# The Effect of Brand Equity on Purchase Intention with Mediating Role of Brand Attitude

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**Abstract**
The present study investigates the effect of brand equity on purchase intention with mediating role of brand attitude. By using the random sampling method; the statistical population of the present study consists of 384 customers of Kaleh company who completed questionnaires. For data analysis structural equation modeling (SEM) test using Amos has been conducted. Findings indicate that brand awareness, brand image, and perceived quality have a significant positive impact on brand attitude. Also, the results emphasize that brand awareness and perceived quality have a significant positive impact on purchase intention. The present study findings shed light on how managers can use branding strategies for better customer brand recalling as well as segmentations.

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## Introduction

One of the most important strategies for any organization to win the business competition is to codification own brand management and vision. Brand, as the cornerstone of today's business competition, is an element that must be defined, created, and managed carefully to achieve more profitability for organizations and companies. Also, with the increase in global globalization, companies are looking for strategies to increase their market share by creating differentiation in products and services, as well as increasing the power to influence consumers' purchase intentions. One of the areas where companies and organizations can differentiate their products and services from other competitors is brand equity. In other words, brands can differentiate and make organizations profitable in the long term by attracting new customers and creating loyalty among current customers. Today, the brand is one of the most valuable assets of companies in the field of competition. The higher value of the brand in the minds of customers, the more benefits companies can get from customers. One of the essentials of senior management in any organization is to create strong brands, which, while fulfilling their promises and commitments, improve their strength and capabilities over time.

According to the research conducted in the field of brand equity, it was observed that brand equity has dimensions, which are related to purchase intention (Ansari, M., & Nesabi, V.R. 2013). One of the challenges and issues facing organizations is to deal with this issue correctly and appropriately. Consumers' purchase intention is one of the most important factors that companies pay special attention to. It reflects the predictable behavior of people in future purchase decisions. (For example, which product or brand should be purchased in the next

situation) which shows the consumer's perception; Purchase intention is a pattern of future purchase attitude formation. The intention to buy a certain product depends on the perception and belief of that product. Purchase intention is a combination of the buyer's desire and the probability of buying a product. According to the results of many studies, the intention to buy depends a lot on the customer's attitude and preference toward a brand or product. Therefore, in measuring the purchase intention, it is assumed that the future behavior of the consumer is based on their attitude. Purchase intention is an attitudinal variable to measure the future involvement of the consumer with the brand, However, the customer's property is a behavioral variable to record the actual purchase. The future behavior of the customer prediction is a vital issue for a company because the future behavior of the consumer must be accurately estimated.

In general, companies are looking for ways to develop brand value which is achieved with various marketing strategies. Brand equity can be increased by adopting strategies on factors such as perceived brand quality, brand loyalty, brand awareness, and brand image. Focusing on this issue has created an opportunity for a company to find a competitive advantage over other companies by having a high brand value among consumers to compete with these companies. In competitive conditions, successful companies will be able to distinguish themselves from their competitors and create a favorable and unique position in the minds of their consumers. Innovation in goods and services and technical superiority will not necessarily create a long-term competitive advantage; because these advantages can often be imitated and copied. The special value of the brand is considered a stable competitive advantage for the company and products because it is difficult to

create, imitate and replace it, and it is an important factor in attracting customers; it is not guaranteed, except when it is upgraded with the customer. The special value of the brand can have a significant impact on the attitude of consumers and in line with that on their purchase intention and direct their purchase intention towards the desired products of the company.

The mentioned factors of brand value, purchase intention, and brand attitude have shown greatly in the marketing decisions of company and organization managers because they seek the success of marketing programs in the brand field. In the present research, we are trying to answer whether is there a special impact of the brand effective on the purchase intention with the mediating role of attitude towards the brand.

**Methodology**

Brand equity is defined as "a set of assets and liabilities associated with the brand, its name and symbol, which add to or detract from the value provided by the company's product to the customer or customers (Aaker,1991.) In the present study brand equity has been operationalized as four dimensions of perceived brand quality, brand loyalty, brand awareness, and brand image will be used. Perceived value is defined as "a customer's judgment about the superiority, credibility or advantage of a brand (taking into account the desired goals) about an alternative brand". Therefore, it is based on subjective evaluations of the user or customers of the product quality (Aaker, 1996).To measure this variable, 10 items designed by Kim and Kim in 2005 with a 5-point Likert scale were used. Brand loyalty is the repeated purchase behavior of users during a specific time, which is positively related to emotional orientation, evaluation, and/or behavioral inclination towards a brand, alternative labeling or ratings, or product selection (Jagdish and Sheth, 1974).To

measure this variable, 4 items designed by wang et al. 2008 with a 5-point Likert scale were used.

