

# The Effect of Brand Name on Consumer Buying Behavior: Empirical Study on Somali Students in Istanbul

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**Abstract:** Branding plays an important role in enhancing any commercial performance and is a closed tool that can positively change people's buying behavior. In the current marketing scenario, it has become necessary to examine consumer behavior. Consumers are market owners. A commercial organization cannot operate without consumers. The study is presented in five chapters, literature review, research methodology, presentation of research results, analysis and discussion of data, summary, results, and recommendations. The objectives of the study focus on examining the impact of a brand on consumer buying behavior, whether consumer buying behavior is affected by factors such as the excellent price of branded products, perceived quality of branded products, marital status, and brand name associated with brand consumption of Somali students study in Istanbul which is the working population of the study since most of the students in turkey study in Istanbul. a questionnaire was used to collect data. 110 questionnaires were used, which collected 110 responses for a month. The results show that the brand name has a strong positive impact and an important relationship with consumer buying behavior.

**Keywords:** Brand Equity, Brand Awareness, Brand Loyalty, Consumer buying behavior.

## I. INTRODUCTION

Brands were also used to indicate quality and origin in the seventeenth and eighteenth centuries, when fine ceramics, furniture, and furniture manufacturing began, mainly in France and Belgium due to royal care factories. However, the widespread use of trademarks is a phenomenon in the late nineteenth century and early twentieth century. (Blackett, 2004). Until the 1890s, the focus of brands was few. There was no continuity announcement. Most of the manufacturers worked in the domestic market, selling mostly unmarked products to retailers. They sold without a trademark or under a store name (Kohli & W. LaBahn, 1995). Branding in the African continent play a crucial role in making consumers decide to buy a product. The results of the analysis are clear due to the level of brands that consumers choose movies from Galli Wood. (Offeh, Antwi-Donkor, & Addo, 2013).

In Somalia, there are maybe little studies that clearly show the effect of brand on consumer buying behavior which encourages me to produce one which particularly focuses on how Somalis students in Istanbul have influence brands on

their buying behavior. The brand name is a product, service, etc. of the manufacturer. It is the name it uses to indicate. The brand name is a term used to identify a particular category of company, service, or product in trade. The brand name is the name or style a company does business with. The brand name is a very important option because sometimes it captures the main theme or the link of the product very intensely and reasonably. The brand name is what provides a lot of information about a product and gives a series of information about the product and tells the potential customer or buyer what the product means. (Alamgir, Nasir, Shamsuddoha, & Nedelea, 2010). The first valuable feature of a brand is its brand name (Rubini, 2010). The brand name is the basis for increasing brand awareness and communication efforts (Hasan, 2008).

Consumer buying behavior is the process of searching, selecting, purchasing, using, and throwing goods and services to meet the needs and wishes of individuals. “Consumer buying behavior is the study of individuals, groups, or organization and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society” (Fouladivanda & et, 2013). These are the working definitions mentioned above, but the working definitions of this study can be defined as the brand name, which is the basis for increasing brand awareness and efforts to reduce. (Hasan, 2008). “Consumer buying behavior is the study of individuals, groups, or organization and the process they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impact that these possesses have on the consumer and society” (Offeh, Antwi-Donkor, & Addo, 2013). However, in my best awareness, it seems that the effect of the brand name on consumer buying behavior has not got enough study according to focusing how Somalis consumer buying behavior effected by brand name, therefore this study will explore the effect of the brand name on consumer buying behavior of Somali students in Istanbul.

### *Research Objectives*

The specific goals I wanted to achieve consist of three objectives that I have chosen to measure for my study, and the effect of this name on the consumer buying behavior of some

Somali students who study at certain degrees in Istanbul, summarizing my objectives in this study are.:

1. Exploring the influence of brand elements on consumer buying behavior.
2. To describe the extent brand aspects affect consumer buying behavior.
3. To examine the relationship between brand name and consumer buying behavior.

