



East African Journal of Business and Economics

eajbe.eanso.org

Volume 6, Issue 1, 2023

Print ISSN: 2707-4250 | Online ISSN: 2707-4269

Title DOI: <https://doi.org/10.37284/2707-4269>

ENSO
EAST AFRICAN
NATURE &
SCIENCE
ORGANIZATION

Original Article

Effect of Product Brand Identity on Customer Buying decisions: A Case of Del Monte Company's Products in Kenya

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Article DOI: <https://doi.org/10.37284/eajbe.6.1.1499>

Date Published: ABSTRACT

16 October 2023

Keywords:

Brand Identity,
Brand Image,
Brand Packaging
Design,
Brand Quality,
Customer Buying Decisions,
Del Monte
Company's Products,
Kenya

Brand identity helps a company's product stand out in a crowded market. It creates a unique identity that customers can easily recognise and differentiate from competitors. A strong brand identity enables customers to connect with a product on a personal level and can influence customers' purchase decisions because consumers mostly choose familiar products. This research purposed to explore effects of brand identity on customer buying decisions by finding effects of brand image on customer buying decisions, assessing the relationship between brand packaging design and customer buying decisions and determining effect of brand quality on customer buying decisions. Target population of this research were people from the general public in Kenya who are customers of Del Monte company products in Kenya. Questionnaires were distributed to 100 customers of Del Monte company for the collection of data using purposive sampling method. The research unveiled that the three elements of brand identity: brand image, brand packaging design, and brand quality, had positive and significant correlations with customer buying decisions as follows: $r = .548, P < .05$, $r = .642, P < .05$ and $r = .437, P < .05$. Regression data also illustrated that customer buying decisions were strongly connected to brand identity measures with $R = .644$ and $R^2 = .441$. The study concluded that product brand identity is vital to attracting and retaining customers.

APA CITATION

Karemu, G. K., Kaaria, A. G. & Kegoro, O. H. (2023). Effect of Product Brand Identity on Customer Buying decisions: A Case of Del Monte Company's Products in Kenya. *East African Journal of Business and Economics*, 6(1), 473-487. <https://doi.org/10.37284/eajbe.6.1.1499>

CHICAGO CITATION

Karemu, Grace Karamuta, Ann Gaceri Kaaria and Ongoto Henry Kegoro. 2023. "Effect of Product Brand Identity on Customer Buying decisions: A Case of Del Monte Company's Products in Kenya". *East African Journal of Business and Economics* 6 (1), 473-487. <https://doi.org/10.37284/eajbe.6.1.1499>.

HARVARD CITATION

Karemu, G. K., Kaaria, A. G. & Kegoro, O. H. (2023) "Effect of Product Brand Identity on Customer Buying decisions: A Case of Del Monte Company's Products in Kenya", *East African Journal of Business and Economics*, 6(1), pp. 473-487. doi: [10.37284/eajbe.6.1.1499](https://doi.org/10.37284/eajbe.6.1.1499).

IEEE CITATION

G. K., Karemu, A. G., Kaaria & O. H., Kegoro “Effect of Product Brand Identity on Customer Buying decisions: A Case of Del Monte Company’s Products in Kenya”, *EAJBE*, vol. 6, no. 1, pp. 473-487, Oct. 2023.

MLA CITATION

Karemu, Grace Karamuta, Ann Gaceri Kaaria & Ongoto Henry Kegoro. “Effect of Product Brand Identity on Customer Buying decisions: A Case of Del Monte Company’s Products in Kenya”. *East African Journal of Business and Economics*, Vol. 6, no. 1, Oct. 2023, pp. 473-487, doi:10.37284/eajbe.6.1.1499.

INTRODUCTION

Brand identity encompasses how a brand portrays itself to the world, including its values, messaging, visual elements, and overall image. Brand identity is important in shaping buying decisions as it helps customers recognise and distinguish a brand from others in the market. Various scholars have established a connection between brand identity and customer buying decisions. According to Christoph *et al.* (2023), consistency in brand identity builds trust and credibility with customers, encouraging them to feel more confident in their purchase decisions. Cai and Mo (2020) noted that a well-crafted brand identity triggers emotional responses from customers, which can evoke feelings, memories, and associations that make the brand more relatable and memorable, and emotional connections often lead to stronger brand loyalty and repeat purchases. Shetty and Fitzsimmons (2021) argued that a well-designed brand identity can elevate the perceived value of a company’s products or services. Making customers be willing to pay more for products from brands they trust and perceive as of higher quality.