Brand awareness is about how consumers become familiar with a particular brand through the product they want to have (Netemeyer et al., 2004).To measure this variable, 3 items designed by wang et al. 2008 with a 5-point Likert scale were used. Brand image refers to consumers' use of a brand that reflects the symbolic meanings of its consumption and identity (Lau and Phau, 2007). To measure this variable, 12 items designed by Netemeyer et al., 2004 with a 5-point Likert scale were used. Brand attitude is the expression of a person's evaluation of a brand, and brand attitude is evident in the regulation of consumer choices. The intention and belief of consumers to use the services and products of the providers are affected by their attitude toward the brand name (Chung et al, 2013). To measure this variable, 3 items designed by Chung et al, 2013 with a 5-point Likert scale were used.

The consumer's purchase intention reflects the predictable behavior of people in future purchase decisions (for example, which product or brand to buy in the next situation), which shows the consumer's perception; Purchase intention is a pattern of future purchase attitude formation. To measure this variable, 3 items designed by Chung et al, 2013 with a 5-point Likert scale were used.

As shown in Figure 1-1, we expect that in the first hypothesis, brand loyalty will influence brand attitude and purchase intention, second hypothesis, brand awareness will influence brand attitude and purchase intention, and in the third hypothesis, perceived quality will influence attitude toward Brand and purchase intention, in the fourth hypothesis, brand image on brand attitude and purchase intention, fifth hypothesis brand loyalty on purchase intention, brand

awareness on purchase intention, perceived quality on purchase intention, brand image on purchase intention The mediating role of brand attitude has a positive effect.

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hypothesis, perceived quality will influence attitude toward Brand and purchase intention, in the fourth hypothesis, brand image on brand attitude and purchase intention, fifth hypothesis brand loyalty on purchase intention, brand awareness on purchase intention, perceived quality on purchase intention, brand image on purchase intention The mediating role of brand attitude has a positive effect.
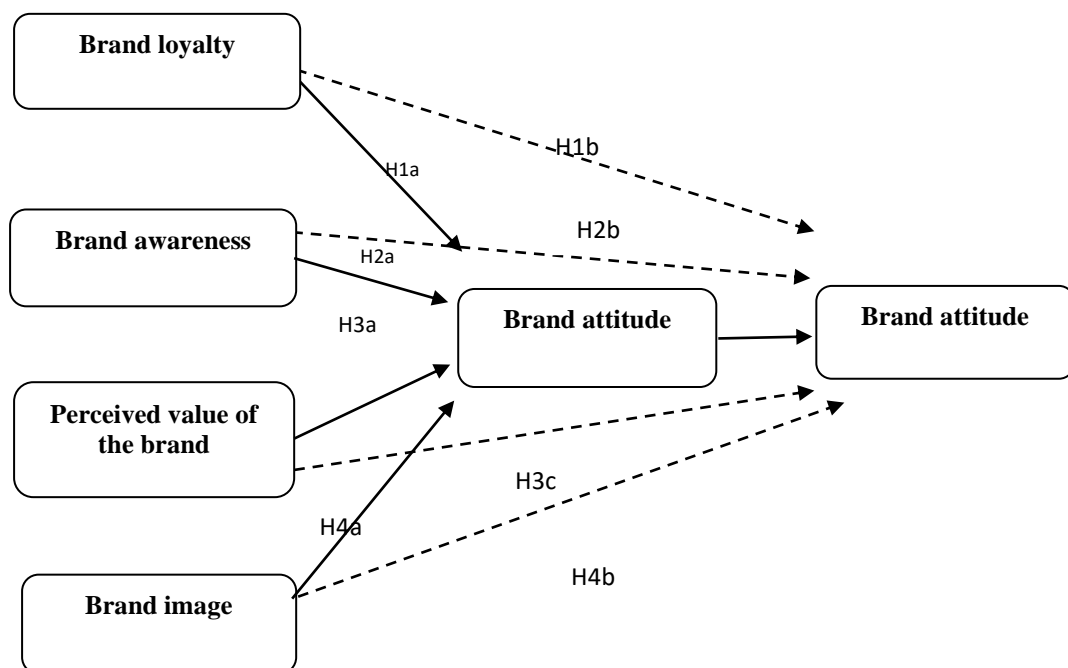


The statistical population of this research is made up of the consumers of the products of Kale Dairy Company, which are considered from all educational levels, ages, and genders. The place of implementation of the current research is the consumers of the products of Kaleh Dairy Company in Tehran. There are various statistical and other statistical methods to determine the sample size. Because the size of the population in this research is uncertain and the researcher can't access all of them, 384 people have been selected as the sample size using Morgan's sampling argument.

