

**Mémoire de fin de cycle en vue de l'obtention du diplôme de
Master**

Spécialité : E-BUSINESS

THEME :

**The Impact of Brand Awareness on consumers
Purchase Intention**

**CAS : A Comparative Study of Algerian Home
Appliance Companies**

Présenté par :

Mr Guissous Mehdi

Encadré par :

Mme KOUADRI NORHENE

Année universitaire

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First thing first thanks Allah for everything

To my dear father who had supported I all the way here, this work is dedicated to you, with heartfelt appreciation and respect. You have been more than just a father you have been my first teacher, my mentor, and my inspiration.

Dear Mom your affection, love, and encouragement have enabled me to achieve this success and honor. Thank you for your endless sacrifices, for believing in me, and for being the extraordinary mother.

Father and Mother, your sacrifices, encouragement, and endless belief in me have shaped not only my academic pursuits but also the person I am today, they have been the driving force behind every achievement.

To my beloved sisters and brother your support have helped me to complete this work during my toughest moments, Thank you for always being there,

To my friends, both near and far, your support, understanding, and shared experiences have brought light to even the darkest of days. Your laughter, encouragement, and camaraderie have made this journey memorable and meaningful.

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List of abbreviations :

CSR: Corporate Social Responsibility

TV: Television

OOH: Out of Home (advertising)

SEO: Search Engine Optimization

PR: Public Relations

R&D: Research and Development

PODs: Points-of-Difference

POPs: Points-of-Parity

TPB: Theory of Planned Behavior

AIDA: Attention, Interest, Desire, Action

ISO: International Organization for Standardization

AI: Artificial Intelligence

Abstract:

This thesis explores the impact of brand awareness on consumer purchase intention, with a specific focus on the Algerian home appliance market. It aims to understand how consumers react to familiar brands and what role brand recognition, trust, and perceived quality play in their buying decisions. The research is divided into two main parts. The first part presents the theoretical background of key marketing concepts such as branding, consumer behavior, and purchase intention. It also introduces well-known models like Aaker's Brand Equity Model and the Theory of Planned Behavior. The second part is practical and includes a field study based on both qualitative and quantitative methods. Interviews with sellers and a structured questionnaire given to 60 consumers helped gather insights into how brands like Hisense, Condor, and Cristor are perceived in Algeria. The results show that brand awareness strongly influences purchase intention. Consumers are more likely to buy from brands they recognize, trust, and associate with good quality. This thesis highlights the importance of brand visibility and reputation for companies in competitive markets.

Keywords: Brand awareness, Purchase intention, Algerian home appliance

Résumé:

Ce mémoire explore l'impact de la notoriété de la marque sur l'intention d'achat des consommateurs, avec un focus particulier sur le marché algérien de l'électroménager. Il vise à comprendre comment les consommateurs réagissent face aux marques qu'ils connaissent et quel rôle jouent la reconnaissance, la confiance et la qualité perçue dans leurs décisions d'achat. La recherche est divisée en deux grandes parties. La première présente le cadre théorique des concepts clés du marketing comme le branding, le comportement du consommateur et l'intention d'achat. Elle introduit également des modèles connus comme celui d'Aaker sur l'équité de marque et la théorie du comportement planifié. La seconde partie est pratique et repose sur une étude de terrain combinant des méthodes qualitatives et quantitatives. Des entretiens avec des vendeurs et un questionnaire structuré administré à 60 consommateurs ont permis de recueillir des informations sur la perception des marques Hisense, Condor et Cristor en Algérie. Les résultats montrent que la notoriété de la marque influence fortement l'intention d'achat. Les consommateurs sont plus enclins à acheter des marques qu'ils reconnaissent, auxquelles ils font confiance et qu'ils associent à une bonne qualité. Ce mémoire met en évidence l'importance de la visibilité et de la réputation des marques dans un marché concurrentiel.

Mots clés : Notoriété de la marque, Intention d'achat, Électroménager algérien

الملخص :

تستكشف هذه الأطروحة تأثير الوعي بالعلامة التجارية على نية الشراء لدى المستهلك، مع التركيز بشكل خاص على سوق الأجهزة المنزلية الجزائري. وتهدف إلى فهم كيفية تفاعل المستهلكين مع العلامات التجارية المألوفة، ودور التعرف على العلامة التجارية، والثقة بها، والجودة المدركة في قراراتهم الشرائية. ينقسم البحث إلى قسمين رئيسيين. يعرض القسم الأول الخلفية النظرية لمفاهيم التسويق الرئيسية، مثل بناء العلامة التجارية، وسلوك المستهلك، ونية الشراء. كما يُقدم نماذج معروفة مثل نموذج قيمة العلامة التجارية لأكر ونظرية السلوك المُخطط. أما القسم الثاني، فهو عملي ويتضمن دراسة ميدانية قائمة على المنهجين النوعي والكمي. وقد ساعدت المقابلات مع البائعين، واستبيان مُنظم شمل 60 مستهلكًا، في جمع رؤى حول كيفية رؤية علامات تجارية مثل هايسنس، وكوندور، وكريستور في الجزائر. تُظهر النتائج أن الوعي بالعلامة التجارية يؤثر بشدة على نية الشراء. فالمستهلكون أكثر ميلًا للشراء من العلامات التجارية التي يعرفونها، ويثقون بها، ويربطونها بالجودة العالية. تُسلط هذه الأطروحة الضوء على أهمية وضوح العلامة التجارية وسمعتها للشركات في الأسواق التنافسية.

الكلمات المفتاحية: الوعي بالعلامة التجارية، نية الشراء، الأجهزة المنزلية الجزائرية

General introduction

In today's highly competitive market, brands are constantly striving to differentiate themselves and build strong relationships with consumers. Brand awareness, as a key dimension of brand equity, plays a critical role in influencing consumer behavior. However, despite the extensive research on brand equity and consumer behavior, there is still a need to better understand how brand awareness specifically affects key aspects of consumer behavior, such as purchase intention.

The objective of this study is to examine the impact of brand awareness on consumers purchase intentions in the Algerian home appliance market. The study looks to identify the components of brand awareness including awareness, familiarity, and perceived quality and ultimately identify how these components are representative in the decision-making of the consumer and get a better understanding on how branding can shape the consumer's mind and lead them to prefer buying a product from a specific brand over others. and also to find the role of brand awareness in impacting the consumer decision-making process regarding the intention to buy products in the home appliance market. The justification behind this topic is based on subjective and objective. On a subjective level, the interest of branding and the study of marketing in general contributed to the direction of this research. It is always an intriguing effort to find out what makes a consumer reach out for one brand over another, often without much difference in product features. On an objective level, the study proposes to fill in a clear gap in literature, including especially in Algeria, where research has been scarce on the relationship between brand awareness and consumer behavior in relation to the durable goods sector.

In light of these reflections, the central research problem that this study aims to answer is:

"To what extent does brand awareness influence consumers' purchase intention in the Algerian home appliance market?"

This main question leads us to develop some several secondary research questions which will further clarify the bounds and depth of the research inquiry:

This research seeks to address the following questions:

"Are consumers more likely to prefer brands they recognize and are familiar with over those they do not know well?"

"Is perceived product quality a more important determinant of brand choice than price?"

General introduction

"Are consumers more inclined to purchase from brands they perceive as trustworthy, regardless of their advertising presence?"

From these questions arise the following research hypotheses, which have guided the empirical part of the study:

Hypothesis 1: Higher levels of brand recognition and familiarity increase the likelihood of consumer preference and purchase intention.

Hypothesis 2: Consumers prioritize product quality over price when making purchase decisions.

Hypothesis 3: Perceived trust in a brand has a greater influence on purchase intention than the brand's level of advertising exposure.

In order to test these hypotheses, We employed a mixed methods research design using qualitative and quantitative data collection tools. Qualitative semi-structured interviews were conducted with five shop owners and sales representatives to better understand customer behavior and brand preferences, plus the perceived influence brand familiarity has on consumer decision making. These interviews yielded contextualized and experience-based insights that were able to complement the more generalizable data from the quantitative study.

For the quantitative part, a structured questionnaire was prepared and circulated to a sample of 60 respondents from different demographic backgrounds. Each respondent group was able to answer the questionnaire in Arabic, French, or English to assess consumers' awareness and acquaintance with the brands Hisense, Condor, and Cristor as well as their trust, perceived quality, and eventual brand decision. The questionnaire inquired into how consumers were exposed to each brand (e.g., advertising, social media, word of mouth), and what are the critics to chose the brand they want to buy, which enabled the researcher to make connections between advertisements and brand awareness.

The quantitative data were analyzed using descriptive statistics with the help of tools such as Microsoft Excel, google sheet, and R-Studio.

The present research is structured into two main parts:

Chapter 1: Theoretical Framework This chapter provides the essential theoretical concepts that form the foundation of this research. It briefly defines core concepts of brand awareness,

General introduction

consumer behavior, purchase intention and it provides a critical review of main models such as Aaker's Brand Equity Model and the Theory of Planned Behavior. This chapter finishes by linking these theoretical concepts to the hypotheses of the research project.

Chapter 2: Field Study and Data Analysis The second chapter narrates the empirical work carried out in detail. It explains the research design, data collection, sample characteristics, and analysis; it also provides evidence from the main qualitative interviews and the quantitative questionnaire and offers insights into how Algerian consumers engage with the brands in the study.

Chapter 1: Theoretical Foundations of Branding and Consumer Purchase Intention

Chapter 1: Theoretical Foundations of Branding and Consumer Purchase Intention

Introduction:

The following chapter is about the theoretical bases which establish the groundwork for our research about Brand Awareness effects on consumer Purchase Intentions. The analysis of branding concepts and strategic brand awareness effects on consumer behavior and purchase intentions remains essential for branding research.

The first section of the chapter defines branding by describing its definition and pivotal components through the elements of branding; brand name, logo, tagline, and identity, all of which shape consumer perceptions of the brand. The section also established the importance of managing the brand over time for consistency, recognition, and long-term value.

following this the discussion shifts to brand equity, which is a multidimensional construct that describes the added value of a brand for a product. In this respect, brand awareness is a key part of brand metrics, impacting how easily consumers are able to recall or recognize a brand subsequently forming trust and preference.

Finally, this chapter discusses consumer behavior and the psychological and emotional processes involving brand-related stimuli that shape purchase decisions. The focus is on the measureable outcome of purchase intention, which is concept describable through brand-related stimuli. The connection between brand awareness and purchase intention outlines the theoretical foundation for the analysis that follows in the next chapter.

Chapter 1: Theoretical Foundations of Branding and Consumer Purchase Intention

Section 1: Core fundamentals of branding

This section lays the foundation for understanding branding by exploring its definitions, evolution, and essential elements such as identity, personality, and positioning.

1.1 Introduction to branding:

Branding is a concept that has evolved through the years we can trace back the usage of brands to the Stone Age, where hunters pick up distinct brands of weapons to accomplish their hunt missions effectively, which means that toolmakers had signature-marking styles.

1.1.1 Branding definitions:

By looking at some definitions for branding, we can get a better understanding of what it means, according to Kotler and Keller: *"Branding is endowing products and services with the power of a brand. It's all about creating differences between products"*¹. Marketers need to teach consumers who the product is by giving it a name and other brand elements to identify it, as well as what the product does and why consumers should care. Branding creates mental structures that help consumers organize their knowledge about products and services in a way that clarifies their decision making and, in the process, provides value to the firm. This means, Branding aims for the introduction of a product to consumers 'life, a product that is easily distinguished from others, giving it elements and characteristics to make it recognizable, creating a relationship between the customer and the product. This definition was supported by Graham who sees that *"Branding is a significant marketing tool and is used to differentiate an organization's product(s) in the marketplace. And that the successful application of branding can create distinctiveness and value for the organization, its product and the consumer."*² Along with Doyle who says, *"A branded product distinguishes itself from the competition, enabling it to be easily recognized by consumers"*³

¹ KOTLER (P) et KELLER (K), *Marketing Management*, 14th edition, PEARSON-PRENTICEHALL New Jersey, 2014, p.243.

² GRAHAM (P), HARKER (D), HARKER (M) and TUCK (M), *Branding Food Endorsement Programs. The National Heart Foundation of Australia., Journal of Product and Brand Management*, 1994, p.31.

³ DOYLE (P), *Building Successful Brands: The Strategic Options Journal of Marketing Management*, 1989, p. 77.

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From these three opinions, we understand that: A powerful brand is the one that leaves a long-term impression on the consumer, and that branding is an essential tool to reach that kind of influence by communicating the right signals using elements like the name and logo.

1.1.2 Brand history:

Branding is the oldest of concepts developed over the ages, tracing its roots to ancient Egypt around 3000BC, where merchants and sellers decorated their products with different logos to show possession and ownership.⁴

During the Roman Empire (500 BCE – 476 CE), blacksmiths and artisans engraved unique insignias on their products to signify quality. Roman potteries and amphorae often bore distinct markings to indicate the origin, producer, and reputation of the goods

The Industrial Revolution (18th-19th centuries) sparked the start of both mass production and factory-based ways of manufacturing goods, leading to increased competition. Companies started adopting the usage of logos, packing, and advertising to set themselves apart.⁵

By the 20th century, branding had evolved beyond just product identification to focus on emotional connections with consumers. Companies such as Coca-Cola (1886) and Quaker Oats (1877) pioneered advertising strategies that established brand loyalty through memorable slogans, logos, and product packaging

In the 1980s and 1990s, the concept of Brand Equity emerged, with scholars such as David Aaker (1991) and Kevin Lane Keller (1993) defining how a brand's value is shaped by consumer perception, awareness, and loyalty⁶

With the advent of the digital age (21st century), branding has shifted towards social media engagement, influencer marketing, and user-generated content. Unlike traditional

⁴ Moore, K., & Reid, S. (2008). *The Birth of Brand: 4000 Years of Branding History*. Business History, 50(4), p 419.

⁵ idem

⁶ idem

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branding, which relied on one-way communication, today's branding is interactive and dynamic, fostering deeper relationships between brands and consumers⁷

1.1.3 Characteristics of a successful brand:

A successful brand is characterized by several interrelated factors that contribute to its recognition, trust, and emotional resonance with consumers. These characteristics encompass a clear brand identity, effective communication strategies, and a commitment to customer experience. These added benefits must inspire feelings of confidence in the product's superior quality and make it seem more appealing than those of rivals make. Therefore, a successful brand can be thought of as a combination of a unique identity, additional value, and an effective product. To put it another way, modern branding aims to establish an emotional bond with the customer, making the product familiar and a pleasurable experience by fostering a sense of involvement. This leads the customer to believe that the product is of higher quality and that it better fits his personality and way of life.

Customers should be delivered an outstanding experience instead of just a product purchase since they now consume more than just the thing; they also consume the idea behind it. This marketing is meant to satisfy the existential needs of the present consumer.⁸ A strong brand necessitates consistency in its messaging and visual identity across all touchpoints, ensuring that consumers cultivate a dependable perception of the brand. Furthermore, innovation and adaptability are essential, enabling the brand to maintain relevance in a perpetually changing market environment. Successful brands are those that surpass client expectations by delivering exceptional quality and distinctive value propositions. Furthermore, establishing a robust digital presence and interacting with consumers via social media and tailored experiences enhances brand loyalty and emotional ties. A brand's reputation is strengthened by favorable customer experiences and corporate social responsibility, which subsequently increases consumer trust and preference.⁹

⁷ Klein, N. (2000). *No Logo: Taking Aim at the Brand Bullies*. Picador, p56.

⁸ ANTONELLA(C), BERNARD(C), *Expériences de consommation et marketing expérientiel*, *Revue Française de Gestion*, 2006, p. 99.

⁹ Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson, p. 280.