## II. LITERATURE REVIEW

### *Brand Name*

The American Market Association (AMA) Defines Brands as “ A Name, Symbol, Design, Or some combination which identifies the product differentiate them from those of Competition (keller, 2003). Another definition by (Kepferer, 2004), He says a brand has a series of mental warranties held by a customer that improves the high quality of a product or service.

These associations should be unique (exclusive), strong, and positive (desirable). For many, the brand suggests the best option, while others see the brand as something the customer knows and interacts with. Despite official identification, the purpose of the brand is necessary to create the product image (keller, 2003). This image will affect the perceived value of the product and increase the brand value of the customer, which will ensure brand loyalty. (Kepferer, 2004).

Organizations develop brands as a way to attract and retain customers by increasing their value, image, respectability, or lifestyle. With a specific brand, the customer can upload a positive image. Brands can also reduce the risks consumers face when buying something they know a little. Branding is a technology that provides a sustainable and distinct advantage by playing human nature. People can only add meaning and feel to solid things and collect symbols for symbols, which means that brand appeal is not entirely rational. (keller, 2003). According to Schmitt (199), Brands can only be considered as descriptive. He says that an unforgettable name and a good image are not enough and the company should offer expertise. Schmidt proposes two approaches to Branden. The first is to see the brand as a descriptor that gives consumers awareness and specific images of names, logos, and logos. Another approach is to see the brand as an experienced supplier, given the sensory, emotional, creative, and lifestyle relationships of the name, logo, and logo with other consumers and consumers. (keller, 2003), also believe that creating brand awareness is more than just an identifier. Symbolizes consumer sentiment and product feelings. (keller, 2003), Indicates a difference between a small brand and a large brand. A small brand can be defined as in the previous AMA definition, creating a brand, creating a big brand, but also a little awareness, reputation, fame, etc. In the market, sellers say it's important to recognize this distinction as there is disagreement over what the brand is.

### *Brand Equity*

There are different opinions about the prevailing brand rights. Most monitors define brand rights in terms of the marketing effect that is attributed to the trademark exceptionally. Brand ownership is often related to information that has different results from product marketing (keller, 2003). David w. Cravens in his book “Strategic Marketing” has narrated the following description of brand equity as: “Brand equity is a set of brand assets and liabilities linked to a brand, its name, and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers” ( (David W Cravens, 2012). The above definition explains that assets and liabilities have a relationship with the brand name or symbol, so if some changes are made in the name or symbol, these are effective assets and liabilities. Changes can be so effective or effective that a few of these factors should be moved outside the brand. (Aaker, 1991) Approaches brand equity as “a set of fundamental dimensions grouped into a complex system comprising mainly: brand awareness, perceived quality, and brand loyalty and brand associations. However, they can be usefully grouped into five categories. “Brand loyalty, Brand Awareness, Perceived Quality, Brand association, and propriety brand assets.

### *Brand Loyalty*

Brand loyalty is part of Brand Equity. Brand loyalty greatly affects the consumer's brand selection. When consumers are loyal to the brand, they regularly buy the product of that brand. With this behavior, they can be sure what they are getting paid for. Moreover, by remaining loyal, consumers bring a blind perspective to other brands that may be better than selected brands. On the road, brands with loyal consumers have great advantages.

The four brand loyalties are: One, strong loyalty - these are consumers who always buy a brand. Therefore, purchasing models A, A, A, A, A, and A is the total loyal customer of brand A. They are loyal consumers of two, loyal, two or three brands. The procurement model is AA, BB, and AB, showing a loyal consumer divided between brands A and B. Third, loyal conversions - these are customers who switch from one brand choice to another. Therefore, the purchase model becomes AAA and BBB, which indicates that the consumer has moved from A to B to brand loyalty. Finally, Switchers - these are consumers who do not show loyalty to anyone. The purchase model is AC, EB, DB, etc. This indicates that the consumer is vulnerable to the deal (he bought the brand and the diversity is vulnerable. He wants something different. (Kotler, Wong, Saunders, Armstrong, 2005). Under the influence of brand loyalty, thoughtful literature stated that consumers continue to buy for the brand and do the job, regardless of their premium features, price features, and the comfort of their competitors. (Aaker, 1991).