In this research, confirmatory factor analysis tests and structural equation

modeling have been used. Before that, we obtain the results of the normality of the distribution by the Kolmogorov Smirnov test, which according to the measurement error higher than 0.05, the normal distribution is obtained. It should be noted that the software used in this research was SPSS and Lisrel.

The measurement tool in the present study is a questionnaire. To measure the variable of purchase intention from 3 items designed by Chung et al, 2013, brand loyalty from 4 items designed by wang et al. 2008, brand awareness from 3 items designed by wang et al. 2008, perceived quality from 10 items designed by Chung et al, 2013, brand image from 12 items

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designed by Chung et al, 2013, brand attitude from 3 items designed by Chung et al, 2013has been used. All the items were measured by a five-point Likert scale.

In this research, 384 people have been selected as a sample and the data from the questionnaire has been collected.

| Research factors | sample size | average | Middle | standard deviation | Normality indices | |
|---|---|---|---|---|---|---|
| | | | | | crookedness | tension/ elasticity |
| brand loyalty | 384 | 3.268 | 3.25 | 0.759 | -0.398 | 0.342 |
| brand awareness | 384 | 3.293 | 3.333 | 0.749 | -0.253 | -0.225 |
| brand perceived value | 384 | 3.159 | 3.2 | 0.722 | -0.188 | 0.188 |
| brand image | 384 | 3.247 | 3.273 | 0.679 | -0.063 | -0.019 |
| brand attitude | 384 | 3.319 | 3.333 | 0.84 | -0.154 | -0.07 |
| desire | 384 | 3.086 | 3 | 0.848 | -0.009 | -0.234 |

## Data normalization

In this section, before performing the statistical tests and for the default reason to use or not use the tests Parametric or non-parametric Kolmogorov Smirnov test was used. Based on this, the investigated components. It was analyzed in this research, the results of which can be seen in Table 6-4. Based on this, we can say that research variables have a normal or non-normal distribution.

| Research factors | sample | | |
|---|---|---|---|
| | Test statistic | Significance level | distribution type |
| brand loyalty | 0.099 | 0.901 | Normal |
| brand awareness | 0.113 | 0.887 | Normal |
| brand perceived value | 0.076 | 0.924 | Normal |
| brand image | 0.046 | 0.954 | Normal |
| brand attitude | 0.111 | 0.889 | Normal |
| desire | 0.099 | 0.901 | Normal |

According to this test, when the data distribution is normal, the value or significance level is greater than the critical number the level should be 0.05. According to the significance level values for all research variables in Table 6-4, it can be seen that the significance level value is greater than 0.05 and as a result, the normality of these variables is confirmed at the 95% confidence level.

| Research factors | 1 | 2 | 3 | 4 | 5 | 6 | ave | AVE | MSV | ASV |
|---|---|---|---|---|---|---|---|---|---|---|
| brand loyalty | 1 | | | | | | 0.731 | 0.534 | 0.144 | 0.115 |
| brand awareness | 0.34 | 1 | | | | | 0.796 | 0.634 | 0.634 | 0.214 |
| brand perceived value | 0.36 | 0.54 | 1 | | | | 0.718 | 0.515 | 0.515 | 0.253 |
| brand image | 0.37 | 0.54 | 0.57 | 1 | | | 0.721 | 0.518 | 0.518 | 0.254 |
| brand attitude | 0.31 | 0.46 | 0.49 | 0.49 | 1 | | 0.773 | 0.597 | 0.597 | 0.182 |
| desire | 0.26 | 0.4 | 0.43 | 0.43 | 0.32 | 1 | 0.73 | 0.533 | 0.533 | 0.142 |

Pearson's correlation coefficients show the relationship between hidden variables in pairs. The number one is located on the main diameter of this matrix so that each variable has a complete correlation with itself. All coefficients are significant at the 99% confidence level. The relationship between the two variables is more and stronger. Table 9-4, in addition to examining the correlation coefficients for divergent validity To detect this, first, the square root of the AVE variables is calculated, and then the product is calculated The correlation values of this latent variable with other latent variables are compared. The square root of AVE should be more common than correlation values. This should be done for all the local variables. The results of the Fornell and Larcker index can be seen in the table below.