Silva and Becerra (2017) found that brand identity consistency reinforces the brand’s reliability because when customers consistently encounter the same brand elements, this reinforces the notion that the brand can be trusted to deliver a consistent experience. Christoph *et al.* (2023) established that customers make decisions based on both rational and emotional factors, and therefore, a compelling brand identity can tap into the emotional aspects of decision-making, influencing customers to choose a brand based on how it aligns with their values, aspirations, and lifestyles. Usman and Aryani (2019) opined that consumers who are strongly associated with a

product brand tend to share their positive experiences with others, leading to increased referrals. In a crowded marketplace, customers often rely on shortcuts to make decisions, and a recognisable and appealing brand identity acts as a shortcut for customers to quickly identify and choose products or services that align with their preferences. According to Valette and Valette (2020), a consistent and memorable brand identity fosters brand loyalty, leading to repeat business and customer retention by shaping customer behaviour, creating recognition, trust, and emotional connections, and influencing decision-making, ultimately driving customer loyalty and business success.

Statement of the Problem

Retail customers usually face several problems related to brand identity while shopping, especially when there is confusion due to inconsistent messaging across different channels (such as websites, social media, advertisements, and in-store displays), according to Orth and Rose (2017). Customers become confused about what the brand stands for, its products, and its value proposition, and they also feel disappointed and betrayed if a brand’s identity promises a certain level of quality, experience, or values, but the actual product does not meet those expectations as explained in Park *et al.* (2010). Visual identity, including its logo, colours, and typography, have been found to play an integral part in recognizing an item, and if these elements are confusing or frequently change, a problem arises where customers may struggle to identify the brand, affecting brand sale and loyalty according to Kusi *et al.* (2021). Del Monte, being the oldest fruit juice company in Kenya, operates in a crowded market of boxed fruit juice manufacturers, most of which are new entrants (like Orchid Valley, Pick

N Peel, Ceres, and Ocean Spray brands) and therefore needs a strong brand identity to stand out to mitigate the threat of losing customers to competitors. Several researchers have studied the effects of brand identity on performance, including Casidy *et al.* (2019), Bajgiran and Fereshteh (2018) and Muhonen *et al.* (2017), but no published study has covered effects of brand identity on customer buying decisions in Del Monte company in Kenya. This research will bridge this gap.

General Objective of the Study

The primary goal of this research was to ascertain effects of brand identity on customer buying decisions for Del Monte company's products in Kenya.

Specific Objectives of the Study

- To find out the effect of brand image on the customer buying decisions of Del Monte company's products
- To assess the relationship between brand packaging design and customer buying decisions of Del Monte company's products
- To determine the effect of brand quality on customer buying decisions of Del Monte company's products.

Null Hypothesis of the Study

The research examined the null hypothesis guiding this research which posited there is no clear association between brand identity and customer buying decisions of Del Monte company's products in Kenya.

THEORETICAL REVIEW

Theories often propose causal relationships between variables. In this study, the researchers used self-congruity theory to demonstrate how the independent variables are likely to cause changes in the dependent variable. Proposed by Sirgy (1986) self-congruity theory argues that buyers go for product which are aligned to their self-image.

Self-Congruity Theory

Self-congruity theory is a psychological concept that helps explain how individuals perceive and interact with brands based on their own self-identity and values. This theory posits that consumers are more likely to be attracted to and from positive associations with brands that align with their own self-concept, values, and personality traits, according to Zhu *et al.* (2019). In other words, consumers are drawn to brands that mirror or reinforce their own sense of who they are. This alignment between self-concept and the brand's identity can have a significant impact on buying decisions, as argued in Vredevelde (2018). When it comes to the effect of brand identity and customer buying decisions, self-congruity theory suggests that: - brands that align with a consumer's self-concept create an emotional connection, and this emotional resonance may result in heightened brand allegiance and a readiness to invest more in products or services connected to the brand, according to Tseng, (2020).

Authors of the congruity theory Osgood and Tannenbaum (1955) posited that when a brand's identity is congruent with a buyer's self-awareness it confidently influences their purchase intentions since consumers prefer, brands which reflect who they are and what they value. Consumers perceive brands that match their self-concept as being more suitable and relevant to their needs and desires. This perceived fit enhances the perceived value of the brand's offerings, as given by Torres *et al.* (2020). Congruity theory argues that customers with a pronounced alignment between their self-image and a brand are more likely to engage in word-of-mouth communication and recommend the brand to others who share similar self-concepts. Self-congruity theory highlights the significance of aligning a brand's identity with the self-concepts of target consumers, and brands that successfully establish this congruence can influence buying decisions, create emotional connections, and foster long-term loyalty among their customers (Fernandes and Moreira, 2019).

EMPIRICAL LITERATURE REVIEW

Brand Identity and Customer Buying Decisions

Scholars have published many research papers on the impact of brand identity on customer purchasing decisions. Mahmud (2021) analysed how brand image impacts on buyer behaviour: using both qualitative and quantitative data Mahmud (2021) found that brand perception holds significant influence on buyers' behaviour. Attor *et al.* (2022) examined impact of brand personality aspects on consumer purchasing choices evidence from Ghana, where the study recognized five elements of brand persona that influence buying decisions (that is, sincerity, excitement, competence, sophistication, and ruggedness) and findings revealed that brand sincerity, brand excitement, and brand competence have a significant relationship with customer buying decisions.

