The Influence of Brand Image and Advertising on Consumer Buying Behavior: The Mediating Role of Brand Loyalty

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ABSTRACT:

This study explores the influence of brand image and advertisement on consumer buying behavior, emphasizing the mediating role of brand loyalty. Drawing from survey data and a quantitative analysis approach, findings reveal a significant and positive impact of brand image and advertisement on consumer buying behavior. A strong brand image was found to increase consumer trust, perceived value, and the overall likelihood of purchase, reinforcing that consumers gravitate towards brands that resonate with positive associations. Additionally, effective advertising was shown to elevate brand recall and create favorable impressions, which further motivates purchasing intentions. Brand loyalty emerged as a critical mediator in this relationship, amplifying the effects of both brand image and advertising on consumer buying behavior. Consumers with strong loyalty to a brand exhibited a heightened sensitivity to advertisements and displayed a preference for purchasing from brands they perceive as consistently delivering quality and value. These findings highlight the interconnectedness of brand image, advertising, and loyalty, suggesting that businesses that invest in enhancing their brand image and execute compelling advertisements can drive consumer buying behavior more effectively by cultivating brand loyalty. Finally, this recommends that companies should focus on creating consistent and authentic brand messages across all advertising platforms to strengthen their brand image. This approach will help reinforce positive associations, enhancing brand loyalty and driving purchase behavior, and by investing in loyalty programs and personalized marketing, brands can sustain long-term relationships with their consumers. These strategies would reinforce loyalty, encouraging repeat purchases and contributing to stronger brand advocacy.

Keywords: Brand image, Advertisement, Brand loyalty, Consumer buying behavior.

1. Introduction

Advertisements are crucial to represent any item or brand (Belch & Belch, 2020). Advertisements can promote the embodiment of progress or the reducing layers of its reality when an advertisement done legitimately is a surefire approach to draw in a considerable and reach the target audience effectively in a single attempt. Advertisements is possible by various media channels (Smith & Turner, 2024). Some of the significant utilizations are print media, outside mediums, and broadcast mediums (Nolcheska, 2017). On the other hand, research on consumer behavior highlights the critical role of consumer perception. Businesses can achieve success by attracting and retaining customers through value-driven offerings. This goal is realized when an organization cultivates a strong positive perception of its product or service among consumers (Singh & Mishra, 2022). Customer perception plays a vital role in shaping consumer behavior. It can be enhanced through various factors, including the product's appearance, feel, price, quality, and the fulfillment of promises made by the product and overall experience. In addition, through various meetings with the clients, discernment can likewise be made by giving them a stage to communicate their perspectives, as brands on Facebook are seen well (Voramontri, 2018). A convincing ad and positive purchaser discernment entice the client, which impacts the client's purchasing conduct (Smith et al., 2022).

Advertising is paid, non-personal communication about a product of any organization with target audience through various channel of communication. It is important to note that any promotional activity must be paid for to qualify as advertising. Thus, publicizing as a particular apparatus likewise will, in general, remind, console, and impact the purchasers' choices because an ad edifies, instructs, and convinces consumers of the item's worthiness.

Voramontri (2018) stated that client dynamics could be characterized as standards of conduct for securing items or administrations and later clarified that there are various sorts of procurement conduct.

1. Complex Buying - high client association, huge brand contrasts, costly items, and great danger.

2. Disharmony lessening - high client association, not many brand contrasts, and great danger.

3. Routine purchasing - low client contribution, little brand contrast, continuous buys.

4. Assortment looking for purchasing - low client inclusion, critical brand contrasts, brand exchanging for assortment.

Consumer behavior is influenced of factors, like, motivation, attitudes, needs, values, age, gender, background, traits, and professional status. Besides, these dimensions, it is also influenced of social factors like, family, colleagues, friends and society itself. Each of these parameters plays distinct and unique behavior as a consumer. In any case, simultaneously essential to the individual contrasts, some similitudes enable the understanding of the behavior of specific types or groups of individuals. A thorough analysis of consumer behavior provides advertisers with deeper insights into their target segments. This is crucial in fundamental marketing decisions, notably in defining target markets and advertising appeal and messaging. Consumer inclinations towards the brand demonstrate the complementary.

1. Brand Unawareness: The consumer is unaware of the brand's existence.

2. Brand Awareness: The consumer knows the brand exists but has limited knowledge about it and no emotional connection. They may consider purchasing the brand.

3. Brand Acceptance: The consumer has no negative feelings toward the brand and is open to trying it, but their loyalty is not yet established.

