IMPACT OF ASSOCIATED PRODUCT GROUPING ON CONSUMER PERCEPTION ABOUT BRAND ALLIANCE: IN THE CONTEXT OF A DEVELOPING COUNTRY

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Abstract- This research paper studies the impact of associated product grouping on consumer perception about brand Alliance, in the context of a developing country like Pakistan. The dependent variable is brand alliance on consumer perception. The following variables are selected as predictors: usage condition, identity of the user and purchase principle.The study was designed to test the hypotheses through measuring the dimensions of Brand Alliance Consumer Perception. A structured questionnaire was used to collect data in a survey involving customers purchasing different products. This describes the involvement of the customer and their alliance to certain products, the type of purchase they are making. The product's usage condition and the identity of the user are mainly focused. The study sample of 250 customers was taken from the one big city of Pakistan that is Lahore. Nature of study was quantitative and survey based empirical evidence to apply the Pearson correlation, and regression tests to test the hypotheses.ANOVA has been used as the statistical technique used in studying the relationship between the associated product grouping and Brand alliance consumer perception scenario. It was found that usage condition, identity of the user and purchase principle has a significant impact on the brand alliance on consumer perception.The research study was limited to only one city that is Lahore with restricted sample.Further research on this topic is open as more and more variables can be used to evaluate brand alliance consumer perception.The study should have vital practical implications for practicing managers and marketing strategists in the industry.The research paper aimed to comprehend the effects of associated product grouping on customer responses about brand alliance in the context of a developing country like Pakistan. This study should deliver valuable information for the organizations who desire to develop brand alliance for their products.

Keywords- Associated Product Grouping, Brand Alliance, Consumer Perception, Customer,Identity of the User, Purchase Principles, Usage Condition.

I. INTRODUCTION

A. Overview

Brands play important information to consumers. After studying history of the advancement of brands (Fullerton and low, 1994) the trademarks allow consumers to identify the products of different manufacturers. Study shows a new product is entered as a new brand, perceptions of the current value (with respect to the original brand products) is used by the consumers to evaluate the new offer (Aaker wekilr, 1990) In the continuing exertion to endure and grow in the marketplace, brand alliances is favored by the consumers. Two products are used to market as one. Brand alliances has grown by 40% over a year (Spethmann and Benezra, 1994) because marketers trust brand alliances provide product quality, higher manufactured goods evaluations, market share, and prices of that product.

As globalization has quickened, so has the decision of brands, both remote and local (Hsieh< 2002). A brand has been characterized as: "an identifiable item, administration, individual or spot enlarged in such a path, to the point that the purchaser or client sees important novel qualities which match their needs most nearly" (de Chernatony, 1998, 3). In today's focused battleground, the idea of brand value has ended up being a critical wellspring of vital knowledge for advertisers (Moore, Wilkie and Lutz, 2002, 17). Brands assume a discriminating part in making an association's perception and position in worldwide markets (Douglas, 2001). With the globalization of business sectors and the development of rivalry on a worldwide scale, organizations are progressively gaining firms in different nations and entering into cooperation crosswise over national limits. One kind of collusion being utilized all the more as often as possible is a brand union between two diverse showcasing associations known as co-marking. Co-marking is a method that strives to catch the synergism of consolidating two well-known brands into a third, special marked item (Rao and Ruekert, 1994). This inexorably prevalent strategy has been utilized essential within local markets with the objective of exchanging the positive affiliations of the accomplice (constituent brand) brands to a recently framed co-brand (composite brand). This methodology has all the earmarks of being a win/win technique in domesticated markets for both co-marking accomplices (Washburn, Till and Priluck, 2000).

Interestingly, Wells (2002, 38) portrayed brands as being able to "let the producer arrive at over the shoulder of the retailer straight to the customer." A brand is said to be "the living relationship between an individual and an item or association. It exists in the

brain, the spot where the tangibles and intangibles meet (Wiedmann, 1999, 2)." For marked customer organizations, which need to speak with huge amounts of end clients, the prizes of solid business sector position joined together with clear client inclination might be vast. On the off chance that a firm can make a solid brand, it can pull in clients and assemble obstructions against rivalry (Brouthers and Xu, 2002). Marking empowers firms to separate their items from the opposition, as well as from ware items (Malhotra, Peterson and Kleiser, 1999). In this manner, brands speak to the most important possession that numerous firms have and the cohorted brand value is typically theconsequence of years of developmental deliberations (Green and Smith, 2002).