Bairrada *et al.* (2019) studied impact of brand persona on buyer behaviour: the role of brand love, where the scholar purposed to analyse influence of brand ambience on customer behaviour, specially emphasizing on brand love and aiming to build upon the current body of knowledge in the area of product branding. Bairrada *et al.* (2019) investigated the connection between brand love and brand personality using interactive methods to know consumer behaviour: The researcher studied 478 Portuguese clothing brand customers to collect study information through digital poll, where data was examined utilizing structural equations modelling. Findings indicated brand personality had a noteworthy influence on brand love, having the ability to withstand adverse information and willingness to testify about the performance of the brand, coupled with affection for the product, which strongly enhances brand loyalty, word-of-mouth promotion, resilience against unfavorable data, and readiness to spend more on the brand.

Rosanti *et al.* (2021) studied influence of brand image and product quality on customer buying choices. The study objective was to analyse the brand image and product quality and their connection with customer buying. The primary

purpose was ascertaining which variable was the leading determinant of customer purchasing choices. Rosanti *et al.* (2021) found the brand image variable had a strong and noteworthy influence on buying choices. This indicated that the Starbucks company should preserve a positive brand image to increase customer attachment, such that launching products to the market will create a positive impression and foster brand recognition among consumers. Product quality variables also had a notable and constructive effect on buying preferences, indicating that Starbucks company had to enhance the product quality to boost sales figures.

Xi *et al.* (2022) carried out a study on the purchasing aspiration: Investigating the impact of brand identity fueled by consumer perceived value in the luxury industry. Xi *et al.* (2022) research examined the brand identity structure from a multi-faceted angle, taking into account the influence of luxury consumer perceived value and the quality of brand information in shaping brand identity. Information was collected through an digital questionnaire from Chinese consumers who had bought luxury jewellery. Xi *et al.* (2022) used regression for data examination, and the outcome showed all four indicators that represent the perceived value of luxury consumers showed a notable influence on the brand's social and personal identity. Further, brand information quality was found to be satisfactorily moderating the connection between how luxury consumers understand value and the social identity.

Nibsaiya *et al.* (2021) researched the effect of brand awareness and brand loyalty on customer buying decisions: case of Fast-Moving Consumer Goods (FMCG). Nibsaiya *et al.* (2021) study sampled 160 FMCG consumers of Bangalore city, and brand awareness predicted 48.8% of the Variance in consumer purchase decisions at a P-value of 0.000; brand loyalty predicted 56.8% of the Variance in consumer purchase decision at a P-value of 0.000. Also, Naeini *et al.* (2017) researched brand identity and its impact on brand loyalty and brand equity using the Kaleh brand a well-recognized brand in Iran. All customers of the company in Tehran Metropolitan were

selected as the research population, and a sample of 476 customers was chosen. To analyse and confirm data, Structural equation modelling (SEM) and Confirmatory Factor Analysis (CFA) techniques were utilised. According to research findings, the impact of brand identity on both brand loyalty and brand equity in the food industry was confirmed.

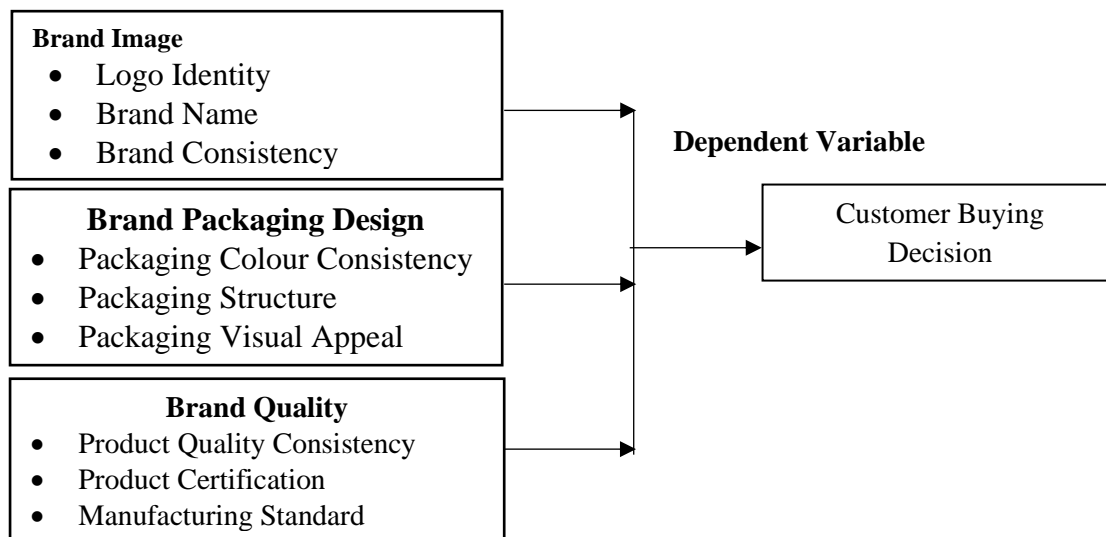
Gupta *et al.* (2021) researched the effect of brand image on consumer buying behaviour by reviewing a number of studies about the impact of brand image on consumer buying behaviour. The results of the study showed that brand image had a significant and positive relationship with consumer buying behaviour. When a brand image is strong, it will produce a good perception in the hearts of consumers, helping them to make very rational decisions when buying. Brand identity is a powerful tool that can influence consumer buying behaviour by building trust, fostering

