THE IMPACT OF THE BRAND IN THE PRODUCTS' DECISION MAKING PROCESS

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Abstract

Brands play an important role in the consumer decision-making process. In addition to guaranteeing the reliability and quality of the product to the consumer, they at the same time facilitate the mental process of choosing between different products. The purpose of this paper is to analyze the effect that brands have on the decision-making process for the purchase of products. To achieve this goal, a survey was conducted with 400 Kosovar consumers using the online survey method through convenient sampling. Factor analysis, reliability analysis, linear regression analysis, correlation analysis, t-test analysis, and One-Way ANOVA were used for data analysis.
The results of the factor analysis for the brand characteristics questionnaire highlighted seven factors: brand love, brand loyalty, brand commitment, brand awareness, price awareness, brand attraction, and brand image. The results of the factor analysis for the purchasing involvement rate questionnaire provided six factors: desire to purchase, brand relevance, evaluation of alternatives, discount advertising, price relevance, and post-purchase satisfaction. The results of the regression analysis show that brands have a significant impact on the purchasing decision process. In addition, it has been found that brand characteristics differ according to purchasing habits and demographic characteristics of consumers. At the same time, it has been found that the buying process also differs according to some buying habits and some demographic characteristics of the consumers.

Keywords: brands, purchasing process, characteristics, factors, buying behavior

1. Introduction

Brands in recent years have been seen as the most valuable assets, both for firms and for consumers. This has pushed brands to differentiate themselves as much as possible from each other. According to the American Marketing Association (AMA), a brand is a name, term, sign, symbol sketch, or a combination thereof, intended to identify the goods and services of a retailer or group of retailers and to 'distinguish them from competing goods. A brand must have a clear identity or it constitutes the identity of its company. Brand image can be defined as the totality of perceptions about a brand, reflected by the brand connections or associations that exist in the mind of the consumer. Relationships are of all forms, positive or negative, and may reflect characteristics or aspects of the product independent of the product itself (Keller 2013). Brand personality is the sum of the relationships that consumers have with the brand, i.e. when they see the product in stores, when they encounter product advertisements, when they observe it being used by others, when they receive information from others about the product, and when recognize the typical user of the brand (Panajoti 2016). Brands reduce functional and psychological risk, simplify the decision-making process, and in some cases serve as a means of self-expression(Panajoti 2016). Brand equity is the brand-added value that helps consumers choose one product over another, even though the products are identical to each other(Panajoti 2016). Brand positioning is to create a unique brand identity and image in the minds of consumers. This positioning in the minds of consumers can be described as a point on a positioning map.

The purpose of this paper is to study the impact of brands on the decision-making process of consumers during their daily purchases. In detail, the paper tries to examine the factors that describe the brand the factors

that describe the process of purchasing products, and the linear relationship between these factors. To achieve this goal, a survey was conducted with 400 Kosovar consumers using the survey method.

2. Brand and Consumer Behavior

2.1. Dimensions of brand: Competitive markets are filled with numerous goods of high homogeneity. This is a critical issue facing most companies operating in these markets. Reducing prices can bring short-term profits for companies, but this may not be a sound policy for long-term business development. The only solution to survive in fast-moving product markets is to produce differentiated products for the market. Many brand influences on consumer behavior have been identified, which are as follows:
(1) Brands create ownership in their utility, (2) Brands are unique and differentiated, (3) Brands maintain a personal relationship in the sales process, and (4) Brands are associated with a clear set of values. (5) Brands meet needs and expectations (Breckenridge,2001).

2.2 Factors influencing consumer purchasing decisions: Consumers' decision-making process faces many dilemmas before buying. How and why do people make a buying decision? is not an easy question to answer. There are many different types of buyers, some are impulsive buyers and some do a thorough investigation before making a purchase decision, often people may not know exactly what affects their purchase "The human mind does not function linearly" says a marketing expert. We distinguish the four most important factors that influence all purchasing decisions: cultural, social, personal, and psychological (Kotler et al,2016).

2.2.1. Types of behavior in the purchase decision: People's behaviors change depending on their purchases. This means that when we are dealing with purchases that are not very costly, no prudence is required from the buyer despite that whenwe are dealing with financial services or costly technological devices. The following figure showsthe types of consumer behavior in shopping based on the degree of buyer involvement and the degree of differences between brands.