### *Brand Awareness*

According to (Rossiter, 1987), Brand awareness comes before any other step in the buying process. The location of the trademark is applicable only if the consumer is aware of the trademark. In memory theory, brand awareness is embedded as a vital first step in creating a cluster of associations associated with a brand in memory. (Stokes, 1985). Brand awareness is the first dimension and prerequisite of a fully branded information system in consumers' minds, reflecting their ability to identify a brand under different conditions: the potential and convenience of a brand name in mind (Keller, 2003). Brand awareness is mentioned in the identity of the brand (the ability of the brand to confirm exposure to the brand when it is given as a signal) and the brand (the ability of the consumer to receive the brand when giving the product category, or the needs or some signs that the category meets). Brand awareness is important in decision making, because it is important for consumers to remember a brand in the context of a particular product class, and awareness increases the likelihood of a brand being a member of the thinking group. Brand awareness also affects trademark decisions in the thought group, even if there is no brand relationship in the minds of consumers. In a low-participation environment, minimum brand awareness may be sufficient to end the selection. Awareness can also affect the consumer decision-making process by affecting the brand associations that form the image of a brand. (Keller, 2003).

### *Perceived Quality*

Perceived quality is how brand quality is seen by consumers. It is one of the key dimensions in (Aaker, 1991) Brand Equity Model. There is a connection between price and quality experienced. A strong brand always has a high price. High price becomes a sign of high quality for consumers. Quality is closely related to other reasons for buying a private brand. Moreover, if the consumer image of the brand is of high quality, they can buy the brand because of the quality of the image they have. (Uggla, 2001). Researchers also found a positive link between loyalty and perceived quality. Perceived quality satisfies consumers and causes them to take back the product that leads to loyalty (Lin & Chang, 2003). Besides, perceived quality helps consumers reduce risk; Consumers trust the brand and know what to buy (Uggla, 2001). Perceived quality associated with a trademark will affect the impact of purchasing on consumer behavior of branded products. How do customers realize the quality of brands? Good quality can also mean a higher price and better gross margin. This shows how to measure quality in different industries.

### *Brand Association*

The concept of brand association triggered many studies that found diversity in the important role of brand unity. Although there are some definitions compatible in the areas around, especially the link between brand and memory (Fouladivanda & et, 2013). Brand associations can take different forms. It ranges from concrete to abstract, conscious, and unconscious,

direct indirect. Direct links are direct links between two items, with or without a third intermediate. Indirect assemblies lead to relational chains where the elements are connected by one or more intermediate elements. Brand associations fall into three important groups: features (product-related or non-product-related), benefits (helping consumer decision-making), and attitudes ("consumer emotional response to a brand"). (Batey, 2008). The brand symbolizes the customer's decision and loyalty to the brand, for example, customers use various vehicle manufacturers such as Toyota, Honda, Suzuki, and Ford, because they produce high-quality cars that are easy to use and easily available. (Hasan, 2008).

### *Propriety Brand Assets*

"A competitor is someone who wants to take business away from you" (Falk, 2006). In the previous categories, there is more discussion about how customers perceive and react to the brand. The fifth and final category of brand ownership is discussed and focuses on assets such as brands and channel relationships. A suitable brand asset is the most valuable asset in a brand form for a company. It cannot be easily copied. Brand protects companies or brand names or symbols. It is not easy for other companies to use their names because most of the customers identify the brand's product by brand design. Companies should provide more protection for their brands. A patent is a very useful tool for the company. It can stop competitors from copying the product. Brands can control distribution channels through brand performance record (Aaker, 1991).