4. Brand Preference: The consumer favors a

particular brand but is willing to consider an alternative if necessary.

5. Brand Loyalty: The consumer has a strong relationship to a specific brand, though they may consider an alternative if the preferred brand is unavailable.

6. Brand Insistence: The consumer is committed to purchasing only one specific brand and refuses to accept substitutes.

7. Brand Equity: During the 1980s, many large consumer product companies expanded by acquiring valuable brand names from other organizations, often at significant costs. Brands with high awareness, strong customer loyalty, and a reputation for quality hold greater value and equity in the market.

8. Rustic Consumers: The individuals who live in the country zone and devour the item are called provincial buyers. 9. Metropolitan Consumers: The individual who dwells in the metropolitan region and burns through an item is called a metropolitan consumer.

Quality advertisement and hopeful insight are the primary keys to making it in this quick period. Ads assist in keeping current clients and support overall revenue by bringing possibilities to the item. Considering this conversation, one can accept that ads and shopper insight are directly connected to buyer purchasing conduct.

2. Literature Review

2.1 Brand Image

The brand image is the approach through which famous brand ads introduce new product categories. This is the method many companies utilize to make their brand equity extra effective and influential, especially during the last ten years. The excellent brand image approach is wherein the parent brand's name supports the image, but a high-quality brand image improves the name of parent brand. Customer brand model also synchronizes brand image and though via

instructing that brand image affects the mindset closer to the extended brand of a customer favorably (Gulzar et al., 2011).

The brand image helps purchasers spot their needs and delight regarding the brand; it also distinguishes the brand from competitors, motivating consumers to buy it. Defined image as a man or woman's attitude, idea, and emotions toward a factor or object (Sivanesan, 2014). An organization's advertising application's crucial part is preserving the brand image and approach. Image can create significance, and it helps consumers accumulate information, distinguish the brand, create a motive to purchase, create optimistic emotions, and present a foundation for brand image.

2.2 Advertising

Social media opened new approaches and information to new customers of products and services. Social networks allow consumers to contact and discuss rotating themes on brands with other people. It allows customers to perform various activities, such as communicating, chatting, or blogging, with other humans. Customers can always express themselves and their ideas, feedback, and views to others easily (Malik, Ghafoor, and Iqbal, 2013). Virtual advertising has allowed people to make their non-public concepts available to different communities of Internet customers. Members of the community can post their questions regarding certain products, topics, or communities. Such online opinions are very essential in the potential customers' purchasing decisions. This particular phrase-of-mouth goes one step further and helps online consumers endorse and rate the unique products and services. These perspectives or reviews are published and accessed by a wide range of people in the nets. It is the online generation that is termed as e-WOM that is gaining importance since conventional methods of communication have become

ineffective nowadays. Such customer product reviews are also categorized as one of the major forms of electronic word of mouth (Busen & Mustaffa, 2014). Online marketing started in 1994 with the incorporation of the first basic banner advertising on the Hotwired website. However, by the year 2000, the number of banner ads experienced a drop from 56% out of the 4.6 billion in the total sales value of advertisements on the internet to 048%. Advertisers continue to be skeptical concerning the successfulness of their online advertising campaigns. Intensive measures were devoted for investigating the advertising effect. The internet and social media altered advertisement industries. Likewise, the branding also progressed as a focal point for marketers and a key objective for most organizations. Driven by economic opportunities, independent and bold youth leveraged the relative openness, affordability, and widespread accessibility of collaborative technology to overcome traditional media censorship and transform their societies. Collaborative technology, including YouTube, FB, blogs, Twitter, cellular phones, and other different Internet associated equipment have been converted into political activism and advocacy equipment. Study reports have discovered that internet played hub function of universally advertising verbal exchange and intake conduct. For instance, internet users within the US spend more than 58 minutes looking at online. 78% of internet users additionally discovered that the data obtained online influences their purchase intention of product. An observation mentioned that 16% of internet customers encounter commercials at some stage in their net surfing seasons. Because the net's impact on advertisements grows more stable, examining the effectiveness of online commercials and their function on logo fairness becomes more vital (Shen et al., 2020). Traditional and online marketing spending has recently faced a primary

pitfall. With approximately 5.4 decline in the sales era, online advertising and marketing have been affected. Curiously, the momentary decline in online advertisement no longer buries the reality that online advertisement overtakes conventional media regarding duty and interactivity. Significant research has emerged to provide empirical insights of effective online advertisement, and the evaluation of online commercials in relation to logo development (Sivanesan, 2014). The pastimes of these existent analyses have been on commercial keep-in-mind factors and the design implementation of commercial reproduction. A few studies have also provided a comparative evaluation of net advertisement and traditional offline advertisement. In the meantime, future research will strive to analyze the role of online advertisement in the development of brand and brand fairness. The internet is a necessity to the people across the world, which then creates a whole new realm of communication using social networks. The core advantage is the information and contactless procurement. Since the advent of the Internet, for example, social network sites such as Twitter and Facebook have allowed customers to interact without the need of getting together in a physical space. Organizations can increase brand recognition, positive word of mouth, sales and gain more support through social networks. These social media platforms have taken great role in facilitating an exchange of information in both the directions enabling the agencies to change the purchase decisions of the selected groups.