	High involvement	Low involvement
Significant differences between	Complex buying behavior	Variety-seeking buying behavior
Few differences between brands	Dissonance reducing buying behavior	Habitual buying behavior

Source: Adapted from Henry Assael, Consumer Behavior and Marketing Action (Boston: Kent Publishing Company, 1987), pp. 87. Used with permission of the author.
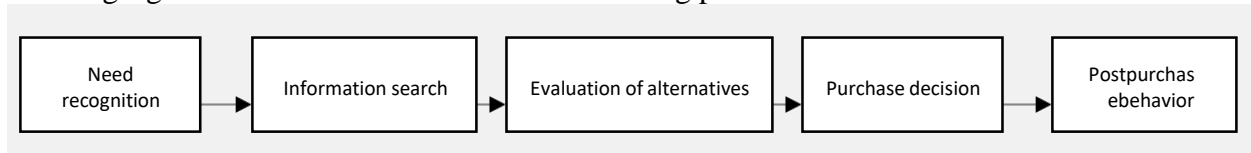
2.3. Stages of the decision-making proces

2.3.1. Decision-making proces

The decision-making process can be described as a choice between alternatives, but this is not enough because decision-making is a process and not just an action between the chosen alternatives. This process starts long before the purchase and continues for some time after the purchase. When consumers often buy a certain brand, they use their experience related to that branded product, given the performance, quality, and appearance (Richarme,2005). According to Richarme (2005), in the consumer selection process, two marketing theories must be followed. The first marketing theory is called attention. According to this theory,

consumers consider a range of brands from which the decision-making strategies for choosing these brands are implemented. The second marketing theory is called inclusion, in which the cognitive efforts applied in the decision-making process are directly related to the level of importance that the consumer considers in purchasing a particularproduct. Consumers are faced with choices in a controlled environment, where it is hoped that variables are under control and that choices are rewarded by understanding that both conscious and unconscious elements influence product choice by the consumer (Richarme 2005).

The following figure shows the consumer decision-making process:

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┌──────────────┐     ┌──────────────────┐     ┌──────────────────────────┐     ┌──────────────────┐     ┌──────────────┐
│     Need     │ ──▶ │ Information search│ ──▶ │ Evaluation of alternatives│ ──▶ │ Purchase decision│ ──▶ │  Postpurchas │
│  recognition │     │                  │     │                          │     │                  │     │   ebehavior  │
└──────────────┘     └──────────────────┘     └──────────────────────────┘     └──────────────────┘     └──────────────┘
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Source: Principles of Marketing, 16th edition, Philip Kotler, Gary Armstrong, pp 165, Buyer
Decision Process, Pearson Education Limited: 2016

2.4. Factors influencing consumer purchasing decisions: Consumers during the decision-making process face many dilemmas before buying, so the question arises why do people buy the brands? This is not an easy question to answer as there are many different types of buyers, some are impulsive buyers and some do a thorough investigation before making a purchase decision, people may not know exactly whataffects their purchase "The human mind does not function linearly" says a marketing expert. We distinguish the four most important factors that influence all purchasing decisions: cultural, social, personal, and psychological (Kotler et al,2016).[11]

3. Empirical research on the impact of the brand on the purchase decision process

3.1. Reasoning of the Topic: The purchase decision process is rather complicated. Consumers today are faced withnumerous products, a wide assortment of products and services from different firms. Therefore,the choice of a product depends on many factors, such as price, quality, functionality, etc. In this process, brands play an important role in the life of the consumer because consumers manage to distinguish the products of one manufacturer from others only through brands. Brands assure consumers and guarantee that their product is reasonably better thanthat of the competition. Brands create emotional bonds with consumers and facilitate the buying process. Consumers choose brands that fulfill the basic functions of a product and above these functions, they offer other tangible and intangible features that other products do not offer. It is therefore clearly understandable that brands have a significant impact on the consumer buying process.

3.2. The purpose of the research: The main purpose of this research is to examine the effect of brands on the purchasing process.The research sub-goals are specified as follows:

3.2.1. Identify differences in the choice of brands according to buying habits,

3.2.2. Identify differences in the choice of brands according to the demographic characteristics of the purchase,

3.2.3 Identify differences in the purchasing process according to purchasing habits, and

3.2.4. Identify differences in the purchasing process according to the demographic characteristics of the purchase

3.3. Research model: Once starting from the literature review where identification of brand feature factors and buyingprocess factors will be made, our first assumption is that brand feature factors will have a significant impact on purchasing process factors. In addition, the research model predicts that brand characteristics will differ according to purchasing habits, such as purchase frequency, time spent on purchases, money spent on purchases, and number of stores. At the same time, it is anticipated that the purchasing process will also show significant differences according to purchasing habits. After that, the model assumes that the characteristics of brands will also differ according to the demographic characteristics of the consumer, such as gender, age, level of education, occupation, marital status, and income. Finally, in addition to brand characteristics, themodel predicts that the purchasing process will differ according to the demographic characteristicsof consumers.
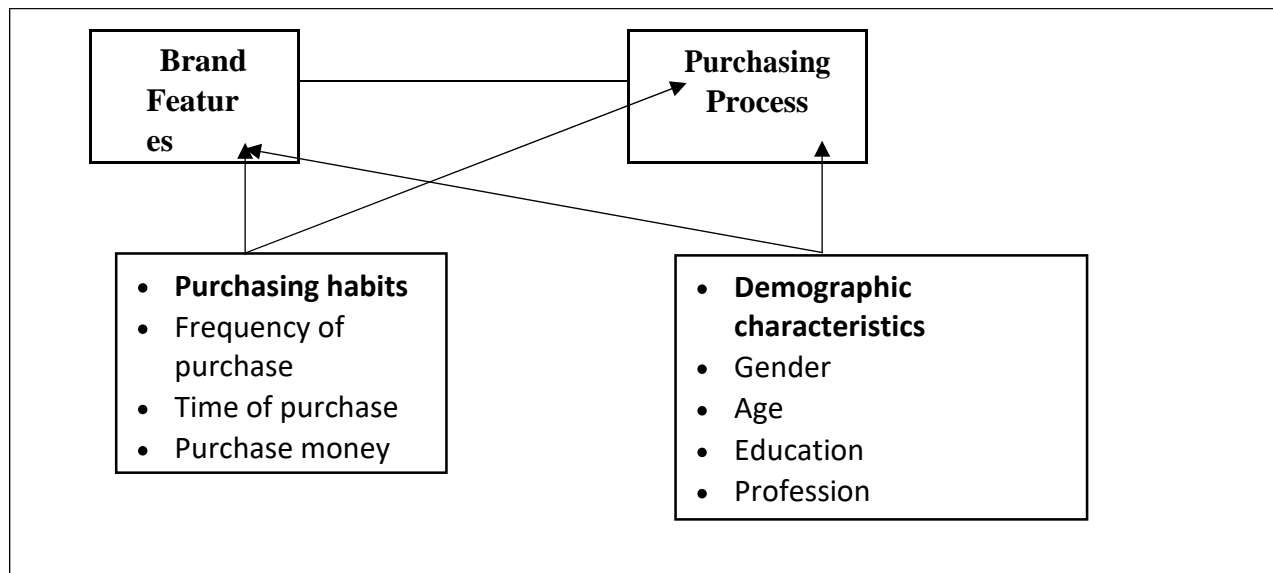

Figure 3.1 provides a visual overview of the research model.

3.4. Methods and tools for data collection: Various methods enable researchers to enter into the mind of the consumer throughprimary data, but there is no perfect primary method. Each side has its strengths and weaknesses,so the best methodology is for the method chosen by the researcher to meet his research objectives. In the beginning, the literature on the creation of variables was reviewed, then the literature on themetrics that measure the decision-making characteristics of consumers during the purchase.

The questionnaire was designed from the secondary sources mentioned above. Due to thepandemic situation from Sars Cov 2 and the time available, the conduct of the survey directly wasavoided and instead, the method through online survey was used. For this research, the method of"convenience sampling" was chosen as the method of non-random sampling.

The research was done online using Google Forms. Survey participants consist of people who haveaccessed the research link distributed in different groups with thousands of Facebook members indifferent cities of Kosovo. Demographic characteristics that describe the research participants, such as gender, age, level of education, occupation, and income level are found in almost all surveys.

Sources of adaptation for brand-related variables: Brand image (Adopted by: Changand Chieng,2006; Severi and Ling, 2013; Salinas and Perez, 2009, Brand loyalty (Adopted by Pappu et al,2006; Severi and Ling, 2013; Carrol and Ahuvia, 2006), Brand Awareness (Adapted by Severi andLing, 2013), Brand Love (Adapted by Carroll and Ahuvia, 2006; Perceived Quality (Adapted bySeveri and Ling, 2013), Active Engagement branded (Adapted by Bergkvist and Bech-Larsen),Price Awareness (Adapted by Sinha and Batra, 1999),

Purchase Purpose (Adapted by Knight andKim, 2007, Diallo 201), Purchase Involvement Rate (Adapted by Salma & Taschian (1985).

3.5. Research Hypotheses: For the research, the research hypotheses were prepared:H1: Brands have a significant impact on the purchasing process.
 H2: Brands differ significantly according to buying habits.
 H3: Brands differ significantly according to demographic characteristics.H4: The buying process differs significantly according to buying habits.
 H5. The buying process differs significantly according to demographic characteristics.

3.6. Data analysis: The data collected for our research were analyzed using the SPSS 26 program. Initially, descriptive data related to the sample and descriptive data related to the buying habits of consumers were reported. After that, other analyses are presented in turn.

3.6.1. Descriptive Statistics: Table 3.2 summarizes the descriptive data regarding the research participants. A total of 417 questionnaires were collected. However, after reviewing the questionnaires regarding the way of filling in, 17 questionnaires were removed from the data set for reasons of completing the questionnaire without reading it carefully.