The projection of three brand association memory is connected to the brand image, brand image, brand attitudes and perceptions of the quality of the possibility of access to the brand attitude suggested by the consumer friendly brand image associated with the brand and type of functional properties of these brands to can all the brand 's emotional core properties consumers tend to attribute related integration and association consists of competitive advantage for a firm brand purchasing decisions and brand evaluation information from previous studies utilizing the brand image of product quality in the new situation consumer awareness can be improved when the second brand is a premium brand products to perform better when the brand recognition in the context of the alliance to show that the characteristics of the product have observed. Previous research has shown the brand and purchase intention is to show that closely related. In the context of brand alliances with more types of services than tangible assets to intangible services when you purchase decision for consumers to place more emphasis on brand reputation, a positive attitude towards the brand alliance intended to Purchase.

B. Problem Statement

To study the impact of associated product grouping on consumer perception in the context of brand alliance Scenario.

C. Definitions

Usage Condition:

First we have to understand that what is meant by terms of use. Some products are used in terms of ingredients means I want to make a cup of tea to make tea need milk and tea bag, so these two things are complementary products.

Purchase Principles:

A purchase principle is dependent on 5 factors.

1- To purchase the exact quality.
2- To get the materials in right quantity.
3- To build the materials available at correct time.
4- To buy the materials at right price
5- To purchase the materials from the accurate source.

User identity:

User identity is defined as like every individual try to differentiate their self from others. They thought Consumers use products to build and express their identities.

Brand Alliance:

Brand alliance is the strategy that involves the association of two or more established brands names in a specific attempt to attract the attention from customers and increases the sales margin.

II. LITERATURE REVIEW

A. Usage Condition

First and foremost we need to comprehend that what is implied by terms of use. A few products are used in terms of components means I need to make 1 product with the assistance of two things then these two things are complementary products. I will clarify; keep a cup of tea to make tea, needs milk and tea bag, so these two things are complementary products. Presently I will clarify what is the complementary? There are two classes of products to meet the particular prerequisites when expended alongside the development of the first supplement of purchaser product classifications, demonstrates the degree to which you can see.

Aaker and Keller (1990) define possibility of substitution means the degree in which Consumers consider two classifications of products keeping in mind the end goal to meet such prerequisites utilizing a typical execution and tend to supplant the connection.

The focal points, as identified by Broniarczyk and Alba (1994), associated with the product to help the consumers to buy conditions dissected. The Association of Consumer observations. Brand characterized profit customers perceive the brand properties and profits of comparative or complementary products and two distinctive substituent's can influence the derivation that distinction it makes to others.

B. Purchase Principles

Brand alliance disposition towards the brand alliance standards, the circumstances is decidedly identified with buy. Purchasing conduct showed towards brands.

Is generally a purchaser's acquiring capacity Buyer's disposition around the brand again to a great extent a capacity of the plan, worldwide appraisal imprints Purchase standards comprise of these two components also.

The impact of the involvement of the consumer to buy the product decision.

Select an administration to customers and to expand interest, he/ she will discover more data. Investment in customer conduct assumes an essential part in product. Purchase intention was inspected by KAVAS (1984) and GRUEN et al. (2000), both studies concurred that the expectation to keep on using and stay with and interfaced to the current administration suppliers with an uplifting disposition to administration Suppliers. Besides, it was discovered that mentality and particular benchmarks that have a more noteworthy effect on Buy with a perspective to feasible products (Robinson and Smith, 2002). Examined as past studies; including the enthusiastic state of mind, emotions, inclinations, and feelings; extraordinarily influence the idea of reliability. In terms of value observation, the theory holds that the reference cost to do Purchasing choices.

C. User Identity

They contend that individuals' uniqueness of the popularity for extraordinary products to more weight favor or the circumstances is fundamentally the same to the inclination of the individuals', the individuals' in the car can accomplish a feeling of looking unique. The fundamental thought is that customers situated the vitality of brands, because they are focused around the Auto - characters, specifically the significance of the brand, emerging from the use of a reference gathering and non-use of the imprints. The speculations concentrate on uniqueness or undifferentiated lead individuals to feel the requirement for a provisional adjustment of the circumstances of the individual contrasts in the results.

