

Impact of Corporate Credibility, Brand Awareness, Brand Image and Brand Loyalty on Purchase Intention in the Telecommunication Sector of Karachi

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Abstract

Over the past few decades, the telecommunication industry of Pakistan has shown a tremendous growth and competition, and its customer base is constantly increasing. Due to the increasing competition the identification of the predictors of purchase intention in the telecommunication industry has become important for the business development of the companies falls under the sector. Considering its significance, this study intends to measure the impact of corporate credibility, brand image, brand awareness and brand loyalty on the customers' purchase intentions of in the telecommunication industry of Karachi. The population for this research includes all the customers in the telecommunication industry, and the sample size is 126. The data was collected through online survey. The developed model elucidated the impact of corporate credibility, brand awareness, brand image and brand loyalty on purchase intention, which is exhibited through the following equation: $\text{Purchase Intention} = 0.57 + 0.11 * \text{Corporate Credibility} + 0.06 * \text{Brand Awareness} + 0.41 * \text{Brand Image} + 0.25 * \text{Brand Loyalty} + 0.32$. It was also concluded that the strongest predictor to purchase intention was brand image ($R^2 = 0.52$) followed by brand awareness ($R^2 = 0.44$), corporate credibility ($R^2 = 0.43$) and brand loyalty ($R^2 = 0.41$). This study has made an important contribution for marketing professionals and academic scholars.

Keywords: Corporate Credibility, Brand Image Brand Loyalty, Purchase Intention, Brand Awareness

1. Introduction

In the current competitive environment, the rising consumer consciousness has created a challenge for marketers to make consumers love to buy their products and brands (Chi, Yeh, & Yang, 2009a). Marketing practitioners and academic scholars are considering corporate credibility more important for the successful marketing (Dacin & Brown, 2002). In addition to that from consumers' preference perspective the existing literature addressed, brand awareness, brand image, brand loyalty and brand credibility as the frequently studied components of brand equity (Shah, Adeel, Hanif, & Khan, 2016). Aaker and Joachimsthaler (2000) endorsed that high credibility is positively related to brand equity, which results in higher purchase intention.

According to Ohanian (1990), the corporate credibility is termed as the extent to which the source is perceived as possessing expertise and considered trusted to present objective view in the subject matter. Moreover, brand awareness is defined as how strong a brand has its presence in consumers' mind. Further, it is termed as consumers' aptitude to identify and remember the brands (Aaker, 1991; Keller, 1993). As discussed by Arslan and Altuna (2014), the brand image is referred as the feelings that gain consumers' attention when they start thinking about the brand. These feelings can be either positive or negative. Another important component of brand equity is brand loyalty, defined by Aaker (1991) as a measurement of customers' bonding to the brand, and to depict whether the change in price will result in brand switching. Based on the literature available, Laroche, Kim and Zhou (1996) interpreted purchase intention as buyer's ability and judgment to evaluate the brand attributes.

Currently, the telecommunication is rapidly expanding to be a vital sector of the world (Malik, Ghafoor, & Hafiz, 2012), and Pakistan is not an exception giving rise to an aggressive competition, which further leads to the growing importance of studying the determinants of purchase intention. The cellular network subscriber base has reached to 102.77 million in Pakistan and the numbers are considerably increasing each day (Pakistan Telecommunication Annual Report, 2016). The telecommunication sector of Pakistan is a significant contributor to the National Exchequer. As mentioned in the Annual Report 2015-16 issued by Pakistan Telecommunication Authority (PTA), during the year the National Exchequer contribution has reached to 157.8 billion, which is the highest of all time. The comparison of telecom revenue versus contribution revealed that over the last fiscal year the government collections have

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increased by 25% , whereas during FY 2015-16 the telecom revenues have increased by 1.47% (Pakistan Telecommunication Annual Report, 2016).