2.3 Brand Loyalty

Brand loyalty is discussed widely in traditional marketing, and, it shows the significance of assorted dimensions of brand loyalty like, attitudinal loyalty or behavioral loyalty. (Laroche et al., 2013). The rate of recurrence purchases has been taken into consideration as behavioral loyalty or percent of purchases, and attitudinal loyalty is

defined as the priority, determination, or purchase aim of the purchasers. If the consumer is happy with the performance of the brand, then it tends to derive loyalty. If a patron is dependable on the brand, the company can boost its productiveness by providing a brand with a similar image without fearing failure. Accepting as genuine is also a confidence that makes one brand prefer every other. Brand belief is undoubtedly one of the strongest tools for making relationships with customers on the net and the corporation's most dominant advertising device (Kazemi et al., 2013). A few authors outline trust as being concerned with the attractiveness of brand image, which is vital for developing loyalty. A part of brand equity is crucial in growing consumer relationships and the simplest robust liaison advertising and marketing device. The brand agreement is a thing that makes an average person agree that a brand will carry out its said cause in any way. The brand effect results from a high-quality response from the client after its utilization. Research has indicated brand loyalty is built because of the brand effect (Gulzar et al., 2011).

2.4 Consumer buying Behavior

Messages are sent through internet in the 21st century, and these have begun to steer unique components of customer behavior (Min. Lim. and Yoo, 2017), such as facts acquisition, critiques, buying behavior, and evaluation. Digital commerce constantly expands, and understanding e-purchaser conduct is extremely interesting to corporations. To grow their profitability, agencies now want to be conscious of enhancing their knowledge of their customers. As previously explained, conventional distribution channels have gone into a crisis as customers now use online shopping due to having easy access to product and service records. This age has created valuable red tape that enhances the cooperation of consumers in the development process. Consumers do not only increase their satisfaction through the purchase of goods, but also engage in the design or marketing activities. Social network more than offer a range of online resources such as blogs, forums, discussion, chat rooms, and even product/service ratings allowing consumers to provide feedback and product reviews easily (Xliema, 2019). Consumer social interaction greatly impacts buy selection, from problem recognition, looking at applicable facts, assessing options, final purchase decisions, and publish-purchase satisfaction (Sivanesan, 2014). It is very essential to say the type of purchase behavior this look at will have its consciousness, and stated that purchaser decision-making might be described as behavior patterns for the purchase of products, or offerings and later explained that there are extraordinary types of purchase behavior

1. Complex buying: There may be high consumer involvement, extensive brand differences, costly products, and excessive risk.

2. Dissonance reducing - high consumer involvement, few brand differences, and high risk.

3. Habitual buying - low consumer involvement, little brand difference, frequent purchases.

4. Variety in search of buying - low purchaser involvement, large brand differences, and brand switching for variety- explained that complicated buying involves higher risk; therefore, accumulating facts has extra significance.

Customers are more engaged in complex purchasing decisions, leading them to spend additional time on social media, reviewing opinions before finalizing their choices.

Hypotheses

H1. Positive and significant relationship exists between brand image and brand loyalty.

H2. There is positive and significant relationship exists between advertisement and brand loyalty.

H3. Positive and significant relationship exists between brand image and consumer buying behavior.

H4. Positive and significant relationship exists between advertisement and consumer buying behavior.

H5. Brand loyalty mediates the effect of brand image on consumer buying behavior.

H6. Brand loyalty mediates the effect of advertisement on consumer buying Behavior.

H7. Brand loyalty has positive relationship with consumer buying behavior.
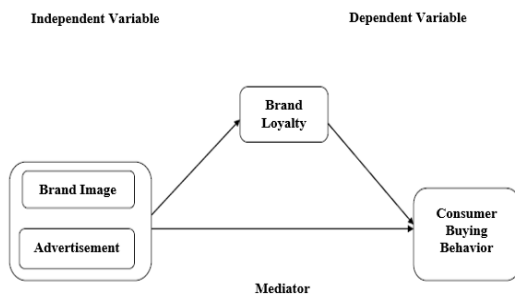
Conceptual Model

Figure: Impact of Brand Image & Advertisement on Consumer Buying Behavior with the Mediating Effect of Brand Loyalty.