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1.2 Elements of Branding:

The elements of branding are the components that work together to create this identity and differentiate the brand from its competitors. Here are the key elements of branding:

1.2.1 Brand Identity:

Brand identity (Roy and Sarkar, 2015) is how an organization or company is identified through the features of culture, vision, personality, positioning, or beliefs followed, and so on. A brand identity that produces a brand image can be in logo components, products, packaging, messages, or other features. Each piece is presented to form its identity, thus creating a brand image. The literature that unravels from the beginning of brand history produces a model that describes brand identity elements, presented in the following Figure.

Figure 1: Brand Identity Elements (Mindrut, Manolica and Roman, 2015)



Source : B Chan, Arianis. (2022). Brand Element: Exploring the Effect on City Branding. International Journal of Professional Business Review. 7.

Additionally, the term "brand identity" refers to a brand's external manifestation, which includes its name and visual style. The brand's identity serves as both its primary method of consumer recognition and a symbol of distinction from rivals. Noteworthy is the fact that a brand identity is a brand's strategic objective, whereas a brand image exists in the minds of consumers.¹⁰

¹⁰ Chan, A. Suryadipura, D., Novel, N. J. A. (2022) Brand Element: Exploring the Effect on City Branding P06

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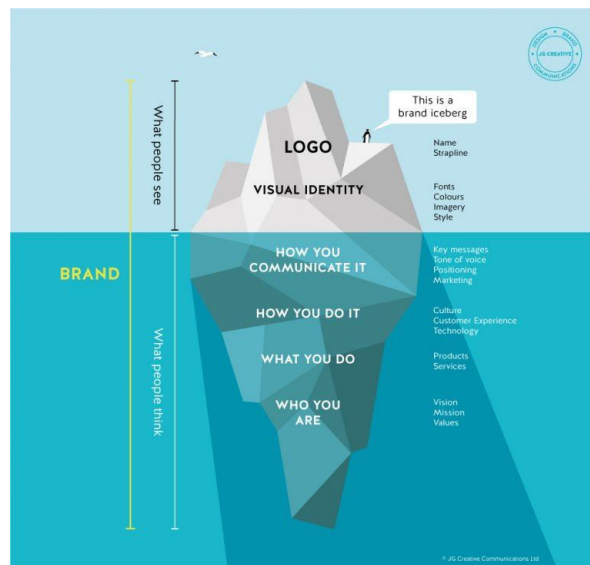
Associating products with a strong brand identity is essential for gaining a competitive edge and reaping significant financial rewards. Therefore, the more effective the brand identity strategy, the less the gap between their perceived image and the expected brand identity. Brand identity started to be incorporated into digital promotional materials in the digital age in a variety of ways. Various visual and linguistic design components, such as the brand name, logo, typography, color scheme, supporting graphics and images, tagline, and sound help to create a brand's identity. Using hypermedia content, including still or moving images, sound, and video, in conjunction with website design elements like headers and footers, navigation menus, backgrounds, navigation buttons, tables, and forms.

The identity of a company is similarly linked to early brand definitions that involve visual elements. It links initial brand identity categorizations with visual identity. While visual identity is essential in brand development, it constitutes merely one element among numerous factors that comprise brand identification. Within brand identity theory, the brand iceberg model offers a modern approach that distinguishes between the visible and invisible elements of a brand. Although consumers can clearly see the visible elements such as logos, colors, and slogans, the invisible elements, brand values, mission, and emotional associations are growingly important in determining consumer impressions. The relevance of this conceptual framework has led several brand identity-building elements to be suggested to offer a complete knowledge of how brands create and transmit their identities.¹¹

¹¹ *Idem*

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Figure 2: the brand iceberg



Source: JG Creative Communications » A is for Authenticity. Copyright JG Creative - All Rights Reserved.

1.2.2 Brand Personality:

Brand personality is the set of human traits connected with a brand that enable consumers to personify it and relate to it on psychological and emotional level. Inspired in the more general field of personality psychology, this idea has been modified for marketing to improve consumer-brand relationships and brand differentiation. Companies can create closer emotional ties, influence purchase intentions, and encourage brand loyalty by giving a brand unique personality traits.¹²

Based mostly on Aaker's (1997) Brand Personality elements model, which notes five basic elements, the theoretical framework of brand personality is:

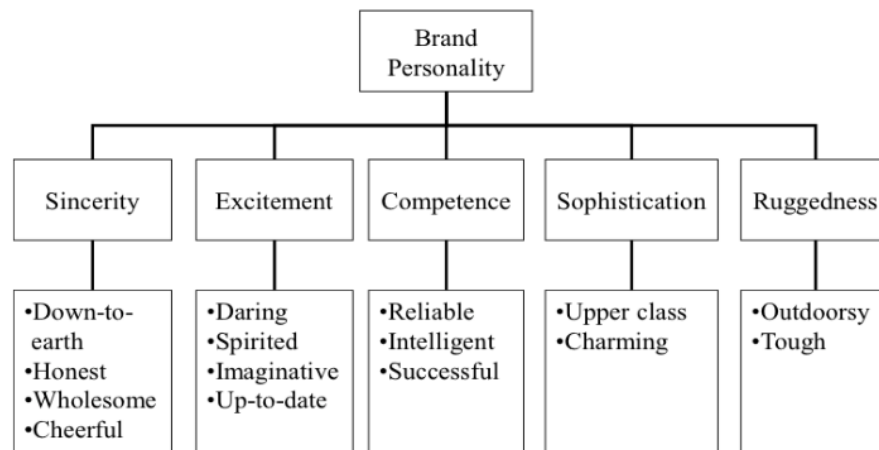
1. **Sincerity:** Attributes such as honesty, genuineness, and warmth. Brands with sincere personalities are perceived as trustworthy and wholesome.
2. **Excitement:** Traits like daring, spiritedness, and imagination. Brands with this personality are perceived as trendy and up-to-date.
3. **Competence:** Characteristics that convey reliability, intelligence, and success. Competent brands are trusted for their efficiency and performance.

¹² Putri, Wiwi Rahayu, et al. "Mediasi Brand Trust Pada Pengaruh Brand Personality Terhadap Brand Loyalty." *Jurnal Ekonomika Dan Bisnis (JEBS)*, vol. 4, no. 6, Jan. 2025, pp. 2039–43,.

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4. Sophistication: Attributes of elegance, prestige, and luxury. These brands appeal to refined consumer tastes.
5. Ruggedness: Traits like toughness, strength, and endurance. Brands with rugged personalities are seen as robust and outdoor-oriented.¹³

Figure 3: brand personality framework (aaker 1997)



Source: AAKAR (J) : *Dimensions of brand personality*, Journal of Marketing Research,N34, August,1997, p.352.

When determining where your brand fits on the brand personality spectrum, the goal is to discover the personality traits and characteristics that are aligned with your brand's positioning, purpose, and values.

1.2.3 Brand Positioning:

Brand positioning is the strategic process of giving a brand a unique personality that sets it apart from competitors in the minds of consumers. Businesses need to do this process because it affects how customers see their brand and how loyal they are to it. This is especially true in competitive markets.¹⁴

- **Points-of-Difference (PODs) and Points-of-Parity (POPs):**

Successful brand positioning involves selecting key Points-of-Difference (PODs) and Points-of-Parity (POPs). PODs: are attributes or benefits that consumers strongly associate with

¹³ Aaker, J. L. (1997). "Dimensions of Brand Personality." Journal of Marketing Research P 351

¹⁴ Neto, R. G., Silva, P. K. da, & Rocha, A. A. da. (2024). the construction of brand positioning: an exploratory study on Nescafé Origens do Brasil. *Concilium*, ,P 570–587

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a brand, positively evaluate, and believe they could not find to the same extent with a competing brand. While POPs are attributes or benefits that are not unique to the brand but are necessary to be considered a legitimate competitor in the category. It is important to analyze and carefully develop these points to effectively define the brand's competitive edge.¹⁵

- **Key Strategies in Brand Positioning:**

- **Define a Unique Value Proposition:** Clearly, state the unique value and advantages your brand provides, therefore separating it from others. This argument should solve particular consumer needs or preferences, therefore offering strong justification for selecting your brand. For example, Nescafé Origen's do Brazil appeals to customers who care about the environment by emphasizing sustainability and the origin of its coffee.¹⁶
- **Conduct Competitor Analysis:** Look at how your competitors are positioned to find gaps and chances in the market. You can successfully set your brand apart by knowing their strengths and weaknesses.
- **Leverage Emotional Connections:** Emotional positioning appeals to consumers' feelings, creating a deeper bond with the brand. Cultural positioning, on the other hand, aligns the brand with certain cultural values or societal trends.¹⁷

1.2.4 Brand Communication:

Brand communication refers to the strategic dissemination of messages and information by a brand to its target audience, with the goal of conveying the brand's core values, positioning, and unique identity. A multifaceted process involves not only the transmission of information through advertising, public relations, social media, and other channels but also the cultivation of a coherent brand narrative that builds and maintains relationships with stakeholders. In essence, effective brand communication creates a consistent and compelling brand image, influences consumer perceptions, and supports the development of brand equity¹⁸

¹⁵ Philip Kotler and Kevin Lane Keller, *Marketing Management*, 15th Edition (Pearson, 2016), Chapter 10: Crafting the Brand Positioning. P 300

¹⁶ The construction of brand positioning: an exploratory study on Nescafé Origens do Brasil. *Concilium*, 24(17), 570–587

¹⁷ idem

¹⁸ Allanwood, G., & Beare, P. (2014). *Basics Interactive design: User experience design: Creating Designs Users Really Love*. A&C Black.P55

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Key Elements of Brand Communication:

1. **Marketing Communication:** In order to convey the brand message, marketing communication uses owned, earned, and paid media channels. Important elements consist of:
 - Advertising: The use of traditional and digital advertising platforms to promote a brand's offerings and values.
 - Public relations (PR) refers to the efforts made to manage and maintain the public image through media relations, press releases, and strategic events.
 - Sales promotions are temporary incentives intended to increase consumer interest and purchasing behavior.¹⁹
2. **Digital Communication:** Online channels are very important for brands to communicate in today's digital world. Some of these are:
 - Social media platforms such as Facebook, Instagram, and LinkedIn provide dynamic channels for engaging customers through interactive content and community building.
 - Content marketing is the creation and distribution of valuable, relevant content (such as blogs, videos, and infographics) to support brand storytelling and thought leadership.
 - Influencer Collaborations: Partnerships with digital influencers to broaden the brand's reach and credibility in specific segments.²⁰
3. **Corporate communication:** Corporate communication includes internal and outside messaging techniques meant to influence stakeholders' brand impressions. Internal communication emphasizes on making sure staff members represent the values of the brand, so establishing them as real brand champions. Corporate social responsibility (CSR) is presenting the brand's commitment to moral behavior, social responsibility, and community involvement, so enhancing public image. Crisis communication is the application of organized procedures to control communications during negative events, so safeguarding the reputation of the brand in trying circumstances.²¹

¹⁹ Schultz, D. E., & Kitchen, P. J. (2000). "Integrated Marketing Communications in U.S. Advertising Agencies: An Exploratory Study." *Journal of Advertising*, 29(2), P 1-13.

²⁰ idem

²¹ idem

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4. **Customer Communication:** Maintaining good customer relationships depends on effective communication. This includes:
 - a. Customer Service and Support: Direct interactions with consumers via call centers, live chat, and social media to address their questions and build trust.
 - b. Feedback Mechanisms: Channels that allow consumers to provide feedback and reviews, facilitating continuous improvement and reinforcing consumer trust.
 - c. Loyalty Programs: Initiatives that reward repeat patronage, thereby enhancing long-term customer relationships.²²
5. **Experiential Communication:** Experiential communication is centered on direct consumer interaction via immersive brand experiences. This entails planning or sponsoring activities that directly allow target audiences to interact with the brand and physically reflect its principles. Designing environments that mirror the brand's identity by means of well chosen store layouts, ambient design, and individual customer interactions shapes in-store experiences. Packaging also serves as an extension of the brand identity, so enhancing a coherent and unforgettable consumer experience.²³

1.3 Brand Management:

1.3.1 The Concept of Brand Management:

As a part of corporate management systems, brand management goes beyond quality control. It involves brand development and maintenance. Brand positioning—determining product roles, quality standards, and service quality, requires deep market insight and consumer needs. Brand positioning includes consumers' emotional perceptions and expectations as well as a product's physical attributes. A strong brand positioning can connect with consumers emotionally. Brand promotion uses advertising, PR, and social media to share the brand's values and philosophy with consumers, boosting brand recognition and reputation. Maintaining brand stability and reliability requires consistent promotion. Product and service quality must be maintained to maintain a brand. A company earns trust and loyalty by consistently exceeding consumer expectations. To stay competitive, companies must actively address consumer feedback and improve their products and services.²⁴

²² idem

²³ idem

²⁴ ZiCheng Wu Corporate Marketing and Innovation Strategies Based on Brand P 53

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1.3.2 The Role of Brand Management in Marketing:

- **Enhancing Brand Awareness:** Marketing boosts brand awareness, shapes brand image, and connects brands to consumers. In a diverse market, brands need multiple marketing strategies to stand out. Multifaceted approaches let brands visually and directly communicate with consumers, leaving a lasting impression. Brands and consumers can now directly engage and provide feedback on social media, which improves products and services. Brand recognition and consumer trust increase with marketing. Consumers choose trusted brands when given multiple options. Long-term marketing and brand management make the brand irreplaceable in consumers' hearts.²⁵

Figure 4: Ways to Enhance Brand Awareness



Source: ZiCheng Wu Corporate Marketing and Innovation Strategies Based on Brand Management

- **Shaping Brand Image:** Marketing is crucial to brand image. Brand image is how consumers perceive and think about the brand, not just its logos or slogans.

²⁵ Ibid P 54

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Marketing can accurately convey a brand's core ideas and values, creating a unique brand image in consumers' minds. A good brand image should emphasize reliability, innovation, and environmental awareness. Marketing strategies allow companies to use advertising, PR, and social media to display these traits and connect with customers emotionally. However, brand image building requires ongoing commitment and resources. Marketing activities should be adjusted based on market feedback and consumer needs to keep the brand image current and relevant. Regular brand image reviews are key to brand management. To maintain brand image, companies must closely monitor market dynamics and consumer feedback and adjust marketing strategies quickly.²⁶

- **Increasing Customer Loyalty:** A business's success depends on both high-quality products and services and a positive brand image in today's competitive market. Well-planned brand management strategies can build a trustworthy and valuable brand image, attracting and retaining loyal customers who are not only advocates but also the foundation for long-term growth. Customer loyalty is a stable source of revenue and a sign of a brand's reputation and influence. Companies must use customer reward programs, promotional activities, and personalized services to build customer relationships. These strategies help companies build a unique, positive brand image and win customers' long-term loyalty. Loyal customers also become brand advocates, sharing their buying experiences and satisfaction on social media and in everyday life, attracting new customers and boosting the brand's reputation.²⁷

1.3.3 Corporate Marketing and Innovation Strategies under Brand Management

Strategy:

- a) **Defining Market Goals:** To pinpoint the best target customers, companies should dynamically analyze market changes and segment the market into consumer groups. Companies can seize market opportunities and develop targeted marketing strategies to increase brand market share with proper preparation. During target market

²⁶ *Idem*

²⁷ Tohidi, H.; Jabbari, M.M. Innovation as a Success Key for Organizations. *Procedia Technol.* 2012, 1, 560–564.