Due to the increasing contribution and competition, in the prevailing situation the identification of the determinants of purchase intention in the telecommunication industry is important from a marketing perspective for the business development. The studies on the purchase intention in telecommunication sector are limited, however, previous researches confirmed that the corporate credibility, brand awareness, brand image and brand loyalty are the significant influencers of purchase intention (Lafferty, Goldsmith, & Newell, 2002; Jalilvand, Samiei, & Mahdavinia, 2011; Wu, Yeh, & Hsiao, 2011a; Schivinski & Dąbrowski, 2013). Therefore, the purpose of this study is to measure the influence of corporate credibility, brand loyalty, brand awareness and brand image on purchase intention. The context of this research is Pakistan (Karachi), a potential telecommunications market. The findings of the research can be generalized for the similar economies through replication.

2. Literature Review

2.1 Corporate Credibility and Purchase Intention

Corporate credibility positively influences purchase intention (Lafferty, Goldsmith, & Newell, 2002; Lafferty et al., 2002; Li, Wang, & Yang, 2011; Goldsmith, Lafferty, & Newell, 2000). Aaker and Joachimsthaler (2000) further suggested that positive corporate brand image can strongly improve corporate brand credibility and cast positive impact on brand equity, hence leads to higher purchase intention. Corporate brand credibility is considered as consumer's belief in corporation's brand (Li et al., 2011).

The consumers use perceived trustworthiness and expertise of the company to judge its products and evaluate their inclination to purchase their products. Therefore, it is recommended that corporate brand credibility can be opted as an instrument to evaluate a company's products and services, thus effects consumer purchase intention (Fombrun, 1996).

Expertise, trustworthiness and likableness are the three main components of corporate credibility that leads to purchase intention. Expertise is defined as the relevant knowledge and skills a corporation possesses. Trustworthiness is termed as the extent to which the corporate brand is considered as an authentic source of providing information related to its services, products and other relevant information. Likeableness is referred as the extent to which a corporate brand receives value from its customers in terms of personality related characteristic (Fombrun, 1996; Keller, 2013).

Academic scholars and marketing professionals are getting attracted, hence paying more attention to the importance of corporate credibility to successful marketing (Dacin & Brown, 2002). The limited studies on the corporate credibility has depicted consistent results of higher credibility leads to positive consumers' evaluation of brands, purchase intention and advertisements (Goldsmith et al., 2000). However, this study focuses on the relationship between corporate credibility and purchase intention.

2.2 Brand Awareness and Purchase Intention

Brand Awareness positively influences purchase intention (Chi, Yeh, & Yang, 2009; Jalilvand, Samiei, & Mahdavinia, 2011; Schivinski & Dąbrowski, 2013; Hutter et al., 2013). Brand awareness makes consumers familiar with the brand, hence it plays an important role in the purchase intention (Santoso & Cahyadi, 2014a). Consumers intend more to purchase the brands they find more familiar (Kamins & Marks, 1991).

Radder and Huang (2008) emphasized on the importance of brand awareness influencing purchase intention in highly competitive markets. Prior brand knowledge influence consumer purchase intention in the market place, and purchase intention depends highly on to the brand awareness (Nedungad, 1990).

Hoyer and Brown (1990) studied the impact of brand awareness on consumer preference, brand frequency and sampling. The result of the study showed that consumers' criterion to choose or intention to choose the brands for purchasing is based on how much they aware about them. The study concluded that brand awareness has a positive influence on brand choice, which leads to the purchase intention.

Brand awareness and association can be created through brand communication, which increases the probability of including the brand into customer's evoked set for purchase, hence, studying the relationship offers important contributions to academic scholars and professional brand managers (Cobb-Walgren, Ruble, & Donthu, 1995).

Brand awareness is the founding step in developing brand preferences and shift consumer nearer to the purchase point (Ross & Harradine, 2004). Keller (1993) suggested that for making purchase decision consumers don't make time consuming cognitive efforts, on the other hand, they minimize the decision-making effort by depending on heuristic clues and decides to purchase only well-established familiar brands. However, this study investigates the direct association between brand awareness and purchase intention.

2.3 Brand Image and Purchase Intention

Brand Image positively influence purchase intention (Shukla, 2011; Wu, Yeh, & Hsiao, 2011; Reza Jalilvand & Samiei, 2012; Diallo, 2012; Tariq et al., 2013). Brands having good image can increase consumer trust in the product and brand loyalty, consequently strengthen the consumer purchase intention (Aaker & Keller, 1990). Further, Eppli and Shilling (1996) discussed that in the purchase intention of outlet mall, the brand image plays a crucial role.

