Brand Identity Prism: An Analysis Of Customer Purchase Intention In Local Brand Product In Selected Stores In Malolos,Bulacan

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Abstract: This study focused on the effects of brand identity prism: An analysis of customer purchase intention in local brand product. In Selected Stores in Malolos City, Bulacan. This study dealt with consumer behavior with regards to Local Brand. There are three roles in creating a brand: (1) the brand effect makes its product distinct from others; (2) it has an identification effect; and (3) it offers a new choice to consumers. This study paid attention to the third. The reason was based on the suggestion of a new choice gives consumers a chance to choose a new lifestyle. The study is descriptive type of research to determine the current state of Brand Prism on purchase intention in Local Brand Products. The instrument used in the study were questionnaires designed to collect data through Google form. The questionnaire was designed to collect data via the Google form. The study revealed that physique, relationship, consumer reflection, personality, culture, self-image were all important indicators about respondents intension using Brand Identity Prism. However, there were few indicators displayed to have the highest means implying those were the preferences of respondents Local brand.

Keywords—*Brand,Brand Identity, Brand Prism,*

Customer Purchase Intention, Local Brand Product

1. INTRODUCTION

Globalization has led to a fierce battle of brands at local and global levels for the marketing managers of the 21st Century. For local and global brand advertising managers, it has opened up new brand investment avenues that have both promotional challenges and opportunities. Technological advances and the rapidly growing mass media and communication systems are constantly offering marketing managers the enormous opportunity to convey their voice in the most efficient way to the targeted groups of customers. Hence, companies aim to build devoted and genuine connections with their customers (Bhattacharya and Sen, 2003; cited by HarmonKizer et al., 2013). With such a proposition, many companies have undertaken the pivotal approaches on emphasizing on their brand, especially on its identity. Branding is constructed on brand identity, which is a kind of self-perception and an organization's reputation that it wants to promote or reinforce. In the results of Kapferer's research in 2008, brand identity is found to be a way of conveying the unique qualities and ideals of the brand. Brand identity also affects brand positioning. Both Aaker and Kapferer believe that establishing the brand's authenticity rather than on how people perceive the brand is a valid

approach. Brands are nearly often evaluated based on external impacts and those that are handled intelligently are always ignored. An identity framework created by Kapferer allows for a vast number of organisations to cultivate said brand identities. Using Kapferer's logic, companies will effectively

express their messages in an additional advantage that getting clear brands enables. That suggests that brand identity is relatively new in the world of brand management. There is a major rise in significance because of communications. traditional marketing prioritizes consumer desires, which has led brands to look alike. According to the same study, distinct brand identity takes consumers to notoriety while still taking people into line with the target market. Additionally, Boella, et al.'s study in 2018 suggested that the existence of a solid and secure name empowers brands to communicate themselves, which is crucial in today's sector.

Researchers may promote design and culture by having a local brand product. According to the Journal of Marketing and Consumer Research (2017), even if consumers want to buy a specific product, brand recognition is the most important and influential factor in making a purchase decision. If local brands achieve worldwide reputation, they will be able to export them, benefiting the economy and efforts to promote local products and skills. Furthermore, because the materials used to make these shoes are not imported, the cost of raw materials is low, making these brands affordable to a broad spectrum of people. Many individuals enjoy shoes. Shoes are not only required to complete everyday clothes and make walking more pleasant, but they also protect the feet and ankles from potentially hazardous things when the ground is too hot to support them.

When buying a product from a local brand, footwear is a must-have. You will ll find everything you need, from casual to formal, outdoor to business. The brand is known among Filipinos as their official shoes. Local brands, on the other

hand, have become more accessible to all members of the family as time has passed. If the items satisfy their customers, they will not only remain loyal to the brand, but they will also help the company grow by spreading the word through word of mouth.

