depicting and offering the product.
- **Convenience:** as per (Lin and Chang,2003), convenience of a brand has a critical influence on purchaser. In other word, simple access to brand/product in store is essential when purchasing low involvement product.

Media Realization

Media Definition:Media in the marketing context is any type of format that is used for conveying information especially promotional messages. It generally refers to the different channels of communication. Mass media is the kind, which is specifically designed to capture a large audience(Nielsen, A., Sept. 30, 2013).

Types of Media

Media is of different types; it exists as traditional and new media.

Traditional Media

This kind of media makes use of strategies like TV, mail, direct sales, radio, print advertising (like coupon books, magazines, billboards) and printed material for promotion (like brochures or catalogues). (Percy, L. & John, 2006, p.263-274).

Advantages

1. It could be that traditional media is the only way one can reach his target market. For instance, if one wants to reach a retired CEO or manager; those are elderly people who do not utilize the internet, nor do they have social media accounts (Salcido, T., 2011).
2. As a marketer, there will definitely be a time and a place suitable for engaging in person to person or direct selling for a product or service, and marketing it effectively. Such places could include when at a party with friends or if one happens to be in a store and notices a customer looking to buy a product produced by one's company as well as others. You can aid her in making the decision by talking to her about the product (Ries, Al., & Laura Ries, 2009).
3. In this type of media, tangible material is handed to customers and potential customers; for example, printed material like brochures. This way, the customer will have the time to go through the material at their own pace and leisure and get all the information needed. (Ries, Al., & Laura Ries, 2009).

Disadvantages

- 1) Cost prohibitive and expensive: Most of the small and medium businesses find it too expensive to purchase advertising for radio, TV or print. The costs are quite high for hard copy prints of business cards, brochures and mailers. Difficulty in tracking results: It is hard to establish results of the advertising efforts
- 2) quantitatively. For instance, once you serve a brochure to a customer and he/she goes away, you have no way of knowing the outcome of your efforts. As such, it is hard to know which strategies are most effective.
- 3) Requires help from Outside: Activities like creating advertisements for radios and TVs, buying media and printing of materials, all require help from outside which adds on to the costs incurred by the business.
- 4) Forced: Usually the customers do not ask for the marketing of products, traditional media imposes the advertising on them. This means they will not really be interested in knowing more about the product being advertised. Moreover, some had bad moods and could get offended if approached like in the direct sales method. They then end up having a negative attitude towards the brand. (Ries, Al., & Laura Ries, 2009).

New Media

This process involves marketing of products and services by use of the internet (online). This strategy works for those individuals who derived their business from the internet solely; for example, mommy blogger. It can also work for business people who have actual brick and mortar businesses, but opt for web advertising. Under the new media, strategies like search engine optimization, website creation, social media, banner ads, email marketing and pay per click advertising are utilized (Tan, D., 2010).

Advantages

- 1) Results can be measured. For instance, if facebook is the platform used, the number of likes on a page can show the market share that has been attracted.
- 2) Decision making can be on the basis of real data as well as qualitative results. Social media enables a two way interaction between customer and businessman. This enables the business to be able to learn as much as possible about the market through interaction. The surveys, in certain issues, available online also help in quantifying results (Tan, D., 2010).
- 3) The businesses are able to drill deep into the demographics so as to reach the target market with precision. This can be done by debates on the websites or blogs. It can also be done by using search engines to acquire the relevant information on the target market so as to know the best strategies to use.
- 4) Businesses can communicate with customers all over the world first hand through RSS feeds, blogs, comments on facebook, status updates, and many more.