loyalty, differentiating a brand, and creating emotional connections. When consumers have positive experiences with a brand that consistently delivers on its promises, they are more likely to become loyal buyers. Loyal customers tend to buy from the same brand repeatedly and are less influenced by competitors' marketing efforts. Naeini *et al.* (2017) carried out a study on brand identity and its impact on brand loyalty and brand equity and established that brand identity impacted brand loyalty through brand perceived value, satisfaction and trust and also brand identity affected brand equity indirectly through brand perceived value, satisfaction, and trust. In Naeini *et al.* (2017), the β coefficient of 0.62 showed that a 1-unit increase in brand identity increased brand perceived value by 62% with a 99% possibility. The rate of r^2 was 0.44, which indicated that brand identity could forecast 44% of fluctuations in the discerned value of the brand.

Conceptual Framework

Figure 1: Conceptual framework

Independent variable



Source: Researcher, 2023

RESEARCH METHODOLOGY AND DESIGN

The study used quantitative research design to collect primary data. Opinions of selected customers of Del Monte products were collected by use of closed-ended questionnaires concerning aspects of brand identity and customer buying

decisions. The brand identity was studied in terms of brand image, brand packaging design and brand quality considering how they can affect customers' buying decisions. Statistical models were constructed to explain the effects of brand identity on customer buying decisions. Edson *et al.* (2016) asserted that cross-sectional survey

design is used to establish relationships between study variables of which in this case were brand identity and customer buying decisions. According to Jason *et al.* (2018), a cross-sectional research design aids in examining noteworthy relationships among variables and drawing conclusions about the broader target population.

Target Population

The term 'population' can refer to a community of individuals residing in a specific geographic region who share a common cultural background, demographic, or economic attributes, being targeted for a research study. Intended population in this investigation was a portion of the Kenyans who buy Del Monte company products.

Sampling Procedure and Sample Size

A purposive sampling method was utilized to choose a sample of 100 respondents from customers who buy Del Monte company products from various outlets in Kenya. The researchers judged 100 participants as being a sufficient sample. Research assistants gave questionnaires to buyers of Del Monte products from various retail outlets, some of whom were friends, and others obtained through referrals until the pre-determined sample was obtained.

Data Collection Method

A close-ended questionnaire was utilised to garner information from respondents. This data collection process enabled participants to express their thoughts and viewpoints regarding the impact of brand identity, brand image, packaging design, and brand quality on customers' purchasing decisions for Del Monte company's products. Data gathered through questionnaires was considered reliable because it is free from researcher bias and influence, ensuring its accuracy according to Fowler (2013). The questionnaire included standardized questions were presented to the respondents to elicit standardized responses, which were subsequently collected, organized, and analysed.

Data Processing and Analysis Techniques

The study followed a positivist paradigm, involving the analysis of quantitative data and the testing of hypotheses using quantitative methods as described by Sekaran and Bougie (2016). Positivists acknowledge that suitable or primary method for interpreting prepositions related to a phenomenon is to acquire data that can be measured and quantified. The key aspects of positivist philosophy involve the acquisition of quantitative data based on theoretical foundations and the testing of hypotheses. Consequently, data preparation for analysis involved assigning numbers to questionnaires, coding questions, and inputting the data into SPSS. Subsequently, the data underwent factor analysis to establish its suitability for parametric analysis. The KMO test was employed to determine the adequacy of the sample, while Bartlett's test of sphericity was used to assess the linearity of the data. Principal Component Analysis and the Varimax technique were utilized to extract factors with Eigenvalues equal to or exceeding one (1), following the guidance of Hair *et al.* (2016).

Correlation analysis was conducted to assess the degree of association among the variables. This research concentrated on the cause-and-effect connection and, consequently, evaluated the degree to which brand identity influenced customer buying decisions for Del Monte products in Kenya. Regression analysis was done, and hypotheses testing was carried out with a 95% confidence level (a significance level of 5%). Simple regression analysis was employed to calculate Beta coefficients and P-values, which were subsequently utilized for hypothesis testing. The criteria for hypothesis testing involved rejecting Hypothesis H_0 if $P < 0.05$ and $\beta \neq 0$; otherwise, accepting H_0 . Brand identity and its influence on customer buying decisions were examined using regression analysis, the R , R^2 , and adjusted R^2 metrics unveiled relationships between the independent and dependent variables. The correlation between factors pertaining to brand identity, as elucidated by brand image, brand packaging design and brand quality was defined by the regression model:

$$CBD = 1.089 + .967BI + \epsilon$$

Where: CBD = Customer Buying decisions of Del Monte products, 1.089 represents y-constant, .967 = the gradient coefficient, BI = Brand Identity and ϵ = error term

The scholars established data convergence, legitimacy and construct validity via exploratory factor analysis. Factors of brand identity were put through factor examination to assess their aptness for correlation and regression analyses. KMO and Bartlett’s test results for brand identity are in *Table 1* below.