Review of Related Literature

Kuenzel, S., and Halliday, S. (2010) found that Congruence of brand personality and reputation have significant effects on brand recognition and customer loyalty. With the help of a group of German car owners, a theoretical model is proposed and tested. Brand personality consistency and reputation were discovered to have an impact on brand recognition, which in turn has an impact on brand loyalty. Furthermore, since these criteria had direct effects on brand loyalty, brand identification was shown to only partially moderate the effects of brand personality congruence and reputation.

It is discussed how brand equity and brand awareness affect customer purchase intentions., with the goal of the paper being to explain the relationship between brand awareness and consumer intent to buy a brand. Zarlish Shahid, Tehmeena Hussain, and Dr. Fareeh aZafar conducted a study (2017).

Influencing customers' purchasing decisions of low-price private-label brands include brand, brand-related activities (advertisement & word of mouth), perception, attitude, buying intention, and demographic factors. The study revealed that brand and brand-related characteristics are not major factors that influence purchasing intention. The most significant component is that consumers will be satisfied and perceive high value for items if their perceptions of quality and price are congruent with their expectations.. Reported by Thu Ha, Nguyen, Ayda Gizaw (2014)

Based on Bernhard Swoboda, Karin Pennemann, Markus Taube (2012) study, International merchants have turned their focus to developing nations, where they employ a variety of adapted-format techniques to thrive on a local level. Retailers, on the other hand, may capitalize on their competitive advantage of having a worldwide retail brand and understanding how customer perceptions influence retail sales. 36 Western, Asian, and mainland Chinese stores were polled by Chinese consumers. They discovered that retailers' perceived brand globalness and perceived brand localness only impact customers' functional and psychological values, but that this has no effect on retail patronage. Depending on the retailer's roots, these value generating paths to success vary. Although both Western and Asian retailers profit from their worldwide image, Asian retailers primarily persuade customers based on utilitarian ideals. On the other hand, Western retailers have an emotional impact on customers. By being viewed as "glocal" brands, Chinese shops acquire customers.

As stated in Brodie, R., Ilic, A., Juric, B., and Hollebeek, L. (2013), in online brand communities, engaging experiences and value co-creation among community members are the keys. Consumer loyalty, contentment,

empowerment, connection, emotional bonding, trust, and commitment all improve when consumers are involved. The report ends with a discussion of practice and future research implications.

David Yoon Kin Tong, Kim Piew Lai, and Xue Fa Tong (2012) contributed to this report that purchasing behaviors and preferred sorts of retail outlets, this helps to store owners' sales promotion methods to attract customers throughout the holiday season.

The influence of two of the most important risk reducers for online clothes purchasing – product brand image and online store image – on various categories of perceived risks and online purchase intents for apparel is investigated and compared in this study. Mariné Aghekyan-Simonian, Sandra Forsythe, Wi Suk Kwon, and Veena Chattaraman (2012) conducted research for it.

In a developing market, there is a positive association with local iconness, whereas in established markets, there is a negative relationship. In all three markets, cultivating local iconness contributes to the impression of status. Furthermore, in the culturally grounded categories of food in a developing market, local iconness is favorably connected to local brand quality judgments, however in non-food, it is negatively related

In terms of cross-effects, in all markets and categories studied, the perceived quality of the local brand is negatively connected to the likelihood of purchasing a global brand, as expected. On the other side, in a developing area, local brand reputation diminishes the likelihood of senior customers purchasing a global brand. Finally, the implications for global and local brand managers are discussed. The interplay between local and global brands, according to the literature, varies based on the product category and market sector. Local brands may be more tempting for home things like groceries, while global brands are more appealing for publicly visible commodities because they have a higher aspirational value and are linked with grandeur, modernity, and cosmopolitan sophistication. (Strizhakova, Coulter, and Ozsomer, 2011)

The relationships between brand experience and brand loyalty are mediated by brand love and brand trust. uniqueness and worth It demonstrates the two mediating roles of brand love and brand trust in the brand experience and brand loyalty relationships, and so contributes to a better understanding of the processes that shape consumer loyalty.