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positioning, companies must consider several factors. Comprehensive market surveys and research are needed to determine market size, growth rates, and competitive structures. It helps companies segment markets and choose customers by revealing basic market conditions. Companies must consider geographical distribution, age groups, gender ratio, and consumer income when segmenting the market. Segments have different consumption habits and needs. Based on product characteristics and resource conditions, companies should choose the best deep cultivation markets. This strategy boosts customer loyalty, brand competitiveness, and business sustainability.²⁸

- b) **Communicating Brand Stories:** Consumer relationships are greatly strengthened by brand stories, which also help to increase brand support and purchase probability. Companies should use several approaches if they are to properly present these stories. Creating original and emotionally powerful material helps customers to absorb the brand's values. Telunsu's microfilm "A Better Youth," for example, explores themes including career decisions, personal development, and young growth, so honoring the brand's dedication to helping young people. This emotionally charged material supports Telunsu's belief that "there are no standard answers in life," so strengthening consumer identification and loyalty. Furthermore, spreading brand stories and guaranteeing support during pivotal events depend on keeping strong media relationships. Companies can increase brand awareness and reputation by offering insightful data via these outlets.²⁹
- c) **Shaping Intelligent Brands:** In the digital age, brand shaping goes beyond marketing and intuition. In practice, AI technology can help brand shaping by better understanding market dynamics and consumer demands. AI can analyze big data to understand consumers' buying habits, interest preferences, and consumption trends, helping businesses segment and position their markets. AI can also analyze competitors' brand strategies, providing businesses with strong market intelligence. In contrast, AI technology can predict market trends using algorithms based on market positioning, guiding brand strategy decisions. AI can track market changes in real

²⁸ Dodgson, M.; Gann, D.; Salter, A. The Management of Technological Innovation: Strategy and Practice, New ed.; rev. Updated; Oxford University Press: Oxford, UK; New York, NY, USA, 2008.

²⁹ ZiCheng Wu Corporate Marketing and Innovation Strategies Based on Brand Management P56

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time, predict future opportunities and challenges, and help businesses adjust brand strategies to market changes and development through continuous learning and optimization.³⁰

- d) **Scientific Pricing Strategy:** Table 1 shows that pricing drives product market demand. Marketing often uses high-priced strategies and intensive promotions. This strategy works well for new product promotions because it quickly grabs consumer attention and helps them understand the product. Quality and value are often linked to high prices. Some consumers are willing to pay the high price. This strategy helps companies build a high-end brand and recover large product development funds quickly. But low-cost strategies have their own benefits. Lowering prices expands their customer base. To reach target consumers quickly and accurately with low-price strategies, companies must choose appropriate channels for pricing information dissemination. This strategy increases market share and lowers costs through economies of scale for long-term profitability. So price is crucial to understanding product market demand, influencing consumer purchases, the company's profits, and market share.³¹

Table 1: Description of Marketing Strategies

Marketing Strategy	Description	Advantages
High price strategy	It is used with high promotion strategy to promote new products and quickly improve product awareness	<ul style="list-style-type: none">➤ Recover product development funds in a short period of time➤ Attract consumers willing to pay a premium
Low price strategy	Through the lower price to attract consumer attention, promote product sales	<ul style="list-style-type: none">➤ Attract a wider consumer base➤ Increase market share➤ Reduce costs through scale effect

Source: ZiCheng Wu Corporate Marketing and Innovation Strategies Based on Brand Management

³⁰ *Ibid.* P57

³¹ *Ibid.* P56

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Section 2: Brand Equity and the Role of Brand Awareness

Building on branding fundamentals, this section will get into the concept of brand equity and emphasizes the central role of brand awareness in its formation.

2.1 Brand Equity definition:

Brand equity content according to Aaker:

*"Brand equity refers to the value that a brand adds to a product or service, as perceived by consumers. It is a set of assets and liabilities linked to a brand's name and symbol, which can either add to or subtract from the value provided by a product or service to a firm and/or that firm's customers."*³² The definition put forth by David A. Aaker characterizes brand equity as an asset defined by how consumers perceive and think about them. Aaker identified different dimensions of brand equity, which he abbreviated as awareness (the degree to which consumers recognize, think of, or can recall a brand), associations (the links and images in which a brand is mentally linked), perceived quality (the consumer's overall perception of the product prior to purchase), and loyalty (the consumer's allegiance to a brand through their purchasing behavior). Collectively, these measures create a value system that either mitigates or enhances the effectiveness of marketing actions and consumer response. High brand equity allows companies to find differences in similar crowded product types in the market, charge a premium for their products, create a relationship between their consumer and brand that leads to lower marketing costs, and expand their product category more successfully.

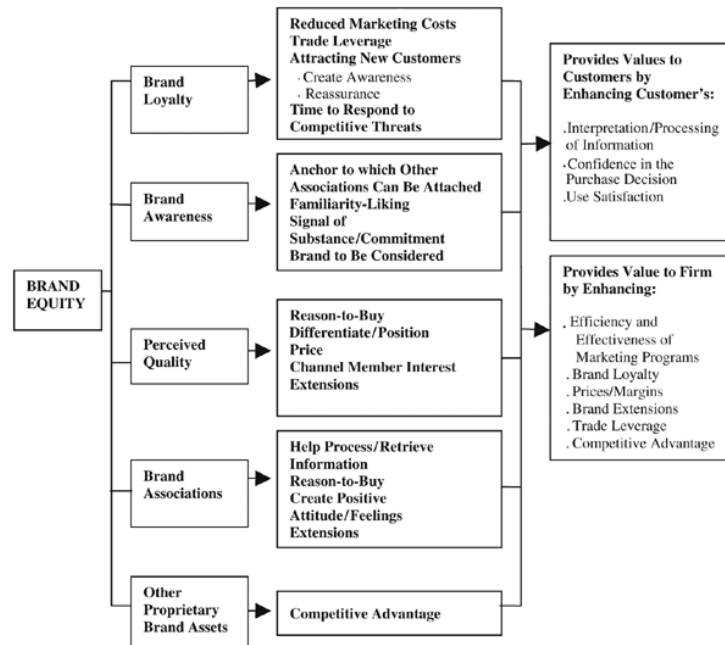
In addition to behind-the-scenes consumer impact, brand equity has concrete financial impacts for firms. Brands with a large book of equity are generally more resistant to changes in the marketplace, more successful in attracting more retailer support, and likely contributes positively to firm value, not to mention shareholder perception. For managers, understanding and measuring brand equity is fundamental to sustaining a competitive advantage. It is in some sectors, such as home appliances, where differences in product function are minor, that brand equity can become highly beneficial.³³

³² Aaker, D.A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: Free Press.

³³ Aaker, D. A. (2009). *Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity*. Simon and Schuster.

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Figure 5: Aakar's Brand equity model



Source: Aakar(D):Building strong brands,Free press, 1996,p.9.

2.2 Brand equity dimensions:

Studying the concept from Aaker's point of view, we understand that according to him brand equity is created by a set of intangible assets, and consists of five main asset dimensions. They include:

- Brand Loyalty
- Brand awareness
- Perceived quality
- Brand associations
- Other propriety assets (Trademarks, channel relationships...)

We will talk about those dimensions in detail and focus more on brand awareness as it is a key component in our study:

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2.2.1. Brand Loyalty:

Aaker (1991) explained brand loyalty, as “*Brand loyalty is qualitatively different from the other major dimensions of brand equity in that it is tied more closely to the use experience. Brand loyalty cannot exist without prior purchase and use experience. In contrast, awareness, associations, and perceived quality are characteristics on many brands that a person has never used.*”³⁴

There are different levels of brand loyalty:³⁵

- **Level One: No Loyalty or Preference**

At this foundational level, consumers exhibit no significant loyalty or preference towards the brand. They may not have encountered the brand or have had neutral experiences with it. As a result, the brand holds minimal influence over their purchasing decisions. Consumers in this category are open to exploring various alternatives without any predisposed inclination towards the brand in question.

- **Level Two: Switchers or Normal Consumers**

Moving up the loyalty ladder, we encounter consumers who are classified as switchers or normal consumers. While these individuals may enjoy the product or service offered by the brand, their loyalty remains relatively low. They are open to considering alternatives and are willing to switch brands if a competitor presents a more compelling offering. Their loyalty is contingent upon the perceived value and benefits provided by the brand, and they are not strongly committed to sticking with it in the face of competitive alternatives.

- **Level Three: Developing Loyalty**

As consumers progress to the third level, they begin to develop a nascent sense of loyalty towards the brand. While their loyalty is still in the developmental stage, they exhibit a growing preference for the brand itself rather than solely focusing on the product or service. However, their loyalty is not yet steadfast, and they may be swayed to switch brands if the perceived benefits outweigh the costs of switching. Factors such as convenience, promotions, or incentives may influence their decision-making process at this stage.

³⁴ Aakar(D): *Managing brand equity: Capitalizing on the value of a brand name*. NewYork: Free Press,1991 p.46.

³⁵ Ibid, p.43.

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- **Level Four: Loyal Consumers**

At the top of brand loyalty, we find loyal consumers who demonstrate a strong affinity and commitment to the brand. These individuals prefer the brand over competitors and exhibit a deeper emotional connection and attachment. Their loyalty transcends mere satisfaction with the product or service, encompassing broader brand attributes such as values, identity, and reputation. Loyal consumers are less likely to consider alternatives and are willing to invest their time, money, and advocacy in support of the brand. They serve as brand advocates, driving positive word-of-mouth and contributing to the brand's long-term success and sustainability.

- **Level Five: Deep loyalty**

Brand loyalty creates a powerful bond between consumers and a particular brand. This manifests in deep familiarity with the brand's logo, its distinct qualities, and overall identity. Consumers with this strong connection exhibit a clear preference for the brand, making them less susceptible to marketing efforts from competitors. This entrenched loyalty presents a significant challenge for rival brands trying to attract these established customers.

2.2.2. Perceived quality:

Perceived quality, as defined by Keller, is the customer's perception of the overall quality of a product or its superiority when compared to competitors and alternatives. The perceived quality refers to the overall evaluation made by consumers based on their perception of what constitutes good quality and how the brand should be rated in terms of those aspects. According to Keller, achieving a satisfactory level of perceived quality has become increasingly difficult due to customers' heightened expectations for product quality improvements. Consumers' formation of opinions on perceived quality has been extensively discussed. The attributes or benefits that lead to favorable evaluations and perceptions of product quality can vary across different product categories. Since perceived quality is a subjective construct, it cannot be determined objectively. Customers are more likely to stock brands that are highly esteemed.³⁶

³⁶ *ibid* p.85-86.

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2.2.3. Brand associations:

Brand association is the process by which consumers link a brand to its various attributes or characteristics. This can include elements such as symbols, slogans, experiences, and endorsements. Strong brand associations and high brand equity go hand in hand. Positive associations with a brand lead to better overall performance. When consumers have strong positive associations with a brand, it signifies high brand equity. This means brand association is a key factor in building a strong brand. Positive brand associations create a powerful impact that strengthens brand equity. In customer-focused marketing strategies, brand association remains just as important as other factors. Brand awareness and brand association are interconnected.³⁷

As brand awareness increases, so too does brand association. Similarly, a strong brand association indicates higher brand equity, making the brand a symbol of trust and desirability.

2.3. Brand awareness:

Awareness means knowledge that something exists, or understanding of a situation or subject at the present time based on information or experience, According to the Cambridge English dictionary.

Brand awareness is a key concept in marketing that indicates how well consumers can identify and remember a brand along with its characteristics. It plays an essential role in creating and sustaining a strong brand presence within the market. Brand awareness includes the understanding, familiarity, and recognition that consumers possess regarding a specific brand and its products.

According to Keller's customer-based brand equity model, brand awareness is the first step in the process of building strong brand associations and creating customer loyalty (Keller, 1993). It acts as the foundation upon which brand perceptions and attitudes are built. Brand awareness serves as a mental link between the brand and the consumer, facilitating easier decision-making and providing a sense of familiarity and trust.³⁸

³⁷ DADA (M.H) : *IMPACT OF BRAND ASSOCIATION, BRAND IMAGE & BRAND LOYALTY ON BRAND EQUITY*, Journal of Marketing Strategies, N° 3, January 2021 ,p.32.

³⁸ Rethinking social media and extremism. (2022). In *ANU Press eBooks*’ p15

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To understand brand awareness in more detail, it is essential to examine its various dimensions:³⁹

➤ **Brand recognition (or Aided brand awareness) :**

Brand recognition represents the consumer's ability to identify or recognize a brand when exposed to it or its associated cues. It is the consumer's familiarity with the brand and the ability to differentiate it from other brands in the marketplace. Brand recognition is often tested by presenting consumers with brand elements such as logos, packaging, or advertising materials and assessing their ability to correctly identify the brand.

➤ **Brand recall (or Unaided brand awareness):**

Which measures a consumer's ability to retrieve a brand from memory when prompted with a product category or need situation. For example, when asked to name a fast-food restaurant, if consumers quickly recall "McDonald's," it indicates a high level of brand recall for that particular brand.

➤ **Top of mind:**

This is the highest awareness level, where the brand dominates the thinking process and appears whenever it is applicable, which mean The first brand that comes to mind when a product category is mentioned. It is a desirable goal for marketers and a strong indicator of brand salience.

The ultimate goal of brand awareness is called **brand salience**, or the degree to which your brand is thought about or noticed when a customer is in a buying situation.

Brands should continue to build awareness and then increase their brand salience by creating cues that activate the brand at critical touchpoints. The best cues are those that become synonymous with the customer's needs in that moment. The more you can differentiate yourselves in this moment, the better.⁴⁰

³⁹ Aaker, D. A. (2009). *Managing brand equity*. Simon and Schuster. P110

⁴⁰ Keller, K. L. (2001). *Building customer-based brand equity: A Blueprint for Creating Strong Brands*. P103

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2.3.1 How to increase brand awareness:

Several factors contribute to the creation and enhancement of brand awareness:⁴¹

- a) **Advertising:** Advertising is one of the most powerful marketing techniques to reach a wide and diverse audience at once with a message. Because your message reaches the masses instead of the average person. The best advertising to create an awareness of a product or service in a unique way that creates lasting memories are the “above the line” tactic, mass advertising to reach large numbers of peoples. Consumers are in a fierce battle for their attention, but only brands that are distinct from their competitors will achieve their goals.

Mediums that you might advertise on include:

- TV (Linear, and connected etc.)
- Radio
- Social media
- Web search engines
- Print (For example, Out of home (OOH), magazines and newspapers)

- b) **Public relations (PR):** A form of communications, PR is a “below the line” tactic because you are talking to your target audience on a one to one basis like:

- **Media relations** – working with journalists, editors and publications to portray your message in a positive, credible and valuable way.
- **Influencer relations** – In the same way a journalist might try a product or service, influencers are a popular option too. With big followings on platforms

⁴¹ Ganguly, S., & Biswas, S. (2021). Event marketing in a post-pandemic world: A new era of brand experiences. *Journal of Marketing Development and Competitiveness*, 15(3), P 65–73.

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such as Youtube and Instagram, they ensure your product reaches many people – quickly.

