


## The relationship between brand awareness and purchase intention: A meta-analysis study

### Marka farkındalığı ve satın alma niyeti arasındaki ilişki: Bir meta-analiz çalışması

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#### Abstract

This study aimed to determine the relationship between brand awareness and purchase intention through meta-analysis. The scope of the study was limited to the data set of studies conducted in Turkey. For this purpose, relevant studies were accessed using the National Thesis Centre (Türkiye), Kafkas University Database, and Google Scholar search engine. Twelve studies, seven theses and five articles, were deemed appropriate for inclusion in the analyses. CMA 4.0 (Comprehensive Meta-Analysis 4.0) program was used for the analyses in the study. In the analyses, it was determined that there was a heterogeneous distribution and there was no publication bias. As a result of the analyses, it was determined that the effect size (according to Pearson r) between brand awareness and purchase intention was 0.627 (in the fixed effect model) and 0.610 (in the random effect model). Therefore, according to the data obtained from the studies included in the meta-analysis, it was revealed that brand awareness positively affects purchase intention.

**Keywords:** Brand Awareness, Purchase Intention, Meta-Analysis

**Jel Codes:** M30, M31, M39

#### Öz

Bu çalışmada marka farkındalığı ve satın alma niyeti arasındaki ilişkinin meta analiz yoluyla belirlenmesi amaçlanmıştır. Araştırma kapsamı Türkiye’de yapılmış çalışmalara ait veri seti ile sınırlandırılmıştır. Bu amaçla Ulusal Tez Merkezi, Kafkas Üniversitesi Veri Tabanı ve Google Akademik arama motoru kullanılarak ilgili çalışmalara ulaşılmıştır. Araştırmaya 7’si tez, 5’i makale olmak üzere toplam 12 çalışma dahil edilmiştir. Analizler için CMA 4.0 (Comprehensive Meta Analysis 4.0) programı kullanılmıştır. Yapılan analizlerde heterojen bir dağılımın sergilendiği ve yayın yanlılığının bulunmadığı tespit edilmiştir. Bunun yanında marka farkındalığı ile satın alma niyeti arasındaki etki büyüklüğünün (Pearson r’ye göre) fixed etki modelinde 0,627; random etki modelinde ise 0,610 olduğu belirlenmiştir. Dolayısıyla meta analize dahil edilen çalışma bulgularından elde edilen bulgulara göre marka farkındalığının satın alma niyetini pozitif yönde etkilediği ortaya konulmuştur.

**Anahtar Kelimeler:** Marka Farkındalığı, Satın Alma Niyeti, Meta-Analiz

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## Introduction

In today's conditions, consumers, who have to make numerous daily decisions, also have to cope with a huge information overload. This situation creates a mental strain for consumers. In order to cope with this mental strain, consumers develop several shortcuts and rules of practice when making decisions. One of these rules of practice, brands, is the rule of practice that consumers use the most in the contemporary market. Because brands facilitate many purchasing decisions and provide assurance (Hutter, Hautz, Dennhardt & Füller, 2013), it is not enough for the producers of goods/services to have a good brand alone. In addition to being a good brand, consumers should also recognise this brand. In other words, consumers must also be aware of it (brand awareness).

Brand awareness is the place of a brand in the consumer's mind compared to competing brands and plays a very important role in the purchasing process (Aktepe & Baş, 2008). Because consumers prefer to buy the brand they know (Shahid, Hussain & Zafar, 2017). In other words, consumers buy the products of certain brands whose quality has been tested and has met their expectations. The reason behind this situation is that consumers have difficulty trying something new. Therefore, branded and quality-tested products are preferred by consumers (Maria, Pusriadi, Hakim & Darma, 2019). Various studies have revealed that consumers prefer brands with a strong place in the consumer mind at the purchasing stage (Aktepe & Baş, 2008).

This study determined the relationship between brand awareness and purchase intention through meta-analysis. Meta-analysis is an objective and effective method used to summarize and make sense of the extensive and comprehensive literature by using the data set of individual studies previously conducted on the subject to be examined (Aksoy Kürü, 2021). Thanks to meta-analysis, which means "analysis of analyses" (Üstün & Eryılmaz, 2014), the validity of individual studies with similar findings is strengthened, and more reliable findings are obtained by combining the findings of small sample studies (Akgöz, Ercan & Kan, 2004). In this context, this study aims to obtain a more reliable result by determining the strength of the relationship between brand awareness and purchase intention through meta-analysis. This study included the studies whose data were collected in Turkey in the analysis. As a result of the literature review, no study examining the relationship between these two concepts with meta-analysis was found in Turkey. The study is thought to contribute to the literature in this respect because it deals with the relationship between brand awareness and purchase intention. In other words, the study's contribution is to examine this relationship, which is addressed holistically in different studies with different sectors and samples through meta-analysis.