**Structural equation model of research**
To test the hypothesis, after we are sure of the significant influence of the items and dimensions on the factors, we look at the relationships between the variables and test our hypotheses under the structural model (path analysis). After validating the measurement models, it is time to examine the structural or internal research model. In this part, the structural model validation criteria are given in Table 11-4.

| Credit type | index | description | resource |
|---|---|---|---|
| Credit model | $R^2$ | The explanatory variance of an endogenous variable compared to its total variance by exogenous variables It measures. For this index, the values greater than 670/ strong, greater than 333/ Average and less than 190/weak. | Chin1988-ringel2004 |
| Credit model | Index rate | Path coefficients between hidden variables should be based on algebraic sign, value, and significance, type It shows the relationship between two variables. The negativity of the coefficient, the inverse relationship,p, and the positivity The coefficient shows the direct relationship between n two variables. | Chin1988 |

The results of the structural equation model of research hypotheses

| hypothesis | beta | T | $R^2$ | status | relation |
|---|---|---|---|---|---|
| brand loyalty to brand attitude | 0.346 | 4.22 | | accepted | + |
| brand awareness to brand attitude | 0.039 | 0.641 | 0.832 | rejected | + |
| brand perceived value to brand attitude | 0.306 | 4.127 | | accepted | + |
| brand image to brand attitude | 0.489 | 3.884 | | accepted | + |
| brand loyalty to desire | 0.117 | 0.949 | | rejected | + |
| brand awareness to desire | 0.371 | 4.506 | | accepted | + |
| brand perceived value to desire | 0.225 | 2.515 | | accepted | + |
| brand image to desire | 0.118 | 0.637 | | rejected | + |
| brand loyalty to brand attitude to desire | 0.164 | 2.388 | 0.599 | accepted | + |
| brand awareness to brand attitude to desire | 0.018 | 0.361 | | rejected | + |
| brand perceived value to brand attitude to desire | 0.145 | 2.143 | | accepted | + |
| brand image to brand attitude to desire | 0.232 | 2.684 | | accepted | + |
| brand attitude to desire | 0.474 | 2.611 | | accepted | + |

First hypothesis: brand loyalty has a positive and significant effect on brand attitude. According to Table 12-4, the first hypothesis is based on the effect of brand loyalty on brand attitude. The value of the path coefficient for the direct effect of

brand loyalty on brand attitude is equal to 0.346. This value is significant at the 95% confidence level. Considering that the value of the t statistic is outside the critical range (it is more than 1.96), the researcher's claim that "brand loyalty has a positive and significant effect on brand attitude" is confirmed with a probability of 0.95.

Second hypothesis: brand awareness has a positive and significant effect on brand attitude. The second hypothesis is based on the effect of brand awareness on brand attitude. The value of the path coefficient for the direct effect of brand awareness on brand attitude is equal to 0.039. This value is not significant at the 95% confidence level. Considering that the value of the t-statistic is within the critical range (less than 1.96), the researcher's claim that "brand awareness has a positive and significant effect on brand attitude" is rejected with a probability of 0.95.

The third hypothesis: the perceived quality of the brand has a positive and significant effect on the attitude towards the brand. The third hypothesis is based on the effect of perceived brand quality on brand attitude. The value of the path coefficient for the direct effect of perceived brand quality on brand attitude is equal to 0.306. This value is significant at the 95% confidence level. Considering that the value of the t statistic is outside the critical range (it has become more than 1.96), with a probability of 0.95, the researcher claims that "the perceived quality of the brand has a positive and significant effect on the attitude towards the brand." is confirmed

Fourth hypothesis: Brand image has a positive and significant effect on brand attitude The fourth hypothesis is based on the effect of brand image on brand attitude. The value of the path coefficient for the direct effect of brand image on brand attitude is equal to 0.489. This value is significant at the 95% confidence level.

Considering that the value of the t statistic is outside the critical range (it is more than 1.96), the researcher's claim that "brand image has a positive and significant effect on brand attitude" is confirmed with a probability of 0.95.