- c) **Sponsorships:** This is where brands pay to endorse something for exposure in return. These sponsorships are typically in an environment where the brand will be exposed to a big audience. Sporting events and competitions, music festivals, TV programs are all examples where sponsorship is popular. However, more importantly, these sponsorships are where the brand expects their target audience to spend their time.
- d) **Partnerships:** Partnerships are similar to sponsorships in that they are used to drive maximum exposure. However, partnerships are more “active”, and both parties often have something to gain. Examples of partnerships include influencer or celebrity, and media partnerships. The best partnerships are those that are authentic and feel natural to your target audience. A good way to decide if this partnership is right for you is to go back to your brand values and see if their values align to yours.
- e) **Events:** Events are a popular way of meeting fellow professionals and customers. This might be your own event, or it might be a third party event that you attend with a booth, or speaking slot on stage. This tactic helps you meet as many people as possible, and often engage with them too making it more likely you will leave a lasting impression. Experiential events are another option. Popular because they are centered on delivering an experience that you would not normally otherwise, these moments can live long in the memory. These events are also often coupled with other tactics such as media relations so the event, and news of the event, can reach more people.
- f) **Brand activations / Launches:** Traditionally, brand activations have been an in-person event. These are usually to launch a new product and generate buzz and excitement for it. With the aftermath of the COVID-19 pandemic and the movement of many events into the digital space, these events are likely to evolve. Social media and digital platforms will hold even more importance, and brands will find new ways to create awareness for their products that rely less heavily on in-person launches.
- g) **Search Engine Optimization (SEO):** Make sure potential customers are visiting your site by ranking highly on search engines such as Google. You can do this by competing for keywords , which are closely associated with the services and products your brand offers. This should be one of your biggest priorities as a business, because there is an

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untapped market of customers who might not have heard of you, when you could (and should) be listed on screen right in front of them, at the exact time your customers are expressing a particular need. Secondly, if your website is not showing up when a consumer needs you, then it is more likely they will click on a competitor's site instead.

2.3.2 Emerging Trends in Brand Awareness:⁴²

- **Hyper-Targeted Advertising:** One of the key aspects of personalized marketing is hyper-targeted advertising. This involves using consumer data and advanced targeting techniques to deliver personalized advertisements to specific individuals or segments. By analyzing data such as browsing history, purchase behavior, and demographics, brands can create highly targeted ads that resonate with consumers on a personal level. This level of personalization helps increase brand awareness by delivering messages that are relevant and tailored to the specific interests and needs of individual consumers.
- **Personalized Email Campaigns:** Email marketing has evolved with the rise of personalized marketing. Brands can now leverage consumer data to personalize email campaigns, delivering targeted messages and offers to individual subscribers. Personalization elements may include using the recipient's name, segmenting email lists based on preferences, or recommending products based on past purchases or browsing history. Personalized email campaigns can significantly improve open rates, click-through rates, and overall engagement, thereby increasing brand awareness and fostering a positive brand perception.
- **One-to-One Messaging and Chatbots:** Personalized marketing extends to one-to-one messaging and chatbot interactions. Brands can utilize messaging platforms and chatbots to engage with customers on a personalized level, providing tailored recommendations, answering inquiries, and offering support. By offering personalized assistance and recommendations, brands can create memorable experiences that contribute to increased brand awareness and customer satisfaction.

⁴² Rana, N. P., Slade, E. L., Sahu, G. P., Kizgin, H., Singh, N., Dey, B., Gutierrez, A., & Dwivedi, Y. K. (2019b). Digital and social media marketing: Emerging Applications and Theoretical Development. Springer Nature. P 88-89

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2.3.3 Measuring Brand Awareness:

Surveys and questionnaires are commonly used tools to measure brand awareness. They provide valuable insights into consumers' knowledge and perceptions of a brand, helping businesses understand the effectiveness of their branding efforts in this part, we will examine the ways in which surveys and questionnaires can assess brand awareness and discuss their effectiveness:

- **Unaided Brand Recall:** Unaided recall asks respondents to name brands in a specific category without any prompts like asking, "Name all the smartphone brands you know?"⁴³
- **Brand recognition (or Aided brand awareness):** which measures the extent to which consumers can identify or recognize a brand when presented with it. This can be done by showing respondents brand logos, slogans, or visual cues related to the brand and asking if they are familiar with or recognize them.⁴⁴
- **Top-of-Mind Awareness:** Surveys and questionnaires can gauge top-of-mind awareness, which indicates the first brand that comes to mind when consumers think of a specific product category. By asking respondents to name the first brand that comes to mind in a particular category, businesses can assess their brand's position and visibility in the minds of consumers.⁴⁵

Section 3: Consumer Behavior and Purchase Intention

The traditional consumer has evolved into what many scholars and marketers are now referring to as the "Consumer 2.0." Consumer 2.0 is empowered, informed, and digitally engaged; they are no longer passive recipients of marketing messages but are actively involved in shaping brand stories. Whereas the traditional consumer only engaged in the tools available to them, the consumer 2.0 actively engages a range of digital tools search engines, social media, product reviews, price comparison sites, discussion boards etc. to make informed purchasing decisions and validate brand claims. If they hear about your brand

⁴³ Anand, A. (2023). Brand awareness. *International Journal for Multidisciplinary Research*, p12

⁴⁴ Idem

⁴⁵ Idem

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on the news, they seek out additional information about your brand online in real-time. Consumer 2.0 demands high expectations for transparency, personalization, and real-time responsiveness from brands. With instant access to information on a global scale and having a high value for authentic interactions, peer based recommendations, and user-generated content, the consumer 2.0 is looking for advertisements that can offer the same. This has created a necessary disruption in how companies are marketing and branding themselves, companies now have to think about communicating/engaging with consumers in a two-way communication style while establishing a digital presence. Grasping understandings of this new consumer will also allow us to analyze how awareness of a brand forms in the digital age and how that affects his Behavior and purchase intention in more interactive decision-making process.⁴⁶

3.1 Consumer Behavior:

*“Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.”*⁴⁷ It encompasses input from various fields like psychology, sociology, and marketing to make sense of the intricacies in consumer decision-making. The following parts identify major points about consumer behavior, such as historical context, decision processes, and social influences.

3.1.1 Historical Development of Consumer Behavior:

The history of the study of consumer behavior has seen considerable change over time, progressing through a number of identifiable stages. At the turn of the 20th century, consumer behavior knowledge was based on classical economic theory that considered individuals as rational decision makers who made utility-maximizing choices. Yet this approach was criticized due to its unrealistic assumptions and failure to account for actual consumer decision making. In the 1950s and 1960s, the development of behavioral sciences, particularly sociology and psychology, brought about an increased level of sensitivity to internal and social determinants of purchase decisions. Researchers began examining motivations, attitudes,

⁴⁶ Labrecque, L. I., vor dem Esche, J., Mathwick, C., Novak, T. P., & Hofacker, C. F. (2013). *Consumer Power: Evolution in the Digital Age*. *Journal of Interactive Marketing*, 27(4), P 257–269.

⁴⁷ Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education's 179

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perceptions, and group influence as key sources of consumer purchase decisions. The interdisciplinary shift marks the inception of consumer behavior as an independent scientific field. In the 1970s and 1980s, the field kept evolving, driven by the work of marketing theorists like Philip Kotler, who insisted on the centrality of the consumer to marketing strategy. By the 1990s, technology and analytical capabilities had improved to the point where marketers could learn more accurate things about consumers' behavior, and more sophisticated models of segmentation and targeting developed. The dawn of the 21st century initiated the digital revolution that fundamentally changed customers into extremely conscious and powerful market participants. It ushered in the notion of Consumer 2.0 that is defined by interactivity, user-generated content and diffused boundaries between consumers and producers.⁴⁸

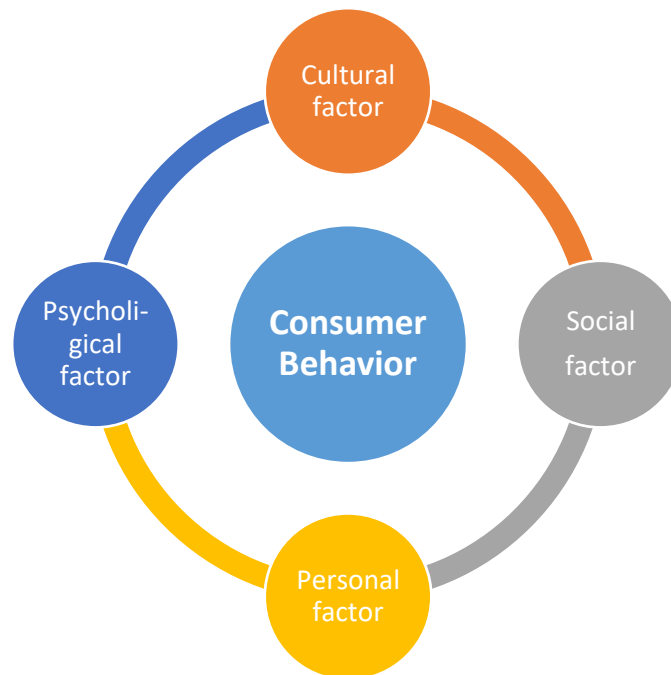
3.1.2 Factors Influencing Consumer Behavior:

The buying behaviour of the consumer is affected by various factors which are in the form of uncontrollable variables from a marketer's point of view. All these factors are interconnected and interlinked with each other. These factors are the reason why each consumer behaves differently. These factors are in the form of cultural, social, personal and psychological.

⁴⁸ Solomon, M. R. (2018). Consumer behavior: Buying, having, and being (12th ed.). Pearson Education p 33.

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Figure 6: Factors Influencing Consumer Behavior



Source: Kotler, P. (2012), Marketing Management. US: Pearson.

- a) **Cultural Factor:** Cultural dimensions are a core factor that needs to be considered while examining the needs and aspirations of the consumers. Culture is part of every society and varies countries to countries. Cultural factors include the Following:⁴⁹
- **Culture:** Culture is a term applied to a set of values, beliefs, rules shared by everyone and uniting everyone as a society together. The culture affects the behavior of the buyer to a large extent by by the culture. Because diversity on the earth forces the marketer to apply different marketing approaches to fulfill the requirement of the buyer.
 - **Sub-Culture** Just as there is a sub-system within every system, similarly there is a sub-culture within every culture. Sub-culture is a practiced by the group of individuals within the culture. The people within the group possess the same habit as well as spending pattern based on their age as well as experience. The marketer has to behave accordingly to their requirements.

⁴⁹ Kotler, P., & Keller, K. L. (2015). Framework for Marketing Management, A, Global Edition p 93

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- **Social class:** As such, every member in the society has same position. The social class is divided into four categories such as upper class, upper-middle class, middle class and lower class. Every social class prefer to buy distinct products in form of brand preferences like clothes, automobile, food etc.
- b) **Social Factor** Social factor explain the influence of the others in our decision making process. These factors include the family, friends, reference group and the opinion leaders.⁵⁰
 - **Family Members:** Family life cycle affects the buying behavior of the person to a significant extent. Family life cycle affects the pattern of purchase as well as the need for the products. Since requirements of children, bachelors, couples, and adults are quite different from each other within the family depending on their personality as well as attitudes.
 - **Reference and social group:** Membership of an individual is the social group of an individual which influence the purchasing behaviour. The members of the group also influence the other members while discussing and by becoming a role model for other members in the group. These reference groups also include the opinion leaders, which influence the other member purchasing habit.
 - **Friends:** Friend is another social group which greatly influences buying Behavior of individuals. This group is always informal and unstructured. People normally do not discuss certain things with family members are discussed with friends. The suggestions given by friends have always influenced buying pattern of individuals.
- c) **Personal Factor:** Personal factors refer to the variables that vary according to the different stages of an individual's life. These variables manifest in aspects such as occupation, personality, self-concept, and the individual's economic status. The components of personal factors encompass the following:⁵¹
 1. **Age and life cycle:** As individuals progress through various life stages, their preferences for goods and services change. Different age groups exhibit distinct tastes regarding food, clothing, entertainment, and more.
 2. **Occupation and Financial condition:** The type of occupation and financial status significantly influence individuals' purchasing behavior. Economic

⁵⁰ idem

⁵¹ ibid. p 94

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conditions affect disposable income, savings, and the capacity to afford goods and services. Individuals in high-income brackets tend to buy more luxurious items, while those in low-income brackets opt for more affordable products.

3. **Personality:** Every individual possesses unique personality traits. In this context, personality refers not to physical appearance but to a deeper concept. It encompasses the entirety of an individual's behaviors, which can vary significantly from one person to another and from one setting to another. Consequently, personality traits also play a significant role in influencing individuals' purchasing behaviors.

- d) **Psychological Factors:** The psychological factors have a great impression on our buying decision. These include the motivation, perception, learning and belief. Every individual has different levels of motivation, perception and different value and belief. The decision is made by individuals also varies as per values and belief. The marketers need to understand their psychological factor and react accordingly.⁵²

- a) **Motivation:** Motivation is the internal condition that energizes, activates, and guides behavior towards goals. Abraham Maslow, in his research, identified five types of needs: physiological, safety and security, social, self-esteem, and self-actualization. These are collectively referred to as Maslow's hierarchy of needs. This theory illustrates that consumer behavior is affected by unmet needs.
- b) **Perception:** Individuals receive information via their five senses. Perception is the mechanism by which information is chosen, structured, and understood to create a meaningful experience. Consumers make purchasing decisions based on their needs, desires, and previous experiences.
- c) **Learning:** Learning refers to the alterations in individual behavior that result from previous experiences. The learning process takes place through drives, stimuli, cues, and responses. It is essential for marketers to grasp the consumer learning process in order to develop their strategies.

⁵² ibid. p 96

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3.1.3 The Consumer Decision-Making Process:

the process of consumer decision-making involves different stages that people go through in their consumption experience. The process consists of a sequence of behaviors, starting from the recognition of a need and ending with the evaluation of the product after its purchase. Understanding the process helps companies improve their marketing, hence having a greater influence on consumer choice.⁵³

Figure 7: Consumer buying decision process



Source: Kotler, P., & Keller, K. L. (2015). *Framework for Marketing Management*, A, Global Edition

1. **Need Recognition:** The process of purchasing goods and services begins with the identification of a need or desire that a consumer wishes to fulfill. The strength of this need influences the order of priority for the consumer. Items that are deemed urgent will be bought immediately, while other needs or desires may be deferred.
2. **Information Search:** Once a need has been identified in the first step, the consumer can address it by seeking knowledge about which product can fulfill that need and where to find it. To gather this information, consumers consult various sources, including family, friends, advertisements, and media.
3. **Evaluation of Alternatives:** Consumers review different product and service options available to meet their needs. During this evaluative process, they consider various factors such as features, usefulness, brand reputation, and after-sales services. The criteria for assessing products can vary based on the situation

⁵³ *ibid.* p 99

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and the level of consumer involvement. In some cases, sales representatives also assist consumers in evaluating products and services.

4. **Purchase Decision:** Following the evaluation of all alternatives, the choice of a particular brand depends on the assessment criteria and how items are ranked. It is also influenced by the brand's availability and the consumer's financial capability. Since consumers may feel uncertain about the outcome of their purchase, they often hesitate to take risks. Marketers should aid consumers by mitigating risk factors and providing ample information about products and services during the decision-making process.
5. **Post-Purchase Behavior:** After making a purchase, the consumer assesses how well the product performs. Based on this evaluation, the consumer may feel either satisfied or dissatisfied. When the product meets the consumer's expectations, they are likely to buy it again. Additionally, the consumer will share positive feedback about the product. Conversely, if the product fails to meet expectations, the consumer may stop purchasing it. This can lead to negative publicity surrounding the product.

3.2 Purchase Intention:

3.2.1 Definition of Purchase Intention:

Purchase intention is perhaps the most central concept in consumer behavior research, widely thought to be an anticipatory psychological construct that anticipates purchase behavior. Purchase intention is that conscious plan or resolve on the part of the consumer to buy some product or service in the future. Kotler views purchase intention as an outcome of consumer attitudes toward a product or brand, depending on their perception, experience, and satisfaction with past experiences⁵⁴.also According to Spears and Singh, purchase intention is “*an individual's conscious plan to make an effort to purchase a brand*”⁵⁵ It demonstrates that it is an indicator of thought, not behavior, Ajzen, in Theory of Planned Behavior, demonstrates that intentions to perform an act are strong indicators of what people will actually perform. He says that these intentions demonstrate what affects behavior they indicate effort likelihood. One

⁵⁴ Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.) p 198

⁵⁵ Spears, N., & Singh, S. N. (2004). Measuring Attitude toward the Brand and Purchase Intentions. *Journal of Current Issues & Research in Advertising*, p 53.