As stated in Ahasanul, H., Naila, A., Farzana, Y., Abdullah, S., Zariyah, I., & Abdul, M. (2015), acquire has a substantial negative impact on the propensity to purchase foreign items. Furthermore, research found that while the image of the nation of origin has a large beneficial impact on brand image, ethnocentrism has a considerable negative impact on perceptions of the quality of foreign products in terms of purchase intent.

In the study of Aysegul Ozsomer (2012), in the culturally grounded categories of food in a developing market, local iconness is positively associated to local brand quality judgments, however in nonfood categories. local iconness has

no relation to quality. In terms of cross-effects, the perceived quality of the local brand is inversely related with the chance of purchasing a global brand in all markets and categories tested, as one would anticipate.

It is also noted that two variables (normative impact, shopper certainty) and brand-specific factors (quality appraisal and enthusiastic esteem) influence consumer decision-making. The majority of studies on brand consciousness among buyers have taken place in the United States or elsewhere outside Pakistan as reported by Rakhshan Ahsan, Ayesha Saeed, S Siddiqui, Afsheen Masood, Fauzia Zeeshan, I Amjad (2017).

As stated in Mocanu, R. (2013), her research examines the relationship between customer buying behavior and self- and brand-image. It's possible that brand attitudes are psychologically based. Understanding the psychological aspects of brand loyalty and brand sentiments would go beyond existing marketing and business studies.

According to Rabab Ali Abumalloh(2018), the goal of this related study is to examine and analyze the elements that influence and enhance e-commerce customers' purchasing intent.

This research is based on first-hand information. To examine data, only a few tools are used. Because students cover such a broad range of footwear marketplaces, it is critical for footwear business owners and shopkeepers to understand their purchasing habits. It allows them to learn about the brands they want, the sorts of shoes they desire, and the price ranges that students consider before purchasing shoes. (Rita Maskey, 2018)

Reported by Ibrahim, E. and Gomez, K. (2018), from a values-based, identity-based, utilitarian-based, and external influence-based standpoint, several research studies have been undertaken on the determinants and drivers of global vs local brand choice. And the consequences on brand preference when considered separately, resulting in fragmented and overlapping information. It is critical for marketers to understand how customers choose between global and local brands.

As stated in Kristina Kochina (2019), consumer behavior has a big influence on environmental impact. As a result, environmentally concerned customers can alter their purchasing habits in order to help the globe remain more sustainable.

Based on Aalborg University (2014), it is impossible to offer a reasonable explanation for consumer behavior that is influenced by brand image since customers' purchasing habits fluctuate in different scenarios.

Grazing the study of Tehmeena Hussain (2017), the perceived cost of the goods is another crucial element that influences purchasing intent. Customers who are price sensitive are more likely to buy low-cost items regardless of their quality, whereas consumers who value quality above money are less likely to buy low-cost products regardless of their quality. These customers believe that only high-priced items are of good quality. A visually appealing package will help draw customers to the goods; a well-packaged and well-marketed brand will always be favored over a badly packaged one.

The study of Aure, P. A., Lopez, C. J., Santana, A. M., Tan, L. N., Villaflor, S. G., Dui, R., & Paredes, M. P. (2020), Generation Y or millennials, A generation born in a digitally linked environment, with qualities and attributes different from previous generations, is poised to dominate the labor force for years to come, with their growing purchasing power driving the global market to prioritize their generation above all others.

As mentioned in Mohammad Reza, Jalilvand neda Samiei, Seyed Hessamaldin Mahdavinia (2011) study, the findings, awareness to brand, brand association, loyalty of brand, and perceived quality all have a substantial influence on customers' intent to buy items. According to the report, marketers should carefully examine the brand equity components while developing their branding strategy. Marketers are also expected to tailor their branding strategies to each marketing environment and increase brand loyalty in order to prevent customer switching behavior.