The significant positive association between the brand image and purchase intention has been observed in the previous studies (Fakharmanesh & Miyandehi, 2013). Aghekyan-Simonian et al., (2012) concluded that the purchase intention is positively influenced by a good brand image.

During the purchase decision making process the brand image plays an important role, moreover, there is a greater chance of a consumer to purchase well-known brands having positive image, because good image of a brand will enhance its perceived value for the consumer (Wang & Tsai, 2014). Shukla (2010) suggested that in consumer collectivistic market the brands with higher social acceptability significantly preferred by the consumers.

The researches measuring the impact of brand image on purchase intention are very few (Wang & Yang, 2010). However, Wu, Yeh, and Hsiao (2011) studied the impact of store image and service quality on brand image and purchase intention on private label brands. The results concluded that the store image positively influence brand image and purchase intention.

Literature available on said topic confirmed the role of brand image for the determination of purchase intention. It pushes the consumer toward a specific brand, having a good brand image and offering more value. The brand image helps consumer to evaluate which brand is a better choice for them to purchase, which means, the higher brand image resulted in the higher purchase intention (Tariq et al., 2013).

2.4 Brand Loyalty and Purchase Intention

Brand Loyalty positively influences purchase intention (Souiden & Pons, 2009; Chi, Yeh, & Yang, 2009b; Jalilvand et al., 2011; Tariq et al., 2013; Schivinski & Dąbrowski, 2013). As discussed in the literature, the definition of behavioral perspective of brand loyalty is based on the consumer intentions to be loyal to the brand, which reflect in their purchase intention.

The available literature suggests that permanent purchase of the same brand can be driven by the high levels of brand loyalty (Lee, Back, & Kim, 2009). According to Yang and Peterson (2004) in comparison to new or moderately loyal customers, the loyal customers tend to buy more. Chi, Yeh and Huang (2009) have also examined the relationship between brand loyalty and purchase intention. The study concluded that the brand loyalty positively influences purchase intention.

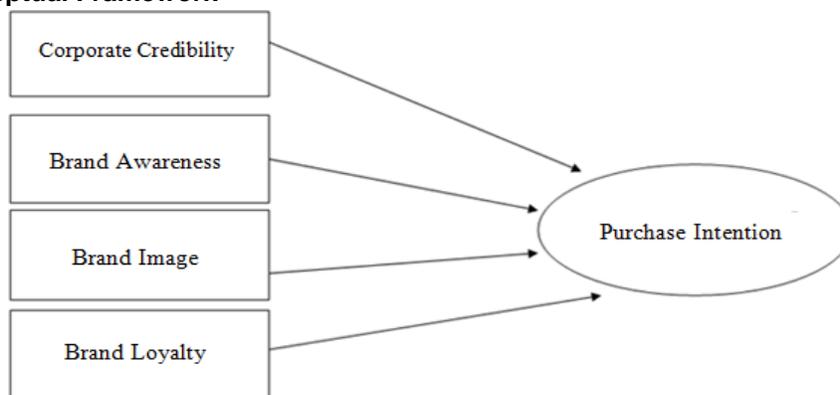
Brand loyalty serves as a fundamental aspect to motivate consumers to re-purchase the specific brand again and again (Ahmed & Moosavi, 2013). The loyalty can be attained in response to customer satisfaction. The satisfied customers are ready to pay any cost for the brands they are satisfied with. Their purchase is insensitive of price, but pays strong consideration to the brand loyalty (Tariq et al., 2013).

The study of Santoso and Cahyadi (2014b) concluded that consumers feel attached to the brands due to the brand loyalty. Moreover, their attachment makes them concerned not only for the repeat purchase, but they also become invulnerable to any change related to price and product feature of the particular brand. However, this study focuses on the direct relationship between brand loyalty and purchase intention.