Brand awareness is seen as one of the stepping stones of the purchasing process, and a high level of awareness increases the likelihood of purchasing a product or service. For this reason, it is thought that a holistic examination of the relationship between brand awareness, which helps businesses to provide long-term sustainable competitive advantage (Foroudi, 2019), and purchase intention will shed light on both managers and researchers working on this subject. In the study, firstly, the concepts of brand awareness and purchase intention are explained. Then, studies dealing with the relationship between the concepts are mentioned. In the method section of the study, the purpose and data of the study are explained. After the findings are presented, some suggestions for businesses and future studies are presented.

## Conceptual framework

Kotler (1997) defines a brand as a name, logo, sign, and label distinguishing a product or service from competitors (Tariq, Abbas, Abrar & Iqbal, 2017). However, the brand is now a concept that creates a certain meaning and emotion in individuals beyond names, logos, and signs and creates a mark in their minds and hearts. Therefore, a brand is a relationship involving trust (Wijaya, 2013).

Brand awareness is explained as the ability of a potential consumer to recognize and recall that a brand belongs to a certain product category (Aaker, 2009). Brand recognition and brand recall are subcomponents of brand awareness. Brand recognition refers to the ability of consumers to confirm their previous encounters with the brand when the "brand" is given as a cue. On the other hand, brand recall is consumers' ability to remember the brand when "product category" is given as a cue (Wang & Yang, 2010).

Aaker (2009) states that brand awareness is a four-stage process. Accordingly, while the consumer is unaware of the brand in the first stage, they recognize it in the second stage. The third stage is the stage where the consumer remembers the brand. In the last stage, the brand becomes the first brand that comes to mind in the consumer's mind. Therefore, brand awareness is formed.

Brand awareness is a prerequisite for the consumer to create unique associations and pictures of the brand. For a brand to be included in the basket created by the consumer for purchase, a certain brand awareness must first be created. Because brand awareness provides familiarity and affinity with the brand (Ceritoğlu, 2019), this familiarity and affinity enable consumers to recognize a brand in a product category and make a purchase decision. Therefore, it can be said that brand awareness has an important role in purchase intention (Chi, Yeh & Yang, 2009). Because brands with low brand awareness and unrecognized brands are unlikely to be purchased by consumers (Avçılar, 2008).

Purchase intention means thinking and planning to purchase a good or service. It can also be expressed as a consumer's desire to purchase a particular product or brand (Shahid et al., 2017). The effect of brand awareness in creating this desire has been demonstrated in studies conducted in Turkey and the international literature (Tariq et al., 2017; Maria et al., 2019; Rahmi, Ilyas, Tamsah & Munir, 2022). For example, Üngör (2023) used data from customers using electronic marketplaces and found that brand awareness positively affects purchase intention. In his study with consumers in Istanbul, Qaderi (2022) determined that brand awareness positively affects purchase behaviour. Bahçekapılı (2019) suggested that there is a positive relationship between brand awareness and purchase intention in his study on customers purchasing smartphones. Yurdakul and Şener (2021) conducted a study with data obtained from university students and found that the relationship between brand awareness and purchase intention is positive. Onurlubaş (2018) obtained data from people who use white goods, and Karaca, Sönmez Karapınar & Ata (2022) collected data from people who buy or book holidays online. In their studies, these researchers found that purchase intention increased with increasing brand awareness. Since the relationship between brand awareness and purchase intention is also addressed in this study, other studies showing the relationship between variables are included in the following section (method).

## Method

### Purpose and data of the study

This study aimed to determine the relationship between brand awareness and purchase intention, and a meta-analysis method was used for this purpose. The findings obtained from the studies available in the literature were considered in the study. Correlation coefficients (effect size) and sample sizes were used in the study findings, and more holistic and reliable findings were tried to be obtained from the findings of the studies in the literature.