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needs to know that although strong buying intention normally accompanies buying, it does not necessarily mean that buying will occur. This is because intentions increase differently based on varying situations, emotions, or availability. Purchase intention is thus an efficient but imperfect means to anticipate that which consumers will perform, and it is utilized primarily in market studies where sales data is difficult to obtain.⁵⁶

3.2.2 Theory of Planned Behavior (TPB):

One of the most influential and widely applied theories in the study of consumer behavior and purchase intention is the Theory of Planned Behavior (TPB), developed by Icek Ajzen in 1991. According to TPB, an individual's behavioral intention in this case, the intention to purchase a product is determined by three core components:

- **Attitude** refers to the individual's positive or negative evaluation of performing the behavior, in this context, the perceived benefit or satisfaction associated with buying a certain brand or product.
- **Subjective norms** involve the perceived social pressure from others (family, friends, and influencers) to perform or avoid the behavior.
- **Perceived behavioral control** refers to the individual's perception of how easy or difficult it is to perform the behavior, which includes factors like price, availability, or self-confidence in decision-making.

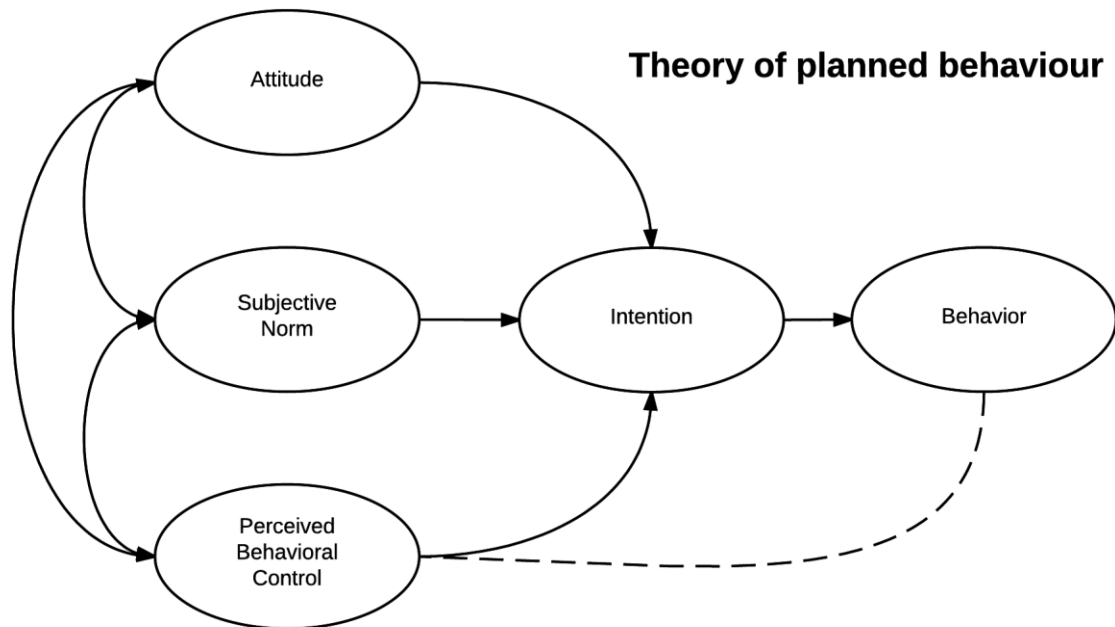
These three components collectively determine the intention, and this intention is in turn the strongest predictor of actual behavior. In a marketing context, they explain why a customer with a positive attitude towards a brand, perceives social approval for its purchase, and believes that he is capable of doing it (financially or practically), will be very likely to develop a strong purchase intention.⁵⁷

⁵⁶ Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, , p 179

⁵⁷ idem p 189

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Figure 8: Theory of Planned Behavior



Source: Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*

3.2.3 Purchase funnel:

The purchase funnel is a marketing framework that concentrates on consumers, stemming from traditional hierarchy of effects models (Barry & Howard, 1990). This hierarchy of effects models indicate that advertising serves as a catalyst that guides consumers through various distinct stages over time, culminating in a purchase. Numerous types of purchase funnel models exist; here, we will focus on the classic linear purchase funnel model, known as the AIDA model. The acronym stands for attention, interest, desire, and action. The AIDA model emphasizes the four-step cognitive processes an individual experiences from the introduction of a new idea to the actual purchase of a product. The sequence involves gaining attention, generating interest, fostering desire, and ultimately prompting action. This model is particularly effective for examining the impact of brand awareness, as it addresses each stage of the

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psychological transition that takes place from the moment a person views an advertisement to the point of making a purchase.⁵⁸

Figure 9: AIDA model



Source: Lewis, E. St. Elmo (1898). *Financial Advertising*. Detroit: The Book-Keeper Publishing Co.

The AIDA model has previously been cited as heavily utilized in the realm of online marketing and is considered appropriate for examining the effects of advertising. Nonetheless, it has also been noted that there is insufficient research on how the AIDA model can be implemented in online marketing. Therefore, in evaluating the influence of advertising on consumers' purchasing intentions, the AIDA model may not be effective.

3.2.4 Factors Influencing purchase intentions:

Purchase intention is not formed randomly; it results from a combination of several internal and external influences such as:⁵⁹

- **Brand Awareness and Image:** When consumers are familiar with a brand and associate it with positive qualities like quality or trustworthiness, they are more

⁵⁸ XINWEI ZHANG Factors Influence Purchase Intention in Marketing Communication, Lund University ,Department of strategic communication, Master's thesis p 13

⁵⁹ Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.

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likely to consider buying from it. A strong brand image builds recognition and reduces uncertainty during the decision making process; we will discuss this further in the empirical part of this study.

- **Price and Perceived Value:** Consumers consider whether the benefits of a product exceed the total costs of acquiring it. A product that provides good value for the money is more appealing and is more likely to produce purchase intention, particularly in a market characterized by competition or price sensitivity.
- **Social Influence and Word-of-Mouth:** People are typically influenced by those around them. Recommendations from social contacts or online reviews can affect a buyer's choice when they are unsure or have no prior experience.
- **Emotional Connection and Loyalty:** Emotions such as trust or nostalgia can create intimacy between consumers and brands. When individuals feel a connection with, or a sense of belonging with, a brand, they will be more likely to purchase from that brand repeatedly and share it with other people.
- **Digital Influence:** Online ads, customer reviews, and social media content shape how consumers view products. Positive digital engagement can increase trust and interest, while negative content may discourage purchase

3.3 The Relationship between Brand Awareness and Purchase Intention:

The relationship between brand awareness and purchase intention has been studied before in marketing and consumer behavior literature. Many studies show that brand awareness is essential in driving consumers' intentions to purchase a product or service. If consumers are aware of a brand, they are more likely to put it into their consideration set for possible purchase. Awareness or familiarity with a brand can also reduce perceived risk, enhance trust, and build confidence, all of which are key factors in driving consumer decision making. There is considerable evidence from a number of studies that supports this positive correlation. For example, Shahid, Hussain and Zafar (2017) investigated the influence of brand awareness on consumer purchase intention, finding a significant and positive association when consumers associated the brand with positive cues, for example, being a reliable or quality brand. Moreover, they found that higher repeated exposure to a brand increases recall and chances of

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purchase, especially through social media channels. It can be concluded that visibility and consistent in communications are essential to consumers remembering brands.⁶⁰

In addition, brand awareness does not function independently but often interacts with other components of brand equity like perceived quality and customer loyalty. Aaker (1996) states that while awareness serves as the initial stage in the brand development process, it also enhances consumer preference by increasing the brand's familiarity and availability during the decision-making process. This notion is supported by the mere-exposure effect in psychology, which suggests that individuals are likely to develop a preference for things they encounter repeatedly.⁶¹

Understanding consumer behavior and purchase intention is essential for analyzing how brand awareness can impact consumer choices in a competitive market.

Conclusion:

In this chapter, we have presented a detailed overview of the theoretical concepts that are required to understand the impact brand awareness has on the purchase intention of consumers. By assessing the strategic role of branding, the elements and value of brand equity with specific attention to brand awareness elements to be considered when examining consumer behavior and Purchase Intention we provide a framework for understanding what influences how consumers formulate intentions to purchase. Each of the concepts discussed, provide the basis for the empirical study that follows; offering a useful lens to view how a strong brand awareness could shape decision-making processes and consumer preference in the marketplace.

⁶⁰ Shahid, Z., Hussain, T., & Zafar, F. (2017). The Impact of Brand Awareness on the Consumers' Purchase Intention. *Journal of Marketing and Consumer Research*, ,p 34–38

⁶¹ Aaker, D. A. (1996). *Building Strong Brands*. New York: The Free Press p55

**Chapter 2 : impact of brand awareness
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applied approach**

Chapter 2 : impact of brand awareness on consumer purchase intention:an applied approach

Introduction:

In the previous discussions, we carefully laid the theoretical and methodological groundwork that is needed to start a full study. This work lays the foundation for what we will later look into and analyze the impact of branding or brand awareness specifically on consumer's behavior. Now, transitioning from theory to practice we engage in the empirical phase of our research. This phase involves applying theoretical concepts to real-world situations through an empirical study, with the objective of validating our hypotheses and addressing the research problem.

This chapter takes us on a multifaceted exploration that includes several key components:

Presentation of Hisense: We start with a perceptive presentation of Hisense, giving a thorough rundown of the business, including its history, current state of affairs, and positioning in the market.

Analysis of the current Hisense brand, where we expand in its branding identity, Personality, Positioning, and its strategy on Brand Communication.

Field study using to examine the impact of brand awareness on consumers' purchase intentions, with a specific focus on the Algerian home appliance market. Through a mixed-methods approach combining qualitative and quantitative research, The study focuses on three key players in the market: Hisense, Condor, and Cristor, selected for their strong presence and contrasting brand strategies

Analysis of results: Following the collection of data, we rigorously analyze the findings from our field study. to provide a comprehensive understanding of how brand awareness influences consumer decision-making in this specific industry context.

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Section 1. Presentation of the company:

In this section, we provide an overview of who the company are, what they do, and how do they show themselves through this presentation, we aim to give you a comprehensive understanding of the company's image and what they want to be seen as.

1.1. Organization of the company:

1.1.1. Presentation of CONDOR ELECTRONICS:

El Hadj Mohamed Taher Benhamadi founded Condor Electronics as a small business trading in foodstuffs and transportation, and it has grown into one of Algeria's most powerful and active conglomerates, operating in a variety of sectors. Today, the Benhamadi Group consists of ten companies from various industries, laying a solid foundation for future growth and success. Condor Electronics stands out among the group because it specializes in the production of electronic equipment, home appliances, and computers. Condor's significant industrial investments have enabled it to excel in the household equipment market, reinforcing its position as an industry leader.

Condor Electronics, a Joint-stock company, specializes in manufacturing electronic equipment, home appliances, computers, agri-food, packaging, construction materials, and international trade. This diverse portfolio enables us to handle significant volumes of business and projects. Condor's products incorporate cutting-edge technologies, ensuring exceptional quality. The success of Condor is primarily attributed to its dedicated workforce, who are empowered with autonomy to flourish and develop professionally. The enthusiasm and commitment of the team members have contributed to achieving the company's goals of expanding its product range with innovative offerings, prioritizing customer satisfaction, comfort, ease of use, and security.

1.1.2 Condor Electronics marks :

Condor has expanded its production range to target a broader customer base. In pursuit of this goal, the company has acquired prominent brands in its production domain. Among these, there is Hisense, a renowned Chinese brand known for its TVs, refrigerators, washing machines, and air conditioners, as well as Nardi, an Italian brand specialized in high-end stove production. Additionally, Condor has also integrated Cristor, which offers quality products at

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more affordable prices. This strategic expansion allows Condor to cater to the needs and preferences of a diverse clientele, offering both high-end products and more budget-friendly options while maintaining a high level of quality.

1.2. Presentation of HISENSE Brand:

1.2.1. Hisense and Condor electronics partnership:

Hisense Middle East has entered into a partnership agreement with Condor Electronics to serve as the official distributor and producer in Algeria. The purpose of this agreement is to expand the company's sales network and facilitate commercial expansion in the region.

Condor will produce a wide range of Hisense products for the national market in Algeria as well as for export.

Mr. Jason Ou, the President of Hisense Middle East and Africa, and Mr. Omar Benhamadi, the Chief Executive Officer of Condor Electronics formally executed the contract. The senior management figures from Hisense and top executives representing Condor leadership attended the signing event, which took place at the Hisense headquarters in Qingdao, China.

Hisense intends to introduce its high-quality products to the Algerian market through this new agreement. It also presents an exceptional opportunity for both companies to further establish their presence in the Algerian market. The "best" partner for the manufacturing and marketing of Hisense products is Condor Electronics, due to its expertise and knowledge in production, operations, warehousing, distribution, and after-sales service.

1.1.3 Organisation of HISENSE:

Hisense Group is a multinational electronics and appliance manufacturer headquartered in Qingdao, China. Originally started in 1969, Hisense has developed into among the most well-known brands in consumer electronics and home appliances worldwide. Among the many goods the company is well-known for manufacturing are televisions, refrigerators, air conditioners, washing machines, cellphones, and kitchens appliances.

Hisense functions with multiple brand names, such as Hisense, Kelon, and Ronshen. Also, it has acquired certain companies like Toshiba's TV division and the European appliance

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manufacturer Gorenje. With its strong emphasis on quality, innovation, and technical improvement, Hisense has greatly increased its presence globally, forming many R&D centers and manufacturing bases around the globe.

In Algeria, Hisense distinctly stands as a key player throughout the home appliance market, providing products that cater toward most local consumer needs, stressing reliability, in energy efficiency, as well as with affordability.

Organization of Hisense's direction :

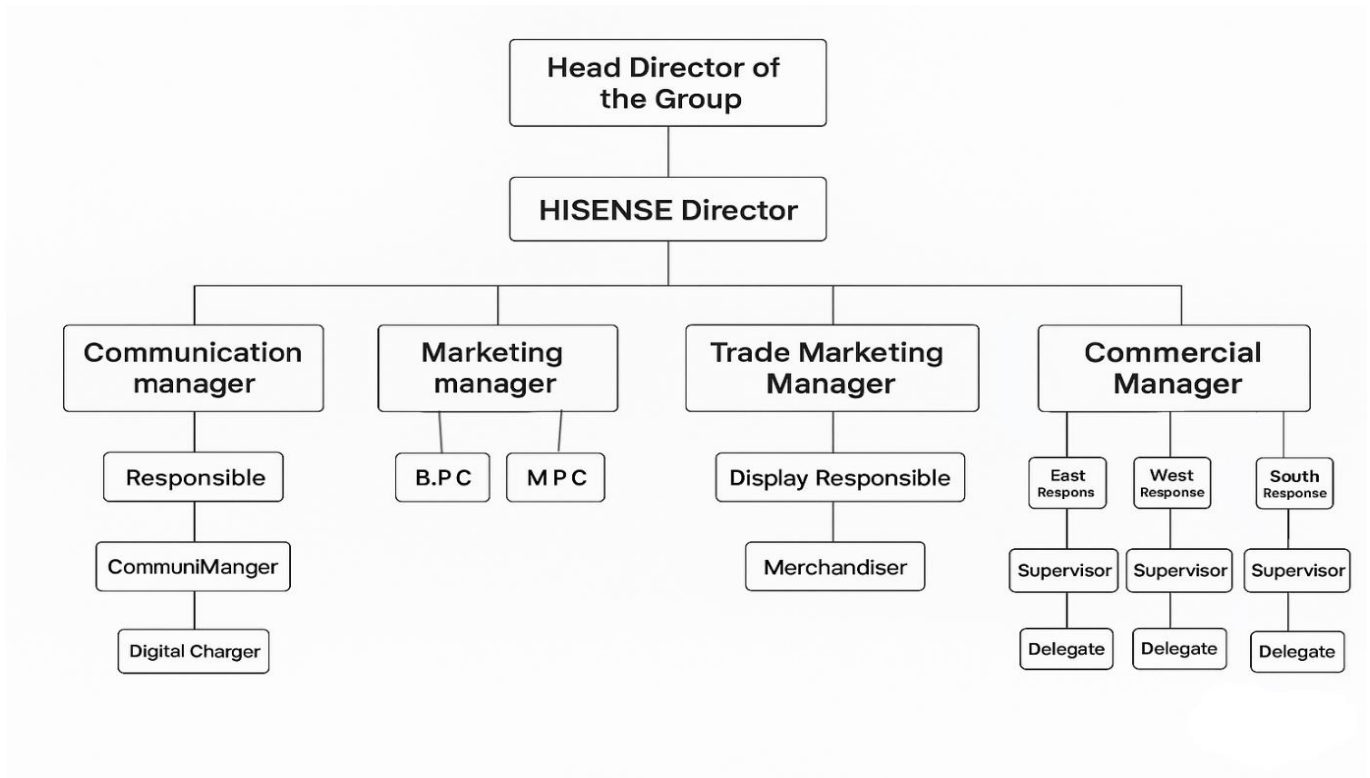
The organizational structure of the HISENSE brand, under the leadership of its Head Director, Mr. LOUATI Riadh responsible for steering the brand's strategies and initiatives.