Table 3.2: Descriptive statistics related to the sample (n = 400)

Variabl		e Frequency	Percentage
Gender	Male	152	38.0
	Female	248	62.0
Age	Under 20 years old	31	7.8
	20-29 years old	187	46.8
	30-39 years old	98	24.5
	40-49 years old	54	13.5
	50-59 years old	24	6.0
	60+ years old	6	1.5
Education	Primary school	3	0.8
	High school	62	15.5
	Bachelor	206	51.5
	Master	110	27.5
	Ph.D.	19	4.8
Profession	Self-employed	54	13.5
	Employees in the private sector	130	32.5
	Public sector employees	79	19.8
	Commercial	9	2.3
	Student	88	22.0
	housewife	7	1.8
	Retired	2	0.5
	Unemployed	31	7.8
Marital status	Single	182	45.5
	Married	214	53.5
	Divorced and widowed	4	1.0
Monthly income	0-100 euros	7	1.8
	101-300 euros	38	9.5
	301-600 euro	123	30.8
	601-1000 euros	104	26.0
	Over 1000 euros	128	32.0

3.6.1. Validity and Reliability of Research Meters: To test the validity and reliability of the meter used in the research, exploratory factor analysis andreliability analysis were applied.

Table 3.3: Descriptive statistics related to consumer buying habits

Variabl		e Frequency	Percentage
Frequency of shopping	Every day	60	15.0
	Once a week	76	19.0
	2-3 times a week	103	25.8
	Once a month	116	29.0
	Less than once a month	45	11.3
Time spent shopping	Less than 1 hour	173	43.3
	1-3 hours	206	51.5
	4-6 hours	20	5.0
	More than 7 hours	1	.03
Money spent on shopping	Less than 50 euros	94	23.5
	50-100 euros	157	39.3
	101-150 euros	56	14.0
	151-200 euros	40	10.0
	Over 200 euros	53	13.3
Number of shops visited	1-3 stores	230	57.5
	4-6 stores	129	32.3
	7-9 stores	26	6.5
	10 stores and more	15	3.8

The KMO test and the Barlett test in Table 3.4 indicate the suitability of the data set for the application of factor analysis. The KMO value of 0.942> 0.50 indicates that the data set of thisresearch is highly suitable for performing factor analysis. This can also be verified by the valueof the Barlett Test, which is significant (Sig. 0.000).

Table 3.4: KMO test and Barlett test for brand characteristics meter

Kaiser-Meyer-Olkin Sample Suitability Meter		.942
Bartlett's Test	Approx. Chi-Square	9362.048
	Degree of Freedom	630
	Sig.	.000

The KMO test and the Barlett test in Table 3.4 indicate the suitability of the data set for the application of factor analysis. The KMO value of 0.942> 0.50 indicates that the data set of this research is highly suitable for performing factor analysis. This can also be verified by the value ofthe Barlett Test, which is significant (Sig. 0.000).

Table 3.5 reports the data related to the variance explained for the brand characteristics gauge. Eigenstatistics was used as a criterion for determining the level of variance explained, which takesinto account those factors that are greater than 1. Including 36 statements, 7 factors are formed. The first factor explains 16,799 of the total variances, the second factor explains 13.126% of the total variance, the third factor explains 9,008 of the total variances, and so on. The seven factors, together, explain 67.337% of the total variance and this is a fairly high value.

Table 3.5: The total variance explained in the factor analysis of the brandcharacteristics meter

Component	Initial Eigenvalues			Square Amount of Factors		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	13.685	38.013	38.013	6.048	16.799	16.799
2	3.054	8.482	46.496	4.726	13.126	29.926
3	2.061	5.725	52.221	3.243	9.008	38.934
4	1.612	4.479	56.700	2.963	8.230	47.163
5	1.364	3.789	60.489	2.801	7.779	54.943
6	1.286	3.572	64.060	2.609	7.248	62.190
7	1.180	3.277	67.337	1.853	5.147	**67.337**
8	.988	2.744	70.081			
9	.831	2.308	72.389			
10	.728	2.022	74.412			
11	.713	1.981	76.393			
12	.624	1.732	78.125			
13	.554	1.539	79.664			
14	.532	1.478	81.142			
15	.516	1.433	82.575			
16	.495	1.375	83.950			
17	.445	1.237	85.187			
18	.435	1.210	86.396			
19	.419	1.164	87.560			
20	.399	1.108	88.668			
21	.370	1.029	89.696			
22	.357	.993	90.689			
23	.334	.928	91.616			
24	.321	.891	92.507			
25	.309	.859	93.366			
26	.296	.821	94.187			
27	.277	.771	94.958			
28	.253	.702	95.660			
29	.248	.690	96.350			
30	.244	.677	97.026			
31	.207	.576	97.603			
32	.206	.571	98.174			
33	.197	.548	98.722			
34	.177	.490	99.213			
35	.167	.463	99.676			
36	.117	.324	100.000			

Table 3.6 presents the final results of the exploratory factor analysis for the brand characteristics gauge. Brand characteristics were measured out of a total of 40 questions, divided into 7 factors, which were adopted from the literature. However, at the end of the factor analysis, four questionswere removed from the analysis due to non-compliance with the established factors. Removed questions are IM1, IM2, DM4, and DM7. Using the principal component method and the Varimax method for factor rotation, in our research, these characteristics are summarized into seven factors. The rotation occurred in 8 iterations.