- 5) Cos effectiveness: The only thing needed to do with this type of strategy is to open an account; for example, on twitter or facebook, which is currently free of charge. Once the account is set up or the business page, everything else will just flow. New product images or videos can be uploaded and shared free of charge.
- 6) Immediate availability of result and data: In case of a survey being conducted online, the data is easily gotten and it is gotten in real time. Comments on updates on the business page also present the data right before the businessman(Farris, Paul, et al.,2010).This facilitates faster decision making if the decision depended on the results.
- 7) Accessibility: Any business can use this method, whether big or small. There are no restrictions as to who can own an account on what site or who can send email.
- 8) Since there is not much work involved, unless it is a really big company with multiple products, then one person can handle the site on his own.(Nielsen, 02-12-2013),a multi-mix media approach drives new product awareness.This is especially beneficial to starting businesses for those who have no money to spend on advertising costs and outside help.

Disadvantages

1. This method is dependent on the levels of interaction of customers with the internet. It might not be a success if the target customers do not have access to the internet or are not regular to the internet.
2. Time consuming: It demands lots of time from the administrators as new content has to be created continuously. The content also needs editing, approval and publishing. The business pages and websites need maintenance and the comments and posts left by customers have to be reviewed and responded to.
- 3) It is very easy to be inconsistent or to mismanage the identity of the brand in forums, social media and blogs. This could cost the business, in terms of, drop in market share due to loss of interest or disapproval by customers (De Chernatony, et al.,2010).
- 4) It is important to balance both methods. The internet marketing is affordable and effective and this is crucial for a business. Ultimately, the business plan should include a research plan so as to be able to determine the best method to employ.

Media and Branding

Media has greatly influenced the relationship between consumers and businesses, especially the social media. They have a large number of connections with the most attention commanded from user base. The connections built in real life by networking have lots of potential(De Chernatony, et al.,2010). Products and services are introduced to consumers meaningfully, that is through a two way conversation. The social media can be a very important channel of a brand. Feedback on a company's products is easily accessed. Social media users say what the product means to them at that time and so the data collected from such forums is real. This is beneficial in the improvement of strategies for better customer satisfaction. It will enable the business to know and understand the situation on the market for better strategizing(De Chernatony, et al.,2010). The media can; however, be disastrous too. If constant attention is not given to the website or the social media account such that the correct information is posted and customers' questions are answered, it could lead to a loss of customers and a decrease in market share. There has to be someone constantly online, which can be tiresome (Farris, Paul,et al.,2010).Sometimes the service provider loses network for a while. Depending on the duration taken, the potential market could be acquired by someone else elsewhere. It is; therefore, risky sometimes. With the current technological advances, many people are now hacking into other people's accounts on the social network. The business page could; therefore, be hacked and the information tampered with, which could maybe result in wrong information being fed to customers, who might forego any purchasing.

Results & Discussion

Results

Table 1 shows the item of the sample based on the demographic information of participants. In term of gender, the percentage of female and male is 63.9% and 32.8% respectively. Looking at the age category, the data displayed high majority of respondents were between 21-30 years old, 79% and the next highest age category is between 31- 40 years old, 17.6%. In terms of education level, 71.4% of respondents were bachelor, 16.8% were master, 4.2% of them diploma certificate. And MPhil / PhD were 2.5%, and the rest was secondary education which was 1.7%. The nationality distribution of the respondents that most of the respondents were 93.3% for Other countries.

And Cypriot with 2.5% and the rest for Turkish with 0.8%. due to the fact that Girne American University is a considered as global university with around 74 different nationality in it which made it difficult for study to find national respondents. So the reasonable ground to believe that study are dealing with actual customers who have been visiting the restaurant fast food for most period time they are students.

