A Study on the Influence of Brand Image on Consumers’ Purchase Intention—Based on IT Skills Training

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Abstract. Many IT skills training institutions in our country have ignored the creation of the image of brand in the fierce competition, which would lead to the operating crisis. This study is based on the previous research, variables and scales, and does the analysis from four aspects including corporate image, service image, humanity image and signal image, by using SPSS. According to the study, all of the corporate image, service image, humanity image and signal image have positive impact on consumer purchase intention, among which the impact of service image is largest, and that of humanity image is least.

Introduction

According to the statistics, the number of graduates in 2013 is 6.9 million, and the data in 2014 is 7.27 million while only more than 300 new jobs increased every year. This means that there are a large number of the unemployed only in terms of the group of college students each year. College students' professional skill cannot match the enterprises' needed skills, which lead to the phenomenon of mass unemployment of graduates. Therefore, in recent years, a large number of professional skills training institutions have emerged, especially in the IT industry whose professional skills requirements are higher.

After recent years of development, a lot of IT training institutions also has a relatively appropriate scale. However, as the evolution of the competition, various agencies in order to seize market share, strive for more students, some even at the price of the brand image of the enterprise and ignore the feelings of target consumers, so as to produce much online negative effects, and the enterprise brand image severely damaged accordingly.

In 21st century, the brand has become the basis of service marketing and the essential tool in commercial competition. In the competitive market, no matter in which industry, the competition between enterprises has evolved into the competition of the brand. Every brand corresponds to different brand image, and a good brand image is an important source to form the differentiation advantage among enterprises.

Literature Review

Brand

Philip Kotler holds that “brand” is a name, term, symbol, or design, or their combination, and its purpose is to identify a seller or a group of sellers’ products or services, so as to distinguish it from its competitor's products or services. Brand is people’s evaluation, cognition and their trust to an enterprise and its products, services and cultural values—the embodiment and representative of the comprehensive goods’ quality [1].

Davy Aaker’s resource view proposes that brand equity and brand, brand name and its logo are connected, it can affect enterprises from a series of brand assets and liabilities including product sales, services and customer values [2].
The view of the knowing is as follows: the brand is the sum of consumers’ all kinds of experiences of the enterprise or its products. It includes the commitment to the enterprise brand associations, and it is the result of consumers’ perceptions of the enterprise’s products or services.

Although the brand is quite important for enterprise, it was not until the 1980s that people’s awareness of the brand came to a new stage.

**Brand Image**
Consumers’ overall awareness and perceptions of the brand is called brand image. And in the early 1950s, David Ogilvy has already put forward the concept of brand image from the angle of brand positioning.

As for the related theory of Brand Image, experts at home or abroad expressed their own opinions from different angles and also formed their independent views.

David Ogilvy believes that the brand image is the impression and evaluation that exists in the consumers’ minds after their long-term understanding of the brand.

Bell argues that brand image is the consumer’s associations of brand in their mind, the subjective reflection of consumers to the brand, including the set of brand’s different attributes. He creatively divided the brand image into three dimensions: the image of company, the image of products or services and the image of consumers.

And Philip Kotler thinks that the brand image is the consumer’s brand faith which is developed according to every attribute of every brand, and a faith combination for a particular brand [1].

**Purchase Intention**
Purchase intention refers to the consumers’ intensity of desire to buy a product or service. It is a kind of subjective psychological feeling that formed in the consumers' mind. Consumer is an essential factor that all enterprises must strive for, by which the survival and development of the enterprise are largely controlled. Along with the rapid development of marketing economy, the research level of purchase intention improved a lot.

Ajzen argues that intention is a key process for the production of an action, and a key determinant before the appearance of a behavior [3]. However, Engel and his supporters hold that purchasing behavior is a kind of decision in psychological process. Customers have a demand, under the drive of meeting the demand, they will search for the information based on their own experiences and the external environments. When the accumulation of information reaches a certain degree, customers start to assess and consider, through the comparison and judgment, then customers decided to buy a commodity, that is, the purchase intention before purchasing.

All in all, the current marketing scholars and economists have already started using purchase intention to predict the consumer’s future purchasing behavior for a long time. This study thinks that the purchase intention is the consumer’s attitude toward a product or service, the possibility of choosing to buy the product or service and the intensity of the purchase desire under the influence of outside factors.