Fifth hypothesis: brand loyalty has a positive and significant effect on purchase intention. The fifth hypothesis is based on the effect of brand loyalty on purchase intention. The value of the path coefficient for the direct effect of brand loyalty on purchase intention is equal to 0.117. This value is not significant at 95% confidence because the t-statistic is critical (less than 1.96), and the researcher's claim that "brand loyalty has a positive and significant effect on purchase intention" is rejected with a probability of 0.95. researcher's claim that "brand loyalty has a positive and significant effect on purchase intention" is rejected with a probability of 0.95.

Sixth hypothesis: brand awareness has a positive and significant effect on purchase intention. The sixth hypothesis is based on the effect of brand awareness on purchase intention. The path coefficient value for the direct effect of brand awareness on purchase intention is equal to 0.371. This value is significant at the 95% confidence level. Considering that the t-statistic value is outside the critical range (more than 1.96), the researcher's claim that "brand awareness has a positive and significant effect on purchase intention" is confirmed with a probability of 0.95.

The seventh hypothesis: the perceived quality of the brand has a positive and significant effect on the purchase intention. The seventh hypothesis is based on the effect of the perceived quality of the brand on the purchase intention. The value of the path coefficient for the direct effect of the perceived quality of the brand on the purchase intention is equal to 0.225. This value is significant at the 95% confidence level. Considering that the value of the t

statistic is outside the critical range (it is more than 1.96), the researcher's claim that "perceived quality of the brand has a positive and significant effect on the purchase intention" is confirmed with a probability of 0.95.

The eighth hypothesis: brand image has a positive and significant effect on purchase intention The eighth hypothesis is based on the effect of brand image on purchase intention. The value of the path coefficient for the direct effect of brand image on purchase intention is equal to 0.118. This value is not significant at the 95% confidence level. Considering that the value of the t statistic is within the critical range (became smaller than 1.96), the researcher's claim that "brand image has a positive and significant effect on purchase intention" is rejected with a probability of 0.95.

The Ninth Hypothesis: Brand loyalty has a positive effect on purchase intention considering the mediating role of brand attitude. The ninth hypothesis is based on the effect of brand loyalty on purchase intention, considering the mediating role of brand attitude. The value of the path coefficient for the indirect effect of brand loyalty on purchase intention, considering the mediating role of brand attitude, is 0.164. This value is significant at the 95% confidence level. Considering that the value of the t statistic (resulting from the Sobel test) is outside the critical range (it has become more than 1.96), with a probability of 0.95, the researcher's claim that "brand loyalty on purchase intention, considering the role Mediation of brand attitude has a positive effect is confirmed.

Tenth hypothesis: brand awareness has a positive effect on purchase intention considering the mediating role of brand attitude the tenth hypothesis is based on the effect of brand awareness on purchase intention, considering the mediating role of brand attitude. The value of the path coefficient for the indirect effect of brand

awareness on purchase intention is equal to 0.018 considering the mediating role of brand attitude. This value is not significant at the 95% confidence level. Considering that the value of the t statistic (resulting from the Sobel test) is within the critical range (became smaller than 1.96), with a probability of 0.95 the researcher's claim that "awareness of the brand on purchase intention considering the mediating role of attitude towards the brand has a positive effect." is rejected.

Hypothesis 11: Perceived quality of the brand on purchase intention considering the mediating role of brand attitude the eleventh hypothesis is based on the effect of the perceived quality of the brand on the purchase intention, considering the mediating role of brand attitude. The value of the path coefficient for the indirect effect of the perceived quality of the brand on the purchase intention, considering the mediating role of brand attitude, is equal to 0.145. This value is significant at the 95% confidence level. Considering that the value of the t statistic (resulting from the Sobel test) is outside the critical range (it is more than 1.96), with a probability of 0.95, the researcher's claim that "perceived quality of the brand affects the intention to buy with considering the mediating role of brand attitude has a positive effect." is confirmed.

12th hypothesis: Brand image has a positive effect on purchase intention considering the mediating role of brand attitude. The twelfth hypothesis is based on the effect of brand image on purchase intention, considering the mediating role of brand attitude. The value of the path coefficient for the indirect effect of brand image on purchase intention considering the mediating role of brand attitude is equal to 0.232. This value is significant at the 95% confidence level. Considering that the value of the t statistic (resulting from the Sobel test) is outside the critical range (it is more than 1.96), with a probability of

0.95 the researcher's claim that "brand image on purchase intention considering the role Mediation of brand attitude has a positive effect." Endorsement becomes.

