

BRAND IMAGE AND PURCHASE INTENTION: MEDIATING ROLE OF SALES PROMOTION

Robinson Aristarchus Bananda & Micah Azuakolam David

*Department of Marketing, Faculty of Management Sciences, University of Jos
Tel: -2347032928225, Tel: -2348067337062, Email: banandar@unijos.edu.ng,
2017pgms0196@unijos.edu.ng*

Abstract

The paper examined brand image and purchase intention: mediating role of sales, a case study of five (5) selected markets in Jos selling Nestle products. Primary data were administered to the customers in the markets. Structural equation modeling and the exploratory factor analysis were conducted with AMOS (20). The weight regression results supported the hypotheses formulated. Positive and significant associations were established between brand image and sales promotion and purchase intention with the measure values of 0.321 and 0.463 independently. Sales promotion had positive relationship with purchase intention with the coefficient value of 0.137. The Zober result also affirmed that mediating effects were statistically significant and positive as the Z-score of the Sobel test (3.837) exceeded the threshold (1.96). Thus, sales promotion mediates the relationship between brand image and purchase intention. More so, the covariance result affirmed a positive and significant association between sales promotion, brand image and purchase intention. The Exploratory factor analysis result affirmed that the variables were accepted, moderately, highly correlated and useful as revealed by the values of KMO's, Bartlett's and principal component analysis respectively. The Cronbach's Alpha with the value of 0.798 revealed that the questions were good and dependable. In view of this, the paper recommended the Nestle should maintain their brand image in order to enhance their sales promotion activities being provided to the customers and to strengthen the purchase intention of their customers.

Keywords: *Brand Image, Sales Promotion, Purchase Intention and Planned Behaviour*

Introduction

Purchase Intention is the tendency of consumers to buy a brand or take actions related to purchases that are measured by the level of possibility of consumers to make purchases. Purchase intention is a measure of each customer's propensity to buy a product or service. It is the Sum total of cognitive, affective and behavioral towards adoption, purchase and use of the product, services, ideas or certain behaviors (Hartono et.al. 2019).Purchase intention helps

company to make efficient decisions across other areas of business. For example, if organizations have a rough estimate of whether and how much customers are willing to buy in the immediate to near future, the company will be able to predict inventory, minimize waste and optimize costs by understanding purchase intent. It also makes it easier for sales professionals to know where to focus their efforts. Attempting to sell to customers who have no intent to make a purchase is often a difficult sale to fulfill. Purchase intention describes the extent to which customers are willing and inclined to buy a product or service from a company within a certain period of time usually 6 to 12 months (Hanaysha, 2018).

Sales promotion is an approach taken by advertisers to increase motivation, opportunities and the ability of consumers to process messages in a promotion (Agbi et al, 2019). Moreover, the main function of sales promotion is to stimulate the buying behavior of a product or service. Sales promotions are very flexible which can be used both reactively to quickly respond to competitors' activities and proactively according to plans to integrate other marketing communication activities. Sales promotion can be said to be successful and great if it is innovative, creative, unique, and convincing. Sales promotion must be developed so that consumers can understand and can visualize themselves (Said et. al., 2019)

Akbar et.al, (2020) acknowledged that the relationship between sales promotion and brand image cannot be underrated. Sales promotion is the main tool to build Strong Brand Image. Sales promotion must be relevant, related, and support brand image. If seen from the mediating role of Brand Image, Brand Image plays an important role in intervening in the effect of sales promotion. More so, sales promotion plays significant role on the relationship between brand image and purchase intention. It means that the stronger Brand Image, the higher purchase intention of the consumer will be created, due to an effective sales promotion (Hanaysha, 2018). Sales promotion activities such as special sales discount among others enhance

consumer purchase intention thereby improve purchasing decisions (Wardani et.al, 2020)

Brand image is one of the key components that influence the company's survival. Brand image is a set of associations that form consumers' perceptions of a certain company. It is based on people's interactions with the brand and their beliefs about its personality. Brand image is a consumer's interpretation of a particular company and its products and services. It takes form inside the consumer's mind based on their experiences and interactions, as well as their perception of a company's mission and values. A strong brand image can create brand recognition and encourage the formation of a loyal client base that can provide a company with profits for years to come. Brand image is the customers' impression of a particular company that conveys emotional value. It consists of the brand's personality, tone of voice, visual language, company's values, products, pricing, quality of the service, etc., and the way people perceive all these elements (Agmeka et al., 2019)

Ramesh et al. (2019) acknowledged that good brand image is important due to the following reasons. Firstly, good brand image can help a company establish credibility within its industry. It requires earning the respect of consumers and competitors through quality, consistency and honesty. There are many ways that brands image establish credibility, such as; being honest with consumers, providing expert testimony about products or services, answering customer feedback, addressing issues quickly and comparing products and services with competitors among others (Plumeyer et al., 2019). Secondly, a good brands image can attract new customers and establish itself as a key component of a specific industry. For example, if customers think of a brand image of a particular product is honest, supportive and innovative. The customers might recommend the product to others. The positive opinions of the customers about a company also make it easier for a company to introduce new products under the same brand. Thirdly, when customers have a positive brand image of a company, they may be more likely to refer its services or products to others. Referrals are an important part of growing the brand's audience, and trusted friends and family can serve as a credible source of information for many people. Sometimes, a potential customer simply needs a positive mention from a trusted friend to decide to support a company. Fourthly, good brand image establishes professionalism. If a brand's image is clean, consistent and organized, customers might think the

brand embodies professionalism, thus, enhance customers' trust, confidence and loyalty for the brand and create expectations for services and products. Good brand image **creates a strong competitive advantage**. Most consumers choose products not only on their features but on the values that brands stand for. A positive reputation means that people are ready to pay more for the products to feel brand affiliation. A good brand image increases the company's profits and market share (Wardani et.al, 2020). It is on this background that this paper is conducted to assess the role of sales promotion on the relationship between brand image and purchase intention.