Superfluous Identities

Solomon and Assael (1987) states that customers who are socially obliged images of the client sign with an alternate area on the premise of taste acquiring choices (e.g., ID, and different spots) side others to build their personality and deduce the product is utilized to express. Additionally, flavors, all of which are held by the dominant part, not clear indicators particular for Identity. Not just does this taste indicates the personality of the lion's share gathering clean, yet in the event that the greater part Taste need to impart character, the personality could be an indicator that the conferred.

Individual drives for differentiation

Scientist have contended over the social sciences individuals can get to be distinctive drives and Approaches to the uniqueness of customer conduct and psychology literature, the most oftentimes refer to in the motor well, when you feel like other individuals excessively that people can encounter antagonistic enthusiastic responses contends. On the incomparability of provisional situational weights and stable individual Research has centered Differences. Car aficionados, for instance, you ought to care all the more about the presence of a novel bike coin Collector.

D. Brand Alliance

Blackett&Boad (1999) states that Branding in itself is a greatly erratic thought which all started outstandingly major with the branding of dairy cattle to perceive the ownership. This was and still is the fundamental piece of branding. At any rate now branding is furthermore recognized as a gadget of key vitality and as a stake in itself! Its limit may be delineated as giving clarity and solace in the decision branding process by giving a protection of execution and passing on a set of longings. The energetic side is that brands endeavor to summon a set of acquaintanceships and that a brand can symbolize clients' personality. So in its totality, a brand gives a surety of common and pragmatic qualities. The right worth of the brand is that they can gather relationship with the customers (Cooke & Ryan, 2000). This association holds budgetary quality likewise; robust brands can make higher compensation. They are imperceptible belonging yet when made and kept up well: significantly paramount belonging. Building a brand to such an essential holding is particularly troublesome, over the top and has high dangers of missing the mark (80-90%) (Leuthesser, Kohli, &Suri, 2003). A line growth is exhibited as the use of current brand name to enter an alternate business segment however in the same thing class e.g. consuming regimen Coke. A brand extension is the time when a brand name is used to enter an alternate thing class e.g. Jello set pudding pops. Developments are dynamically used to present new things since they abuse the recognition of the brand name and picture; they give buyers distinguishment and learning of the brand, and it may decay costs of showing (higher capability of advancement) (Aaker & Keller, 1990). A substitute definition for brand collusion is as a framework where remarkable brand estimations of two or more self-ruling brands are consolidated in order to position an alternate thing (Washburn et al., 2000). "At the same time at their center, brand cooperation's have the same key guideline: they include the assembling of the personalities and brand value of brands included" (Cooke & Ryan, 2000, p. 339). To close, it ought to be clear that a brand union is more than a fundamental combo of brand names or a vital constrained time understanding. In this paper we see a brand partnership as a key association together which is deliberately recognized, and gets the coordination of both the ordinary and utilitarian characteristics. The target being the leveraging of the properties and in this way enhancing each other's brand cooperation's (Cooke & Ryan, 2000). Brand partnerships contrast basically from brand expansions. The key contrast being that brand