FINDINGS AND INTERPRETATIONS

Factor Analysis

Table 1: Kaiser-Meyer-Olkin and Bartlett’s test for brand identity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.863
Bartlett’s Test of Sphericity	Approx. Chi-Square	2534.449
	Df.	14
	Sign.	.000

Source: Research Data, 2023

The results of KMO and Bartlett's test (Table 1) showed that the metrics for brand identity had a KMO value of 0.863, exceeding the typical minimum threshold of 0.5. With a KMO value of 0.863, it indicated that the sample size was sufficient, implying that the data set was suitable for factor analysis. Table 1 also included the outcome of Bartlett's test, which was conducted on the dataset to validate the suitability of

employing factor analysis. For factor analysis to be considered appropriate, Bartlett's test should yield a p-value less than 0.05, typically denoted as $P < 0.05$. According to Osborne and Banjanovic (2016), such tests are conducted to pinpoint items for subsequent analysis. The cumulative variance of the results for brand identity measurements is provided in *Table 2* below

Table 2: Total Variance of brand identity measures

Component	Total	Initial Eigenvalues		Extraction Sum of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.359	27.553	37.553	6.359	27.553	27.553
2	5.030	21.794	59.347	5.030	21.794	49.348
3	1.795	7.777	67.124	1.795	7.777	57.124
4	1.670	7.236	74.360	1.670	7.236	64.360
5	1.591	6.891	81.251	1.591	6.891	71.251
6	.971	3.460	84.711			
7	.954	3.299	88.010			
8	.835	2.048	89.058			
9	.703	2.346	92.404			
10	.500	2.165	94.569			
11	.312	2.440	97.009			
12	.183	.794	97.803			
13	.179	.777	98.580			
14	.166	.720	99.300			
15	.152	.700	100.000			

Extraction Method: Principal Component Analysis.

Source: Primary Data, 2023

The study obtained total variances and identified five factors attributable to brand identity. This represented 81.251% of the overall variation in the brand identity constructs, as shown in *Table 2*. First factor was responsible for 27.553% of the

total Variance; Factor 2 contributed to 21.794%, the third factor represented 7.777%, factor four encompassed 7.2367%, and factor five was responsible for 6.891% of the total variance attributed to brand identity measurements. A

rotated component matrix (*Table 3*) was used to improve the interpretability of the relationships between study variables and latent factors by applying the Varimax rotation technique to the initial factor loadings. This matrix provides a

clearer picture of which observed variables are primarily associated with which rotated factors, helping the researcher to understand the underlying structure of the data.

Table 3: Rotated matrix for brand identity measures

Measures	Component				
	1	2	3	4	5
Brand image creates a favourable impression that influences customer buying decisions	.013	.303	.007	.047	-.015
Consistent brand image builds a sense of familiarity that influences customer buying decisions	.032	-.035	-.165	.814	.287
Brand image creates emotional connections that influence customer buying decisions	.006	.933	.002	.044	.000
Customers are more likely to choose brands with an image of trustworthiness	-.048	-.018	.002	-.047	.498
A distinctive brand image helps customers remember the brand and choose from many options.	-.022	.877	.003	.045	.054
Brand packaging design conveys brand value that makes customers make informed buying decisions	.955	-.043	-.018	.026	.000
Brand packaging design conveys brand identity to the customer and influences customer buying decisions	.029	.879	.080	.001	.046
Unique brand packaging design makes products easily recognisable and influences customer buying decisions	.956	-.008	.021	.020	-.048
Brand packaging design is a powerful tool for capturing customer attention, hence influencing customer buying decisions	.044	.008	.141	.078	.848
Brand packaging design acts as a visual magnet that grabs customer attention, influencing customer buying decisions	.962	.025	.011	.031	-.012
Brand quality consistency determines customer buying decisions	-.043	.321	-.056	-.180	-.295
Brand quality brings about customer satisfaction, which influences customer buying decisions	.960	.017	-.004	-.016	.024
Brand quality builds brand loyalty, which influences customer buying decisions	.048	.051	.054	.369	-.515
Brand quality brings about trust, which influences customer buying decisions	-.017	.014	.866	-.129	.270
Brand quality determines customer retention by influencing customer buying decisions	.003	.026	.063	.490	-.154