3. Conceptual Framework

The conceptual framework is presented in Figure 1, based on the literature supporting the relationships depicted in the conceptual framework are discussed in the following sections:

Figure 1: Conceptual Framework



3.1 Hypotheses

Based on the literature discussed above, following are the hypotheses presented below:

- H1: The overall model based on the predictors (Corporate Credibility, Brand Awareness, Brand Image and Brand Loyalty) have combined effect on satisfaction
- H1A: Corporate credibility has a positive influence on purchase intention.
- H1B: Brand awareness has a positive influence on purchase intention.
- H1C: Brand image has a positive influence on purchase intention.
- H1D: Brand loyalty has a positive influence on purchase intention.

3.2 Methodology

3.3 Population and Sample Size

According to Sekaran and Bougie (2016), population is defined as individuals or objects having the similar traits and characters. Moreover, it is time consuming and costly to reach all the people or individuals in a population of a large group. Therefore, the data is collected from the whole population by drawing a sample. For this study, a sample size has been drawn from the population, consists of all the mobile phone users residing in Karachi, which is in line with the assumption that the sample that has been drawn from a population to analyze and the research population has same characteristics as the population (Malhotra & Birks, 2007). However, due to time constraints, the sample size of this study is comprised of 126 respondents.

3.4 Sampling Technique

The process of sampling selection has two possibilities, probability and non-probability sampling. In the process of probability sampling, every element of the population has a known nonzero chance of being selected to become a part of the study (Smith & Albaum, 2010), though listing of each element of the population is required for probability sampling to formulate a sampling frame (Collis & Hussey, 2013). For the ongoing study, due to the large population it is not possible to formulate a sample framework. Hence based on cooperation and accessibility, the process of convenience sampling method is considered to be adopted (Smith & Albaum, 2010).

3.5 Instrument Development

In this research, for each variable the constructs have been adopted from different studies. The constructs based on related items and have established reliabilities. The questionnaire comprised of two sections. The section one is demographic, based on nominal scale and the section two is based on the variables studied in this research measured on a seven-point Likert Scale. The precise overview of the constructs adopted for this study are represented in Table no.1.

Table No. 1: Constructs Adopted

Construct	No of Items	Author
Corporate Credibility	11	(Newell & Goldsmith, 2001) (Ohanian, 1990)
Brand Awareness	5	(Yoo, Donthu, & Lee, 2000)
Brand Image	5	(Davis, Golicic, & Marquardt, 2009)
Brand Loyalty	6	(Walsh et al., 2009) (Yoo et al., 2000)
Purchase Intention	5	(Dodds, Monroe, & Grewal, 11)

3.6 Data Analysis Method

After the data collection, its coding was done in SPSS software. In order to meet the study objectives following tests were applied for the further analysis:

3.7 Normality of Data

There are two ways to determine the normality of the data that has been collected. For the data used in this study, standardized scores for each item were calculated first. The results showed that the calculated results of all the items are laid within the range of ± 2.5 , hence it can be conveniently considered that the collected data is normally distributed. After that, Skewness and Kurtosis analyses were performed to measure the univariate normality of the data. The results revealed that Skewness and Kurtosis values were also laid between ± 2.5 , hence the data used in this study meets the criterion of univariate normality (Kline, 2011)

3.8 Reliability

The reliability of the constructs that have been adopted for this study was measured by running Cronbach's alpha. This test is considered suitable to measure the internal consistency of the adopted instrument. Furthermore, it has the potential to diminish the biases and errors found in the collected data set (Sekaran & Bougie, 2016). The homogeneity of the responses was checked through reliability analysis test. The standardized coefficient values in between 0.6 to 0.7 are considered satisfactory. However, the standardized coefficient above the value of 0.8 is considered good (Patten & Newhart, 2017).

3.9 Validity

The confirmation of the accurate measurements of the measuring scale is called validity. It validates the correctness of the measurement tool (questionnaire) adopted for the research study. Further, it establishes the link between research concepts and its theoretical framework. The various forms of validity tests can be found. However, the construct validity which comprises convergent and discriminant validity is used in this research (Bryman & Bell, 2015). These two sub-types of construct validity test are used to measure a specific construct. The convergent validity test validates the relatedness of two or more items used to measure the same construct. In contrast, the discriminant validity test validates the distinctness, uniqueness and relatedness of the constructs used in the research (Rowley, 2014).