enlargements consistently do exclude more than one brand (Simonin& Ruth, 1998). When you extend the simply took the lace off new thing or business division, you impact qualities and sentiments (picture) from the gatekeeper glossy new thing with the objective that it can misuse your brand esteem. In any case in example of brand association together, there are two brands that join powers. Along these lines, two gatekeeper brands with each their own particular specific picture, ordinary and valuable properties and their own particular specific brand worth will be joined together. This makes the zone of investigation considerably more confounded after there are constantly more than two brands included. Right when clients for example evaluate brand developments, ask about by Aaker and Keller (1990) demonstrates that the state of brain towards the development will be higher in the occasion of a perception of fit between two thing classes, a recognition of high bore of the first brand, and when the broadening was recognized as not too much easy to get ready. Most of the investigation regulated in the field of brand amplifications concentrates on the hugeness of the fit between the arrangements. Regardless in the occasion of a brand cooperation, when more brands become perhaps the most imperative element, what impacts the aura towards the new composite brand and what part does the fit (between the brands and between the brands and new thing) play? Excitement to brand partnership system has expanded through and through recently, with representations going from commonly stamped charge cards (e.g., At&t and Master Card) to the union in the middle of IBM and Intel. Then again, past studies have fixated just on the union between two brands (one dark and one constructed brand or two well-known brands). Little research in the composition has watched out for the cooperation between a dark brand and diverse made brands (brand partnership portfolio). In this paper, we are fascinated by two issues: (1) ought to a dark brand structure union with different secured brands in the same thing class (e.g., another carrier with hotel brands: Ritz-Carlton, Hilton, and Holiday Inn) or in unique thing characterizations (e.g., another aerial shuttle with Hilton Hotels, Hertz Rental Car, and Delta Airlines)? (2) At what quality level should every one made brand be? As expressed by demonstrating speculation (Werner felt 1988; Rao and Ruekert 1994), when another brand structures association together with various made brands, buyers use the clear nature of the assembled brands (optional brands) as signs to structure their appraisal of the new brand (essential brand). The new brand may get noteworthy acceptability once diverse made brands "help" it by organizing partnerships. In the paper, two characteristics of brand union portfolio have been examined: the quality level of the helper brands and the heterogeneity of thing grouping (same vs. differing). In light of the way of the optional brands, the partnership may be on top of the line (first rate checks simply), low-end (low-quality brands simply), or a mixed one (a mix of high- and low-quality brands). We anticipate that there are key effects of the quality level and heterogeneity of the helper brands. Especially, the clear nature of the essential brand for top of the line unions will be higher than that for mixed cooperation's, which in this manner is higher than for low-end partnerships. The system for thinking is that purchasers make their appraisal of the essential brand needy upon the accomplices it is connected with. Exactly when the quality level of the accomplices is high (or medium, or low), so is the way of the essential brand. Furthermore, we anticipate that heterogeneity has positive impact on the quality recognition of the essential brand. Brand unions are generally of two sorts: (1) homogeneous brand association together (low heterogeneity), the essential brand accomplices with different accomplices in the same thing order; and (2) heterogeneous brand partnership (irregular measure of heterogeneity), the essential brand partners with diverse accomplices in various thing groupings. We conjecture that the impact of heterogeneity on the quality wisdom of the essential brand depends on upon quality levels of optional brands (relationship between the heterogeneity and quality levels). For top of the line cooperation's, heterogeneity has positive impact on the quality perception of the essential brand due to its high consistency crosswise over assorted thing characterizations (attribution theory). For mixed associations together, heterogeneity has negative impact in view of its conflict. Finally, we have two contending speculations for low-end association’s together (negative vs. positive impact).

III. THEORETICAL FRAMEWORK

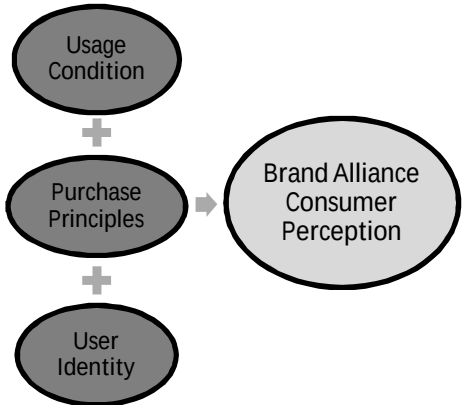
A. Hypotheses

H1: Usage Condition has an impact on brand alliance consumer perception.

H2: User Identity has an impact on brand alliance consumer perception.

H3: Purchase Principle has an impact on brand alliance consumer perception.

B. Research Model Developed



IV. RESEARCH METHODS

A. Method of Data Collection

In our research we are focus on primary source of information, therefore we collect data of a personal type of survey used. First of all the data collection process, and then suitably planned, the machine has been developed accordingly. The tests were carried out in the development unit. Finally, the actual data is collected and compiled. To gather the data, from the respondents each of the researchers approached the consumers living in Karachi, which they fill the designed questionnaire.

B. Sampling Technique

The number of elements of a proper and convenient method for collecting data used to unknown, but not limited to first probability sampling technique. It is most helpful to all other sampling techniques could be easily accessible respondents. All samples were determined in the first frame of the frame determined after sampling, the sampling technique is determined. Once the technique is decided, sample size was decided which was Two hundred and fifty respondents. At last, the sampling process was executed in which we approach our respondent's consumers.

C. Sample Size

Number of respondents suggested two hundred and fifty that are consumers.

D. Instrument of Data Collection

Grouping the relevant product in order to study the influence of consumer perception in the context of brand alliance Scenario. Questionnaire is developed comprising of fifteen questions which covered the usage condition of a consumer purchasing principles of the consumer and user identity of the consumer.

Reliability and Validity Test:

The questionnaire use to accumulate the data is valid and reliable, and which has been planned specifically for investigate and study the Impact of associated product grouping in the context of brand alliance consumer perception. To ensure the validity and reliability of instrument reliability statistics test was conducted. The Cronbach's Alpha is 0.772 which is > 0.05 which indicate that questionnaire was valid and reliable in accordance with the study. The result table is given below.