### *Consumer Behavior*

Studies on consumer behavior include how to select, buy, use or discard products, service ideas, or experiences to meet their needs and desires. The environment of the consumer affects how consumers feel, think and act. Environmental characteristics, such as comments from other customers, advertising, packaging, price, product appearance, etc. (Paul, 2005). Consumer behavior is related to the physical work of the consumer, which can be measured directly. The frequency of visiting shops or shopping malls can be measured. It is very difficult to choose and direct note to choose a particular store and then go. It is possible to measure different types of behavior, including the way of shopping in stores. This type of measurement is very difficult. Behavior can be analyzed in different ways by offering lower prices, better service, and quality. (Papanastassiou, 2006). Consumer behavior mainly emphasizes how consumers decide to spend their various resources, such as time and money, on different products to meet their needs and needs. Consumer behavior includes examining what, when, why, and where consumers will buy their products. It also focuses on how often consumers use products. It also highlights how consumers evaluate post-purchase products and the impact of ratings on their future purchases. (Schiffman Kanuk, 2008). When buying a phone, he will begin to realize his need for the phone to give an example of how consumer behavior has improved. Next

comes the stage of collecting and processing information. After buying a specific brand, for example, the Samsung galaxy s6, the consumer buys it. In the post-purchase phase, the consumer evaluates the phone's performance based on expectations before purchasing the phone. At the stage, the consumer is not satisfied or dissatisfied. Studying consumer behavior has many things.

#### *Marketing Influence On Consumer Buying Behavior*

Marketing strategies are often designed to influence consumer decision making and lead to profitable changes. Each element of the marketing mix can affect consumers in different ways. In this context, (Peter, 2010), explained how the marketing mix (4 points) affects consumer behavior.

#### *Product*

Many aspects of a company's products such as brand name, quality, modernity, and sophistication can affect consumer behavior. Material, packaging, and labeling of the product I can influence whether consumers notice, receive, and buy a product in the store. One of the main tasks of the markets is to separate their products from this competition and create a consumer perception worth buying.

#### *Price*

The price of products and services often affects whether consumers buy them and that competition offers to choose. Stores that are believed to be the lowest price changes, such as Wal-Mart, attract many consumers. In some offers, higher prices may not prevent purchases because consumers believe that products or services are of higher quality or respected. However, many consumers who are interested in value today can only buy products on a price basis compared to other features.

#### *Promotion*

Advertising, sales promotion, sales staff, and advertising can affect what consumers think about products, their feelings about buying and using, and their behavior, such as shopping in certain stores and buying certain brands. Marketing communication plays a critical role in informing consumers about products and services, including where they can be purchased, and creating a positive image and awareness.

#### *Place*

A marketer's product distribution strategy can affect consumers in many ways as a product. Products suitable for various stores increase the chances of consumers to find and buy them. When consumers are looking for low-participation products, they're unlikely to do extensive research. Therefore, usability becomes very important, and secondly, consumers can view products sold at private points of sale as higher quality. One of the ways marketers create brand value is to sell them at premium points of sale. Third, it can create consumer perceptions that display products online or catalogs,

such as catalogs, that products are innovative, exclusive, or designed for a specific target market.

### III. METHODOLOGY

The research uses a qualitative research approach and uses a descriptive statistical approach in SPSS; the aim is to determine the data in percentage form in the context of various forms, including the numbers obtained from the participants (numerical display of information), the use of the questionnaire to access tables and numbers. Besides, the qualitative research approach helps to produce results that cannot be achieved by statistical procedures. He handled the views and attitudes of the respondents.

The population is the unit where the sample is selected. Depending (Orodha, 2002), the working population is the grouping of the element from which the sample elements are selected. The target population of this research will be Somali students studying in Istanbul. According to Somali Student Associations (UASI) in Istanbul, the number of students studying in Istanbul, increase day by day, the average number of students studying in Istanbul can reach 1050 students. Since most Somali student studies in Turkey are studying in Istanbul, it can be considered as a whole result of Somali students in Turkey, for that reason the researcher chose to ask his objective questions to Somali students studying in Istanbul.