Within the Communications Department, led by the Community Director, various functions are managed, including communication tasks handled by a specific individual. The digital component is overseen by the Digital Manager, who ensures that the brand's online presence and messaging are aligned with its objectives. In the Marketing Department, specialized chefs are in charge of different product categories. The Brown Products Chef, generally responsible for televisions, and the White Products Chef, who manages appliances such as washing machines and refrigerators, focus on advancing the brand's marketing initiatives in their respective areas. Trade marketing is essential for effectively promoting products at the point of sale. An Architect develops the strategies, while a Display Responsible ensures the products are presented optimally. This role also supervises Merchandisers; guaranteeing consistency across multiple retail channels. The Commercial Department is divided into regions like East, West, and South and handles sales operations. Each region is led by an individual responsible for supervising regional supervisors, who in turn oversee delegates in their respective territories. On the external front, departments such as Production, Logistics, After Sales Services, and Supply Chain Management work together seamlessly to enhance the brand's operational activities. Additionally, the Information Systems Directorate ensures the effective integration of systems across CONDOR Electronics, facilitating streamlined processes and efficient data management. This integration is crucial, as all external departments are interconnected with Condor Electronics, ensuring smooth and effective operations.

The organization chart below clarifies the management structure in greater detail.

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Figure 10: Organizational Chart of the Hisense's Direction



Source: Made by the student based on internal documents of the company

1.1.2: Hisense Brand identity:

Hisense's brand identity is built around a cohesive and modern visual framework that reflects its image as a progressive and innovative player in the electronics and home appliance market.

Hisense logo: Hisense's logo is one of the most distinguishable elements of the brand. It is composed of the company's name using a clean, rounded, and bold sans-serif typeface that represents a modern and approachable image. The logo's plainness makes it easy to be seen and identified immediately across all platforms. Using a simple wordmark without other signs or elaborate shapes further reiterates Hisense's value of simplicity, practicality, and technical precision.

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Figure 11: Hisense logo



Source: Hisense logo based on internal documents of the company

Color Palette: Color plays a central role in Hisense's brand identity. The color theme, as a whole, includes a bold turquoise green hue with the hex of #00aaa6 that is young, energetic, and dynamic. Turquoise green not only suggests innovation, advancements, and reliability but also is symbolic of success and achievements, in Hisense's brand use the Secondary colors of white and light gray often come along with turquoise to create a tidy, contemporary appearance. This well-chosen color scheme assists in portraying a feeling of professionalism, simplicity, and modern design.

Typography (Font Style): The brand uses a custom, sans-serif font (Hisense Sans Alfabet) that is geometric, streamlined, and clear to read. The modern type mirrors the structure and form of the logo, ensuring visual unity in all communications of the brand. The typography is typically bold yet minimalistic, embodying qualities like strength, precision, and clarity.

Packaging and Product Design: Hisense applies the same logical, attractive and informative style to packaging. The packaging design is functional, attractive and informative, and it incorporates the core brand colors as well as the logo in large enough size to reinforce observability and easy identifiability, enabling strong shelf presence. The product features are clearly defined and the product's energy efficiency ratings and icons are also displayed as simple prompts that assist consumers in their decision making for purchasing.

1.1.3 Hisense Brand Positioning:

In Algeria, Hisense positions itself as a modern, innovative, and accessible brand of consumer electronics and home appliances. Its focus in positioning is on family and individuals

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who are seeking value, performance, and reliability without having to pay premium prices charged by brands like Samsung or LG.

Hisense Points-of-Difference (PODs): in the Algerian market Hisense stands out in several key areas like its international brand image backed by global visibility especially through sports sponsorships like the FIFA World Cup and UEFA Euro and advanced features such as smart TVs with Android systems, energy-efficient refrigerators with a lower price point compared to international competitors.

Hisense Points-of-Parity (POPs): Hisense also shares several features with its competitors in Algeria. Like local brands such as Condor, Cristor, or international players like LG and Beko Hisense offers a full range of essential household appliances: televisions, washing machines, refrigerators, ovens, and air conditioners It adheres to industry norms like ISO 9001 and ISO 14001, Hisense products are also distributed through the same retail networks local appliance dealers, and e-commerce platforms like proxima, Jumia ...

1.1.4 Hisense Strategy to spreading its brand awareness:

Hisense have a multichannel campaign to increase its brand awareness in diverse markets. By utilizing digital media, sponsorships, events, Partnerships and contests, Hisense seeks to drive visibility and emotional responses in customers. Their strategy combines traditional and modern marketing tactics to create a lasting impression. This section explores the key pillars of Hisense's strategy to spread its brand awareness.

Social Media: They chose to use Facebook and Instagram for social media. Additionally, they have requested access to other platforms like TikTok and LinkedIn from Hisense Middle East.

Facebook : HISENSE chose Facebook as its platform of choice because of its vast user base In addition, Hisense's target customers have a strong presence on the platform, making it an ideal communication channel. Facebook offers a wide variety of communication formats, such as videos, photos, short or long texts, stories, reels, as well as the possibility of including links in each publication. which can help strengthen its brand visibility Facebook's marketplace generates

a significant number of conversions, making the platform even more attractive to HISENSE.

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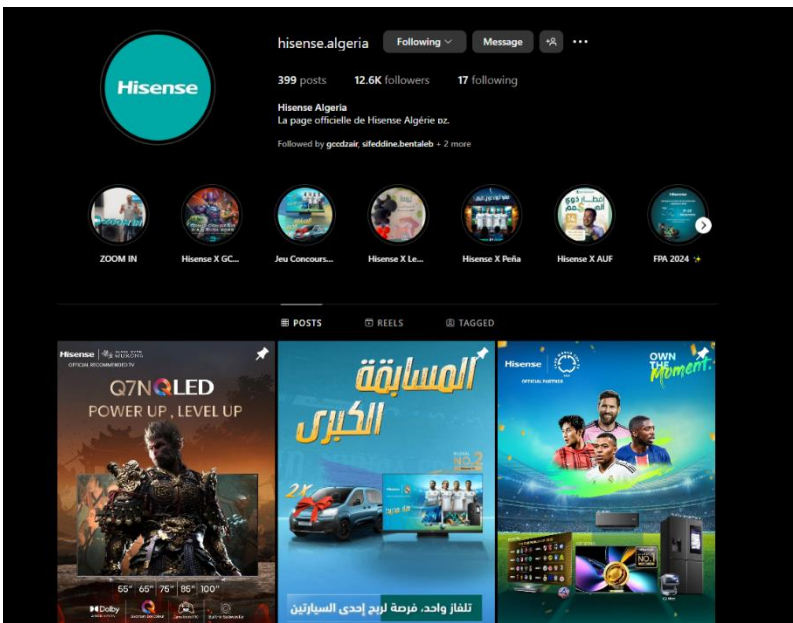
Figure 12:Hisense Facebook page



Source : Hisense facebook page

Instagram : HISENSE chose to use Instagram because of its strong visual focus, which helps to showcase products and reinforce brand image. The platform also offers a variety of formats, including photos, videos, reels and stories, as well as the explore page where users can discover Company's publications even if they don't follow it.

Figure 13: Hisense Instagram page



Source : Hisense Instagram page

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Sponsorships: Sponsorship is a key component of Hisense's brand awareness strategy so that the company can be linked to favorite sports and cultural icons. On a global scale, Hisense has attained huge exposure with high-profile sponsorships such as Real Madrid, one of the most famous football clubs in the world that have a big fan base in Algeria helping Hisense to be recognized as an international brand. By being linked to Real Madrid. Locally, Hisense has gone a step further by sponsoring prominent Algerian sporting clubs such as MC Alger (MCA) with the biggest number of fans in Algeria. It not only solidifies itself in the Algerian market but also creates credibility and trust with Algerian consumers. These sponsorships are powerful means of improving brand recall during televised matches and bring a new level of trust from consumers.

Figure 14: Hisense sponsor deal with MCA



Source : MCA instagram page

Events: Hisense creates and organizes events to build brand awareness and communicate with consumers at a personal level. On the global stage the company showcases its latest technologies in major industry trade shows such as CES (Consumer Electronics Show) and IFA (Internationale Funkausstellung Berlin). At the local level, Hisense hosts and sponsors various marketing events like the Algerian Production Fair and the GCC Dzaïr event that is a pop culture event helping hisense connect with a younger audience. These events also allow

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consumers to interact with products firsthand, receive live demonstrations, and ask questions directly to brand representatives

Partnership: Hisense has adopted a partnership-driven approach to strengthen its brand presence and expand market penetration. One of the key strategies has been forming alliances with local home Appliance retail outlets and electronics stores across Algeria, by giving them promotional displays, and in-store branding with the Hisense logo and ensure consistent supply, after-sales service, and localized marketing efforts tailored to consumers. These collaborations allow the brand to be recognized as a major brand in Algeria home Appliance market and to reach a broad customer base

Hisense also have partnered with PROXIMA Marketplace , a growing Algerian e-commerce platform that connects sellers with buyers in a digital environment. Often referred to as an electronic marketplace, PROXIMA provides Hisense with an important online distribution channel, allowing it to reach consumers who prefer shopping digitally. Through this collaboration, Hisense benefits from greater product exposure online, targeted digital marketing, and seamless access to customers across the country.

By combining traditional retail partnerships with modern e-commerce platforms like PROXIMA, Hisense effectively adapts to evolving consumer behaviors and strengthens its brand presence in both offline and online spaces throughout Algeria.

Contests: Hisense utilizes contests as an effective method to enhance brand recognition and drive consumer participation. A recent example would be a Hisense promotion where customers could win one of two cars, just for purchasing a Hisense TV with a 50" screen size or larger, and if they purchased 55" or larger, they would also receive a subscription for six to twelve-months free to the Shahid streaming service. Certainly, the purchases of the consumers are "engagement" and the opportunity to win a car enhances their opportunity to engage by creating even more exposure for Hisense. While Hisense will inevitably get some exposure through the prizes, it has been the requirement to complete the register and post other things about the campaign on social media, that gave a greater splashing effect and ultimately, being a unique, modern, consumer-focused brand development. For example, only the fact that there is a prize will get the consumers' attention toward highlighting Hisense products. The registration rules required consumers to scan QR codes, follow Hisense on Facebook and Instagram, and register

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through hisensealgeriewinner.com. All of which will increase following of Hisense on these social channels.

Figure 15: Hisense contests



Source : Hisense instagram page

Section 02 : Field Study on the Influence of Brand Awareness on Consumer Purchase Intentions

This section presents the results of the quantitative and Qualitative study that explores the relationship between brand awareness and consumers Purchase Intention within the context of 3 companys (hisense,condor and cristor) that are active in the Algerian Home Appliance market.

2.1. Research methodology :

For the methodological approach of this study, we have opted for both quantitative and qualitative approaches. We plan to distribute a questionnaire created using Google Forms

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(**Appendix A**) to customers who come to showrooms and shops of home Appliance by utilizing a QR code (**Appendix B**) to facilitate access to the questionnaire and get the data we need for this study.

Additionally, we will conduct a Semi-structured interviews (**Appendix C**) with shop owners and sales representatives of home Appliance product who are familiar with those brands

2.1.1 Qualitative Method:

The qualitative study enabled an in-depth exploration of the relationship between brand awareness and consumers Purchase Intention using Semi-structured interviews that are often open-ended, allowing for flexibility, but follow a predetermined thematic framework, giving a sense of order.

Data collection: We conducted five semi-structured interviews with shop owners and sales representatives who possess substantial experience and familiarity with Hisense, Condor, and Cristor products. Participants were purposefully selected based on their direct interactions with consumers, thus offering practical and insightful perspectives on brand awareness dynamics and consumer behaviors related to purchase intentions. Each interview lasted approximately 15 to 20 minutes, providing adequate time for respondents to thoroughly discuss their experiences and viewpoints.

Data analysis: The interviews were transcribed. A thematic analysis was then conducted to identify recurring themes and subthemes, allowing for the identification of patterns and meanings within the data . This was the raw material for the quantitative study.

Sampling: this sampling technique was employed to select participants who have direct experience and insight into the home appliance market in Algeria. The sample consisted of five participants, including shop owners and sales representatives who are familiar with the brands Hisense, Condor, and Cristor. These individuals were chosen based on their daily interactions with customers and their practical knowledge of consumer behavior and brand perception.

2.1.2 Quantitative Method:

The quantitative study complemented the qualitative method by collecting data from individuals, allowing them to be questioned in a directive manner. This facilitated the construction of a structured and standardized dataset, making it possible to identify statistical

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relationships and draw quantified comparisons between variables such as brand awareness and purchase intention.

Questionnaire development: The questionnaire was carefully developed in alignment with the study's research objectives and hypotheses.and was made available in three languages: Arabic, English, and French. This multilingual format allowed respondents to complete the survey in the language they were most comfortable with .also It was designed to assess key constructs such as brand recognition, brand familiarity, perceived quality, and purchase intention toward three leading Algerian home appliance brands: Hisense, Condor, and Cristor.The questionnaire included:

- Demographic questions (gender, age, monthly income)
- Brand awareness metrics (brand recall, logo recognition, familiarity on a (1–5 scale)
- Source of brand awareness (advertising, social media, sponsorships, word-of-mouth)
- Perceived product quality (1–5 scale)
- Brand preference and purchase intention
- Reason for brand preference (awareness, price, quality, social influence, digital influence)
- Trust level toward selected brand (1–5 scale)

The format consisted of closed-ended questions and Likert scales to ensure measurable and analyzable data. It was created using Google Forms and tested on a pilot group to ensure clarity and relevance before distribution.

Data collection: using a non-probabilistic convenience sampling method. A QR code linking to the form was placed in retail showrooms and appliance stores where customers could access and complete it via their smartphones.

To reach a broader population, the form was also shared through social media platforms frequented by consumers in the electronics sector. This strategy ensured a diverse sample in terms of age, gender, and purchasing behavior. The data collection period lasted 20 days during wich 60 complete responses were collected. Participation was voluntary and anonymous, and respondents were informed that the study was for academic purposes only.

Data analysis: The collected quantitative data were analyzed using R-Studio,Microsoft Excel. and google sheet to present the results.