3. Methodology

3.1 Participant

The research in question was done in the year 2022. The explanatory note and a note offering confidentiality to the respondents were enclosed in the questionnaires. The total distribution was 250 and the reply rate was 220. A few of them were returned, but the rest were sent out unused, and these were not usable for analysis.

3.2 Measures

3.2.1 Brand Image

The Brand image was measured using the four items developed by Gardner and Levy (1955). The KMO value for the brand image is 0.73. The standard value for KMO is 0.60. The Bartlett's sphericity test (Bartlett, 1954) is significant at 0.05.

The communalities value for the brand image is more significant than 0.40. The value of RMSEA is 0.75, TLI = 0.98 and CFI = 0.904.

3.2.2 Advertisement

The advertisement was measured using the five items developed by Edward Bernays (1971). The KMO value for brand Advertisement is 0.81. The communalities value for Advertisement is greater than 0.40. The value of RMSEA is 0.71, TLI = 0.91 and CFI = 0.934.

3.2.3 Brand Loyalty

Brand loyalty was measured using the four items developed by Tore Strandvik and Christian Grönroos (1994). The KMO value for brand Loyalty is 0.731. The communalities value for brand Loyalty is more significant than 0.40. The value RMSEA is 0.68, TLI = 0.99 and CFI = 0.942.

3.2.4 Consumer Buying Behavior

Consumer Buying Behavior was measured using the four items developed by Schlesinger (1991) and Hackett (2014). The exploratory factor analysis (EFA) (Guadagnoli & Velicer, 1988) test, the KMO (Kaiser, 1970)) value for consumer buying behavior is 0.73. The communalities value for Consumer Buying Behavior are more significant than 0.40. The value of RMSEA (Hu & Bentler, 1999) is 0.82, TLI = 0.96 and CFI = 0.954.

4. Results

4.1 Reliability

Reliability means internal consistency (Cronbach, 1951) and describes the range of values between .60 and .99. Closer to .99 is more appropriate and acceptable, and lesser will be reasonably acceptable.

Table 1 Reliability of consumer buying behavior, brand loyalty, advertisement, Brand Image

No of Items	Cronbach's Alpha
4	.813
5	.977
3	.950
4	.953

4.2 Correlation

The value of Brand Image and Advertisement is (.571), representing a positive and a significant relationship between brand image and

	Brand Image	Advertisement	Brand Loyalty	Consumer Buying Behavior
Brand Image	1			
Advertisement	.571**	1		
Brand Loyalty	.111	.142	1	
Consumer Buying Behavr	.204	.170	.216	1

advertisement. The correlation value of brand image and brand loyalty is (.111), indicating a positive and significant relationship between brand image and brand loyalty. The correlation value of the brand image and consumer buying behavior is (.204), which shows a positive and significant relationship between brand image and consumer buying behavior.

The value of advertisement and brand loyalty is (.142), representing a positive and significant relationship between Advertisement and Brand Loyalty. The correlation value of advertisement and consumer buying behavior is (.170), which shows a positive and significant relationship between advertisement and consumer buying behavior. The Correlation value of brand loyalty and consumer buying behavior is (.216), representing a positive and

significant relationship between Brand Loyalty and Consumer Buying Behavior.

4.3 Regression Test

The variable being predicted is referred to as the dependent variable. The researcher used the independent variable to predict the other variable's value, and also used the p-value to check the significance of regression model. The regression test standard value of 0.05 or less than 0.05 is significant. It is insignificant if the value is more than 0.05 (Baron & Kenny, 1960).

The Beta value is .258 which indicates that the rate of change in independent variable (Brand Image) is cause by the dependent variable (Consumer Buying Behavior). The p value of (CBB, B=0.258) is significant (p=0.007), and the coefficient is positive which would indicate that large Brand Image related to large Consumer Buying Behavior and vice versa. The Beta value is .181, which indicates that the rate of change in the independent variable (Advertisement) is caused by the dependent variable (Consumer Buying Behavior). The average of (CBB, B=0.181) is significant (p=0.055), and the coefficient is positive, indicating that large Advertisement is related to large Consumer Buying Behavior and vice versa.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.194	1.624		3.814	.000
	Brand Image	.196	.071	.258	2.761	.007
	Advertisement	.244	.126	.181	1.936	.055

a. Dependent Variable: Consumer Buying Behavior

H1. There is positive and significant relationship between brand image and consumer buying behavior.