Sampling is the process of selecting the participants to participate in the research from the population participating in the research. It can also be defined as the process of getting information about an entire community by examining only a portion of it. (Kothari, 2009). The sample size should be statistically calculated by determining the required level of accuracy. In this study, the sample size is 110, and the sample depends on gender, education level, and education year. The Sample is part of the population the author uses to collect data in practice, and ultimately the author has published the results to legally report the target audience to the working group. (Phaton, 2005). The sample size determined for the study is 110 consumers (using the purposeful sampling technique) belonging to Somali students studying in Istanbul, the rationale for the choice of 110, because the sample size is the purposeful sampling technique that allows the author to take the smart participant group. In the probability technique, a targeted sampling technique with "depth information" of the participants has an advantage (Phaton, 2005). Participants in the research are consumers who are familiar with branded product concepts. Meaningful sampling allows selecting such participants. Impossible sampling (purposeful sampling) is not against the concept of generalization.

The data collection method includes the use of the survey. The questionnaire is a data collection technique where each person is asked to answer a specific question group in a predetermined order. (Kotler, Wong, Saunders, Armstrong, 2005). Both open and closed questionnaires will be used to obtain qualitative and quantitative data from sources. This



method covers a large area and responds quickly, reducing costs and bias on both sides. Quantitative data analysis was used in this study. Analyses were carried out with the aid of the statistical package for Social Science, (SPSS Version 20). In the questionnaire, each selected one to four scales where 1= strongly disagree 2= Disagree 3 =Agree 4= Strongly Agree

the following table presents the mean ranges, response mode, and their interpretation.

#### IV. FINDINGS

##### *Descriptive statistics*

TABLE 4.1 :

Descriptive Statistics				
	N	Mean	Std. Deviation	Remarks
The brand name is important for me when I purchase a specific product	110	4.26	0.44	Strongly Agree
If a brand name enhances my status or improves my success, I favor that brand name a lot.	110	4.35	0.48	Strongly Agree
I will switch to another brand name when purchasing a new product	110	4.11	0.31	Agree
The symbol of my favorite brand is the one that maintains me to use it.	110	4.25	0.44	Strongly Agree
Logos help me to identify the brand and increase brand loyalty.	110	4.18	0.39	Agree
Celebrities influence me a lot when I purchase from brands.	110	4.27	0.45	Strongly Agree
Grand total:		4.24	0.42	Agree
Someone suggested to me the idea of a purchasing of this brand name.	110	4.15	0.36	Agree
Someone affected me with the buying decision of this brand name.	110	4.29	0.46	Strongly Agree
I Choose the brand name according to my Social Status	110	4.12	0.32	Agree
Brand name stimulate my interest in choosing the brand	110	4.22	0.41	Agree
I prefer the brand name of the companies I already experienced	110	4.16	0.37	Agree
Making a purchase decision for brands is not important for me.	110	4.17	0.38	Agree
Grand total:		4.19	0.38	Agree
I would choose my current brand even if the other brands have the same functionality as my current product or service	110	4.17	0.38	Agree
I consider myself to be loyal to my current favorite brand name	110	4.30	0.46	Strongly Agree
The quality of my favorite brand products are very good	110	4.15	0.35	Agree
It is safe to buy a branded product as they always come with better quality	110	4.24	0.43	Agree
I believe that the brand image enhances my self-esteem	110	4.19	0.39	Agree
My income affects my consumer behavior on a particular brand	110	4.18	0.39	Agree
Grand total:		4.20	0.40	Agree
Some characteristics of this brand come to my mind very quickly.	110	4.17	0.38	Agree
If my brand enhances my status or improves my success, I favor that brand a lot.	110	4.31	0.46	Strongly Agree
Price is the moderator of my brand name choice	110	4.17	0.38	Agree
I choose the brands that use social media as a marketing tool most	110	4.28	0.45	Strongly Agree
I Choose brand name because it gives me Bones whenever I buy or use their products	110	4.15	0.36	Agree
I decide on buying a particular brand name because of my previous experience.	110	4.21	0.41	Agree
Grand total:		4.22	0.41	Agree
When I bought a product from my favorite brand, it was a collective decision	110	4.22	0.41	Agree
When I bought a brand name product or service, it was my own decision.	110	4.29	0.46	Strongly Agree
I'm not easily influenced by any one's opinion about branded products and services.	110	4.08	0.28	Agree
I judge people's personalities by the branded product or service they are using.	110	4.21	0.41	Agree
My family & friends influence me a lot when I purchase from brands.	110	4.15	0.35	Agree
Consumer buying behavior effects by how my brand name solves problems I encounter with their products or service	110	4.23	0.42	Agree
Grand total:		4.20	0.39	Agree
Oval all		4.21	0.40	Agree