Table 3.6: Rotated factor matrix for brand characteristics gauge

				Factors			
	DM	**BM**	**AM**	**VM**	**VÇ**	**TM**	**IM**
DM9	.822						
DM10	.795						
DM5	.748						
DM8	.715						
DM6	.685						
IM5	.611						
AM4	.584						
BM5		.750					
BM7		.673					
BM3		.643					
BM2		.642					
BM4		.633					
BM8		.598					
BM1		.583					
BM9		.557					
CP2			.794				
CP3			.736				
CP1			.617				
AM3			.585				
AM1			.584				
AM2			.499				
VM2				.756			
VM4				.726			
VM1				.678			
VM3				.627			
VÇ2					.850		
VÇ3					.833		
VÇ4					.828		
VÇ1					.744		
DM2						.722	
DM1						.690	
DM3						.660	
BM6						.468	
IM3							.748
IM6							.565
IM4							.530

Table 3.7 summarizes the results of the reliability analysis for the factors obtained from the factoranalysis. Cronbach's Alpha coefficient represents the reliability of each factor. The Alpha reliability coefficient for the DM factor is 0.922 and this value indicates that the DM factor reliability is very high. Alpha coefficients of 0.896, 0.861, 0.830, 0.838, and 0.844 for the factors BM, AM, VM, VC, and TM, respectively, indicate that these coefficients are also highly reliable. All of these factors are higher than 0.70. However, the Alpha reliability coefficient for the IM factor is 0.624, a value which indicates that this factor suffers from insufficient reliability. So therreliability of the IM factor is low.

Table 3.7: The results of the reliability analysis for the factors that measure the characteristics ofthe brands

Factors	Cronbach's Alpha coefficients	Number of questions
DM	0.922	7
BM	0.896	8
AM	0.861	6
VM	0.830	4
VÇ	0.838	4
TM	0.844	4
IM	0.624	3

3.7. Validity and Reliability of the Meter Measuring the Degree of Involvement in Purchasing: Similar to the above, Table 4.8 presents the results of the KMO test and the Barlett test about the suitability of the data set for factor analysis. The KMO value 0.901> 0.50 indicates that the data set for the measure of the degree of

involvement in the purchase is very suitable for the performance of the factor analysis. This can also be understood from the value ofthe Barlett test (Sig. 000), which is significant.

Table 3.8: KMO test and Barlett test for measuring the degree of involvement in purchasing

Kaiser-Meyer-Olkin Sample Suitability Meter		.901
Bartlett's Test	Approx. Chi-Square	5556.059
	Degree of Freedom	406
	Sig.	.000

Table 3.8 provides the data of total variance explained in the factor analysis for the measure of degree of involvement in the purchase. The purchasing inclusion measure adopted by Slama and Tashchian (1985), consisting of 33 questions, at the end of the factor analysis, was reduced to 29 questions. The 29 questions included in the gauge explain 61,896% of the total variance. The firstfactor explains 14.858% of the variance, the second factor explains 12.134% of the variance, the third factor explains 10.521% of the variance, and so on.

Table 3.9 summarizes the results of the reliability analysis for the factors obtained from the factoranalysis for the meter that measures the degree of customer involvement in the purchase. In turn, the Alpha reliability coefficient for DB, RM; VA, RZ, RC, and KB is 0.858, 0.875, 0.783, 0.786, 0.810, and 0.700, respectively. These values indicate that all of these factors are highly reliable andnone of the factors suffer from the reliability problem.

Taking into account the results of the factor analysis, we can conclude that the validity and reliability of both the research gauge, the brand characteristics gauge, and the purchase engagementrate gauge, have been achieved and that the gauges have also been shown to be valid and reliable. As a result, hypothesis testing will be done using these factors.

Table 3.9: The results of the reliability analysis for the factors that measure the degree of involvement in the purchase

Factors	Cronbach's Alpha coefficients	Number of questions
DB	0.858	8
RM	0.875	5
VA	0.783	5
RZ	0.786	5
RÇ	0.810	3
KB	0.700	3

Table 3.10 presents the results of the linear regression analysis regarding the effect that brands have on the purchasing decision-making process. The summary of the model shows that the brandsexplain 23.2% of the change in the Willingness to Buy and the regression model as a whole is significant (F = 16,963, p = 0.000). However, not all branding factors have a significant impact onthe Willingness to Buy. The results of the regression coefficients show that Love for the Brand and Price Awareness have a negative effect on the Willingness to Buy (ß = –0,188, p = 0.004 and