Statement of the Problem

The role of sale promotion on the relationship between brand image and purchase intention has gained instigation and it has become a vital content of discussion among scholars. Lots of papers and inquires have been done regarding the topic and the findings of the scholars were indecisive. Kerin et.al. (2015) made it known that Sales promotion is marketing communication activities is used by companies to enhance strong brand image and to shape consumers purchase intention in a positive way. Dontigney (2023) made it known that sales promotion help to shape and refine brand image and purchase intention. Dontigney (2023) also added that strong brand images improve consumer purchase intention. Brands with a strong and positive image tend to be more easily remembered and accepted by consumers. Weak brand image, by contrast, can reduce purchase intentions (Dontigney 2023). Purchase intention is one of the phases in the decision-making process for consumers that arise after a need is felt by an individual customer. It is a psychological variable that intervenes between attitudes and actual behaviour of the consumers. The consumer purchase intention could be affected by several factors such as brand image. Thus, it is against this background that this research intends to investigate the role of sales promotion on the relationship between brand image and purchase intention. In particular, the specific objectives if the study include to:

- i Examine the relationship between brand image and purchase intention.
- ii Determine the relationship between brand image and sales promotion.
- iii Examine the relationship between sales promotion and purchase intention.
- iv Examine the mediating role of sales promotion on the relationship between brand image and purchase intention.

Literature Review

Sales Promotion

According to Sai (2023) sales promotion can be defined as that philosophy of promotion of sales (other than personal selling and advertising) which is aimed at stimulating sales, through adopting techniques (or methods) of a special nature. Sales promotion in a specific sense includes marketing activities other than personal selling, advertising and publicity that stimulate consumer purchasing and dealer effectiveness, such as displays, shows and expositions, demonstrations and various non-recurring selling efforts not in the ordinary situation (Sai, 2023).

H₀1: There is no significant relationship between brand image and purchase intention.

Brand Image

Brand Image is a representation of the overall perception of the brand and is formed from information and experience of the brand (Sutrisna et. al. 2021). Lee et al. (2019) defined brand image as a functional and symbolic brand which contains information and ideas that a consumer has about the different products of the brand and the features of the product that represents consumers' symbolism consisting of all definitions and evaluations related to the brand. Venessa et.al (2017) defined brand Image as an association or belief that exists in the minds of consumers to be different from other brands such as labeling, letter designs or special colors. Venessa et.al (2017) added that brand Image is a vision and belief that is buried in the minds of consumers, as a reflection of associations that are held in consumers' memories. Brand image is needed to boost the anticipating capability of the framework and administer a good understanding of the determinants that inspire brand loyalty in the local brand industry and the beliefs held by consumers and perceptions, as reflected in the associations stored in the consumers' memory (as it helps the consumers on how to recognize their satisfaction and needs with a brand (Mabkhot et.al. 2017). Brand Image indicators according to Sutrisna et.al, (2021) are as follows:

- i. Easy to recognize: In addition to the logo, a brand is known through the message and the way in which the product is packaged and presented to consumers which is called a trade dress.
- ii. Good reputation: For companies, image means the public's perception of the company's identity. This perception is based on what the public knows or thinks about the company in question.
- iii. Always remembered: The brand elements

chosen should be easy to remember, and to mention/pronounce

Purchase Intention

Purchase intention *is* the willingness of a consumer to buy a product or service. It has been determined that a positive purchase intention would mean a positive brand engagement of the customers to the brand itself. The more customers have been motivated to purchase a product, the more likely it is to engage in a product. Martins et.al. (2019) defined purchase intention as the likelihood that a customer will purchase a specific product or service. However, not all consumers are intended to buy a product or a brand because of the same reason. The consumer's attitude towards its usage of the product is determined by their intention to purchase, which is critically important to recognize (Park et.al 2016). Most of the studies like; Chen et.al. (2017); Choedon et.al, (2020) identified the following as the determinants of purchase intention:

- i. Consumer Satisfaction.
- ii. Perceived Attributes of the Product
- iii. Perceived Benefits
- iv. Perceived Value
- v. Brand Image
- vi. Social Influence
- vii. Marketing Activities

Research Framework

The conceptual framework for this study is represented diagrammatically based on the relationships of constructs of study and their order of influence (Figure 1). The first flow in the conceptual framework is initiated relating Brand Image and purchase intention while the second flow in the conceptual framework shows the relationship between brand image and sales promotion. The third flow shows the relationship between sales promotion and purchase intention. The fourth flow shows the mediating effect of sales promotion on the relationship between Brand Image and Purchase Intention. This broad framework of the study proposes hypotheses for testing based on the relationship of constructs included in the study.

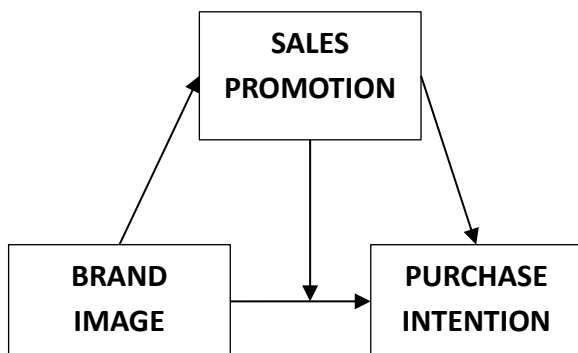


Figure1: conceptual Model of the Study
Source: Ferdinand (2006)

Theoretical Review

The main theories used in this research were Theory of Planned Behaviour and Theory of Brand Image. Therefore, the theoretical underpinning of this study is Theory of Planned Behaviour.

Theory of Planned Behaviour

The theory of planned behavior was propounded by Icek Ajzen as an attempt to predict human behavior (Ajzen, 1991). The Theory of planned behavior posits that attitude toward the behavior, subjective norm, and perceived behavioral control influence behavioral intention. It is also possible for external factors to directly force or prevent behaviors, regardless of the intention, depending on the degree to which a behavior is actually controlled by the individual, and the degree to which perceived behavioral control is an accurate measure of actual behavioral control. The theory is applied in this study because it helps to understand and predict purchase intention of customers under certain circumstances, such as sale promotion. It is applicable to this work because it explain that the behaviour of purchase intention of the customers are influenced by sales promotion and brand image

Theory of Brand Image

The brand image theory was propounded by Philip Kotler. The theory explains how consumers form perceptions and attitudes towards a brand based on their experiences and interactions with that brand. According to Kotler, the brand image is created by the sum total of all the experiences that consumers have with the brand. These experiences come from consumers exposure to and interactions with advertising, packaging, product quality, customer service, and other touchpoints. The way brand image theory works is that consumers will have a more favorable attitude towards a brand if they have had positive experiences with it. Consequently, brand image can greatly influence consumer behavior and purchasing decisions. The theory highlights the

importance of creating a consistent and positive brand image through all of a brand's marketing and communication efforts.