Studies conducted in Turkey were considered for the research data in the study. In this direction, theses and articles examining the relationship between brand awareness and purchase intention were identified. The Turkey National Thesis Centre, Kafkas University Database (Subscriber databases such as Ebsco, SOBIAD, etc.), and Google Academic search engine were used for this determination. In July 2023, a search was made using the keywords "brand awareness", "marka farkındalığı" and "marka bilinirliği", and then the studies on purchase intention were selected. In this direction, thesis studies containing the word "brand awareness" were searched through the National Thesis Centre web page, and 114 thesis studies were determined. Then, 61 results were obtained for "marka farkındalığı", and 55 results were obtained for "marka bilinirliği". In addition, the Kafkas University Database was searched with the word "marka farkındalığı", and 1,444 results were observed. In the same database, 711 results were found in the search with the word "marka bilinirliği". Finally, Google Scholar was searched, and 3,050 results were obtained for "marka farkındalığı" and 2,290 results were obtained for "marka bilinirliği". In these studies, the studies including the concept of "purchase intention" were identified. Then, the studies were analysed according to the following inclusion criteria:

1. The studies must have been in Turkish or English in Turkey.
2. The studies should be a thesis or article.
3. The studies should address the relationship between brand awareness and purchase intention.
4. The concept of "purchase intention" should be analysed in the studies. For example, studies examining variables such as brand awareness and purchase behaviour or brand awareness and purchase preference should not be considered.
5. In the studies, correlation coefficients between these two concepts or  $R^2$  value should be given in simple regression analysis findings.
6. Sample sizes should also be given in the studies.

7. The studies' relationships between the concepts should be analysed as one-dimensional. Even if they are considered multidimensional, holistic relationships for variables (such as general brand awareness) should also be given.

Considering the above criteria, seven theses and five articles were suitable for the analysis. Studies examining the relationship between brand awareness-purchase behaviour, preference, and decision were excluded from the evaluation. In addition, studies in which correlation coefficients could not be reached were also excluded. Although correlation coefficients were found in some studies (e.g., Öz, 2022), they were not included in the analysis due to their experimental design. In the final case, the studies included in the analysis are in Table 1 below.

**Table 1:** Studies Included in the Analysis

	Author(s)	Study Title	Sample (N)	Correlation Coefficient (r)
Thesis	Atasever, 2020	The relationship among sub-culture identity, brand image, brand awareness and purchase intention in the event sponsorship context (Etkinlik sponsorluğu bağlamında alt kültür kimliği, marka imajı, marka farkındalığı ve satın alma niyeti)	174	0,533
Thesis	Bahçekapılı, 2019	Marka bilinirliğinin tüketici satın alma niyeti üzerindeki etkisinde satış elemanının özelliklerinin aracı rolü: Akıllı telefon kullanıcıları üzerine bir araştırma (The mediating effect of salesperson characteristics on the effect of brand awareness on purchase intention: A research on smartphone users)	320	0,586
Thesis	Başarıır, 2019	Marka farkındalığı ile satın alma niyeti arasındaki ilişki bağlamında televizyon dizilerinde ürün yerleştirme (Product placement in tv series in the context of the relation between brand awareness and purchase intention)	396	0,759
Thesis	Bayrak, 2020	Sponsorlukların marka bilinirliğine ve satın alma kararına etkisi: Üniversite öğrencileri üzerinde bir uygulama (The effect of sponsorships on brand awareness and purchasing decision: A practice on university students)	549	0,667
Thesis	Kamal, 2018	The role of social media on brand awareness and purchase intention (Marka bilinciliği ve satın alma girişinde sosyal medya'nın rolü)	291	0,760
Thesis	Tekin, 2018	Marka bilinirliğinin satın alma niyeti üzerine etkisinde sosyal medyanın aracılık rolü (The mediating role of social media on the effects of brand awareness on purchase intention)	403	0,365
Thesis	Yamak, 2022	Hareketli ve ışıklı açık hava reklam ünitelerinin, marka farkındalığı, marka tercihi ve satın alma niyetine etkisi üzerine bir araştırma (Motion and light outdoor advertising units, brand awareness, brand preference and intention to buy a research on its effect)	238	0,687
Article	Karaca et al., 2022	Çevrimiçi deneyimin tatil satın alma niyeti üzerindeki etkisinde marka farkındalığı ve marka çağrışımının rolü (The role of brand awareness and brand association in the impact of the online experience on holiday purchase intention)	343	0,691
Article	Onurlubaş, 2018	Marka değeri boyutlarının marka bağlılığı ve satın alma niyeti üzerine etkisi: X marka beyaz eşya kullanıcıları üzerine bir uygulama (The effect of brand value dimensions on brand loyalty and purchase intention: An application on X brand white appliances users)	384	0,626
Article	Onurlubaş & Öztürk, 2020	Hazır giyim sektöründe marka değeri boyutlarının satın alma niyeti üzerine etkisi (The effect of brand value dimensions on purchasing intent in ready-made clothing sector)	851	0,764
Article	Yapraklı & Kara, 2015	Marka değeri bileşenlerinin müşteri temelli ölçülmesi: Kahramanmaraş dondurma sektörüne yönelik bir uygulama (Customer-based appraise of brand value components an application towards Kahramanmaraş ice cream sector)	400	0,178
Article	Yurdakul & Şener, 2021	Amaca yönelik pazarlama ve sponsorluk faaliyetleriyle desteklenen marka değerinin tüketicilerin satın alma niyeti üzerine etkisi (The effect of brand value supported by cause-oriented marketing and sponsorship activities on the purpose intention of the consumers)	339	0,421