## Results

According to Table 1-5, the first hypothesis is based on the effect of brand loyalty on brand attitude. The value of the path coefficient for the direct effect of brand loyalty on brand attitude is equal to 0.346. This value is significant at the 95% confidence level. Considering that the t-statistic value is outside the critical range (it is more than 1.96), the researcher's claim that "brand loyalty has a positive and significant effect on brand attitude" is confirmed with a probability of 0.95. Based on the investigation, it was found that the result of our research in this field is in line with the results of Matthew Ting Chi and his colleagues in 2017 who investigated the effect of brand loyalty on brand attitude.

The second hypothesis is based on the effect of brand awareness on brand attitude. The value of the path coefficient for the direct effect of brand awareness on brand attitude is equal to 0.039. This value is not significant at the 95% confidence level. Considering that the value of the t-statistic is within the critical range (less than 1.96), the researcher's claim that "brand awareness has a positive and significant effect on brand attitude" is rejected with a probability of 0.95. Based on the investigation, it was determined that the result of our research in this field is in line with the results of Matthew Ting Chi and his colleagues in 2017 who investigated the effect of brand awareness on brand attitude.

The third hypothesis is based on the effect of perceived brand quality on brand attitude. The value of the path coefficient for the direct effect of perceived brand quality on brand attitude is equal to 0.306. This value is significant at the 95%

confidence level. Considering that the value of the t statistic is outside the critical range (it has become more than 1.96), with a probability of 0.95, the researcher claims that "the perceived quality of the brand has a positive and significant effect on the attitude towards the brand." is confirmed. Based on the investigation, it was determined that the result of our research in this field agrees with the results of Dechernatony et al. 2004 and Chirani et al. 2012, who investigated the impact of the perceived quality of the brand on the attitude towards the brand. The fourth hypothesis is based on the effect of brand image on brand attitude. The value of the path coefficient for the direct effect of brand image on brand attitude is equal to 0.489. This value is significant at the 95% confidence level. Considering that the value of the t statistic is outside the critical range (it is more than 1.96), the researcher's claim that "brand image has a positive and significant effect on brand attitude" is confirmed with a probability of 0.95. Based on the investigation, it was found that the result of our research in this field is in line with the results of Matthew Ting Chi and his colleagues in 2017 who investigated the effect of brand image on brand attitude.

Fifth hypothesis: brand loyalty has a positive and significant effect on purchase intention. The fifth hypothesis is based on the effect of brand loyalty on purchase intention. The value of the path coefficient for the direct effect of brand loyalty on purchase intention is equal to 0.117. This value is not significant at the 95% confidence level. Due to Becauselue of the t statistic is critical (less than 1.96), the researcher's claim that "brand loyalty has a positive and significant effect on purchase intention" is rejected with a probability of 0.95. Based on the investigation, it was found that the result of our research in this field is not in line with the result of the research of Matthew Ting Chi and his

colleagues in 2017, who investigated the effect of brand loyalty on purchase intention, and also with the result of Chong's research. and his colleagues in 2013 are both the directioareand the result.

The sixth hypothesis is based on the effect of brand awareness on purchase intention. The path coefficient value for the direct effect of brand awareness on purchase intention is equal to 0.371. This value is significant at the 95% confidence level. Considering that the t-statistic value is outside the critical range (more than 1.96), the researcher's claim that "brand awareness has a positive and significant effect on purchase intention" is confirmed with a probability of 0.95. Based on the investigation, it was found that the result of our research in this field is in line with the results of Matthew Ting Chi and his colleagues in 2017, Chung and his collected agues in 2013, who investigated the effect of brand awareness on purchase intention.

The seventh hypothesis is based on the effect of the perceived quality of the brand on the purchase intention. The value of the path coefficient for the direct effect of the perceived quality of the brand on the purchase intention is equal to 0.225. This value is significant at the 95% confidence level. Considering that the value of the t statistic is outside the critical range (it is more than 1.96), with a probability of 0.95, the researcher's claim that "the perceived quality of the brand has a positive and significant effect on the purchase intention" is confirmed. Based on the investigation, it was determined that the result of our research in this field is in line with the results of the research of Matthew Ting Chi and his colleagues in 2017, Chung and his colleagues in 2013, who investigated the impact of the perceived quality of the brand on the purchase intention.