Kotler also suggests that a strong brand image can help a brand stand out from its competitors and increase brand loyalty among both potential and existing consumers. This can be especially important in highly competitive markets where consumers have many options to choose from. The theory of Brand image is adopted in this study because it explained the idea behind brand image relating to the purchase intention of the customers. The theory clarified that the consumers are not only purchasing product just because of consumption's sake but also the image associated with that product. The theory of Brand images is also relevant to this work because it conveys the product's character of a company in a unique manner different from its competitor's image to a customer.

Empirical Review

Lin et.al. (2018) wrote on the relationships of brand image and consumer purchasing intention. Purposive sampling was adopted and three hundred questionnaires were administered to 185 respondents. The findings revealed that brand image had positive influence on the consumer purchase intention. Sales promotion and price discount effect on consumer purchase intention with the moderating role of social media in Pakistan was conducted by Bhatti (2018). The data were collected using the simple random sampling and through the questionnaire technique. The confirmatory factor analysis and the structural equation model technique were used to analyze the data. The results indicated that the sales' promotion and the social media had a remarkable and positive effect on the consumers' purchase intention. Contrarily, discount had no effect on the consumers' purchase intention. In addition, social media moderated the relationship between the sales' promotion and the consumers' purchase intention.

Akbar et.al (2020) examined the role of sales promotion on the relationship between brand image and purchase intention using multiple regression analysis. The results revealed that sales promotion, product quality, and celebrity endorsers affect brand image, and brand image had a mediating role in boosting consumer purchase intention. Celebrity endorser had the highest influence on brand image. The higher brand image had, the higher purchase intention would be created due to the more attractive celebrity endorser role, and then followed by intensive sales promotions and high product quality.

Benhardy et.al. (2020) investigated the impact of Brand Image on purchase intention. Data were collected from 400 respondents in South Sumatera specifically Palembang. The data collected was analyzed with Structural Equation Modelling (SEM). The results showed that there is a positive relationship between Brand Image and Purchase Intention.

Gorji et.al, (2020) examined the impact of sales promotion display on customer intentions to purchase and repurchase, focusing on the moderating roles of perceived product quality and price fairness. The study employed a descriptive, quantitative, non-experimental research method using a cross-sectional design with a self-administered questionnaire. The results indicated that sales promotion display significantly effects on purchase and repurchase intentions. The findings also highlighted the moderating role of perceived product quality and price fairness on customer shopping intentions. Lastly, it is confirmed that the joint moderating effects of perceived product quality and price fairness in the relationship between sales promotion display, purchase and repurchase intentions are significant. Adirinekso et.al, (2021) wrote on how brand image mediated sales promotion and price to impact shopee consumer's decision? The case of urban worker in Jakarta. One hundred twenty urban workers were selected by the purposive sampling method. SEM was used to test the role of brand image in mediating price and sales promotion to purchase decision. The results showed that price had insignificant effect on purchasing decisions. Sales promotion and brand image had positive effect on purchasing decisions. Price and sales promotion also affected brand image. The brand image had a partial mediation on the impact of sales promotion and a complete mediation on price variables on Jakarta's urban workers' purchasing decisions.

Cuong (2022) wrote on brand image and purchase intention. Primary data were administered to 249 customers at fast-food restaurants in Ho Chi Minh City. Partial Least Squares approach to test measuring and structural models was used. The results displayed brand image had positively correlated to purchase intention. Bakti et.al. (2022) examined how the brand image functions as a mediator of the impact of sales promotion on consumer purchase intention. Cross-sectional survey methodology was used. Simple random sampling was used to select 110 respondents as the sample. Partial Least Square Structural Equation Modeling (SEM-PLS) was used as data analysis. Research findings indicated that Brand image has a positive

and significant effect on Product Purchase intention, and Sales Promotion has a positive and significant effect on brand image. There is no positive and significant influence of Sales Promotion on Product Purchase intention. The brand image mediates the influence of sales promotion and consumer purchase intention in Palembang.

Research Gap

Although, many researchers have been carried out on the role of sales promotion on the relationship between brand image and purchase intention. And the researchers had utilized different methodologies, results, countries, time covered, case study. Though, this research build on the work of Akbar et.al, (2020) who examined the role of sales promotion on the relationship between brand image and purchase intention using Multiple regression analysis. However, the methodology differs. More so, the case study and the time covered also differed. It is on this note that this dissertation is conducted. This paper will examine the role of sales promotion on the relationship between brand image and purchase intention. The study used five selected markets in Jos. These markets are; Terminus market, Bukuru market, Chobe market, Abuja market and Satellite market. More so, the study focused on the customers that patronized Nestle products. Thus, make the work unique.

Methodology

This study used descriptive research design. This design refers to a set of methods and procedures that describe variables. The target population for this study is the customers that patronize Nestle products in the five selected markets in Jos. Table 1 below showed the record of the Nestle's customer across the five selected markets as at the August, 2024.

Table 1: Names of markets and total number of Nestles' customers

S/N	Market	Number of Nestle's Customers
1	Terminus	105
2	Bukuru	100
3	Abuja	76
4	Chobe	60
5	Satellite	52
Total		393

Source: Nestle Jos, 2024

Sampling Technique

Sampling technique is the process used to select respondents under study. For the purpose of this study, stratified random sampling technique was adopted. The justification for the adoption of stratified random sampling are; it restrict the

possible samples to those, which are less extreme by ensuring that all parts of the population are represented in the sample to increase efficiency and reduces bias and improves the representativeness of all groups (Donnellan, 2012).

Sample Size Determination

Sample size is used to make inferences about objects or individuals in a population to be studied. In carrying out this research 250 respondents were sampled using Yamane sample’s technique (Saunders et.al, 2019). Thus, Yamane sampling formula is stated below:

$$N_y = \frac{N}{1+Ne^2} \dots\dots\dots (3.1)$$

Where:

N_y is Yamane sample size, c

N is underlying population size

e is determined confidence which is. That is, 95% sure about the results of the study thus, e=0.05

$$= \frac{670}{1+670(0.05)^2} \dots\dots\dots (3.2)$$

$$= \frac{670}{1+1.675} \dots\dots\dots (3.3)$$

$$= \frac{600}{2.675} \dots\dots\dots (3.4)$$

$$= 250.467 \dots\dots\dots (3.5)$$

$$= 250$$

Source of Data

Data constitute one of the most important and vital aspects of research. Although, research conducted in different fields of study used different methodology, but every research are based either on existing or generated data. These data collected are analyzed and interpreted to get information. Primary data are the data obtained from the first-hand experience which requires an artificial or natural setting in which to perform a logical study such as questionnaire, observation and interview methods among others. This research however used primary data by means of questionnaire administration to the target respondents of the study.