3.10 Exploratory Factor Analysis (EFA)

EFA test is used to comprehend the theoretical construction of the process. It reduces the data set collected for the study to a smaller fragments of summary variables, which further helps in recognizing the mode of relationship exists between variables of the study and respondents. Principal component factor analysis and common factor analysis are the two widely used methods of exploratory factor analysis. Principal component factor analysis assists in generating reduced numbers of factors while elucidating variance of original values. However, the study conducted by Walliman (2015) endorsed the fact that common factor analysis test is applied when nature of extracted factors and common variance errors are not known. Principal factor analysis method is applied in this study.

3.11 Descriptive Statistics

According to Miller and Salkind (2002) descriptive analysis reports and summarizes the mean, median, central tendency range, variance and standard deviation. For this research, descriptive analysis reports skewness, kurtosis, mean and standard deviation (Zikmund et al., 2013).

3.12 Correlation Analysis

The strength and the extent of relationship between two variables are measured through correlation analysis. This association between two variables is generally described through Karl Pearson r (Malhotra & Birks, 2007b). The values of Pearson r range between ± 1 . The +1 value indicates the strongest positive and -1 value indicates the strongest negative relationship, however, zero depicts no relationship (Gujarati, 2011).

3.13 Regression Analysis

Regression analysis is used to measure the existence of relationship between variables. It assists researchers to understand whether the association presents between two or more than two variables. The analysis further depicts the type, structure and strength of the relationships. The correlation and regression are different. The correlation determines the association between two or more than two variables and regression depicts the numerical relatedness of independent and dependent variables. In addition, the correlation illustrates a linear relationship between two variables, and regression provides best line fit. Regression further estimates the impact of a variable on another variable. The discrimination of independent and dependent variable is not present in correlation, whereas in regression an independent and a dependent variable is present (Malhotra & Birks, 2007b).

4. Results

4.1 Descriptive Statistics

The summarized findings of univariate validity measured through Kurtosis and Skewness analyses are precisely displayed in Table no. 2.

Table .2: Descriptive Statistics

Construct	Mean	Std. Dev.	Skewness	Kurtosis
Corporate Credibility	3.76	1.07	0.21	-0.42
Brand Awareness	4.69	1.44	-0.14	-0.83
Brand Image	4.36	1.31	0.09	-0.45
Brand Loyalty	4.16	1.09	0.02	0.13
Purchase Intention	4.23	1.31	-0.05	-0.28

Table no. 2 shows that corporate credibility with a (Mean=3.76 and SD= 1.07), which has the highest Skewness (SK=0.21) and brand loyalty with a (Mean= 4.16 and SD= 1.09) has the lowest Skewness (SK=0.02). The highest Kurtosis (KT=-0.83) is for brand awareness with a (Mean = 4.69, SD=1.44) and the lowest Kurtosis is (KT=0.13) for brand loyalty (Mean=4.16, SD= 1.09). The constructs used in this study fall within the range of ± 1.5 , hence, it satisfy the requirements of univariate normality (Flick, 2009).

4.2 Reliability Analysis

For this study, the internal consistency of the adopted constructs was checked through Cronbach's Alpha test. The findings are summarized in Table 3

Table 3: Reliability Analysis

Construct	Cronbach's Alpha	Standardized Cronbach's Alpha	Mean	Standard Deviation
Corporate Credibility	0.90	0.90	3.76	1.07
Brand Awareness	0.94	0.94	4.69	1.44
Brand Image	0.92	0.92	4.36	1.31
Brand Loyalty	0.68	0.70	4.16	1.09
Purchase Intention	0.91	0.91	4.23	1.31

The reliability analysis statistics as summarized in Table 3 varies between ($\alpha = 0.70$ to $\alpha = 0.94$). The brand loyalty has the lowest reliability ($\alpha = 0.70$, Mean=4.16, SD=1.09). In contrast, the brand awareness resulted as having the highest reliability ($\alpha = 0.94$, Mean=4.69, SD=1.44). The statistical results of standardized Cronbach's Alpha are greater than 0.7, suggesting that the reliabilities are acceptable and consistent (Leech, Barrett, & Morgan, 2005).

4.3 Correlation Analysis

Correlation analysis was performed to determine multicollinearity and to confirm the uniqueness and distinctiveness of the constructs adopted in this study. The summarized results are shown in Table 4.