Conforming to Ulla Hakala, Johan Svensson, Zsuzsanna Vincze(2012), this observational study investigated the relationships between consumer brand awareness, brand equity attitudes, and cultural environment changes. Data from questionnaires were obtained from university students in four countries: the United States, Finland, France, and Sweden. The respondents were questioned about the first brands of drinks, computers, and cellphones that sprang to mind, as well as their thoughts toward brand equity.

As noted by Michiyo Aotani(2010), this study looks at customer behavior in relation to a local brand. A brand serves three functions: (1) it distinguishes its goods from others; (2) it has an identification impact; and (3) it provides customers with a new option. This research focuses on the third. The reason for this is that the proposal of a new option allows customers to pick a new way of life.

As stated to study of Colin Finkle (2018), brands have diverse meanings for everyone of us, yet some brands appear to signify very specific things to a large number of people. Some companies, such as Nike, have an unfair edge since they are connected with amazing notions, such as athletic performance. A brand association is a mental link that exists between a brand and a notion.

On the study of (Chiu & Leng, 2016), the market for counterfeit goods is enormous. A wide range of counterfeit products, ranging from little things to pricey ones, have been found in several product categories across the world.

This study of Bhatia, Fastoso et al, Bachmann et al, Jiang & Shan (2018), several findings from previous studies on the major elements influencing the purchase intention for counterfeit things depending on nation, generation, and value judgments were discovered.

According to Sohail Younus, Faiza Rasheed & Anas Zia (2015), the pricing, design, packaging, product knowledge, quality, celebrity endorsement, fashion, and, in certain circumstances, familial links all affect the purchasing process for a particular brand or product.

Reported by Madahi and Sukati (2012), describe how purchasing intentions have gotten more sophisticated and significant in recent years. Consumers have learned about items through various commercials, reports, and publications. Furthermore, different types of brands, items, superstores, and so on have convoluted and challenging decision-making processes.

Consumer behavior, expectations, and attitudes are all related to purchasing intent. Customers view and evaluate a product based on their purchase habits. The buying choice can be influenced by demand, perceived quality, and value. As a result, internal or external factors impact customers during the purchase process (Gogoi, 2013).

According to Muhammad Amirul Hanif B Md Yunos1 and Masri Bin Abdul Lasi (2020), brand, price, attitude, social influence, and demographic are major elements affecting customers' intentions to purchase counterfeit items in the fashion sector, while brand and demographic are important factors influencing consumers' intentions to purchase counterfeit products. The findings also revealed that, despite the fact that attitude is one of the determinants, it is the least relevant component among the five found.

Based on Jain and Sharma's (2012) research, several comparable sorts of research work have been undertaken, indicating that customers of different ages have distinct views about brands and the desire to acquire various fast-moving items.

According to Madahi and Sukati (2012), another study confirmed that younger customers are more influential in influencing purchasing intentions on consumer label items. When a customer's age grows, so does the influence of age on purchase intent. It is on the light of the listed literature that the researchers wanted to conduct an analysis on Brand Identity Prism on Customer Purchase Intention in Local Brand Product**.**

Significance of the Study

This study aimed to provide additional information about the brand Identity prism on consumer purchase intention in Local Brand Products. Some wanted the local brand, while the others wanted an imported brand.

Through the lens of brand identity, **business enterprises** could use the study findings to adopt resources that are valuable, relevant, and forward-thinking in order to gain access to their desired target market. The study could provide useful information about customers' impressions of brand identity. Following that, based on client perceptions, commercial enterprises may adjust their brand identity prism features.

The data provided to **customers** would tell them how the brand identity prism influences their purchasing intentions, which will be very essential in their future consumption endeavors. The brand identity prism would provide measuring capabilities as a result of the researcher's findings.

The results of the study would help **marketers** gain extra knowledge that will be valuable in the business environment. Marketing firms can strengthen and expand their capabilities and concepts in order to boost their competitiveness. Furthermore, the study could be used as a learning model for future academics who want to improve and expand their research on the subject. Many components of the study could be contextualized and used as a starting point for future research.