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Sampling: The target population for the quantitative study consisted of Algerian consumers who have an interest in or experience with purchasing home appliance products. A non-probabilistic convenience sampling method was used, where respondents were approached directly in home appliance showrooms and retail stores, and via a Google Forms questionnaire shared through QR codes and social media platforms. This approach was chosen for its accessibility and efficiency in reaching a diverse audience within a limited timeframe.

2.2. Findings and Implications:

2.2.1 Qualitative study:

in order to observe the impact of brand awareness on what Algerian consumers buy within the home appliance sector, we held semi-structured interviews with five respondents, comprising salespersons and sales representatives who engage with customers daily. The result from this part of the research gives a closer look at how people view brands, their buying habits, and the reasons for their preference.

1. **Brand Recognition:** Most interviewees agreed that Condor and Hisense are the brands with the highest customer familiarity, followed by Cristor. The extensive recognition of Condor can be linked to its extensive local presence, broad distribution network, and long-standing reputation as a national brand. In contrast, Hisense has experienced a notable increase in visibility thanks to bold advertising efforts, sponsorships, and its presence in major electronics retailers.
2. **Customer Brand Requests:** All five participants confirmed that customers frequently ask for specific brands. Most often, the brand requested is Hisense, especially among customers aged 25–44. This brand is perceived as offering better innovation and design, appealing to more tech-savvy buyers. Condor remains popular for value-conscious customers who trust local brands.
3. **Top-of-Mind Brand Preference:** When asked about the brand customers are actively looking for the most, the majority of respondents indicated Hisense, followed closely by Condor. Cristor was rarely mentioned as a preferred choice, suggesting low brand salience.
4. **Factors Influencing Purchase Decisions:** Several recurring themes emerged regarding what drives consumer choices:

Chapter 2 : impact of brand awareness on consumer purchase intention:an applied approach

- Brand familiarity and previous positive experience
- Perceived product quality
- Peer recommendations (word-of-mouth)
- Online reviews and social media presence

5. Brand Perception Comparison:

- **Condor:** Recognized as affordable and accessible, but occasionally associated with inconsistent product quality.
- **Hisense:** Viewed as innovative, modern, and international. Customers often perceive it as more reliable and high-tech.
- **Cristor:** Lacks strong brand identity and is seen as less visible in advertising and retail.

6. Patterns Across Customer Segments: Sales agents observed clear segment-based differences:

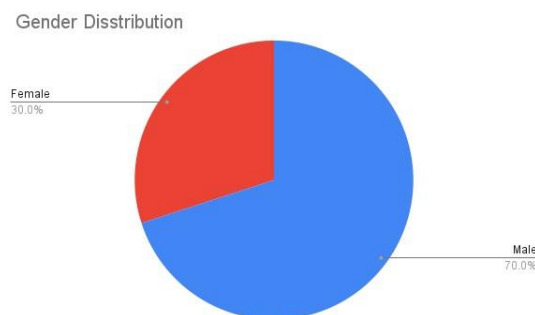
- Younger consumers (25–34) favor Hisense for style and tech features.
- Middle-income families often choose Condor due to cost-effectiveness.
- Older customers tend to rely on familiarity and past experiences.

2.2.2 Quantitative study:

Presentation of findings:

Gender Distribution:

Figure 16: Gender Distribution



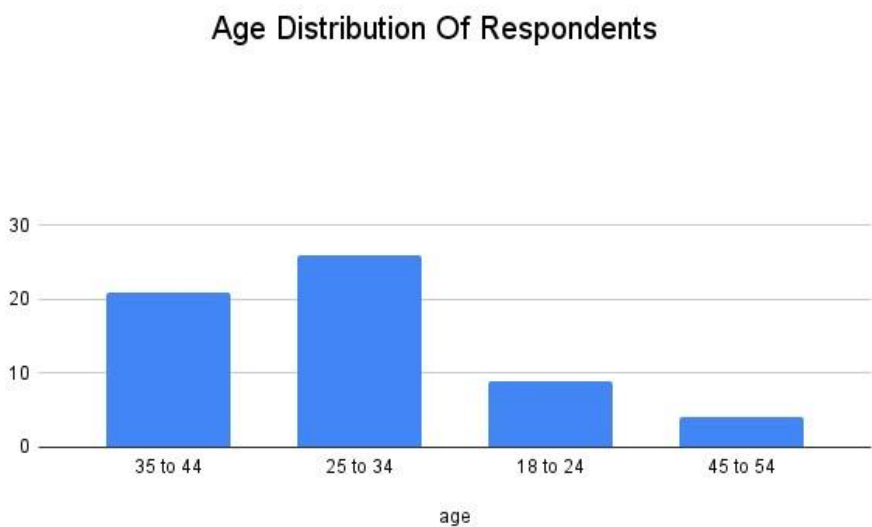
Source: Developed by the student using the results from Google Forms

Chapter 2 : impact of brand awareness on consumer purchase intention:an applied approach

The chart illustrates that the majority of respondents are male (70%), while females represent 30% of the sample. This distribution may reflect the consumer dynamics in the Algerian home appliance market, where male consumers are often more involved in purchasing decisions for durable goods.

Age Distribution Of Respondents:

Figure 17: Age Distribution Of Respondents



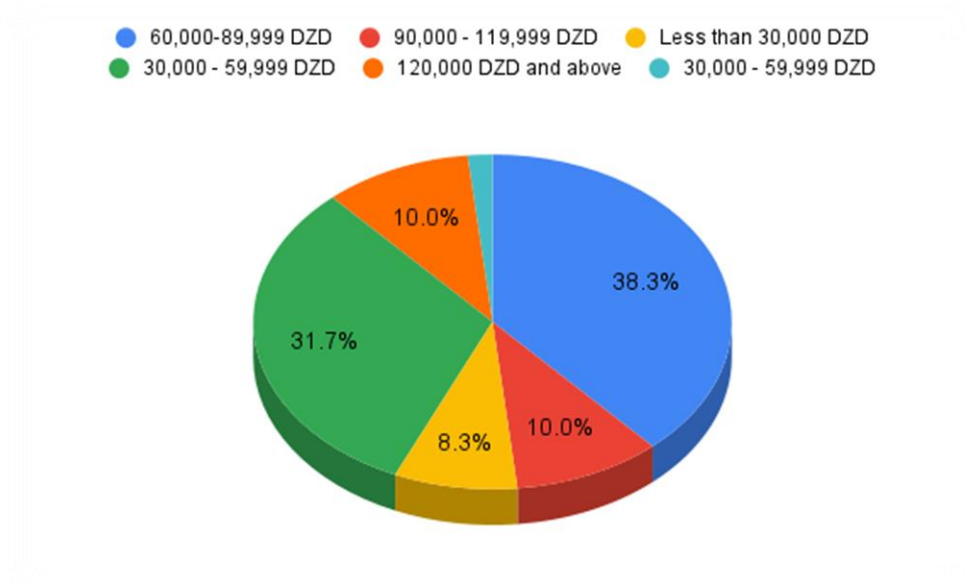
Source: Developed by the student using the results fromGoogle Forms

The breakdown gives a representative distribution of the sample across key age groups. The highest percentage of respondents (43,3%) are in the 25–34 age bracket, followed by the 35–44 age group, which comprises 35% of the overall sample. Individuals aged 18–24 make up 15%, and the 45–54 age group constitutes the lowest percentage at 6.7%. The found distribution shows a high concentration of consumers in the age group of 25–44, which is of special relevance when marketing home appliances since people belonging to these age groups have more interest in household purchase decisions and brand evaluations.

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Monthly Income Distribution Of Respondents:

Figure 18: Monthly Income

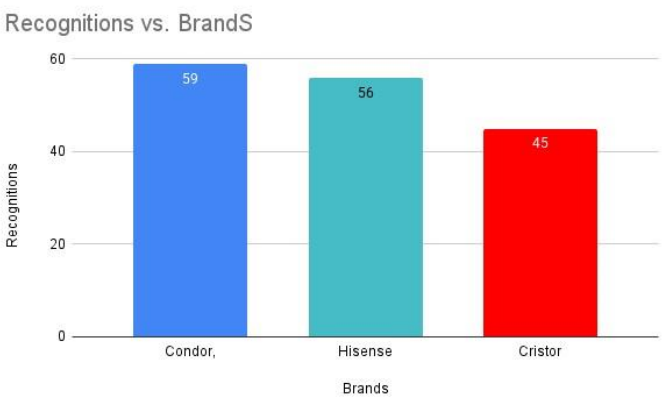


Source: Developed by the student using the results fromGoogle Forms

The pie chart shows the breakdown of the respondents' monthly income. The largest income category is 60,000-89,999 DZD with 38.3% of respondents, followed by 31.7% of respondents in the income category of 30,000 - 59,999 DZD. A small portion of respondents fall into some of the categories above and below each but most of them fall into the middle income category suggesting this group is the more price-sensitive.

Brand Logo Recognition Among Respondents:

Figure 19: Brand Logo Recognition Among Respondents



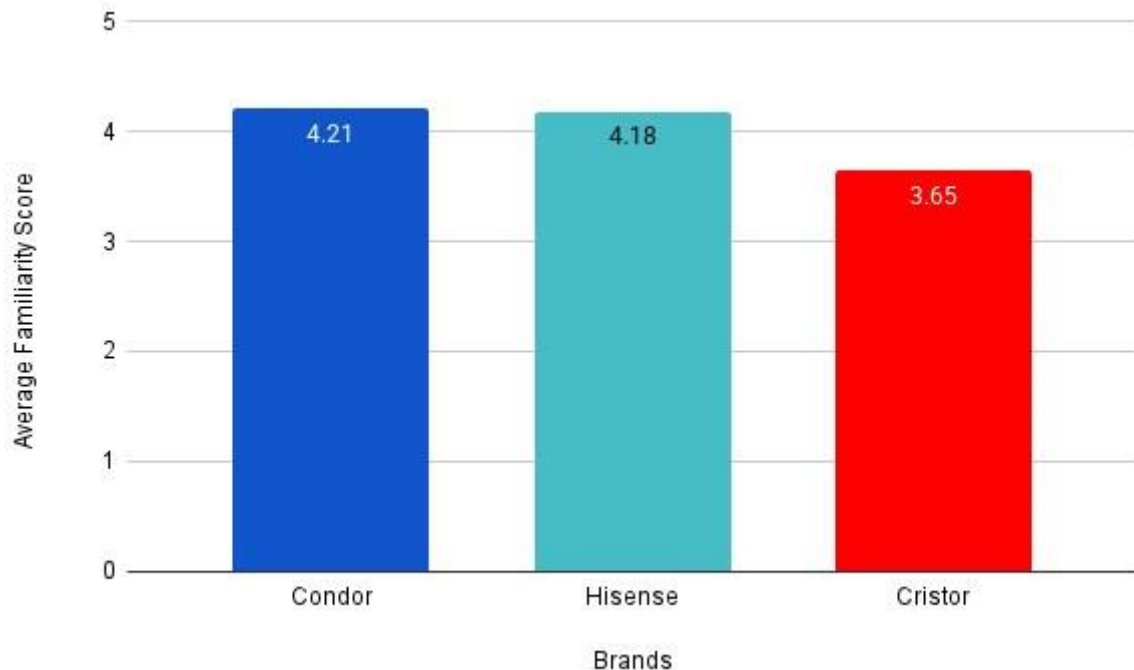
Source: Developed by the student using the results fromGoogle Forms

Chapter 2 : impact of brand awareness on consumer purchase intention:an applied approach

This chart indicates that Condor (59 recognitions) and Hisense (56 recognitions) have roughly the same amount of recognition from respondents, so both brands tend to have quantity levels of brand presence and visibility in the Algerian market. Cristor is at a lower level of visibility (45 recognitions), but still moderately visible when compared to Condor and Hisense. One possible condition contributing to the 14 recognition gap could be through differences in the intensity of marketing, level of distribution and/or exposure to the brand. These results also hint that consistent branding and visual identity can contribute to brand awareness.

Brand Familiarity:

Figure 20: Average Brand Familiarity



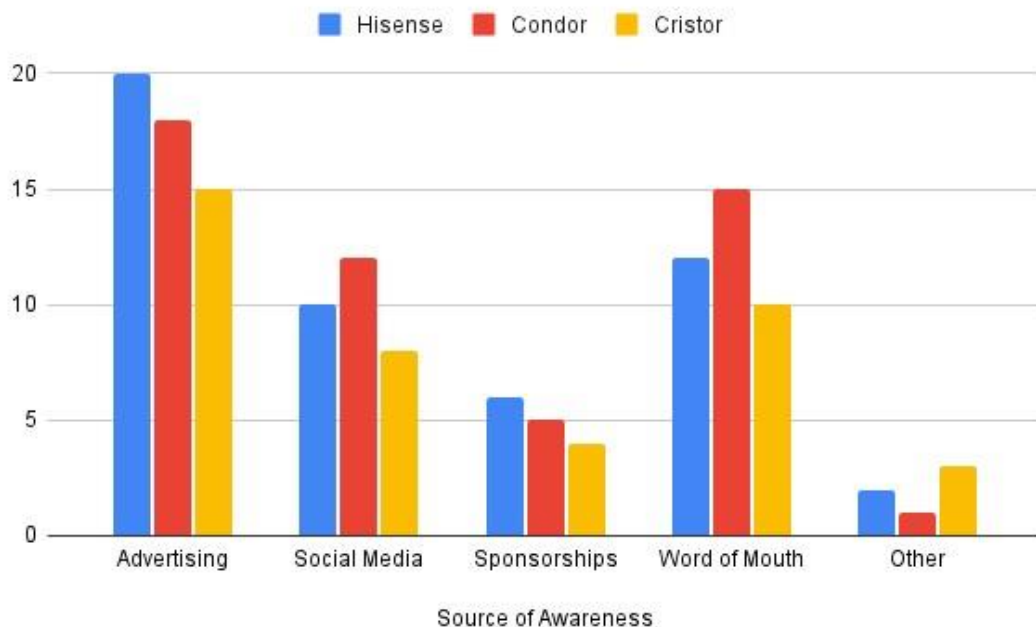
Source: Developed by the student using the results from Google Forms

The chart displays the average familiarity scores for the three brands, based on a 5-point scale. The average familiarity scores show that Condor had the highest brand familiarity level among respondents at 4.21, with Hisense trailing tight behind at 4.18. Both brands have evidently established a strong level of brand familiarity prior to the calling. Cristor, with a lower average score of 3.65, was less familiar to consumers.

Chapter 2 : impact of brand awareness on consumer purchase intention:an applied approach

Brand Awareness Sources:

Figure 21: Brand Awareness Sources



Source: Developed by the student using the results from Google Forms

The Data shown in the chart was drawn from the survey responses to "If you know the brand, how did you hear about it?" Participants who acknowledged knowing Hisense, Condor, or Cristor were asked to indicate what unguided source was their first awareness of the brand.

The data shows that advertising is the most mentioned source of awareness for the three brands we observed, particularly with Hisense (20 responses) and Condor (18 responses). In all accounts, word of mouth also featured highly as a source of awareness particularly with Condor (15) and Hisense (12) which indicates the potential of interpersonal influence for directing consumer thought. In limited usage, social media was considered as a channel of significance, especially for Condor (12). Sponsorships and other sources were listed in relatively low numbers, but suggest the potential for additional channels and venue name recognition.

It seems that traditional media and peer influence are still central sources and drivers of brand awareness in Algeria's home appliance market and that brands utilize media and channels used by consumers and create a balance between mass media and community-based marketing.