Method of Data Collection

The thesis explores questionnaire method for its data collection. The questionnaires were administered to the customers that buy Nestle products in the selected markets in Jos. The questionnaire used in the study was structured into demographic characteristics of the respondents such as; gender, sex, name of the market, period stayed in the market and the other part of the questionnaire measured the research variables of the thesis, these variables are;

- i Sales Promotion: The questionnaire that measured the sale promotion was developed by Villarejo-Ramos & Sanchez-Franco (2005). This instrument employs a Likert-type scale of

1–5; 1=Strongly Agree 2=Agree 3=Neutral 4=Disagree 5=Strongly Disagree.

- ii Brand Image: The questionnaire on brand image was developed by Jalilvand & Samiei (2012). This instrument employs a Likert-type scale of 1–5; 1=Strongly Agree 2=Agree 3=Neutral 4=Disagree 5=Strongly disagree
- iii Purchase Intention: The questionnaire items on purchase intention were derived from the studies of Shareef et al., (2008) and (Hanaysha, 2018). This instrument employs a Likert-type scale of 1–5; 1=Strongly Agree 2=Agree 3=Neutral 4=Disagree 5=Strongly disagree

Reliability of Instrument

Reliability has to do with the extent to which the study can be repeated and produce the same result. Though, no social science research can be cast on iron like in the case of natural sciences producing similar result in time and place, this research clearly articulates the methodology observed in the process of conducting the research which will always serve as a guide for any further empirical investigation.

Validity of Instrument

Face Validity

Face validity was ensured by extensive literature survey on nature of the research problem and reinforced by developing the survey questionnaires based on validated scales. Scholars opine that face validity can be ensured by extensive literature survey on the research problem and developing survey questionnaire based on validated scales (Semanciket et. al., 2021). For face validity test, the researcher shared the constructed survey questionnaire with an expert panel of five peer review professionals in the strategic management field to judge whether, on the face of it, the measure seems to reflect the concept concerned. Existing literature posits that face validity test involves sharing the constructed data collection instrument with an expert panel of per-review professionals with experience and expertise in the field to judge whether, on the face of it, the measure seems to reflect the concept concerned (Stribinget et. al., 2022).

Content Validity

Content validity was ensured by extensive literature survey on nature of the research problem. Scholars opine that content validity can be ensured by conducting extensive literature survey on the research problem (Karhulahtiet et. al., 2023). Additionally, content validity was strengthened by developing the survey questionnaires based on validated scales. Content

validity can also be ensured by developing the data collection instrument based on validated scales (Karhulahtiet et. al., 2023).

To maintain the validation of the instrument for data collection, the supervisor went through all questions and with limited interference from the researcher and made his contribution by ensuring that questions used in the questionnaire were in line with the research objectives and literature review. Hence, the result of the study is valid because the instrument clearly captured the facts necessary for answering the questions under investigation.

Method of Data Analysis

Descriptive statistic such as frequency was used to summarize and describe demographic characteristics of the respondents and the variables used in the dissertation. In addition, the study employed structural equation modeling techniques and the exploratory factor analysis with the aid of AMOS (version 20) to determine the association among the variables used and the parameter values to explain the role of sale promotion on the relationship between the brand image and purchase intention. The decision rules, Using 0.50 as a yardstick for the correlation, it is assumed that any value above 0.50 is correlated. Significant association among the variables. More so, the values of KMO range between 0 and 1. Values closer to 1 suggest higher factor analysis suitability and also indicate that the sample size is adequate. For the reliability test, the value of Cronbach’s Alpha is between 0 and 1. High values denote more internal consistency or reliability.

Model Specification

Similar to regression analysis, structural equation modeling has its assumptions. But in structural equality models, many regression equations work together, whether in the structural model part or in the measurement model part. Therefore, the assumptions that apply to the regression models are

valid for the structural equation models. As these assumptions are known, linearity, that is, the relationship between dependent and independent variables is linear, normal distribution of error terms (normality), no multicollinearity which means independent variables are not related to each other, the variance of error terms is fixed (homoscedasticity) or in other words there is no relationship between independent variables and error terms, no autocorrelation that means that there is no relationship between error terms (Wooldridge, 2003). If these assumptions are met, it should be considered whether the assumptions required for the structural equation models are also met.

The study performed four different models based on the hypotheses formulated. Hypotheses tested and Models are as follows:

Model 1: $PI = \beta_0 + \beta_1 BI_i + \epsilon_j$ ----- (1)

Model 2: $SP_i = \beta_0 + \beta_2 BI + \epsilon_j$ ----- (2)

Model 3 : $PI_i = \beta_0 + \beta_3 SP + \epsilon_j$ ----- (3)

Model 4: $SP_i = \beta_0 + \beta_4 BI_i + \beta_5 PI + \epsilon_j$ ----- (4)

Where;

PI = Purchase Intention, BI=Brand Image, SP=Sales Promotion. β_0 = Intercept, $\beta_1, \beta_2, \beta_3, \beta_4$ and β_5 = coefficients of brand image, sales promotion and purchase intention respectively. ϵ_j = error term.

Results and Discussion

This part presents the analysis of data and interpretation and results based on the total, 250 survey questionnaires were distributed to the customers of Nestle foods in Terminus market, Bukuru Market, Abuja Market, Chobe Market and Satellite market in Jos. However, only 227 survey usable questionnaires were received. Therefore, there was a valid response rate of 90.8%, which as per the assertions of Creswell (2020), was sufficient for data analysis and reporting purposes. Table 1 presents the socio demographics characteristics of respondents.