**Model Construction**

**Research Model**
After the preliminary analysis of brand, brand image and purchase intention, and has certain understanding of them, then for a deeper understanding of each variable, and the interaction mechanism between the various dimensions, this article vividly divide brand image into four dimensions: corporate image, product image, humanization and symbolic image for further discussions, as model construction shown in figure 1. And according to the theory, the study makes reference to Xiu-cheng Fan and Jie Chen’s comprehensive evaluation model of brand image, and
will discuss in details the effects among different variables and the intensity of the influences, at the same time.

![Brand image](image)

**Figure 1. Research model construction.**

This study tests publicity, brand reputation, quality of service and customer focus on corporate image. Service work, quality and environment of teaching will be tested on service image. Humanity image will test teaching arrangements and interaction in teaching. Impression, design, favor, connotation of the signal will be considered on signal image. Of all dimensions have been tested, the degree of brand image having influence on purchasing behavior can be knew. After the purchasing behavior happening, second purchasing and word of mouth will be affected.

**Research Hypothesis**

According to the concept model of figure 1, the condition hypothesis of this study will be put forward. Consumer’s overall evaluation to a brand is always based on their impression after the overall perception of the brand, the brand image’s impression on the consumer must be given by the enterprise in the process of brand building. In the previous studies, as for the relationship between the brand image and consumer’s purchase intention, most scholars think that the brand image has a positive influence on purchase intention. Therefore, the hypothesis is put forward as follows:

H1: corporate image has significant positive effect on purchase intention.

H2: service image has significant positive effect on purchase intention.

H3: human image has significant positive effect on purchase intention.

H4: symbol image has significant positive effect on purchase intention.

**Empirical Analysis and Model Validation**

Under the necessity of the research purpose and research hypothesis testing, this study is doing further verification for the above research hypothesis. And the collected data will be processed by SPSS software.

From the analysis of the collected data, the results of the relationship between brand image and purchase intention hypothesis are shown in table 1:

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Relationship hypothesis</th>
<th>Conclusions</th>
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<tbody>
<tr>
<td>H1: corporate image has significant positive effects on purchase intention.</td>
<td>Positive correlation</td>
<td>Support</td>
</tr>
<tr>
<td>H2: service image has significant positive effects on purchase intention.</td>
<td>Positive correlation</td>
<td>Support</td>
</tr>
<tr>
<td>H3: human image has significant positive effects on purchase intention.</td>
<td>Positive correlation</td>
<td>Support</td>
</tr>
<tr>
<td>H4: symbol image has significant positive effects on purchase intention.</td>
<td>Positive correlation</td>
<td>Support</td>
</tr>
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</table>

According to the analysis of reliability and validity, the data results of logo impression in symbolic image dimension didn't pass the test. And the correlation analysis and regression analysis
are reliable only on the condition that they are qualified twice, so this dimension will be deleted in the analysis process. But since the logo impression is also just one aspect of the symbol image dimensions, and will not have the overall effect, therefore, the symbol image dimension will be preserved.

The result of correlation analysis shows that the corporate image, service image, humanized image, symbolic image and consumer purchase intention are positively correlated, in which the correlation between human image and purchase intention is the highest. And from the regression equation of each dimension of the brand image and purchase intention, the service image has the greatest positive influence on purchase intention. So the model hypothesis H1, H2, H3, H4 of this research are tested. And therefore the above model design is reasonable.

Suggestions
In this paper, the author aim to research how the various factors of brand image of IT skills training industry affect the consumer purchase intention. Through combining the literature and investigation, such conclusions can be found out.

The brand image has multiple dimensions. Through the detailed analysis and demonstration, it has been found out that the brand image has multiple dimensions, including corporate image, service image, humanity image and signal image. At the same time, it has been proved that the validity and reliability of logo image is unavailability.

The corporate image has direct and positive impact on purchase intention. According to research, the corporate image has positive impact on purchase intention. The better corporate image is, the stronger purchase intention is.

The service image has direct and positive impact on purchase intention. In accordance with the study, the service image has positive impact on purchase intention. The better service image is, the stronger purchase intention is.

The humanity image has direct and positive impact on purchase intention. The humanity image has positive impact on purchase intention. The better humanity image is, the stronger purchase intention is.

The signal image has direct and positive impact on purchase intention. Based on the study, the signal image has positive impact on purchase intention. The better signal image is, the stronger purchase intention is.

In conclusion, good brand image is a foundation of a corporate. In line with the result, the service image affects the consumer’s purchase intention mostly. Although the market competition has become brand competition from product competition, the foundation of brand competition is the intrinsic attributes of product still. The product is entity, and the brand is soul. The soul without entity is nothing. So, the corporate must enhance the service quality and brand image.

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References