Theoretical framework

BRAND IDENTITY PRISM

Once the brand communicates with the consumer, these features could be achieved. Strong brands may combine these elements into a cohesive whole to create a concise, clear, and compelling brand identity. According to Kapferer J.N. (2005), the Brand Identity Prism allows brand managers to examine their brand's strengths and weaknesses using the six elements of the prism.

Brand identity is influenced by elements such as physical appearance, personality, culture, relationship, consumer reflection, and self-image.

PHYSIQUE The first thing to know was that a brand's physical appearance which referred to the set of physical qualities that are associated with the brand name in people's perceptions. This component should be viewed as the foundation of the brand. What does the brand look like? These are some key questions about this aspect: In terms of functionality, what can a consumer do with it? And how does it get identified? Additionally, having a specific flagship product that represents the brand's overall attributes is crucial. (J.N. Kapferer, 2004).

PERSONALITY If customers interacted with you in a specific way, they may have the idea that any brand-related communication is coming from a person with distinct personality features. This could be done, for example, by employing a distinct writing style, distinct design elements, and distinct colour palettes. Endorsements in the form of people endorsing a firm can almost totally fill out the identity of a company.

Culture is defined as the sum of learned ideas, values, and customs that help to manage the consumer behaviour of an individual from a certain culture. Consumer behaviour is guided by beliefs and opinions, while customs are uncommon and acceptable ways of behaving. According to Pearson Education (2010), culture is the set of values and essential beliefs that must support a brand's activities, goods,

and communication. The cultures of a brand and an organization are intimately connected.

Relationships Goldenberg Customer relationship management (CRM) is defined as "a firm strategy that integrates people, procedures, and technology to maximize customer connections" (2008, p.3). A brand can be used to represent a specific personal relationship. This component, for example, demands that a brand manager explain the relationship that his or her brand represents. Lexus, for example, differentiates itself from BMW by practically extending the red carpet to its customers. Because a service is, by definition, a relationship, the connection component may be more significant for service corporations than for product brands

I**mage reflection** of the customer this attribute is significant to the average brand user since it serves as confirmation of the recognition (NB: this idea does not necessarily coincide with the characteristics of the target group). The biggest foundation for Cola-Cola could be defined as 15- to 18-year-olds (with values like fun, athletic ability, and friendship); however, brand managers should not portray a true representation of the target group in their (image) ads, but rather a group or person that will appeal to the target group's members. J.N. Kapferer is a short form of Kapferer (2004)

Self-image is the reflection that the target group holds up to themselves in a mirror. For example, a Porsche driver feels that because he can afford such a fancy automobile, people will think he is wealthy. When creating a brand identity, brand managers must consider this factor. Understanding customers' underlying principles motivations may provide a brand a substantial boost. If these insights are accessible, advertising can profit from them. Lacoste is another example of a company that considers its customers to be members of an athletic club, even if they do not actively participate in sports. Lacoste would not have been able to build its current image based on its brand identity without this knowledge. According to (Kapferer J.N. 2004)
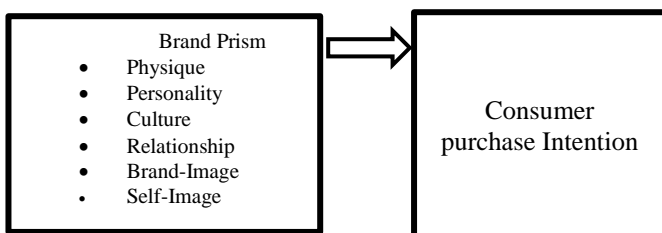
Conceptual Framework

Figure 1. Conceptual Model of the Study

Statement of the Problem

This study aimed to measure the objectives, and the following questions were constructed to analyze the Brand Identity Prism's impact on Consumers' Purchase Intention. Specifically, it sought to answer the following questions:
1. How may the respondents be described in terms of profile (sex)?
2. Using the Brand Identity Prism, what is the level of respondents Purchase Intention?
3. Is there significant relationship between the profile (sex) of the respondents to their Purchase Intention?
4. Is there significant relationship between and among the categories Brand Identity Prism?
5. Is there significant difference between the Purchase Intention of the respondents' when grouped according to profile sex?