Source: Primary Data, 2023

Table 3 demonstrates that the rotated component matrix had an impact on the brand identity measurements, as indicated by the research findings. The analysis identified four factors to undergo examination. As shown in the outcomes of the rotated matrix (*Table 3*), the first factor displayed a strong correlation with: Brand quality, bringing about customer satisfaction, which influences customer buying decisions (.960). Brand packaging design acts as a visual magnet

that grabs customer attention, influencing customer buying decisions (.962). Unique brand packaging design makes products easily recognisable, influencing customer buying decisions (.956). Brand packaging design conveys brand value making customers make informed buying decisions (.955). Factor 2 was highly correlated with Brand packaging design conveys brand identity to the customer influencing customer buying decisions (.879); A distinctive

brand image helps customers to remember the brand hence to choose amongst many options (.877); Brand image creates emotional connections influencing customer buying decisions (.933) Factor 3 was highly loaded with; Brand quality brings about trust which influences customer buying decisions (.866) and factor four was loaded with; Consistent brand image builds a sense of familiarity influencing customer buying decisions (.814).

Correlation Analysis

Pearson correlation analysis was used to investigate relationships among research variables. Correlation analysis amongst brand identity measures (brand image, brand packaging design and brand quality) and customer buying Decisions were made, and the outcomes were documented in the table provided below:

Table 4: Correlation analysis

	Customer Buying decisions	Brand Image	Brand Packaging Design	Brand Quality
Customer Buying decisions	1			
Brand Image	.548*	1		
Brand Packaging Design	.642*	.649*	1	
Brand Quality	.437*	.538*	.582*	1

*. Correlation is significant at 0.05 level (2-tailed).

Source: Research Data, 2023

As shown in *Table 4*, associations among all the measures of brand identity and customer buying decisions of Del Monte company`s products were positive. The highest correlation was between brand packaging design and brand image ($r = .649, P < .05$), followed by brand packaging design versus customer buying decisions ($r = .642, P < .05$). Correlation between brand quality and brand packaging design was $r = .582, P < .05$ whereas the correlation between brand image and customer buying decisions was $r = .548, P < .05$. The weakest correlation was observed in the relationship between brand quality and customer purchasing decisions (correlation coefficient $r = 0.437$, significant at $p < 0.05$). These findings align with the study conducted by Rosanti et al. in 2021, which aimed to determine the impact of brand image and product quality on customer purchase choices. Their research revealed a positive and significant influence of brand image on purchasing decisions. Moreover, these results are consistent with the work of Naeini et al. in 2017, who investigated brand identity and its

effects on both brand loyalty and brand equity, confirming that brand identity indeed had an impact on both brand loyalty and brand equity.

Regression Analysis

Regression analysis determined relationship among brand identity and customer purchasing decisions of Del Monte company`s products. To achieve this objective, the subsequent null hypothesis was formulated: Brand identity has no significant relationship with customer buying decisions of Del Monte company`s products. he combined average scores of customers buying decision measures (dependent variable) of Del Monte company products were regressed on the aggregate mean scores of sub-independent variables and relevant regression analysis findings presented in tables. Beta coefficients were used to compare the influences of various sub-independent variables on the dependent variable. he R2 value was computed to illustrate the extent of variance in customer buying decisions being explained by brand identity.

Table 5: Goodness fit model of brand identity against customer buying decisions

Model	Goodness of Fit Model			
	R	R ²	Adjusted R ²	Standard Error of the Estimate
1	.659a	.434	.428	.88113

a. Predictors: (Constant), Brand identity

Table 5 demonstrated that brand identity had a positive relationship with customer buying decisions ($R = .659$). The brand identity had explanatory power over customer buying decisions because it accounted for 43.4 per cent of customer buying decisions change ($R^2 = .434$). An adjusted R^2 value of 0.428 indicates that the independent variables in this regression model explained 42.8% of the variability in customer purchasing decisions. The remaining 57.2%

(100% - 42.8%) of the variation can be attributed to factors not incorporated in the model. The adjustment of R^2 by 0.6% implies that if the model were based on the entire population rather than the sample, it would explain roughly 0.6% less variance in the outcome. This underscores the statistical significance of brand identity in influencing customer buying decisions for Del Monte products.

Table 6: ANOVA results of brand identity against customer buying decisions

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	112.847	1	112.847	158.404	.000 ^a
Residual	178.362	98	1.820		
Total	291.209	99			

a. Predictors: (Constant), Brand Identity

b. Dependent Variable: Customer buying decisions

Source: Primary Data, 2023

he F-statistic within the ANOVA model yielded an F-value of 158.404, with degrees of freedom (1, 98), and a significance level of $P < 0.05$. This indicates that the model is capable of reliably estimating the variance in customer buying decisions for Del Monte products. The ANOVA outcomes (Table 6) also highlighted the notable impact of brand identity on customer buying decisions, as evidenced by the significance level,

which was $p < 0.05$ ($P = .000$). The examination of the hypothesis (H_0) involved the utilization of the Beta coefficient and P-value. The criteria for hypothesis rejection were met when the Beta coefficient equaled zero and P was greater than 0.05, in accordance with the methodology described by Paul et al. in 2015. The outcomes of the hypothesis testing are displayed in Table 7.