ß = –0,224, p = 0.000), while Brand Awareness has a positive effect. in Willingness to Buy (ß = 0.160, p = 0.011). In case the factors that explain the brands are taken in isolation, the buying desire is 4,680 units. When Love for the Brand and Awareness of Prices per unit is added, the wish to Buy falls by 0.188 and 0.224 units. Whereas, when Brand Awareness increases by one unit, the Willingness to Buy increases by 0.160 units. Based on these results, we can conclude thatbrands have a significant effect on the purchase decision process, and thus, our first *sub-hypothesis*, *H1.1: Brands have an effect on the Willingness to buy has been successfully accepted*

Table 3.10: Analysis of the correlation between brand characteristics, purchasing decision-making process, and purchasing habits

	DM	BM	AM	VM	VÇ	TM	IM	DB	RM	VA	RZ	RÇ	KB	FSH	KSH	SHH	NQ
DM	1																
BM	.68**	1															
AM	.70**	.56**	1														
VM	.55**	.61**	.49**	1													
VÇ	.07	-.04	.13**	.01	1												
TM	.78**	.63**	.65**	.57**	.07	1											
IM	.54**	.59**	.46**	.50**	.01	.49**	1										
DB	-.38**	-.28**	-.34**	-.15**	-.27**	-.32**	-.27**	1									
RM	-.20**	-.08	-.20**	-.04	-.34**	-.19**	-.12*	.51**	1								
VA	.17**	.21**	.23**	.22**	.38**	.21**	.15**	-.24**	-.27**	1							
RZ	.31**	.24**	.40**	.24**	.34**	.28**	.18**	-.33**	-.49**	.54**	1						
RÇ	-.33**	-.25**	-.32**	-.18**	-.23**	-.32**	-.29**	.55**	.61**	-.19**	-.39**	1					
KB	.32**	.33**	.33**	.25**	.19**	.31**	.30**	-.45**	-.31**	.47**	.43**	-.38**	1				
FSH	.19**	.26**	.21**	.20**	-.01	.18**	.23**	-.07	-.04	.10*	.16**	-.16**	.12*	1			
KSH	.11*	.13**	.05	.14**	-.01	.09	.11*	-.14**	-.04	-.00	-.01	-.07	.03	.20**	1		
SHH	-.12*	-.19**	-.11*	-.13**	.04	-.09	-.18**	.02	-.04	-.01	-.00	.04	-.06	-.24**	-.02	1	
NQ	.07	.16**	-.06	.16**	-.00	.03	.09*	-.12*	-.03	.06	-.00	.00	.10*	.07	.42**	-.07	1

**. The correlation is significant at the level of 0.01. *. The correlation is significant at the level of 0.05.
DM-Brand Love, BM-Brand Loyalty, AM-Brand Commitment, VM-Brand Awareness, VC-Price Awareness, TM-Brand Attraction, IM-BrandImage, DB-Wish to Buy, RM- Brand Relevance, VA-Evaluation of Alternatives, RZ-Discount Advertising, RC- Price Relevance, KB- Post- purchase satisfaction, FSH-Frequency of Shopping, KSH-Time Spent on Shopping, SHH-Amount Spent on Shopping, DH-Number of Stores Visited.

4. Correlation Analysis

4.1.

Table 4.1: Analysis of the correlation between brand characteristics, purchasing decision-making process, and consumer demographic characteristics

	Gen	Age	Edu	Pro	MS	Inc
DM	**.190****	**-.148****	.002	.056	**-.142****	.076
BM	**.102***	**-.120***	-.043	.082	**-.114***	.027
AM	.063	-.011	.047	.071	-.044	.038
VM	**.151****	-.063	-.034	.000	**-.108***	-.011
VÇ	**-.106***	-.090	.033	-.008	-.083	**.122***
TM	.091	-.037	.017	.052	-.094	.036
IM	**.126***	**-.175****	-.087	.082	**-.119***	-.023
DB	**-.162****	**.127***	.002	-.032	.078	-.077
RM	-.050	.018	-.070	.046	.024	**-.107***
VA	-.024	-.075	.081	.030	-.071	.064
RZ	.028	-.076	**.098***	.015	-.089	**.114***
RÇ	**-.146****	.066	-.019	-.007	.041	-.036
KB	**.173****	-.084	.072	.064	-.047	.042

**. The correlation is significant at the level of 0.01. * .The correlation is significant at the level of 0.05.

4.2.Influence of Brands on the Product Purchase Decision Process

Table 4.2: Results of regression analysis regarding the effect of brands on the wish to buyduring the buying process

Dependent Variable	Independent Variables	β	t	p	F	Model (p)	R	R²
DB	Constant	4.680	30.953	.000	16.963	**.000**	.482	.232
	DM	**−.188**	−2.924	**.004**				
	BM	−.083	−1.281	.201				
	AM	−.090	−1.492	.137				
	VM	**.160**	2.551	**.011**				
	VÇ	**−.224**	−5.340	**.000**				
	TM	−.028	−.375	.708				
	IM	−.119	−1.856	.064				

.