Table 2: Descriptions of socio-demographic characteristic of the Respondents

S/N	Variable	Frequency	Percentage
1	Descriptions of Respondents by their Gender		
	Male	81	35.7
	Female	146	64.3
	Total	227	100.0
2	Descriptions of Respondents by their Marital Status		
	Single	46	20.3
	Married	155	68.3
	Others	26	11.5
	Total	227	100.0

3	Descriptions of Respondents by their market		
	Terminus	45	19.8
	Bukuru	53	23.3
	Abuja	49	21.6
	Chobe	50	22.0
	Satellite	30	13.2
	Total	227	100.0
4	Descriptions of Respondents by their Number of Years in the market		
	1-3 years	32	14.1
	4-6 years	54	23.8
	7-9 years	78	34.4
	10 years and above	63	27.8
	Total	227	100

Source: Field work, 2024

The gender category of respondents in table 1 above revealed that 81(35.7%) of the respondents in the study area were male. while 146(64.3%) were female. The description of the respondents by marital status revealed that 46(20.3%) of the respondents in the study area are single and 155 respondents representing 68.3% were married. while 26(11.5%) were observed to be other. We can infer that there were more Married women than Single. The Descriptions of Respondents by their market in table 2 above indicated that 45(19.8%) of the respondent were in terminus market, 53(23.3%) of the respondents were customers in Bukuru market, 49(21.6%) were in Abuja market. Chobe market had 50 respondents representing 22%.While satellite market had 30 respondents representing 13.2%.More so, The number of years of the respondents in the markets indicated that 32 (14.1%) respondents had been in the market between the range of 1-3 years.54 respondents representing 23.8% had been in the market between the range of 4-6 years. while 78(34.4%) of the respondents had been in the market between the age of 7-9 years. while 63 of the respondents which represented 27.8% had been in the market for 10 years and above.

Exploratory Factor Analysis

The Exploratory Factor Analysis is used to identify the fundamental dimensions or structure in a collection of the observed data. It helps in identifying the underlying causes that explain the patterns of correlation across variables.

Kaiser-Meyer-Olkin and Bartlett's Test

The Kaiser-Meyer-Olkin (KMO) and Bartlett's tests are the first tests to be conducted when adopting exploratory factor analysis (EFA). It is conducted to verify whether the sample size generated is adequate. KMO assesses the data's suitability for sampling and decides whether the variables included in the analysis are suitable for factor analysis. It evaluates how much of the variance in the observable variables can be explained by underlying factors. The values of KMO range between 0 and 1. Values closer to 1 suggest higher factor analysis suitability. For factor analysis, a KMO value of 0.6 and above is typically acceptable. In Table 3 below, the KMO value obtained is 0.674 which indicates that the sample size is adequate. Bartlett's Test of Sphericity is a test that helps to determine whether the observed variable in the datasets are sufficiently correlated in order to move further with the factor analysis. It puts the null hypothesis to the test to see if the correlation matrix is an identity matrix which would indicate that there is no correlation between the variables. Since we anticipate some degree of inter-correlation between variables in factor analysis, a significant Bartlett's test result ($p < 0.05$) indicates that the correlation matrix is not an identity matrix and that factor analysis is appropriate and concludes that the variables are related to each other.

Table 3: Kaiser-Meyer-Olkin (KMO) and Bartlett's result.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.674
	Approx. Chi-Square	1154.897
Bartlett's Test of Sphericity	Df	136
	Sig.	.000

Source: Researcher's computation from AMOS (2024)

In Table 5, Bartlett’s significant value of 0.000 is less than 0.05, thus, the null hypothesis is rejected, and we conclude that the variables are highly correlated and useful.

Principal Component Analysis

The second analysis conducted under the exploratory factor analysis (EFA) is the Principal component analysis. The Principal Component Analysis (PCA) shows the strength of the correlation of each variable within the group. Using 0.50 as a yardstick for the correlation, it is assumed that any value above 0.50 is correlated.

Table 4: Principal Component Analysis

Communalities		
	Initial	Extraction
Gender	1.000	.936
marital Status	1.000	.874
Market	1.000	.953
Number of Years in the market	1.000	.775
Amongst similar products, I choose the promoted ones.	1.000	.847
I feel happy when I buy a promoted product	1.000	.733
I check on promotions before going shopping	1.000	.814
Promotions change my brand preference	1.000	.899
I like buying promoted products	1.000	.798
I can quickly recall the symbol or logo of Nestle	1.000	.564
Nestle brand or the logo has a strong personality	1.000	.702
Nestle brand is a reason enough to to buy the product	1.000	.879
I feel good about my intention to purchase products from Nestle brand	1.000	.749
I intent to purchase again Nestle brand in the future	1.000	.756
I frequently purchase Nestle brand	1.000	.803
I will positively recommend Nestle brand	1.000	.827
Overall, I am satisfied about my purchase of Nestle products	1.000	.825

Extraction Method: Principal Component Analysis.

Source: Researcher’s computation from AMOS (2024)

In Table 4 all the variables have values greater than 0.50 which indicates that all the variables correlated. For example, the highest value in the table is 0.953 while the least value is 0.564 both of which are higher than 0.50. By implication, all the variables have a good factor loading and are therefore highly correlated.

Total Variance Explained and Eigen values

Explained variance (also called explained variation) is used to measure the discrepancy between a model and actual data. In other words, it is part of the model’s total variance that is explained by factors that are actually present and is not due to error variance. It refers to the variance in the response variables in a model that can be explained by the predictor variable(s) in the model.

Eigen values show how much variance is accounted for by each factor. More influential factors are indicated by larger Eigen values. A measure of how much of the variability in the observed variables is explained by the discovered factors can be found in the percentage of total variance explained by the extracted factors.

Table 5: Total Variance Explained

Component	Total Variance Explained			Extraction Sums of Squared			Rotation Sums of Squared		
	Initial	Eigen values		Loadings			Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.389	31.700	31.700	5.389	31.700	31.700	4.851	28.534	28.534
2	3.159	18.584	50.284	3.159	18.584	50.284	3.145	18.502	47.035
3	2.663	15.664	65.948	2.663	15.664	65.948	2.630	15.472	62.507
4	1.455	8.561	74.509	1.455	8.561	74.509	1.798	10.576	73.083

5	1.068	6.283	80.792	1.068	6.283	80.792	1.311	7.709	80.792
6	.696	4.092	84.885						
7	.522	3.070	87.955						
8	.478	2.809	90.764						
9	.356	2.092	92.856						
10	.295	1.736	94.591						
11	.273	1.606	96.197						
12	.187	1.100	97.297						
13	.149	.878	98.175						
14	.118	.696	98.871						
15	.095	.560	99.431						
16	.070	.411	99.842						
17	.027	.158	100.000						

Extraction Method: Principal Component Analysis.