Table 7: Coefficient results of brand identity against customer buying decisions

Model	Unstandardised Coefficients		Standardised Coefficients	T	Sig.
	B	Std. Error	Beta		
1 Constant	1.089	.415		2.624	.000
Brand Identity	.967	.073	.563	13.247	.000

^a Dependent Variable: Customer buying decisions

Source: Primary Data, 2023

Regression model in Table 7 exhibited that brand identity plays a significant role in the coefficient model of customer buying decisions ($T = 2.624$, $P < .05$). Coefficients outputs showed a notable effect of brand identity on customer buying decisions ($\beta = .563$, $P = .000$). The impact was deemed significant based on the observation of a P-value less than 0.05. The rule for hypothesis assessment was to reject the null hypothesis when β was not equal to 0 and p was less than 0.05, or If not, the null hypothesis (H_0) would be accepted. In light of the research results, β was found to be not equal to 0, and p was less than 0.05. As a

result, the null hypothesis was rejected, indicating that the study suggested brand identity has an influence on customer buying decisions for Del Monte products. In line with the data in Table 7, a basic regression equation for forecasting the strength of customer buying decisions was constructed as follows:

$$CBD = 1.089 + .967BI + \epsilon,$$

Where: CBD = customer buying decisions of Del Monte products, 1.089 is the constant, .967 = the gradient of the slope, BI = Brand Identity and ϵ = error term

The standardised Beta coefficient of .563 Represents the potential enhancement in customer purchasing choices for Del Monte products when the standard deviation of brand identity is increased by one unit. This implies that, while keeping all other variables constant, a one-unit increase in the standard deviation in brand identity would improve customer buying decisions by approximately 0.563 standard deviations. Additionally, the research included a multiple linear regression analysis of the brand identity

measures, which included brand image, packaging design and brand quality on customer buying decisions. This was geared towards determining brand identity measures with the strongest impact on the purchasing choices of customers for Del Monte products. The respondents` scores about customer buying decisions of Del Monte products were regressed against the respondents` scores of the three brand identity measures (brand image, packaging design and brand quality) and results given in *Table 8*.

Table 8: Goodness of fit model of brand identity measures and customer buying decisions

R	R Squared	Adjusted R Square	Std. Error of the Estimate
.664 ^a	.441	.438	1.35286

a Predictors: (Constant), measures (brand image, brand packaging design and brand quality)

Source: Primary Data, 2023

The results of the regression analysis demonstrated a strong correlation (R = 0.664) between customer purchasing decisions for Del Monte products and brand identity measurements. The model accounted for 44.1% of the variance in customer buying decisions (R squared = 0.441). Furthermore, the adjusted R2 value of 0.438 indicated that the independent variables in this regression model explained 43.8% of the variation in customer buying decisions for Del Monte products, while the remaining 56.2% of the variation was attributable to factors not considered in the model.

The findings of this study were in agreement with the research conducted by Nibsaiya et al. in 2021. Nibsaiya and colleagues explored the effects of brand awareness and brand loyalty on consumer purchase choices and observed that brand awareness had a similar impact on purchasing decisions. predicted 48.8% of the Variance in consumer purchase decisions at P = 0.000 and brand loyalty predicted 56.8% of the Variance in consumer purchase decision at P = 0.000. The ANOVA results of brand identity measures against customer buying decisions are shown in *Table 9*.

Table 9: ANOVA analysis of brand identity measures and customer buying decisions

	Sum of Squares	df	Mean Square	F	Sig.
Regression	243.816	3	69.271	68.802	.000 ^a
Residual	256.286	86	1.346		
Total	499.880	99			

a Predictors: (Constant), Brand Identity measures

b Dependent Variable: Customer Buying decisions

Source: Primary Data, 2023

ANOVA outcomes reveal that brand identity measures overall influence on the customer buying decisions of Del Monte products was statistically significant with an F-value of 68.802 and degrees of freedom (3, 99), indicating that the ANOVA model had the capability to... forecast the Variance in the customer buying decisions of

Del Monte products in Kenya. This is consistent with the research conducted by Rosanti *et al.* (2021), which indicated that brand image had a favorable and substantial impact on purchasing choices. Multiple regression coefficients for brand identity measures and customer buying decisions of Del Monte products are expressed in *Table 10*.