The hypothesis of the Study

The following assumptions have to be verified to determine if Brand Identity Prism had a substantial influence on Consumer Purchase Intention:

HO: There is no significant relationship between Brand identity prism and consumer purchase intention in Local brand.

H1: There is a significant relationship between Brand identity prism and consumer purchase intention in Local brand.

Research Objectives

1. The first objective of the researchers in conducting this study was to have the results of the physique, personality, culture, relationship, image reflection, self-image of the respondents.
2. The significance of the connection between brand prism and customer purchase intention must be evaluated by researchers.
3. The researchers' final goal was to examine and obtain data on customer purchase intention for the local brand when it comes to the respondents' brand identity prism.

Scope and Delimitation of the study

The study aimed to determine the relationship between the independent variable which was identified as brand identity prism to the dependent variable which is the consumers' purchase intention. For the researcher to gather the necessary data, they have selected customers in Malolos Bulacan

Research Design

The researchers made use of the descriptive type of research which consisted of description and data. According to Martyn Shuttleworth(2008), descriptive research design is a scientific approach that entails monitoring and describing a subject's activity without intervening in any manner. The overall overview provides some useful hints as to which variables should be tested.

Methods and Techniques of the Study

The study employed the use of the descriptive type of research to determine the current state of Brand Identity Prism on Consumer Purchase Intention in Local Brand Products. Based on QuestionPro (2020), descriptive research is a quantitative research method that attempts to collect quantifiable information for statistical analysis of the population sample. The quantitative method was utilized to compute and describe Brand Identity Prism on consumer purchase intention in Local Brand Products.

Population and Size of the Study

The respondents of this study were the limited or selected population in Malolos, Bulacan specifically 1 Merchandising Store and 1 Souvenir Store .The total population was 141 while the sample size was 104 based on Slovins formula.

$$n= \frac{N}{1+Ne^2} \quad = \quad \frac{141}{1+141 \times 00.05^2} \quad = 104$$

n- Sample size
N- Population size
e- Margin error

To conduct an effective survey, the researchers used the same slovins formula method to determine how many respondents from each year level of the Bachelor of Science in Business Administration major in Marketing Management should be surveyed to align with the calculation's sample size recommendation. To measure Brand Identity Prism (BIP), it will be classified into two outlines, the

"Externalization' and "Internalization". In the elaboration of the "Externalization" entity, questions with regards to Physique, Relationship, and Consumer Reflection will be stated for measurement intents. And for "Internalization", Personality, Culture, and Consumer Self-image will be proceeded to be articulated to justify the impact of BIP on Consumers' Purchase Intention.

And by the means of the said categories of BIP, the customers' purchase intention may obviously be affected since many factors penetrated the consumer's intention while selecting a particular product and the ultimate decision depends on consumers' intention with large external and internal factors (Keller, 2001). Hence the researchers' bound to focus on acquiring the study conclusion on the analysis of Brand identity prism on consumers' purchase intention.

Research Instrument

The questionnaire was designed to collect data through the Google form. The questionnaire consisted of closed-ended questions that have been simplified the survey in order to have a deeper understanding of the people that responded. Furthermore, the researchers sent the Google form via email or Facebook messenger.

Data Gathering Procedures

The survey questionnaires were transcribed through a Google Form format for the distribution approach towards the respondents. Google Forms was selected as a surveying tool that has been purchased for educational purposes. The University students including the faculties were individually given access for the implementation of online classes to the new normal, due to the prevention of pandemic COVID-19. The delivery of the message or survey forms was also received through Google form to ask individual consent to participate in this research.