Source: Researcher’s computation from AMOS (2024)

Table 5 above showed the variance explained by the initial solution. Only the first 5 factors in the initial solution have Eigen values greater than 1. Together, they account for 80.792% of the variability in the original value. This suggests that five latent influences are associated, while 19.208% is unexplained variation.

Reliability Statistics

Reliability Statistics are used to evaluate the reliability of an instrument or measurement scale. They give an idea of how well a scale’s items or variables assess the same underlying constructs or notions across time. Reliability is considered very crucial because it assures that measurements are trustworthy, consistent, and free of random errors the reliability statistic used in the research is Cronbach’s Alpha. It measures the average correlation between all feasible pairs of items on a scale and the level of correlation among the variables. The value of Cronbach’s Alpha is between 0 and 1. High values denote more internal consistency or reliability. Cronbach’s Alpha value of 0.7 is typically regarded as acceptable.

Table 6: Reliability Statistics for the constructs

Items	Extractions	Cronbach’ Alpha
Amongst similar products, I choose the promoted ones.	.847	
I feel happy when I buy a promoted product	.733	
I check on promotions before going shopping	.814	
Promotions change my brand preference	.899	
I like buying promoted products	.798	
Cronbach’ Alpha		0.812
I can quickly recall the symbol or logo of Nestle	.564	
Nestle brand or the logo has a strong personality	.702	
Nestle brand is a reason enough to buy the product	.879	
Am familiar to Nestle brand than other competitors	.743	
Nestle brand image is attractive	.865	
Cronbach’ Alpha		0.721
I feel good about my intention to purchase products from Nestle brand	.749	
I intent to purchase again Nestle brand in the future	.756	
I frequently purchase Nestle brand	.803	
I will positively recommend Nestle brand	.827	
Overall, I am satisfied about my purchase of Nestle products	.825	
Cronbach’ Alpha		0.796

Source: Researcher’s computation from AMOS (2024)

In Table 6, the values of Cronbach’s Alpha for the constructs are 0.812, 0.721 and 0.796 respectively which indicated a high reliability of the constructs.

Structural Equation Modeling

Structural equation modeling is a multivariate data analysis method used in evaluating and estimating relationships between observed variables and latent constructs. It enables researchers to investigate composite relationships and at the same time examine measurement models and structural models.

Standardised Regression Weights

In Structural Equation Modeling, standardised regression weights evaluate the strength and trajectory of relationships between latent constructs in a model. The weights depict the standardised magnitude of the effect of the relationship between the dependent variable and the independent variables. Table 7 below showed the standardized regression weights of the variables.

Table 7: Weights Regression Result

Latent Variables	Measurement Variables	Standardized Estimate (β)	CR	SE	Sig.
Sales Promotion	Brand image	0.321	7.322	0.023	***
Purchase intention	Brand image	0.463	5.645	0.064	***
Sales promotion	Purchase intention	0.137	3.673	0.097	***

Source: Researcher's computation from AMOS (2024)

The weights regression result in table 7 revealed that brand image had positive and high significant association with sales promotion and purchase intention with the estimate values of 0.321 and 0.463 respectively. More so, positive and significant association was established between sales promotion and Purchase intention.

Mediating Effect

Table 8: Result of Mediating Effect

Mediating effect	Coefficient	Sobel Test (Z-Score)	P-value
BI→SP→PI	0.673	3.321	***

Source: Researcher's computation from AMOS (2024)

The Zober result in table 8 revealed that sale promotion positively and significantly mediate the relationship between Brand Image and Purchase intention. Put differently, the mediating effects were statistically significant and positive as the Z-score of the Sobel test is 3.321 is greater than threshold (1.96) and significant at $p < 0.05$.

Correlation Matrix

Correlation matrix showed the relationship that the variables have between one another.

Table 9: Correlation Matrix

Variables	Brand image	Sales promotion	Purchase intention
Brand image	1	0.56	0.78
Sales promotion	0.56	1	0.64
Purchase intention	0.78	0.64	1

Source: Researcher's computation from AMOS (2024)

Table 9 showed a moderate positive relationship between brand image and sales promotion with the coefficient value of 0.56. High positive relationship was showed between brand image and purchase intention with the value of 0.78. Moderate positive relationship was established between sales promotion and purchase intention with the coefficient value of 0.64

Covariance

The Covariance table also showed the explained the association between brand image, sales promotion and purchase intention.

Table 10: Covariance

			Estimate	S.E.	C.R.	P
Sales promotion	<-->	Purchase intention	1.434	.143	10.044	***
Sales promotion	<-->	Brand image	1.204	.122	9.833	***
Purchase intention	<-->	Brand image	1.324	.128	10.312	***

Source: Researcher's computation from AMOS (2024)

The result of the covariance in table 10 showed positive association and high significance P values between the latent variable and exogenous variables. i.e. Positive and significant association was affirmed between brand image and sales promotion. In the same manner, there was a positive and significant association between brand image and purchase intention. Positive and significant association was affirmed between sales promotion and purchase intention.

Test of Goodness of Fit

In testing for the overall model fit, the following fit indices were tested CHI-SQUARE, RMSEA, NFI, IFI, TLI, and CFI.

Table 11: Test of Goodness of Fit

CHI-SQUARE	RMSEA	NFI	IFI	TLI	CFI
2.42	0.0368	0.966	0.964	0.988	0.958

Source: Researcher's computation from AMOS (2024)

The results in Table 11 showed that Chi-Square (χ^2/DF) value is 2.42 which falls within the range of 2 to 5 and indicates the model's good fit. Chi-square is an index that estimates the difference between the observed data and the models predicted covariance matrix. It assesses the discrepancy between the frequencies or covariance in the data that are expected and those that are observed. RMSEA (Root Mean Square Error of Approximation) is an index that measures the difference between the proposed model and the population covariance matrix per degree of freedom. It evaluates the fit of the model in terms of approximation error. Values of RMSEA that fall below 0.05 indicate excellent fit, between 0.05 and 0.08 shows good fit while values over 0.10 reflect poor fit. In Table 11 above, the RMSEA value stands at 0.0368. This value is obviously below 0.05 which implies that the model has an excellent fit.

Normed Fit Index (NFI) is a measure of the percentage of model fit improvement over a null model. It has a value between 0 and 1, with values nearer to 1 suggesting a greater match. NFI values greater than 0.90 are typically regarded as acceptable, although it is crucial to remember that NFI is typically less strict in comparison to other fit indices. In Table 11 above, the NFI value is 0.966 which indicates an acceptable model fit.