Above, we tested the effect of independent variables on each factor separately. However, to see the effect of each independent factor separately on each dependent factor and to reducethe number of regression tables that benefit from the application in SPSS, in the following we have presented these effects in the AMOS program as in the figure below, as AMOS allows us topresent all of these effects simultaneously.
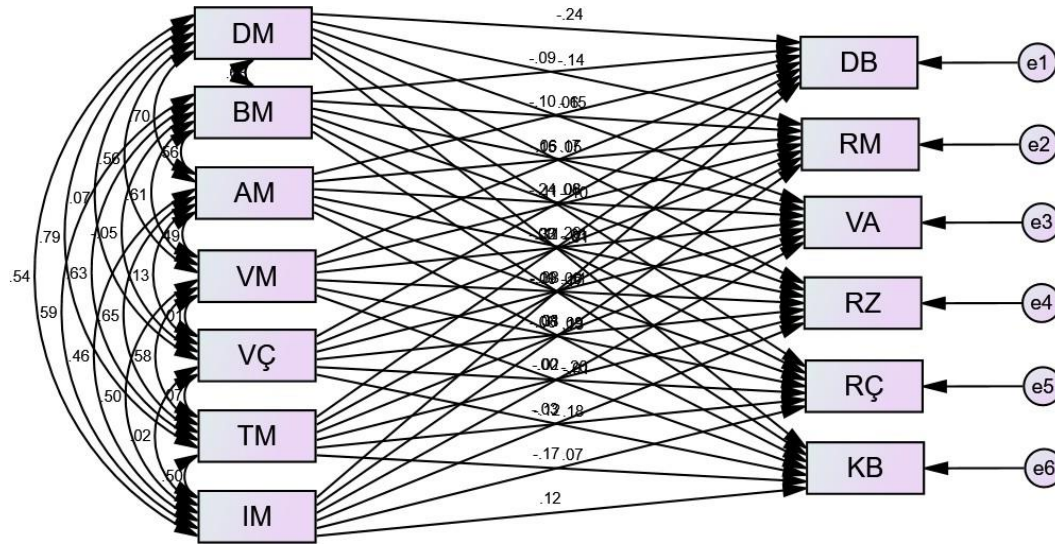

Figure 4.1: Simultaneous effects of independent brand factors on dependent factors of thepurchasing decision process

Table 4.3: Concurrent results of regression analysis regarding the effect of independent factorson dependent factors

Parameter	Effect	Low interval	High Interval	P
DM → DB	**-.243**	**-.420**	**-.110**	**.010**
DM → RM	-.139	-.260	.000	.094
DM → VA	-.151	-.309	-.004	.095

4.3. Investigating Differences in Brand Factors by Purchasing Habits

In the following, we investigated the differences in brand factors according to purchasing habits using One-Way ANOVA analysis. The results are presented in turn for each of the buying habits questions.

Table 4.4: Results of ANOVA analysis regarding differences in brand factors by frequency of purchase

		Sum of Squares	df	Mean Square	F	Sig.
DM	Between Groups	20.947	4	5.237	5.396	**.000**
	Within Groups	383.305	395	.970		
	Total	404.251	399			
BM	Between Groups	28.484	4	7.121	11.151	**.000**
	Within Groups	252.247	395	.639		
	Total	280.731	399			
AM	Between Groups	18.431	4	4.608	6.970	**.000**
	Brenda Grupeve	261.125	395	.661		
	Total	279.556	399			
VM	Between Groups	11.642	4	2.910	5.509	**.000**
	Within Groups	208.683	395	.528		
	Total	220.325	399			
VÇ	Between Groups	.940	4	.235	.332	.857
	Within Groups	279.885	395	.709		
	Total	280.825	399			
TM	Ndërmjet Grupeve	10.911	4	2.728	4.291	**.002**
	Within Groups	251.099	395	.636		
	Total	262.010	399			
IM	Between Groups	14.875	4	3.719	8.240	**.000**
	Within Groups	178.258	395	.451		
	Total	193.133	399			

Table 4.4 presents the results of the ANOVA analysis regarding differences in brand factors by frequency of purchase. Values F = 5,396, p = 0.000; F = 11,151, p = 0.000; F = 6,970, p = 0.000;F = 5,509, p = 0.000; F = 4,291, p = 0,002 and F = 8,240, p = 0.000 indicate that there are differences in the factors Love for the Brand, Loyalty to the Brand, Commitment to the Brand, Awareness of the Brand, Attraction to the Brand and Brand Image, respectively, according to thefrequency of purchases. To find out between which groups there are differences, the results from the Multiple Comparison Table, derived by the Tukey test, were used.