### Analysing the data

The CMA 4.0 (Comprehensive Meta-Analysis 4.0) program analysed the research data. For this, firstly, coding was made on the Microsoft Excel page for author(s), study name, correlation coefficient, and sample. Then, the coding was checked by an independent person. These data, whose control was completed, were entered into the program and analysed. In the analysis, Fisher's z values were used instead of correlation values, taking into account the recommendations of the researchers (Şen & Yıldırım, 2020). The analysis findings are given in Table 2 (correlation values) and Table 3 (Fisher's z values). According to Table 3, it is seen that the effect of brand awareness on purchase intention varies between 0.180 and 1.006 in terms of Fisher's z and has positive values. In addition, it is observed that

the general effect is 0.737 according to the fixed effect model and 0.709 according to the random effect model.

**Table 2:** Forest Plot Obtained with Fixed and Random Effect Model (Correlation)

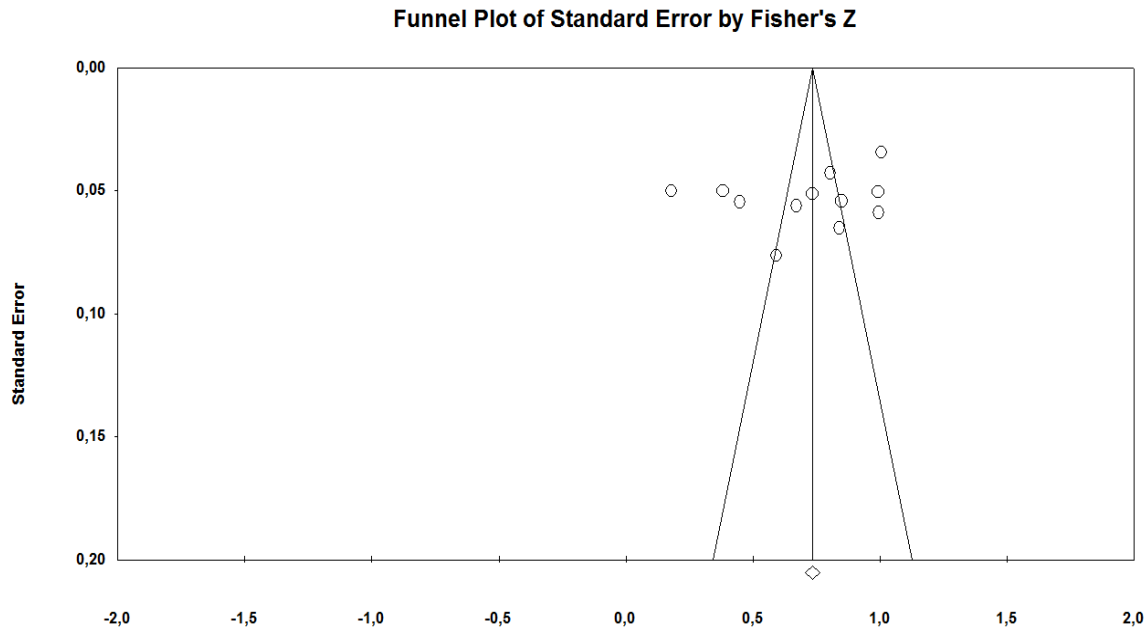
Model	Study Name	Statistics for each study				
		Correlation	Lower limit	Upper limit	Z-Value	p-Value
	Atasever, 2020	0,533	0,417	0,632	7,772	0,000
	Bahçekapılı, 2019	0,586	0,509	0,654	11,957	0,000
	Başarır, 2019	0,759	0,714	0,798	19,702	0,000
	Bayrak, 2020	0,667	0,618	0,711	18,818	0,000
	Kamal, 2018	0,760	0,707	0,805	16,906	0,000
	Tekin, 2018	0,365	0,277	0,447	7,653	0,000
	Yamak, 2022	0,687	0,613	0,749	12,911	0,000
	Karaca et al., 2022	0,691	0,631	0,743	15,671	0,000
	Onurlubaş, 2018	0,626	0,561	0,683	14,343	0,000
	Onurlubaş & Öztürk, 2020	0,764	0,735	0,791	29,288	0,000
	Yapraklı & Kara, 2015	0,178	0,081	0,271	3,585	0,000
	Yurdakul & Şener, 2021	0,421	0,329	0,505	8,229	0,000
Fixed		0,627	0,609	0,644	50,242	0,000
Random		0,610	0,502	0,700	8,844	0,000