Incremental Fit Index (IFI) also shows the comparison between the proposed model and the fit of a baseline or null model. With values ranging from 0 to 1, the closer the value to 1 the better the fit. Any IFI value above 0.90 is considered generally an acceptable fit. In the 11 above, the IFI value is 0.964 which indicates an acceptable fit.

Tucker Lewis Index (TLI) this index is also referred to as Non-Normed Fit Index (NNFI). TLI is identical to NFI and it gauges how much better fitted a model is relative to a null model. The values of TLI range between 0 and 1. Any value greater than 0.90 indicates acceptance. In Table 11 above, the TLI is 0.988 which indicates an acceptable fit.

CFI known as Comparative Fit Index shows the comparison between the fit of the proposed model and the fit of a baseline or null model, with values closer to 1 indicating greater fit. A CFI value above 0.90 is typically considered suggestive of adequate fit. In Table 11 above, the CFI value obtained is 0.958. This indicates an acceptable fit.

From the above, it is apparent that all the indices employed to test the goodness of fit show the model has a very good fit.

Hypothesis Testing

This section is dedicated to testing the hypothesis for this research. A null hypothesis (H_0) and alternative hypothesis (H_1) depict the two possible explanations or findings on the relationship under investigation. Both hypotheses are set below. To determine whether to accept or reject the null hypothesis in favour of the alternative hypothesis, hypothesis testing evaluates the evidence in the data.

Table 12: Hypotheses Table

Hypotheses	Direction and structural Paths	B	T-Value	Sig.	Decision
$H_1(+)$	BI→ SP	0.321	7.322	***	Supported
$H_2(+)$	BI→ PI	0.463	5.645	***	Supported
$H_3(+)$	SP→ PI	0.137	3.673	***	Supported
$H_4(+)$	BI→SP→PI	0.673	3.321	***	Supported

Source: Researcher's computation from AMOS (2024)

The hypotheses results revealed a positive association and high significance between sales promotion and purchase intention. There was a positive and significant association between brand image and purchase intention. Brand image also had positive and significant with sales promotion. The mediating effects were statistically significant and positive.

Discussion of the Research Findings

To start with, a number of statistical tests were carried out to establish the role of sales promotion on the relationship between brand image and purchase intention. In almost all the testing, it was revealed that sales promotion indeed played a significant role on the relationship between brand image and purchase intention. Thus, the following are the findings;

1. A positive and high significance association was affirmed between brand image and sales promotion as it was revealed by the estimate value of 0.321. Thus, the result supported hypothesis one. This is consistent with the findings of Bhatti (2018); Adirinekso et.al, (2021).
2. The hypothesis two was supported as revealed by the estimate value of 0.463. Therefore, brand image is positively associated with purchase intention. This conformed to the findings of Lin (2013); Wang and Tsai (2014); Benhardy et.al, (2020); Yasa (2022) and Cuong (2022).
3. In the same manner, hypothesis three was supported as revealed by the estimate value of 0.137. Thus, Sales promotion is positively associated with purchase intention which was in agreement with the findings of Akbar et.al, (2020); Gorji et.al, (2020).
4. The hypothesis four was also supported as it was revealed by the result of the Zober which showed that the mediating effects were statistically significant and positive as the Z-score of the Sobel test (3.837) is greater than threshold (1.96) and significant at $p < 0.05$ as a result, sales promotion mediates the relationship

between brand image and purchase intention which was in conformity with the findings of Akbar et.al, (2020); Arsta et.al, (2021); Bakti et.al, (2022).

Summary, Conclusion and Recommendations

Summary

The data collected were analyzed using the structural equation model and factor analysis method. Thus, the following are the summary of the study;

- i. Brand image had a positive and high significant association with sales promotion
- ii. A positive and high significance association was affirmed between brand image and purchase intention.
- iii. Sales promotion is positively associated with purchase intention.
- iv. In the same manner, sales promotion mediates the relationship between brand image and purchase intention.

Conclusion

Based on the findings, the study concluded that;

- i. Positive and significant association between brand image and sales promotion; brand image positively and significantly associate to purchase intention.
- ii. Positive and significant association was established between sales promotion and purchase intention.
- iii. Sales promotion positively and significantly mediates the relationship between brand image and purchase intention.

Recommendations

Based on the findings of this study the following recommendations are made;

- i. The empirical result showed a positive and significant association between brand images and sales promotion. Thus, it is recommended that the management of Nestle should maintain their brand image. This will enhance their sales promotion activities being provided to the customers.
- ii. In the same manner, the results revealed a positive and significant association between brand image and purchase intention. Thus, it is recommended that management of Nestle should maintain the brand image in order to strengthen the purchase intention of their customers.
- iii. The result revealed that sales promotion positively and significantly mediates the relationship between brand image and purchase intention. Thus, it is recommended that management of Nestle should invest in sales promotion by employing technology driven promotional strategies.

Direction for Future Studies

The study looked at the role of sales promotion on the relationship between brand image and purchase intention using Nestle in five selected markets in Jos as a case study. Thus, the future researchers can conduct same research using other company, markets and states. In addition, another mediating variable that can link the dependent and independent variables can be considered.

References

Adirinekso, G. P., Purba, J. T., Budiono, S. & Rajaguguk, W. (2021). How brand image mediated sales promotion and price to impact shopee consumer's decision: The case of urban worker in Jakarta. A Proceedings of the International Conference on Industrial Engineering and Operations Management. Sao Paulo: Brazil, April 5 – 8.

Agbi, B. D., Lawal, K. A. A., & Ajibola, A. B. (2019). Sales promotion and consumers purchase decision in the beverage industry in Nigeria. *Humanities, Management, Arts Education & the Social Sciences Journal*, 7(2), 1– 11.

Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce. *Procedia Computer Science*, 161, 851–858

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, 179–211.

Akbar, R., M. S., & Pandjaitan, D. R. H. (2020). The role of sales promotion on the relationship between brand image and purchase intention. *Journal of University of Shanghai for Science and Technology*, 22(10), 1-11.

Akbar, M. I. U. D., Ahmad, B., Asif, M. H., & Siddiqui, S. A. (2020). Linking emotional brand attachment and sales promotion to post-purchase cognitive dissonance: the mediating role of impulse buying behavior. *Journal of Asian Finance, Economics, and Business*, 7(11), 367–379.