Table 4.1 above presents a summary of descriptive statistics analysis concerning responses on consumer buying behavior,

the constructs include brand loyalty, which scored the mean of 4.24 and stander deviation of 0.42. Brand awareness, which

scored the mean of 4.19, and stander deviation of 0.38. The perceived quality scored the mean of 4.20 and stander deviation of 0.40. Brand association, which scored the mean

of 4.22, and stander deviation of 0.41. Propriety brand assets, which scored the mean of 4.20 and stander deviation of 0.39.

*Correlations*

Table 4.2.1: Pearson Correlation

		LOYALTY	AWARENESS	PERCEIVED	ASSOCIATION	PROPRIETY	CONSUMER
LOYALTY	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	110					
AWARENESS	Pearson Correlation	.588**	1				
	Sig. (2-tailed)	.000					
	N	110	110				
PERCEIVED	Pearson Correlation	.678**	.689**	1			
	Sig. (2-tailed)	.000	.000				
	N	110	110	110			
ASSOCIATION	Pearson Correlation	.783**	.637**	.769**	1		
	Sig. (2-tailed)	.000	.000	.000			
	N	110	110	110	110		
PROPRIETY	Pearson Correlation	.738**	.454**	.605**	.487**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	110	110	110	110	110	
CONSUMER	Pearson Correlation	.895**	.797**	.889**	.878**	.766**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110
**. Correlation is significant at the 0.01 level (2-tailed).							

Bivariate correlation measures the degree of the linear relationship between variables. So the main constructs in this study are to examine the interrelationships among consumer buying behavior and brand loyalty, brand awareness, perceived quality, brand association, and propriety brand assets in Istanbul turkey. As shown in the above table. Dependent variable there was significantly and positively correlated with the five independent variables, namely brand

loyalty ( $r = .895^{**}$ ,  $p = .000$ ), brand awareness ( $r = .797^{**}$ ,  $p = .000$ ), perceived quality ( $r = .889^{**}$ ,  $p = .000$ ), and brand association and propriety brand assets ( $r = .878^{**}$ ,  $p = .000$ ), ( $r = .766^{**}$ ,  $p = .000$ ) respectively, moreover, there were significant correlations among the independent variables.

*4.3 linear Regression analyses*

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.895 <sup>a</sup>	.800	.799	.08071
a. Predictors: (Constant), LOYALTY				

ANOVA <sup>s</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.822	1	2.822	433.254	.000 <sup>a</sup>
	Residual	.703	108	.007		
	Total	3.525	109			
a. Predictors: (Constant), LOYALTY						
b. Dependent Variable: CONSUMER						
Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.979	.155		6.301	.000
	LOYALTY	.762	.037	.895	20.815	.000
a. Dependent Variable: CONSUMER						

*Interpretation*

R square is .895 or 89.5% which shows that our dependent variable is 89.5% dependent on CONSUMER BUYING BEHAVIOR on the independent variable of BRAND LOYALTY. And also our model is fit. According to RULES