The eighth hypothesis is based on the effect of brand image on purchase

intention. The value of the path coefficient for the direct effect of brand image on purchase intention is equal to 0.118. This value is not significant at the 95% confidence level. Considering that the value of the t statistic is within the critical range (became smaller than 1.96), the researcher's claim that "brand image has a positive and significant effect on purchase intention" is rejected with a probability of 0.95. Based on the investigation, it was determined that the result of our research in this field is in line with the result of the research of Matthew Ting Chi and his colleagues in 2017, who investigated the effect of brand image on brand attitude, and also the result research of Chung and his colleagues in 2013 is not consistent or conclusive.

The ninth hypothesis is based on the effect of brand loyalty on purchase intention, considering the mediating role of brand attitude. The value of the path coefficient for the indirect effect of brand loyalty on purchase intention, considering the mediating role of brand attitude, is 0.164. This value is significant at the 95% confidence level. Considering that the value of the t statistic (resulting from the Sobel test) is outside the critical range (it has become more than 1.96), with a probability of 0.95, the researcher's claim that "brand loyalty on purchase intention, considering the role The mediator of brand attitude has a positive effect." is confirmed. Based on the investigation, it was determined that the result of our research in this field is in line with the result of the research of Becera, et al. 2013; Bill et al. 2010, who investigated the effect of brand loyalty on purchase intention by considering the mediating role of brand attitude.

The tenth hypothesis is based on the effect of brand awareness on purchase intention, considering the mediating role of brand attitude. The value of the path coefficient for the indirect effect of brand

awareness on purchase intention is equal to 0.018 considering the mediating role of brand attitude. This value is not significant at the 95% confidence level. Considering that the value of the t statistic (resulting from the Sobel test) is within the critical range (became smaller than 1.96), with a probability of 0.95 the researcher's claim that "awareness of the brand on purchase intention considering the mediating role of attitude towards the brand has a positive effect." Based on the investigation, it was determined that the result of our research in this field is in line with the result of the research of Aggarwal, P. 2013 and Ahmed H.T. 2011, who investigated the effect of brand awareness on purchase intention, considering the mediating role of brand attitude. It is not the result either.

The eleventh hypothesis is based on the effect of the perceived quality of the brand on the purchase intention, considering the mediating role of brand attitude. The value of the path coefficient for the indirect effect of the perceived quality of the brand on the purchase intention, considering the mediating role of brand attitude, is equal to 0.145. This value is significant at the 95% confidence level. Considering that the value of the t statistic (resulting from the Sobel test) is outside the critical range (it is more than 1.96), with a probability of 0.95, the researcher's claim that "perceived quality of the brand affects the intention to buy considering the mediating role of brand attitude has a positive effect." Based on the investigation, it was found that the result of our research in this field is the same as the result of the research of Matthew Ting Chi and his colleagues in 2017, who investigated the effect of the perceived quality of the brand on the purchase intention, considering the mediating role of brand attitude. It is the same as the result. The twelfth hypothesis is based on the effect of brand image on purchase intention, considering the mediating role of brand attitude. The value

of the path coefficient for the indirect effect of brand image on purchase intention is equal to 0.232, considering the mediating role of brand attitude. This value is significant at the 95% confidence level. Considering that the value of the t statistic (resulting from the Sobel test) is outside the critical range (it is more than 1.96), with a probability of 0.95 the researcher's claim that "brand image on purchase intention considering the role The mediator of brand attitude has a positive effect." Comparison with previous research results: Based on the investigation, it was determined that the result of our research in this field is in line with the result of the research of Matthew Ting Chi and his colleagues in 2017, who studied the effect of brand image on purchase intention by considering the mediating role of brand attitude.

**Conclusion and Discussions:**
Our first hypothesis was that brand loyalty has a positive and significant effect on brand attitude. From the results of this hypothesis, these suggestions are obtained that one of the ways to create brand loyalty is due to satisfaction with the brand's products with services. So the managers of Kale company should increase customer satisfaction and loyalty to the brand by providing quality and expected products and services. Another approach to creating psychological ccreatingent and loyalty to the brand is outside of the marketing field and by making the company a shareholder. Based on the research, they have concluded that people who are customers of a company's shares tend to remain loyal to the brand and the company. Another way of brand loyalty is creating differentiation because customers want to use their brand name. to distinguish and differ from others, so managers can increase loyalty to the target brand by providing different services and products. To create and increase customer brand

loyalty, the attitude toward a company's brand will be appropriate.