Table 4: Correlation

Constructs	CC_T	BA_T	BI_T	BL_T	PI_T
Corporate Credibility	1.00				
Brand Awareness	0.83	1.00			
Brand Image	0.86	0.86	1.00		
Brand Loyalty	0.67	0.71	0.75	1.00	
Purchase Intention	0.66	0.67	0.72	0.64	1.00

The correlation was found highest ($r = 0.86$) in between the pairs of corporate credibility (Mean=3.76, SD=1.07) and brand image (Mean=4.36, SD=1.31), and brand awareness (Mean=4.69, SD=1.44) and brand image (Mean=4.36, SD=1.31). Additionally, the lowest correlation ($r = 0.64$) was observed between brand loyalty (Mean=4.16, SD=1.09) and purchase intention (Mean=4.23, SD=1.31). Since the correlation values of all the pairs are ranging between 0.30 and 0.90, concluding that problem of multicollinearity is not found and all the construct used in this study are distinct.

4.4 Exploratory Factor Analysis

The Varimax Rotation was executed in order to ascertain the relationship between latent variables and constructs. The findings are reported precisely in Table 4.

Table 5: Exploratory Factor Analysis for the Constructs

Constructs	Kaiser-Meyer-Olkin (KMO) Test	Bartlett's Sphericity Test (P<0.05)	Cumulative Factor loading Test	Items
Corporate Credibility	0.91	1087.68	58.31%	11
Brand Awareness	0.89	597.02	81.75%	5
Brand Image	0.85	472.34	75.86%	5
Brand Loyalty	0.75	420.92	52.53%	6
Purchase Intention	0.85	413.53	73.68%	5

For each construct, the KMO value should be greater than 0.6, which is acceptable (Hair, 2015).

4.5 Convergent Validity

The variance elucidated of each variable for convergent validity should exceed the value of 0.40 and the reliability should be greater than 0.70. The statistical findings summarized in the Table 6 confirmed the convergence of the data set and observes the requirements of convergent validity.

Table 6: Convergent Validity

Construct	Cronbach's Alpha	Variance Explained	Mean	SD
Corporate Credibility	0.90	0.58	3.76	1.07
Brand Awareness	0.94	0.81	4.69	1.44
Brand Image	0.92	0.75	4.36	1.31
Brand Loyalty	0.70	0.52	4.16	1.09
Purchase Intention	0.91	0.73	4.23	1.31

In Table no. 6, it is depicted that the maximum variance explained ($V=0.75$) is for brand image (Mean=4.36, SD=1.31) and the minimum variance explained is ($V=0.52$) is for brand loyalty (Mean=4.16, SD=1.09). The results further depicted the lowest reliability for brand loyalty ($\alpha=0.70$, Mean=4.16, SD=1.09), moreover, the highest reliability for brand awareness is ($\alpha=0.94$, Mean=4.69, SD=1.44). The variances explained for all the constructs are more than 0.40 and the reliability is more than 0.73, hence the measurements of the constructs are as per the intentions (Kline, 2015).

Hypothesis 1 (Testing Overall Model)

The Hypothesis 1 elucidating that the predictors (corporate credibility, brand awareness, brand image and brand loyalty) have significant impact on purchase intention was measured through multiple-regression analysis method. The finding of the regression is precisely presented in Table No. 7.

Table 7: Results (Simple Regression)

		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	Purchase Intention	0.57	0.32		1.76	0.08		
	Corporate Credibility	0.11	0.15	0.09	0.76	0.44	0.22	4.44
	Brand Awareness	0.06	0.12	0.07	0.54	0.58	0.21	4.76
	Brand Image	0.41	0.14	0.42	2.87	0.05	0.17	5.87
	Brand Loyalty	0.25	0.11	0.21	2.30	0.02	0.41	2.39

Dependent Variable: Purchase Intention, $R^2=0.55$, Adjusted $R^2=0.54$, $F=(4,121)=38.28$, $p<0.05$