In **Table 4.5** we present the results of multiple comparisons using the Tukey test about brand differences by purchase frequency. The table summarizes only significant differences, whileother values have been deleted from the table due to the large volume of the table. (Reminder: 1- Strongly Agree, 5-Strongly Disagree),

Table 4.5: Results of multiple comparisons using the Tukey test regarding differences in brand factors by frequency of purchases

Dependent Variable	(I) How often do you shop?	(J) How often do you shop?	Mean Difference (I-J)	Std. Error	Sig.
DM	Every day	Once a month	-.54327*	.15665	.005
		Less than once a month	-.69444*	.19426	.004
	2-3 times a week	Once a month	-.38888*	.13337	.031
		Less than once a month	-.54005*	.17603	.019
BM	Every day	Once a month	-.53118*	.12708	.000
		Less than once a month	-.78889*	.15759	.000
	Once a week	Less than once a month	-.52529*	.15031	.005
	2-3 times a week	Once a month	-.47357*	.10819	.000
		Less than once a month	-.73128*	.14280	.000
AM	Every day	Once a month	-.38218*	.12929	.027
		Less than once a month	-.74352*	.16034	.000
	Once a week	Less than once a month	-.47378*	.15293	.018
	2-3 times a week	Less than once a month	-.62985*	.14529	.000
VM	Every day	Once a month	-.46351*	.11558	.001
		Less than once a month	-.54306*	.14334	.002
TM	Every day	Once a month	-.37399*	.12679	.028
		Less than once a month	-.55833*	.15723	.004
	2-3 times a week	Less than once a month	-.40841*	.14247	.035
IM	Every day	Once a month	-.46494*	.10683	.000
		Less than once a month	-.51296*	.13248	.001
	2-3 times a week	Once a month	-.37384*	.09095	.000
		Less than once a month	-.42186*	.12004	.004

4.4. Investigating the Differences in Brand Factors According to Consumer Demographic Characteristics
Investigations of differences in brand factors according to consumer demographic characteristics were reviewed using a one-way ANOVA test and analysis of variance.

Table 4.6: Test-t results for differences in brand factors by gender of consumers

	Gender	N	Mean	Std. Deviation	T	Sig.
DM	Male	152	2.4962	.99844	−3.869	**.000**
	Female	248	2.8906	.98382		
BM	Male	152	2.2903	.85115	−2.044	**.042**
	Female	248	2.4662	.82575		
AM	Male	152	2.4156	.85888	−1.269	.205
	Female	248	2.5249	.82236		
VM	Male	152	1.8010	.65378	−3.053	**.002**
	Female	248	2.0323	.78121		
VÇ	Male	152	2.3076	.86050	2.122	**.034**
	Female	248	2.1250	.81949		
TM	Male	152	2.0658	.81721	−1.818	.070
	Female	248	2.2177	.80230		
IM	Male	152	1.7961	.72792	−2.525	**.012**
	Female	248	1.9758	.66757		

Table 4.6 summarizes the test results for differences in brand factors by gender of consumers. Love for Brands varies by gender (t = −3,869, p = 0.000). The average male for Brand Love is $\bar{x}$ = 2.4962, while the average female for Brand Love is $\bar{x}$ = 2.8906. According to this difference, men have a Love of Brands higher than women months (Remember: 1-Strongly Agree, 5- Disagree At All). Hence, *sub-hypothesis H6.1: Love for brands differs significantly accordingto the gender of consumers has been successfully accepted.*

Conclusions

The main purpose of this research is to examine the effect of brands in the purchasing process \ Based on various works in this field, a survey has been created that has been used online dueto the pandemic by Covid-19. Using the appropriate sampling method on the Internet, a total of417 questionnaires were collected. However, after reviewing the questionnaires regarding the wayof filling in, 17 questionnaires were removed from the data set for reasons of completing thequestionnaire without reading it carefully. These participants answered all the questions with 1-Strongly Agree.
Based on our research sample the research results show that the factors that influence consumer decision-making were divided into seven groups: Brand Love (DM), Brand Loyalty (BM), BrandCommitment (AM), Brand Awareness (VM), Price Awareness (VC), Attraction to Brands (TM) and Image to Brands (IM). It is recommended to all those who do research in this area to take intoaccount the above-mentioned factors to deepen the research further. It is also recommended to all students and other scholars to consider the stages during the consumer decision process. Failure to comply with these recommendations may lead to erroneous results inconsumer decision-making

Meaning of acronyms from the Albanian language

DM-Brand Love, **BM**-Brand Loyalty, **AM**-Brand Commitment, **VM**-Brand Awareness, **VC**-Price Awareness, **TM**- Brand Attraction, **IM**-Brand Image, **DB**-Wish to Buy, **RM**- Brand Relevance, **VA**-Evaluation of Alternatives, **RZ**- Discount Advertising, **RC**- Price Relevance, **KB**- Post-purchase satisfaction, **FSH**-Frequency of Shopping, **KSH**- Time Spent on Shopping, **SHH**-Amount Spent on Shopping, **DH**-Number of Stores Visited.

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