Our second hypothesis was that brand awareness has a positive and significant effect on purchase intention. From the results of this hypothesis, these suggestions are obtained that the managers of Kale company can provide and create creative and distinctive advertisements that can stimulate consumers to buy and increase consumers' awareness of the desired brand, also based on the research of Huang and Sarigolu. In 2013, they found that consumer awareness of the brand will increase with green marketing elements, and managers can increase their brand awareness among consumers with green marketing strategies, as well as the growing use of media and networks (Kayaman et al. 2007; Lim et al. 2009).

Social media such as Facebook, and Twitter, etc. among consumers, the publication of advertising messages related to the brand in these networks will increase the awareness of the desired brand among consumers, also managers can send special cards for consumption. Manufacturers of their products should increase awareness of the target brand among consumers. In line with increasing consumer awareness of the brand, the intention to purchase a company's products will increase.

Our third hypothesis (a) was that perceived quality has a positive and significant effect on brand attitude. From the results of this hypothesis, these suggestions are obtained that managers should conduct needs assessments to identify the needs, wants, needs and interests to increase the perceived quality (Rubio et al. 2014; Wang et al. 2008;)

. customers regularly and accurately. Also, they should be more careful and committed to the quality of the goods and services they provide. Therefore, by increasing the quality perceived by the customers, the attitude towards their brand will increase and improve. By increasing

the quality perceived by customers, the attitude towards their brand will increase and improve.

Our third hypothesis (b) was that perceived quality has a positive and significant effect on purchase intention. From the results of this hypothesis, it is suggested that the quality and speed of service delivery play a very important role in the quality perceived by consumers of goods and services. So, managers should somehow guide their employees, increase the speed of their service delivery to a great extent and improve its quality in parallel, so that by increasing the quality perceived by customers, their purchase intention will increase.

Our fourth hypothesis was that brand image has a positive and significant effect on brand attitude. From the results of this hypothesis, these suggestions are obtained that one of the influential factors in the brand image is the packaging of the desired product, that managers can create a suitable brand image among consumers by creating beautiful and distinctive packaging for their products. Also, managers can create a good brand image among consumers by producing green products and products that are effective in achieving the goals of helping the health of the environment. Also, managers can participate in social responsibility matters such as helping charities, paying a percentage from the profit share of the company to carry out cultural affairs, and... to create a very suitable image of their brand in the eyes of consumers. Following the increase of the appropriate image of the brand among consumers, the attitude towards the company's brand will be appropriate.

Our fifth hypothesis (a) was that brand loyalty has a positive effect on purchase intention, considering the mediating role of attitude towards the brand. From the results of this hypothesis, these suggestions are obtained that managers can have a

positive social image in advertising the company's products and services. To create a code for customers. Also, advertising should be done in such a way that customers feel receiving a favorable image and credit for using products and services. Also, they can participate in advertising in different ways as much as possible, enjoyable, entertaining, attractive, and even have to observe humor to attract the attention of the audience and create a positive attitude towards the brand in them.

Our fifth hypothesis (c) was that the image of the brand has a positive effect on the intention to buy, considering the mediating role of brand attitude. From the results of this hypothesis, these suggestions are obtained that managers should only describe the company's material consumerism in the services and products provided. Advertisements should be avoided so that the audience does not feel that the company is only advertising for more sales and does not consider their interests. Also, as much as possible, misleading, false, manipulated, and incorrect information should be avoided in advertisements that lead to distrust of the audience. By doing such things, the attitude of the consumers towards the brand will be positive and appropriate in line with the brand the effect of the brand image on the purchase intention will increase.

Our fifth hypothesis (d) was that perceived quality has a positive effect on purchase intention, considering the mediating role of brand attitude. From the results of this hypothesis, these suggestions are obtained so that managers can differentiate their brand's appropriate commercial advertisements from competitors. Another important factor is the quality of products and services, and managers should pay more attention to the quality and production of products, because inappropriate quality may affect the consumer's motivation and behavior

and ultimately affect the consumer's attitude towards the brand, and Managers must pay attention to this point. Note that in terms of marketing, quality is measured only from the point of view of the consumer or buyer. By doing such things, the attitude of consumers towards the brand will be positive and appropriate, so that the effect of the brand image on the purchase intention will increase.

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