**Table 3:** Forest Plot Obtained with Fixed and Random Effect Model (Fisher's Z)

Model	Study Name	Statistics for each study						
		Fisher's Z	Standard error	Variance	Lower limit	Upper limit	Z-Value	p-Value
	Atasever, 2020	0,594	0,076	0,006	0,444	0,744	7,772	0,000
	Bahçekapılı, 2019	0,672	0,056	0,003	0,561	0,782	11,957	0,000
	Başarır, 2019	0,994	0,050	0,003	0,895	1,093	19,702	0,000
	Bayrak, 2020	0,805	0,043	0,002	0,721	0,889	18,818	0,000
	Kamal, 2018	0,996	0,059	0,003	0,881	1,112	16,906	0,000
	Tekin, 2018	0,383	0,050	0,003	0,285	0,481	7,653	0,000
	Yamak, 2022	0,842	0,065	0,004	0,714	0,970	12,911	0,000
	Karaca et al., 2022	0,850	0,054	0,003	0,744	0,956	15,671	0,000
	Onurlubaş, 2018	0,735	0,051	0,003	0,634	0,835	14,343	0,000
	Onurlubaş & Öztürk, 2020	1,006	0,034	0,001	0,938	1,073	29,288	0,000
	Yapraklı & Kara, 2015	0,180	0,050	0,003	0,082	0,278	3,585	0,000
	Yurdakul & Şener, 2021	0,449	0,055	0,003	0,342	0,556	8,229	0,000
Fixed		0,737	0,015	0,000	0,708	0,765	50,242	0,000
Random		0,709	0,080	0,006	0,552	0,866	8,844	0,000

Before evaluating the relationships in the study, the heterogeneity and publication bias of the studies included in the analysis were checked. Q value, p-value and I<sup>2</sup> value were examined for heterogeneity (Table 4). As seen in Table 4, the Q value is 322,172, and the Df value is 11. The Q value should be greater than that for heterogeneity at a 95% significance level and 11 degrees of freedom in the  $\chi^2$  table. The Q value in the study (322,172) was observed to be greater than the critical  $\chi^2$  value (19,675; <https://www.medcalc.org/manual/chi-square-table.php>). In addition, the p-value (0.000), another criterion for heterogeneity, was less than 0.05. Finally, the I<sup>2</sup> value was examined and found to be 96.586. Since this value is higher than 75% (Borenstein, Hedges, Higgins & Rothstein, 2013), it is concluded that there is a high level of heterogeneity.

The funnel plot (Figure 1), Classic fail-safe N values, and Begg and Mazumdar rank correlation values were examined to determine any publication bias in the studies included in the analyses. The funnel plot (Figure 1) determined that the studies were symmetrically distributed around the combined (average) effect size and in the upper region of the graph as it should be. In the Classic fail-safe N test, the N value was 7234. This value means that 7234 studies must be found for the p-value to be greater than 0.05. The fact that it is very unlikely to reach this number of studies (i.e., too many studies are required) indicates no publication bias. Finally, Kendall's tau p-value in the Begg and Mazumdar rank correlation test was examined to detect bias. Since this value (0.316) was greater than 0.05, it was found that there was no publication bias.