H2. There is positive and significant relationship between advertisement and consumer buying behavior.
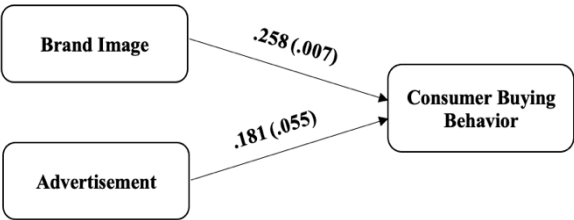
4.4 Common Method Bias

There are many way to avoid common method bias like Harman's single factor method, common latent factor, marker variable etc. the role of common method bias was checked by two different ways i.e. procedurally and statically. Procedural control was applied in the study by ensuring the confidentiality and anonymity of the respondents at the data collection process from employees while statistically the Harman's single factor was used in factor analysis for concerns about common method bias were warranted (Harman, 1960). According to this method all of the indicators are loaded into an exploratory factor analysis to examine the unrotated factor solution for the purpose to determine the number of factors for variance in the variables. Therefore the value was calculated as 39.488% which less than 50% is showing no common method bias (CMB) in the questionnaire and the influence of common method bias is not serious in study and the method is called Harman's single factor test.

Initial Eigenvalues		
		Cumulative %
1	39.488	39.488

Extraction Method: Principal Component Analysis.

4.5 Mediation

Standardized Indirect Effects (Group number 1 - Default model)
BI represents Brand Image.

	Ads	BI	BL
BL	..000	..000	..000
CBB	..050	..044	..000

Ads represent Advertisement.
BL represents Brand loyalty.
CBB represents Consumer Buying Behavior.

The table of Standardized Indirect Effects shows that the Advertisement impact on Consumer Buying Behavior is 0.050, a significant relationship (Partial mediator) between them. The Brand Image effect on Consumer Buying Behavior is 0.044, a significant relationship (Partial mediator) between them.

Standardized Indirect Effects - Two-Tailed Significance (PC) (Group number 1 - Default model)

	Ads	BI	BL
BL	..000	..000	..000
CBB	..109	..106	..000

The table of Standardized Indirect Effects–Two-Tailed Significance above shows the Advertisement impact on Consumer Buying Behavior is 0.109, which is an insignificant relationship (Full mediator) between them. The Brand Image effect on Consumer Buying Behavior is 0.106, also an insignificant relationship (Full mediator) between them.

5. Conclusion

The study confirms that brand image significantly predicts consumer buying behavior (Beta = 0.258, p = 0.007), while advertisement shows a marginal effect (Beta = 0.181, p = 0.055). All constructs demonstrate strong internal consistency (Cronbach's α > 0.813). Positive correlations exist among variables, though weaker for Brand Loyalty (e.g., r = 0.111 with Brand Image). Mediation analysis yields conflicting results: indirect effects for Advertisement (0.050) and Brand Image (0.044) suggest partial mediation, but their insignificance (p > 0.10) implies full mediation. Common Method Bias is ruled out (Harman's test = 39.488%).

5.1 Implications

Marketing Strategy: Prioritize enhancing Brand Image, as it directly and strongly influences consumer purchasing decisions.

Advertisement: While its direct impact is borderline, its role in mediating pathways (e.g., via Brand Loyalty) warrants attention.

Brand Loyalty: Weak correlations suggest it may require complementary strategies (e.g., customer engagement) to drive buying behavior.

Methodological Rigor: High Cronbach's alpha for Advertisement (0.977) may indicate item redundancy; refine scales to avoid overfitting.

5.2 Future Research Directions

1. Mediation Clarification: Re-examine mediation using advanced methods (e.g., bootstrapping) to resolve contradictions in partial/full mediation results.

2. Sample Expansion: Replicate with larger samples to strengthen statistical power, particularly for Advertisement's marginal effects.

3. Scale Refinement: Investigate the extremely high reliability of the Advertisement scale to ensure item diversity and validity.

4. Brand Loyalty Dynamics: Explore moderators (e.g., cultural factors) or mediators (e.g., trust) that might amplify its weak correlations.

5. Longitudinal Designs: Assess causality and temporal effects of Brand Image and Advertisement on buying behavior.

6. Methodological Updates: Replace outdated mediation frameworks (Baron & Kenny) with contemporary approaches (e.g., PROCESS macro).

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