The findings revealed that the predictors (corporate credibility, brand awareness, brand image and brand loyalty) collectively explain the variance of 54%, where $F(4,121)=38.28$, $p<0.05$. The results show that corporate credibility ($\beta=0.09$, $p>0.05$) and brand awareness ($\beta=0.07$, $p>0.05$) insignificantly determine the purchase intention. However, the brand image ($\beta=0.42$, $p<0.05$) and brand loyalty ($\beta=0.21$, $p<0.05$) significantly influence purchase intention. The model that has been developed in this study elucidates the influence of corporate credibility, brand awareness, brand image and brand loyalty on purchase intention, which is evident from the following regression equation: Purchase Intention= $0.57+0.11*\text{Corporate Credibility}+0.06*\text{Brand Awareness}+0.41*\text{Brand Image}+0.25*\text{Brand Loyalty}+0.32$.

Hypothesis 1_A: Corporate Credibility and Purchase Intention

The hypothesis corporate credibility significantly affects purchase intention was verified through the method of simple regression analysis. The findings are precisely presented in the Table no. 8.

Table 8: Results (Simple Regression)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 Purchase Intention	1.17	0.32		3.62	.000
Corporate Credibility	0.81	0.08	0.66	9.88	.000

Dependent Variable: Purchase Intention, $R^2= 0.44$, Adjusted $R^2=0.43$, $F(1,124) =97.75$, $p< 0.05$.

The regression results depicts that corporate credibility explains 43.6% of the variance ($R^2=0.43$, $F(1,124) =97.75$, $p<0.05$). Moreover, it is evident from the result that corporate credibility ($\beta = 0.66$, $p<0.05$) significantly influence purchase intention. The regression equation is: Purchase Intention= $1.17+0.81*Corporate\ Credibility+0.32$.

Hypothesis 1_B: Brand Awareness and Purchase Intention

The hypothesis brand awareness significantly influences purchase intention was tested through the application of simple regression analysis method. Table no. 9 elucidates the summarized results.

Table 9: Results (Simple Regression)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 Purchase Intention	1.36	0.29		4.57	.000
Brand Awareness	0.61	0.06	0.67	10.08	.000

Dependent Variable: Purchase Intention, $R^2= 0.45$, Adjusted $R^2=0.44$, $F(1,124) =101.78$, $p< 0.05$.

The regression results depicts that brand awareness explains 44.6% of the variance ($R^2=0.44$, $F(1,124) =101.78$, $p<0.05$). Moreover, it is evident from the result that brand awareness ($\beta = 0.61$, $p<0.05$) significantly influence purchase intention. The regression equation is: Purchase Intention= $1.36+0.61*Brand\ Awareness+0.29$.

Hypothesis 1_C: Brand Image and Purchase Intention

The hypothesis i.e brand image has a significant influence on purchase intention was confirmed by the method of simple regression analysis. The findings are precisely displayed in the Table no. 10 below.

Table 10: Results (Simple Regression)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 Purchase Intention	1.07	0.28		3.82	.000
Brand Image	0.72	0.06	0.72	11.82	.000

Dependent Variable: Purchase Intention, $R^2= 0.53$, Adjusted $R^2=0.52$, $F(1,124) =139.90$, $p< 0.05$.

The regression results depict that brand image explains 52.6% of the variance ($R^2=0.52$, $F(1,124) =139.90$, $p<0.05$). Moreover, it is evident from the result that brand image i.e ($\beta = 0.72$, $p<0.05$) significantly influences purchase intention. The regression equation is: Purchase Intention= $1.07+0.72*Brand\ Image+0.28$.

Hypothesis 1_D: Brand Loyalty and Purchase Intention

The hypothesis brand loyalty significantly influences purchase intention was tested through the application of simple regression analysis method. Table no. 11 elucidates the summarized results.

Table 11: Results (Simple Regression)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 Purchase Intention	1.00	0.35		2.86	.005
Brand Loyalty	0.77	0.08	0.64	9.48	.000

Dependent Variable: Purchase Intention, $R^2 = 0.42$, Adjusted $R^2 = 0.41$, $F(1, 124) = 89.98$, $p < 0.05$.

The regression results depict that brand loyalty explains 41.6% of the variance ($R^2 = 0.41$, $F(1, 124) = 89.98$, $p < 0.05$). Moreover, it is evident from the result that brand loyalty ($\beta = 0.64$, $p < 0.05$) significantly influence purchase intention. The regression equation is: Purchase Intention = $1.00 + 0.77 \cdot \text{Brand Loyalty} + 0.35$.