**Figure 1:** Funnel Plot Indicating Bias

After determining that there was no heterogeneity and publication bias in the study, the effect findings (in terms of Fisher z) for the studies examined in Table 2 were converted into Pearson r value as suggested by the researchers (Şen & Yıldırım, 2020). The findings obtained are given in Table 4. In this process, lower-upper limit values were also calculated and converted. The code =FISHERTERS(...) was written for this conversion on the Microsoft Excel page.

**Table 4:** Findings for Heterogeneity and Effect Size

%95 CI											
Model	Number studies	Effect size (Pearson)	S.E.	Z	p	Lower limit	Upper limit	Q	Df(Q)	p	I <sup>2</sup>
Fixed	12	0,627	0,015	50,242	0,000	0,609	0,644	322,172	11	0,000	96,586
Random	12	0,610	0,080	8,844	0,000	0,502	0,699				

According to the findings obtained from the studies included in the meta-analysis in Table 4, the effect size (according to Pearson r) between brand awareness and purchase intention is 0.627 in the fixed effect model and 0.610 in the random effect model. Therefore, brand awareness positively affects purchase intention. That is, it plays a role in people's purchase intention.

### Discussion and conclusion

In this study, the findings of the studies on the relationship between brand awareness and purchase intention in Turkey were combined and reinterpreted by the meta-analysis method. Within the scope of the study, "brand awareness", "marka farkındalığı" and "marka bilinirliği" keywords were searched through the National Thesis Centre, Kafkas University Database, and Google Scholar search engine. Afterwards, the studies, including the purchase intention variable, were identified in the results. The identified studies were re-examined according to the selection criteria, and it was seen that 12 studies, 7 of which were theses and 5 of which were articles, could be included in the study. It was observed that the studies were conducted by obtaining data from smartphone users, online holiday buyers, television viewers and customers from many different sectors, such as ready-to-wear clothing, white goods, ice cream, home textiles, and decoration. A total of 4688 data were used in the studies used in the meta-analysis.

Before examining the relationships between the concepts in the study, it was determined that the studies included in the analysis exhibited a heterogeneous distribution and that there was no publication bias.

As a result of the subsequent analyses, it was determined that the effect size (according to Pearson  $r$ ) between brand awareness and purchase intention was 0.627 in the fixed effect model and 0.610 in the random effect model. In other words, in support of other studies in the literature (Tariq et al., 2017; Maria et al., 2019; Bahçekapılı, 2019; Karaca et al., 2022; Üngör, 2023), it was observed that brand awareness affects consumers' intention to purchase a product. In addition, it was determined that the level of this relationship between brand awareness and purchase intention (effect size) is moderate (0.627 and 0.610).

Today's consumers must choose among numerous brands when purchasing goods and services. While making this choice, they tend to turn to brands they know or are familiar with. Therefore, products with high brand awareness have a better place in the market and contribute to the company's profit (Shahid et al., 2017). For this reason, businesses can be recommended to be more visible on social media and engage in sponsorship activities to increase brand awareness. For example, companies can cooperate with social media phenomena to increase brand awareness. In addition, they can sponsor environmental and social projects to attract the attention of consumers who are now more sensitive to environmental and social issues.

This study includes a holistic view of the relationship between brand awareness and purchase intention. Through meta-analysis, the findings of the studies in Turkey have been combined, and a contribution to the literature has been made by presenting a general and reliable result. However, there are limitations of the study, such as the fact that the research was conducted only in correlation with the studies conducted in Turkey and that there were no determinations regarding the mediator and moderator variables in the relationship between the concepts. It may be recommended to consider these limitations in future studies and conduct a meta-analysis study, including studies in the international literature. In addition, even if brand awareness plays an important role in purchase intention, there is no guarantee that it will turn into purchasing behaviour. In other words, brand awareness is only one step in the purchasing process. Therefore, studies on purchase behaviour and intention (purchase) can be examined in future studies.

#### **Peer-review:**

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#### **Conflict of interests:**

The author has no conflict of interest to declare.

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