Table 4.1

Reliability Statistics

Cronbach's Alpha	N of Items
.772	15

E. Statistical Technique

The technique we have used in studying the relationship between the associated product grouping and Brand alliance consumer perception scenario.

V. RESULTS

A. Findings And Interpretation of the Results

Select a total of 250 respondents in the survey had a few questions whether the brand alliance put positive or negative impact on consumer usage, condition purchase principles and last in user identities.

The results are as follows:

Table 5.1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692[a]	.518	.512	.23265

a. Predictors: (Constant), User Identity, Purchase_Principles, Usage_Condition

b. Dependent Variable: ln (Brand_Alliance_Consumer_Perception)

In the model summary the value of adjusted R Square is 0.52 which means we can predict the model 52% correctly and there is room for improvement in the model. We can add more variables to improve this value.

Table 5.2

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.965	3	3.988	73.685	.000[a]
	Residual	13.045	241	.054		
	Total	25.010	244			

a. Predictors: (Constant), User_Identity, Purchase_Principles, Usage_Condition

b. Dependent Variable: ln (Brand_Alliance_Consumer_Perception)

In ANOVA table the sig value is 0.000 which means that the model is significant and both the variables are predicting very well.

Table 5.3
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	-.471	.079		-5.990	.000		
Usage_Condition	.222	.037	.341	6.062	.000	.684	1.461
Purchase_Principles	.088	.034	.131	2.569	.011	.839	1.192
User_Identity	.236	.035	.376	6.649	.000	.677	1.478

a. Dependent Variable: ln (Brand_Alliance_Consumer_Perception)

In coefficient table the sig value of usage condition is 0.000 and purchase principles is 0.011 and user identity is 0.000 and the sig value of constant is also 0.000 which means that the all the 3 variables and the constant value has a positive impact on the dependent variable which is Brand alliance consumer perception scenario From this table we can draft a model which is:

Y=alpha +beta x

BACP=alpha +beta1 (uc) +B2 (pp) +B3 (ui) +Ei.

From this equation we can calculate the value of Brand alliance consumer perception.

B. Hypotheses Assessment Summary

Hypotheses	Testing Specification	Empirical Conclusion
H1:Usage Condition has impact on brand alliance consumer perception	0.000	Accept
H2:: Purchase Principle has impact on brand alliance consumer perception	0.011	Accept
H3: User Identity has impact on brand allianceconsumer perception.	0.000	Accept

CONCLUSION, DISCUSSIONS, IMPLICATIONS AND FUTURE RESEARCH

A. Discussions

Research reflects that impact of associated product grouping: in the context of brand alliance scenario and from the results we can say that the variables, Usage condition, Purchase principles and user identity have strong impact on brand alliance.

Impact of consumer perception has always been of interest to researchers and writers on marketing and organizations. This study takes the whole idea further by applying the framework within the product category in the industry in Lahore (Pakistan). The customers are mainly focused before making any purchase decision, they are try and understand the usage condition of the product before making any purchase and as described in the paper the user identity has an strong impact on brand alliance as countering the purchase principles.

B. Conclusion

The research suggests that the criteria for alliances of the two brands is very critical At the times when you searching a brand which is different product sector market Should be consider User identity Usage condition and last the purchase principles of the consumers these are the vital factors which can highly determines the brand alliance consumer perception This research also suggests that to different brands that they should not restrict to make an alliance to the same product or brands. But it is very crucial to acknowledge the allowable product grouping in term of brand alliance scenario.

C. Policy Implication

Whenever the brands are joined together to make an alliance the company should consider the usage condition purchase principles and user identity while making the alliance. Due to the fact all three independent variables have positive relationship with brand alliance. Consumers have positive perception when they see the two brands fulfilling usage condition their purchase principles and keeping their identity at the top level, these factors will influence the consumer to purchase that brands.

D. Future Research

Many recommendations can be put forward to polish the research program in order to get fine output of consumer perceptions.

This may include wider area to be covered while asking questions to individuals and people who are in professionals life's and general public as well who

are aware of well-known brands even peoples who's are belongs to any income level or background. Further research on this topic is open as more and more variables can be used to evaluate brand alliance consumer perception. Only sixteen percent of the prediction with materialism and self-consciousness can be made about compulsive buying.

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