OF THUMB, if we get a t-test bigger than 2, we can usually reject the null at the 0.05 level. In this, the T-value is 6.3, and its greater than 2. A common rule of thumb is that the p-value must be less than or equal to 0.05, and the p-value is less than 5% so that we can reject the null hypothesis

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.797 <sup>a</sup>	.636	.632	.10903		
a. Predictors: (Constant), AWARENESS						
ANOVA <sup>s</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.241	1	2.241	188.544	.000 <sup>a</sup>
	Residual	1.284	108	.012		
	Total	3.525	109			
a. Predictors: (Constant), AWARENESS						
b. Dependent Variable: CONSUMER						
Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.320	.211		6.265	.000
	AWARENESS	.690	.050	.797	13.731	.000
a. Dependent Variable: CONSUMER						

*Interpretation*

R square is .797 or 79.7% which shows that our dependent variable is 79.7% dependent on CONSUMER BUYING BEHAVIOR on the independent variable of BRAND AWARENESS. And also our model is fit. According to

RULES OF THUMB, if we get a t-test bigger than 2, we can usually reject the null at the 0.05 level. In this, the T-value is 6.2, and its greater than 2. A common rule of thumb is that the p-value must be less than or equal to 0.05, and the p-value is less than 5% so that we can reject the null hypothesis.

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.889 <sup>a</sup>	.790	.788	.08273		
a. Predictors: (Constant), PERCEIVED						
ANOVA <sup>s</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.786	1	2.786	407.065	.000 <sup>a</sup>
	Residual	.739	108	.007		
	Total	3.525	109			
a. Predictors: (Constant), PERCEIVED						
b. Dependent Variable: CONSUMER						
Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.164	.151		7.704	.000
	PERCEIVED	.724	.036	.889	20.176	.000
a. Dependent Variable: CONSUMER						

*Interpretation*

R square is .895 or 88.9% which shows that our dependent variable is 88.9% dependent on CONSUMER BUYING BEHAVIOR on the independent variable of PERCEIVED QUALITY. And also our model is fit. According to RULES

OF THUMB, if we get a t-test bigger than 2, we can usually reject the null at the 0.05 level. In this, the T-value is 7.7, and its greater than 2. A common rule of thumb is that the p-value must be less than or equal to 0.05, and the p-value is less than 5% so that we can reject the null hypothesis.

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.878 <sup>a</sup>	.770	.768	.08657		
a. Predictors: (Constant), ASSOCIATION						
ANOVA <sup>s</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.716	1	2.716	362.407	.000 <sup>a</sup>
	Residual	.809	108	.007		
	Total	3.525	109			
a. Predictors: (Constant), ASSOCIATION						
b. Dependent Variable: CONSUMER						
Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.283	.154		8.335	.000
	ASSOCIATION	.694	.036	.878	19.037	.000
a. Dependent Variable: CONSUMER						



*Interpretation*

R square is .878 or 87.8% which shows that our dependent variable is 87.8% dependent on CONSUMER BUYING BEHAVIOR on the independent variable of BRAND ASSOCIATION. And also our model is fit. According to

RULES OF THUMB, if we get a t-test bigger than 2, we can usually reject the null at the 0.05 level. In this, the T-value is 8.3, and its greater than 2. A common rule of thumb is that the p-value must be less than or equal to 0.05, and the p-value is less than 5% so that we can reject the null hypothesis.

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.766 <sup>a</sup>	.586	.582	.11622		
a. Predictors: (Constant), PROPRIETY						
ANOVA <sup>s</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.067	1	2.067	152.997	.000 <sup>a</sup>
	Residual	1.459	108	.014		
	Total	3.525	109			
a. Predictors: (Constant), PROPRIETY						
b. Dependent Variable: CONSUMER						
Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.231	.241		5.109	.000
	PROPRIETY	.710	.057	.766	12.369	.000
a. Dependent Variable: CONSUMER						