Table 1: Respondents' Demographic

ITEM	FREQUENCY	PERCENTAGE
Gender		
Male	39	32.8%
female	76	63.9%
Total	115	100%
Age		
b/w 21 and 30 years	94	79%
b/w 31 and 40 years	21	17.6%
Total	115	100%
Education Level		
Secondary Education	2	1.7%
Diploma Certificate	5	4.2%
Bachelor	85	71.4%
Master	20	16.8%
MPhil / PhD	3	2.5%
Total	115	100%
Nationality		
Cypriot	3	2.5%
Turkish	1	0.8%
Others	111	93.3%
Total	115	100%

To investigate the objectives of this research study, the relationship between the dependent variable and the independent variables, linear Regressions were used. The dependent variable is Brand Awareness (Y) and three independent variables are Costumer behavior (X1), Product Loyalty, Image (X2) and Media (X3). These variables are used in the linear regression models:

Table 2 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.953 ^a	.907	.888	.15943
Predictors: (Constant). Brand loyalty, Brand Image, Costumer Behavior, Media				
Dependent Variable: Brand Awareness				

Table 2 presents the output model summary, to present the strength of the relationship between the independent variables of Linear regressions and the dependent variable which is measured by the relation R. Regarding the results of analysis, R=0.953 which shows a reasonable positive correlation. The R Square value (= 0.907) shows the independent variables explain 90.7% of the variance in adoption. It means about 90.7% of the variation in brand awareness can be described by the variation in brand loyalty, brand Image, customer behavior and Media.

Table 3 ANOVA

Model	Sum Of Squares	df	Mean Square	F	P
Regression	23.385	21	1.113	46.001	.000 ^a
Residual	2.389	94	.025		
Total	25.774	115			
a. Predictors: (Constant), Media, Customer Behavior, Brand Image, Brand loyalty					
b. Dependent Variable: Brand Awareness					

In Table 3, the ANOVA illustrate information about levels of variance within a linear regression model which is utilized for tests of coefficients' significance. One-way ANOVA analysis, shows that acceptance of brand awareness toward media is statistically significant, because F-value is statistically significant, $F(21,94) = 46.001$. The p-value is less than 0.05 ($P=0$) which means that at least one of the four predictor variables can be used to model brand awareness.

Table 4 Model of Coefficients

Predictors	Coefficients	Std. Error	t	Sig.
(Constant)	1.597	.300	5.323	.000
Brand Loyalty	0.322	0.288	1.118	.000
Brand Image	0.395	0.060	6.583	.000
Costumer Behavior	0.346	0.306	1.130	.000
Media	0.339	0.110	3.081	0.64

a. Dependent Variable: Brand Awareness

The coefficient test is used to find the most effective independent variable(s). According to the result (Table 4), the estimated linear regression model. According to the table of coefficients, the highest coefficient is possessed by Brand Image which is equal to 0.395 with highest *t*-statistic (6.583) and *p*-value of 0.000. And, brand loyalty has the lowest coefficient with weight 0.322. It illustrate that one standard deviation increase in Brand Image is followed by 0.395 standard deviation increase in brand awareness, provided that the brand loyalty, costumer behavior and media are left unchanged. It can be explained for both other independent variables in the same way. Therefore, this model can be used for an estimation objective.

Discussion

The main objective of this research is to assess the impact of consumer behavior via media on brand awareness by evaluating four factors, *brand loyalty*, *brand image*, *customer behavior* and *media*. It was revealed from the study that media which is traditional media and new media (social media) positively influence the brand awareness. Parameters' appreciation for the model was measured at significance levels. The results of this study are consistent with previous studies. Positive impact of brand image was proved and confirmed by (Arslan&Altuna,2010) and previous researches such as (Fitzsimon et al.,2008). This theory illustrate that the unintentional involvement procedures happen in majority of the marketing communications tools to expose a brand (Cianfrone et al.,2008). (Keller's,2009) research indicates that customer loyalty increases brand awareness during the information rally process. In (Bond's model,2010), the utilize-and-Gratification Theory indicates the brand awareness is one of the outcomes of customer behavior in the context of social media (Bond, 2010). This research too found that the most efficient variable on brand awareness is customer Image because it maximizes awareness during involvement and interaction processes (Kotler& Keller's,2009).Integrating Marketing Communications Model for building brand equity, and also the study display the relationship between media and brand awareness. The media specially transfer information from one customer to another and social media's interactive features assist customers to share their thoughts quickly and widely.

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