Arsta, I. A. D. P., & Respati, N. N. R. (2021). The effect of sales promotion on purchase decisions mediated by brand image (study on e-commerce TokopediaIn Bali). *American Journal of Humanities and Social Sciences Research*, 5(12), 205-215.

Bakti, S., Sulaiman, H., & Anas, H. (2022). The mediation role of brand image on the effect of sales promotion on small and medium enterprise (SME) product purchase decisions. Retrieved from <file:///C:/Users/User/Downloads/V17I10A22.pdf>.

Benhardy, K.A., Hardiyansyah, Putranto,A.,& Ronadi,M.(2020) investigated the factors that can influence purchase intention for Online Universities.

Bhatti,A. (2018). Sales promotion and price discount effect on consumer purchase intention with the moderating role of social media in Pakistan. *Science Arena Publications International Journal of Business Management*, 3(4), 50-58.

Chen, C., Liu, H., & Ann, B. (2017). Product attributes and purchases intention for smartphones: a moderated mediation model. *International Journal of Mobile Communications*, 16(1), 22-29.

Choedon, Y., Kim. S., & Park, S. (2020). Determinants of Purchase Intention in the context of online shopping: A study of South Korean consumers. *Journal of Retailing and consumers services*, 54, 102016.

Creswell, J.W. (2020). Qualitative inquiry and research design: choosing among five approaches (4th ed.) Sage Publication.

- Cuong, D. T. (2022). The relationship between product quality, brand image, purchase decision, from and repurchase intention. Retrieved from <https://www.researchgate.net/publication/353764439>. The Relationship between product Quality, brand image, purchase intention.
- Dontigney, E. (2023). Brand image influence on purchasing intentions. Retrieved from 70173.html
- Ferdinand, A. T. (2006). Metode Penelitian Manajemen: Pedoman Penelitian untuk Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen. Semarang: Badan Penerbit Universitas Diponegoro.
- Gorji, M. & Siami, S. (2020). How sales promotion display affects customer shopping intentions in retail. *International Journal of Retail & Distribution Management*, 48(12), 1337-1355.
- Hanaysha, J. R. (2018). An examination of the factors affecting consumers' purchase decisions in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23.
- Hartono, J., & Dewi, I. C. (2019). The impact of advertising on brand image and purchase intention: the case study of mataharimall.com. *Review of Management and Entrepreneurship*, 3(1), 47–76.
- Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing intelligence and planning*, 30 (4), 450 – 476. Doi: 10.1108/02634501211231946.
- Keenan, M. (2023). What is sales promotion. Retrieved from <https://www.shopify.com/ng/retail/sales-promotion>.
- Kerin, R. A., Hartley, S. W., & Rudelius, W. (2015). *Marketing: The Core* (12th ed.). New York: McGraw-Hill Education.
- Karhulahti, V. M., Martončik, M., & Adamkovič, M. (2023). Measuring Internet gaming disorder and gaming disorder: a qualitative content validity analysis of validated scales. *Assessment*, 30(2), 402-413.
- Lee, J.E., et al (2019). Understanding purchase intention of university students towards skincare products. *PSU Research Review*, 3(3), 161-178.
- Lin, C.T., & Chuang, S.S. (2018). The importance of brand image on consumer purchase attitude: a case study of e-commerce in Taiwan. *Studies in Business and Economics*, 13(3), 91-104.
- Mabkhot, H., Shaari, H.; Salleh, S. (2017). The influence of brand image and brand personality on brand loyalty, mediating by brand trust: an empirical study. Retrieved from <https://ejournal.ukm.my/pengurusan/article/view/15218>
- Martins, J., Costa, C., Oliveira, T., Goncalves, R. & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94, 378-387.
- Park, J. & Kim, M. (2016). Factors influencing the low usage of smart TV services by terminal buyers in Korea. *Telematics and Informatics*, 33(4), 1130-1140,
- Plumeyer, A., Kotteman, P., Boger, D., & Decker, R. (2019). Measuring brand image: A systematic review, practical guidance, and future directions. *Review of Managerial Science*, 13(2), 227-265.
- Ramesh, K., Saha, R., Goswami, S., Sekar, & Dahiya, R. (2019). Consumer's response to CSR activities: Mediating role of brand image and brand attitude. *Corporate Social Responsibility and Environmental Management*, 26, 377 – 387.
- Sai, S. (2023). Sales promotion: concept and methods of sales promotion. Retrieved from <https://www.yourarticlelibrary.com/sales/sales-promotion/sales-promotion-concept-and-methods-of-sales-promotion/69577>.
- Said, Y. Ben, Bragazzi, N. L., & Pyatigorskaya, N. V. (2019). Influence of Sales Promotion Techniques on Consumers Purchasing Decisions at. *Pharmacy*, 7(4), 1–12.
- Saunders, M.N., Lewis, P., & Thornhill, A. (2019). *Research Methods for Business Students*. United Kingdom: Pearson Education.
- Shareef, M.A., Kumar, U., Kumar, V. (2008). Role of different electronic-commerce (EC) quality factors on purchase decision: a developing country perspective. *Journal of Electronic Commerce Research* 9(2), 92-113.
- Stribinget, R., Milne, C., & Kivisto, J. (2022). Evaluating face validity: insight from recent developments. *Journal of psychological research* 35(4), 542 – 559.
- Sutrisna, I. & Yasa, N.N.K., (2021), The role of brand image in mediating the effect of product quality towards repurchase intention at “Umahlokal” coffee shop, *American International Journal of Business and Management*, 4(2), 1-17.
- Venessa, I., & Arifin, Z. (2017). Brand image. *Journal of Business Administration*, 51(1), 1-3
- Villarejo-Ramos, A. F., & Sanchez-Franco, M. J. (2005). The impact of marketing communication and price promotion on brand equity. *Journal of Brand Management*, 1(2), 23-29.
- Wardani, K., & Susanto, A. (2020). The impact of brand image and perceived price on imported halal skincare purchase decision: study on Safi's

consumers in central Java, Indonesia. *International Journal of Science and Business*, 4(10), 108–120.

Wooldridge, J.M. (2003). *Introductory econometrics: A Modern Approach* (2nd ed.).

South – Western College Pub. Chapter 7: “model specification”.

Yasa,I.(2022). The role of brand image mediating the effect of product quality on repurchases intention. *RJOAS*, 11(83), 1-5.