Chapter 2 : impact of brand awareness on consumer purchase intention:an applied approach

Average Perceived Product Quality By Brand:

Table 2: Average Quality Score

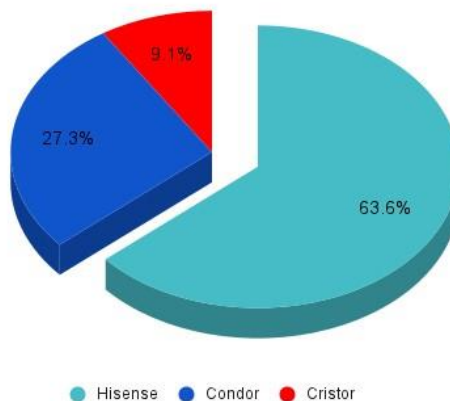
Brands	Average Quality Score
Hisense	4.27
Condor	4.05
Cristor	3.63

Source: Developed by the student using the results fromGoogle Forms

The table presents mean quality ratings from participants for each brand, on a scale from 1 to 5. Hisense had the highest average rating (4.27), followed by Condor (4.05), and Cristor (3.63). These findings imply Hisense is seen as providing a better quality product, which strengthens its international brand image. Condor is also perceived positively in terms of product quality, even more so as a local manufacturer, coming in slightly behind. Cristor is perceived as providing a lower quality product, suggesting that they may need to improve in quality or their management of communicating product quality assurance.

Brand Purchase Intention:

Figure 22: Brand Purchase Intention Pie



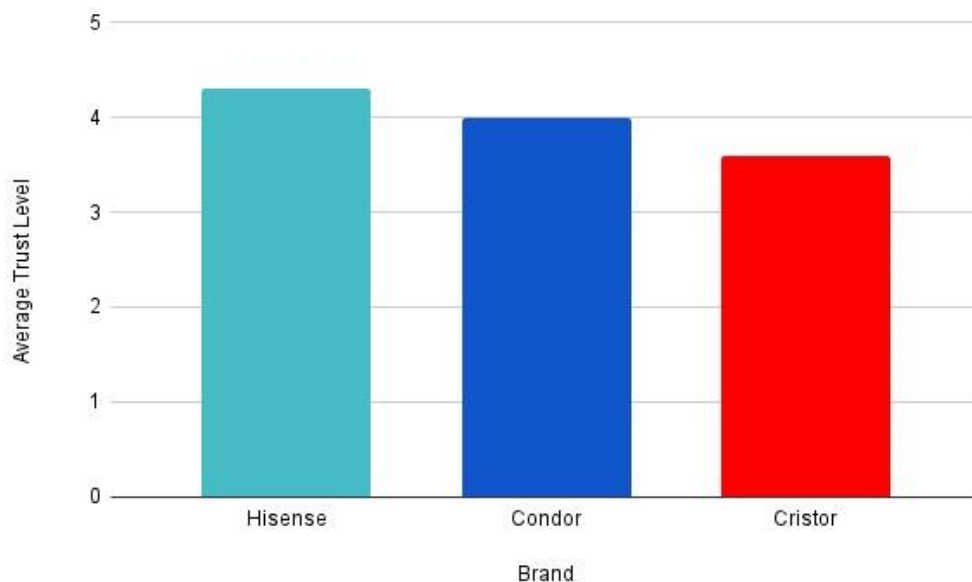
Source: Developed by the student using the results fromGoogle Forms

Chapter 2 : impact of brand awareness on consumer purchase intention:an applied approach

Hisense is the preferred brand, with 35 respondents selecting it as their first choice to purchase a home appliance. Condor was the second choice with 15 choices and Cristor was the least selected with only 5 respondents stating they would prefer it. This preference distribution highlights the significant market appeal Hisense has as a brand, along with consumer trust as a brand which often comes with brand awareness and perceived quality perceptions of a brand. Furthermore, Condor clearly has some preference as a local brand. The low score for Cristor clearly highlights its perceived invisibility.

Trust Level of Chosen Brand:

Figure 23: Average Trust Level vs. Brand



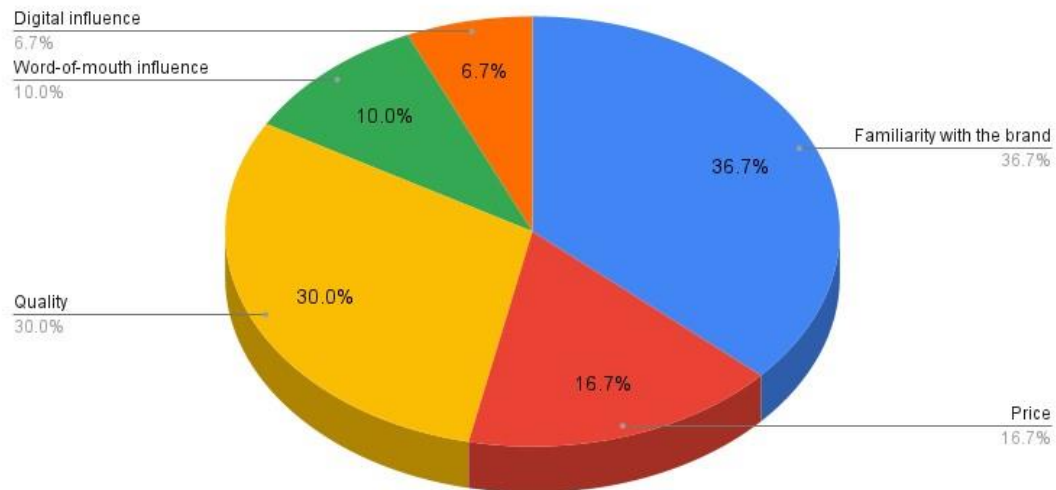
Source: Developed by the student using the results from Google Forms

The bar chart illustrates the average level of trust assigned by respondents who indicated that brand as their selection. Hisense had the highest trust level, at 4.3 (a score high enough to indicate extreme confidence among consumers on the reliability and reputation of the brand). Condor had a trust average of 4.0 and was still considered a high level of trust by local consumers. Cristor, while maybe not as completely trusted by consumers, had an average level of 3.6 trust, indicating a less positive view of this brand's credibility. These findings demonstrate that trust shapes purchase intention in the home appliance industry.

Chapter 2 : impact of brand awareness on consumer purchase intention:an applied approach

Reasons for Brand Choice :

Figure 24: reasons for brand choice



Source: Developed by the student using the results fromGoogle Forms

This Pie chart show that brand familiarity was the most common reason for purchase intention, with 22 respondents providing this response. This reflects the power of brand awareness and brand recognition in influencing consumer decisions. Product quality was the second-most common reason (18 references), suggesting that perceived functionality/reliability still matter in the consumer decision-making process. Price is also an influential factor, although only referenced as a motivating factor by 10 respondents, particularly if the consumer is price-sensitive. Other less common motivators were word-of-mouth influence (6 responses) and digital influence (4 responses), which implies that while influential, these routes may play an ancillary role, rather than primary role, in brand selection. Overall, this suggests a need for companies to work on brand awareness to stay on consumers' consideration set, and maintain high product quality to enable repeat purchasing decisions.

Chapter 2 : impact of brand awareness on consumer purchase intention:an applied approach

Conclusion :

This chapter assessed the association between brand awareness and consumer purchase intention using a mixed-methods strategy that combines qualitative information and quantitative data.

The findings utilising semi-structured interviews and structured survey indicated a clear connection between brand awareness, brand experience and consumer preferences in the home appliance category among Algerians.

The data show that Hisense enjoyed the highest level of purchase intention and trust with the respondents, followed by Condor and Cristor. Familiarity and perceived quality were found to make the most contribution in terms of brand choice, whereas the familiarity and trust aspects of advertising and word-of-mouth contributed out most significantly in terms of brand awareness.

The qualitative interviews supported these findings, indicating that brand visibility, product performance and peer recommendations are considerable influences on consumer purchasing.

These findings collectively support the hypothesis that brand awareness influences consumer purchasing behaviour and further indicate the importance of companies to invest in marketing and maintaining a level of brand visibility, trust and familiarity with their target audience.

GENERAL CONCLUSION

GENERAL CONCLUSION

The objective of this research was to determine the impact of brand awareness on consumers' purchase intention, through a comparative analysis of three recognized businesses in the Algerian home appliance market: Hisense, Condor, and Cristor.

This research was prompted by the growing significance of branding in an increasingly competitive consumer driven market, where customer choices are primarily influenced by perceptions, recognition, and trust towards certain brands. Therefore, to reach this objective, the work is divided into two main parts: the first part set out a global theoretical framework where key concepts were defined; namely, brand awareness, purchase intention, and the psychological and behavioral mechanisms that unite them. Then, existing models and previous studies were analyzed to establish an adequate reference framework for how brand identity can influence consumers decisions.

The second part covered the empirical fieldwork, which used qualitative and quantitative approaches. The empirical fieldwork involved five semi-structured interviews with sales people and 60 structured responses to questionnaires from consumers. During the empirical study, we researched consumer behaviour and preferences in relation to the three relevant brands. The use of mixed methods enabled a more in-depth and accurate evaluation of the Algerian market by combining numerical understanding with on-the-ground experience.

The findings of this study clearly support the primary research hypothesis that brand awareness leads to a positive purchase intention .

Among the three brands,, Hisense was the highest in brand Familiarity and trust, followed by Condor and Cristor. Respondents were most likely to endorse the brands they recognized or had knowledge of, especially brands connected with quality.

The qualitative study reinforced the quantitative findings. The interviews found that customers mostly request brands by name and describe using peer decisions for brand consideration, have brand awareness associated with product reliability, etc. Advertising, word-of-mouth, and product consistency all played important roles in developing some brand awareness and trust.

Overall, the study confirmed all of our hypotheses that are:

GENERAL CONCLUSION

Hypothesis 1: Higher levels of brand recognition and familiarity increase the likelihood of consumer preference and purchase intention.

Hypothesis 2: Consumers prioritize product quality over price when making purchase decisions.

Hypothesis 3: Perceived trust in a brand has a greater influence on purchase intention than the brand's level of advertising exposure.

The results we obtained demonstrate that brand awareness, particularly through recognition, trust, and perceived quality, plays a significant role in shaping consumers' purchase intentions. In the Algerian home appliance sector markets

Based on the findings, several strategic recommendations can be proposed for companies operating in the Algerian home appliance market:

Increase Brand Awareness: Engage consistently in advertising and promotional engagements in conventional and digital measures, through TV, social media, sponsorships, and storefronts to spotlight brand logos and messages. Ensure high visibility for brands (even if it is not optimal), while maintaining top-of-mind awareness for brand pathways include branded digital engagement and physical marketing channels.

Enhance Digital Footprint: Since social and digital are becoming more prevalent, brands should create a robust content strategy, structure social engagement, and form a strategy for how to maximize e-commerce participation.

Improve quality and consistency: Quality is a main reason for brand loyalty, so it is essential that the business understand reliable product quality/after-sale service/product innovation, to ensure consumer satisfaction.

Amplify word-of-mouth initiative: Happy consumers should be supported in their experience sharing, through methods such as consumer ambassadors, referral programs, post-sale testimonials, and testimonials.

GENERAL CONCLUSION

Segmented marketing strategies: Marketing strategies can and should be developed for different segments based on age, income, and familiarity with the brand, to maximize relevance and conversion.

Monitor and measure brand perceptions: Organizations should create a measurement infrastructure to see how the brand is perceived in the marketplace and how consumer perceptions change over time through evaluating surveys, input, etc. and to incorporate this learning into brand strategies.

This study provides a better understanding of how brand awareness can impact consumer behavior in a particular regional context. The importance of branding in relation to purchase intention has been emphasized so providing practical implications for Algerian companies in a competitive context. While some limitations were found specifically time and sample size, the findings are still valuable and can inform future studies with larger samples, longitudinal studies, or international comparative studies. In closing, branding is not only a way to communicate but a strategic advantage that can determine market success for some companies. Organizations with strong brand awareness are more likely to create trust, create purchase intention and cultivate loyal customers in the long term.

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Appendix :

Appendix A : The Questionnaire

The Impact of Brand Awareness on consumers Purchase Intention

This survey is conducted as part of an academic research study on the impact of brand awareness on consumer purchase intentions in the home appliance sector. Your answers are anonymous and confidential. There are no right or wrong answers; please answer honestly.

Thank you for your participation!

*** Indicates required question**

In which language would you like to complete this questionnaire *

☐ English

☐ French

☐ العربية

[Next](#) [Clear form](#)

The Impact of Brand Awareness on consumers Purchase Intention

* Indicates required question

English

Gender: *

- ☐ Male
- ☐ Female

Age: *

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55+

Monthly Income:

- ☐ Less than 30,000 DZD
- ☐ 30,000 – 59,999 DZD
- ☐ 60,000 – 89,999 DZD
- ☐ 90,000 – 119,999 DZD
- ☐ 120,000 DZD and above

Which of the following logos do you know or recognize ? *



☐ Option 1



☐ Option 2



☐ Option 3

Hisense

how much familiar are you with the Brand of hisense (scale (1 = dont know it at all, 5 = you totally know it): *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

if you know the brand of hisense, then how did you hear about it *

- ☐ by its Advertising
- ☐ by its Social media
- ☐ by its Sponsorships
- ☐ by word of mouth (friends,family...)
- ☐ Other: _____

how do you rate the quality of its products compared to other brand ? *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



how much familiar are you with the Brand of condor(scale (1 = dont know it at all, *
5 = you totally know it):

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

if you know the brand of condor, then how did you hear about it *

- ☐ by its Advertising
- ☐ by its Social media
- ☐ by its Sponsorships
- ☐ by word of mouth (friends,family...)
- ☐ Other: _____

how do you rate the quality of its products compared to other brand ? *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



how much familiar are you with the Brand of cristor(scale (1 = dont know it at all, *
5 = you totally know it):

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

if you know the brand of cristor, then how did you hear about it *

- ☐ by its Advertising
- ☐ by its Social media
- ☐ by its Sponsorships
- ☐ by word of mouth (friends,family...)
- ☐ Other: _____

how do you rate the quality of its products compared to other brand *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

if you are going to buy a home appliances product what brand are going to choose ? *

- ☐ Hisense
- ☐ Condor
- ☐ Cristor

On a scale of 1 to 5, how much do you trust the brand you chose *

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

and why did you chose that brand ? *

- ☐ because you know and are familiar with the brand
- ☐ because of its price
- ☐ because of its quality
- ☐ because of Social Influence and Word-of-Mouth
- ☐ because of Digital Influence

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Appendix B : QR CODE



Appendix C : The interview

This interview guide was used in the qualitative phase of the study, aiming to explore sales professionals' perceptions regarding consumer behavior and brand awareness within the Algerian home appliance market

1. Brand Recognition and Familiarity

- In your experience, which home appliance brands are most familiar to customers (e.g., Hisense, Condor, Cristor)?
- What do you think contributes most to this familiarity? (e.g., advertising, product quality, availability, brand heritage)

1. Customer Brand Preference and Intent

- Do customers usually ask for a specific brand when purchasing a product? Among Condor, Hisense, and Cristor, which one is most frequently requested?
- Do customers seem to express loyalty to a particular brand?

2. Factors Influencing Purchase Decision

- What are the main factors that drive customers to choose one brand over another?
- How influential are price, design, quality, or customer service in their decisions?

3. Brand Trust and Reputation

- Which brand do customers tend to trust the most? Why?
- How do consumers react to lesser-known or new brands?

4. Comparative Perceptions: Condor, Cristor, and Hisense

- How would you compare customer perception of these three brands?
- Which brand is seen as offering better value for money or superior quality?

5. Demographic Insights and Behavioral Patterns

- Do different customer groups (age, income, etc.) show varying preferences for specific brands?
- For example, are younger customers more drawn to international brands like Hisense, while older ones prefer local brands?

6. Importance of Brand Awareness

- How important is brand awareness in this market, from your point of view?
- Would you say that customers are more likely to purchase a brand they simply recognize, even if they lack detailed product knowledge?

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