5. Discussion and Conclusion

5.1 Discussion

This research aimed to study the corporate credibility, brand awareness, brand image and brand loyalty in order to predict purchase intention in the context of telecommunication sector. In the overall testing of the model H1 (See Table 7), the results suggested that the corporate credibility and brand awareness showed the insignificant impact on the purchase intention. The result of insignificant impact of brand awareness on purchase intention is consistent with (Schivinski & Dąbrowski, 2013), however, the literature support for the insignificant impact of corporate credibility on purchase intention was not easily available. Moreover, brand image and brand loyalty resulted as the significant predictor of purchase intention.

Except for the predictor of corporate credibility in hypothesis H1 for the overall testing of the model, the results of all other hypotheses were consistent with the earlier researches, and their relevance to the preceding literature are discussed in the following paragraphs.

The hypothesis H1_A testifying that predictor corporate credibility positively influences purchase intention was confirmed (See Table 8). This finding is in line with the results of the prior researches on corporate credibility and purchase intention (Lafferty et al., 2002; Lafferty & Goldsmith, 2004). Including the predictor corporate credibility in this study is important because for the successful marketing and branding strategies, corporate credibility is important. Moreover, lack of credibility leads to consumers questioning the validity of the claims made by the company (Aaker & Joachimsthaler, 2000).

The hypothesis H1_B testifying that the predictor brand awareness positively effects purchase intention was accepted (See Table 9). The earlier studies on this predictor also find the significant positive relationship with the purchase intention (Shabbir et al., 2010; Jalilvand et al., 2011). Including brand awareness as a predictor of purchase intention for this study is important because, it plays a significant role in the process of consumer decision making (Keller, 2003).

The hypothesis H1_C testifying the predictor brand image positively impacts purchase intention was accepted (See Table 10). The earlier studies on the topic confirmed the significant positive relationship between brand image and purchase intention (Reza Jalilvand & Samiei, 2012; Arslan & Zaman, 2014). Brand image is considered as the strongest cue to the purchase intention and it gives highest value to the relevant organization (Chevalier & Mazzalovo, 2008) that is why it has been included in this study as a predictor of purchase intention.

The hypothesis H1_D testifying that the predictor brand loyalty positively effects purchase intention was confirmed (See Table 11). This finding is in line with the results of the prior researches on brand loyalty and purchase intention (Santoso & Cahyadi, 2014b; Tariq et al., 2013). Brand loyalty represents the future repurchase commitment of the preferred brand by the consumers under different situations (Oliver, 1999).

In consideration of its importance, the brand loyalty has been included as a predictor to purchase intention in this study.

5.2 Conclusion

In the overall testing of the model, corporate credibility and brand awareness were resulted as insignificant predictors of purchase intention. However, brand image and brand loyalty resulted as significant predictors of purchase intention. In the individual testing of each variable of the model, it was found that the strongest predictor to purchase intention was brand image ($R^2 = 0.52$) followed by brand awareness ($R^2 = 0.44$), corporate credibility ($R^2 = 0.43$) and brand loyalty ($R^2 = 0.41$).

5.3 Implication

This study has made an important contribution for marketing professionals and academic scholars. The results of this study will assist marketing professionals to consider and enhance the predictors of purchase intention through systemized strategies. The academic scholars in light of this study can further debate on testing the corporate credibility, brand awareness, brand image and brand loyalty in a singular conceptual framework. This scholarly debate is an original contribution made by this study.

5.4 Limitations and Further Research

The scope of this study is limited to Karachi only. For future studies, the research area can be expanded to the multiple cities of Pakistan. Further, the demographic influences are not considered in this research, and their incorporation may give the different perspectives and insights. The present study exclusively focuses on the predictors of purchase intention in the telecommunication sector. For the further studies, the research can be extended in several ways by the incorporation of more predictors and sectors to examine their impact on purchase intention in the single study. Moreover, the studies in future can be conducted to test the overall model to validate the insignificant relationship of corporate credibility and brand awareness when tested together with brand image and brand loyalty.

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