*Interpretation*

R square is .766 or 76.6% which shows that our dependent variable is 76.6% dependent on CONSUMER BUYING BEHAVIOR on the independent variable of PROPRIETY BRAND ASSETS. And also our model is fit. According to RULES OF THUMB, if we get a t-test bigger than 2, we can usually reject the null at the 0.05 level. In this the T-value is 5.1 and it's greater than 2. A common rule of thumb is that the p-value must be less than or equal to 0.05, and the p-value is less than 5% so that we can reject the null hypothesis

important nowadays in affecting consumer behavior. Most respondents also feel that brand loyalty, brand awareness, brand association, propriety brand assets are to be established to encourage the choice that making of the consumer. The same, the majority of responses believe, those factors have fully motivated the creation of the best direction of buying to keep social states. People are more likely to be loyal to certain products because of their commitment but changing the brand increases with age because of the low-income problem for older consumers. So there is a positive relationship between these variables or factors and consumer buying behavior. Usually, bargaining increases with age because of low incomes. The survey is used in the research process, after which the results are concluded according to the calculation of the flows and the results are interpreted and discussed. So it was concluded that brand poisoning has a significant impact on consumer buying behavior.

V. DISCUSSION OF THE RESULTS

The findings of the result in his study show that most proposed hypothesis supported, which indicates that all variables are related and leads to the decision of consumer buying behavior. The independent variables are reference groups, brand knowledge, age, gender, emotional exploitation, and personal values. On the other hand, the dependent variables are consumer buying behavior based on the client's choice and decision. The outcome of the research results indicates that the coefficient values of all the dependent variables are statistically significant. According to the results, independent variables are much important and it affects the consumer behavior to that extent at which other variables do. So it is proved that branding and its awareness are very

VI. CONCLUSION

The growth, development, and success of any company largely depend on the effectiveness and efficiency of its brand, especially the innovative brand, because the name of the innovative brand directly affects the consumer who decides to buy from a particular brand. However, the effectiveness and efficiency of a brand also depend on the

quality of the services offered by its customers, depending on the level of loyalty, efficiency, and creativity of these consumers. For this reason, this study was conducted to investigate how the brand affects consumer buying behavior among some Somali students studying in Istanbul. Another aim is to find out whether there are significant mean differences among the participants in terms of demographic factors such as gender, duty, age, educational qualifications, and year of education in brand names of consumers. To achieve the objectives of the study, the cross-sectional data collection method was used to collect primary data with the help of several self-managed organizations. questionnaires adopted from the data exchange study. The data were analyzed with SPSS 24 and various tests were performed between descriptive statistics to identify general brand factors on consumer purchasing behavior, correlation to indicate the relationships of 5 brand factors on consumer purchasing behavior, and independent T-test to compare the mean. Several important findings have been revealed in the study. First, descriptive statistics reveal that brand factors for consumer purchasing behavior show average high tools and large standard deviations. Besides, it is seen that the participants are loyal and make high purchases from many brands that they constantly buy. They also received membership cards that allowed them to know their brand names and promote them when they made additional purchases for this brand. Besides, the participants showed that there were significant correlations between the independent variables of the results. Finally, ANOVA results revealed that the participants did not differ significantly in brand factors regarding consumer purchasing behavior in terms of brand loyalty and brand awareness. However, it seems that brand factors have changed drastically in terms of loyalty and awareness of consumer purchases.

This indicates result is that Somalia students with a bachelor's degree or less have less brand name information than undergraduate and doctorate students, many of whom have just entered a new international student life, and almost all global brands have stores and offices, the desire of new brands is high and Not true to this brand. Therefore, in Somalia, the country of famous brands not found in Turkey is happy to provide a better opportunity to explore the world and be grateful. This is also consistent with the emergence of different factor tools with increased brand loyalty to the brand, but the study results do not differ much in the consumer purchasing behavior of the participants in brand purchasing factors. Consumer buying behavior also increases. It should be noted that the results of this study are consistent with the results of many previous studies, as there are mixed results in the relevant literature.

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