Table 10: Coefficient results of brand identity measures and customer buying decisions

Model	Unstandardised Coefficients		Standardised Coefficients	T	P
	B	Std. Error	Beta		
(Constant)	.604	.189		2.831	.034
Brand image	.318	.074	.262	4.279	.000
Brand packaging design	.346	.068	.324	5.200	.000
Brand quality	.189	.066	.196	2.651	.017

a. Predictors: (Constant) Brand Identity measures
b. Dependent Variable: Customer Buying decisions

Source: Primary Data, 2023

Regression coefficients model presented in *Table 10* specified that all the brand identity measures made a significant contribution to the coefficient model of customer purchasing decisions ($T = 2.831$, $P < 0.05$). The model parameters indicated that when using brand packaging design as a predictor, its contribution to the model was notably higher than the other measures ($T = 5.200$, $P < 0.05$). Additionally, the predictive impact of brand image in the coefficient model was also significantly substantial ($T = 4.279$, $P < 0.05$). Similarly, when employing brand quality as a predictor, its contribution to the model was also statistically significant ($T = 2.651$, $P < 0.05$).

The coefficient model results reveal that all the brand identity measures had a positive and significant influence on customer purchasing decisions for Del Monte products. Specifically, brand image had a positive and significant impact, as did other brand identity measures. customer buying decisions ($\beta = .262$, $P = .000$), brand packaging design also positively affected customer buying decisions of Del Monte products ($\beta = .324$, $P = .000$). Brand quality also had a positive effect on customer buying decisions of Del Monte products ($\beta = .196$, $P = .017$).

The outcomes presented in *Table 10* represent a single regression equation that serves as a valuable tool for forecasting how brand identity impacts customer purchasing choices for Del Monte Company products when considering a one-standard-deviation change. deviation upgrade in brand image, brand packaging design, and brand quality as follows:

$$CBD = .604 + .318BI + .346BPD + .189BQ + \varepsilon,$$

Where: CBD = Customer Buying decisions of Del Monte company products in Kenya, 604 = the Y-intercept, constant ($\alpha = .604$), .318, .346, .189 = a calculation of the anticipated rise in the customer buying decisions of Del Monte company corresponding to an increase in brand image, brand packaging design and brand quality in that order.

This implies that raising the brand image by one standard deviation unit will enhance customer buying decisions of Del Monte products by 31.8%, raising brand packaging by one unit will improve customer buying decisions by 34.6% and improving brand quality by a unit standard deviation will bring customer buying decisions of Del Monte products by 18.9%

DISCUSSION

The research revealed that all three components of brand identity had favorable and statistically meaningful impacts on customer purchasing choices for Del Monte products in Kenya. As indicated in *Table 4*, the associations between all aspects of brand image and customer buying decisions for Del Monte products in Kenya were not only positive but also statistically significant. The strongest association was observed between brand packaging design and brand image ($r = .649$, $P < .05$), followed by brand packaging design versus customer buying decisions ($r = .642$, $P < .05$). Every aspect of brand identity, including (brand image, brand packaging design, and brand quality) correlated positively with customer buying decisions as follows: $r = .548$, $P < .05$, ($r = .642$, $P < .01$) and ($r = .437$, $P < .05$). These results agree with the findings of a related study (Casidy *et al*, 2019), which found that Brand

identity exhibited a positive influence on brand preferences ($\beta = .379$, $P < .01$) and affective brand identification ($\beta = .490$, $P < .01$). These findings align with the results of Reza and Fereydoon (2019), who identified a significant relationship between brand identity and the perceived value of the brand ($T = 6.027$).

The regression outputs in Table 8 demonstrated a strong correlation ($R = .644$) between customer purchasing decisions for Del Monte products and brand identity measures. The model explained 44.1% of the variance in customer buying decisions ($R^2 = .441$). Additionally, the adjusted R^2 value of .438 indicated that the independent variables in this regression model accounted for 43.8% of the variation in customer buying decisions for Del Monte products, while the remaining 56.2% of the variation was attributed to unaccounted determinants.

The adjustment of R^2 by 0.3% suggests that if the researcher conducted a census study instead of a sample, the model would explain approximately 0.3% less variance in the results.

CONCLUSION

The research findings indicated that brand image, brand packaging design, and brand quality exhibited favorable and statistically meaningful associations with customer buying decisions, with respective correlation coefficients of $r = .548$ ($P < .05$), $r = .642$ ($P < .05$), and $r = .437$ ($P < .05$). Furthermore, there was a statistically significant and positive impact of brand identity on customer buying decisions, characterized by $R = .659$, $R^2 = .434$, $\beta = .563$, and a P -value of $< .05$, along with $T = 2.831$ ($P < .05$). The study's outcomes also affirmed that the contributions of brand identity constructs were noteworthy. (brand image, brand packaging design and brand quality) on customer buying decisions was statistically significant in that $T = 4.279$, $P < .05$; $T = 5.200$, $P < .05$; $T = 2.651$, $P < .05$ respectively. The study, therefore, concluded that brand identity contributes positively to customer buying decisions for Del Monte products in Kenya.

Recommendation

The study recommended that organizations should invest in developing outstanding brand image, brand packaging design and brand to improve customer buying decisions. The study also recommends a similar study to be carried out in a different company.

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