Furthermore, each of them was informed that their participation in the study is entirely optional. Even the information about each respondent's name would be kept confidential.

Data Processing and Statistical Treatment

The researchers used a questionnaire to gather information from the 151 respondents. The copies of the questionnaires, which were written in English, were forwarded through email or messenger. The statistical tool used in this study was the Likert Scale. This statistical tool analyzed how Brand Identity Prism can affect Consumer Purchase Intention in Local Brand Products. The researchers used the quantitative approach to organize the information acquired.

Ethical Consideration

Ethical consideration has an important role in the conduct of business research. It guarantees that those selected respondents participate in additional research-related material without being forced to answer the survey if they don't want to. Ethical consideration entails confidentiality in which answers by respondents are only visible to respondents only. The researchers looked for people who were both competent and eager to take part in the study. Before confirming the volunteers who will answer the open-ended questions using Google forms, the researchers emailed each person a personal note informing them of the study's goals. The transmitted message also requests permission from participants to participate in the current study. Furthermore, each of them was informed that their participation in the study is entirely voluntary, and that they have the right to quit at any moment if they so want. The researchers recognised and strictly adhered to the Data Privacy Act of 2012, which is designed to preserve people's privacy. The importance of privacy was emphasized by the researchers. Because of the secret and anonymous nature of the respondents' data, the researchers made it clear to the participants that their personal information would be kept private and anonymous throughout the study. Aside from that, the identities of each respondent, as well as the information they provided, were kept confidential and not made public. Furthermore, it ensured that the information acquired will be obtained only under strict conditions and only when it is required.
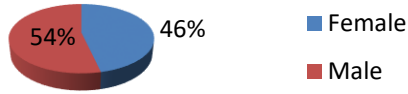
Results

1. Profile
Table1. Descriptions of the Respondents according to their Profile (Sex)

Sex	Frequency	Percent
Female	70	46.4

Sales

Male	81	53.6
TOTAL	**151**	**100.0**

According to the study of Zoovu (2015), one of the primary characteristics that might impact a customer's decision-making behaviour is gender. Men and women approach purchasing with distinct motivations, viewpoints, rationales, and factors.

Presentation of Findings

Rating Scale Level of Perception	
4 **are the highest and** 1 **is the lowest.**	
1	**Strongly Disagree**
2	**Disagree**
3	**Agree**
4	**Strongly Agree**

Table 2. Respondents' Level of Purchase Intention using the Brand Identity Prism

Indicators	Mean	sd	Verbal Interpretation
Physique			
1. The Packaging Local brand shoes are well designed.	3.38	0.73	Agree
2. Logo is innovative, unique and eye- catching.	3.38	0.71	Agree
3. Local brand shoes has inventive features.	3.27	0.74	Agree

Based on table 2, respondents' physique level of purchase intention using the brand identity prism was ranged from 3.27 to 3.38. The lowest mean was from item number three (3), "local brand shows has inventive features," with a mean of 3.27 and interpreted as "Agree," which means that the local brand shoes has inventive features that respondents experience in brand identity prism on customer purchase intention. (Men's Casual Full Grain Cow Leather Upper with Comfort Insole and Pig Split Lining in Rubber Sole and the Product Features are: Formal basic shoes offer you a simple

yet elegant look. On the other hand, the highest mean was from items number one and two, for which they got the same mean. The packaging of local brand shoes was well-designed, with a mean of 3.38. This item was interpreted as "agree," which means that the respondents agreed that the local brand shoes are well designed. With a mean of 3.88, "Logo is innovative, unique, and eye-catching." This item was interpreted as "agree," which means that the respondents agreed local brand was an innovative brand with a unique and eye-catching logo. Local brand shoes craftsmanship and price have allowed the firm to stay competitive. According to philstar.com (2012), it has also adapted to today's demands by developing new and unique styles and designs that suit the preferences and lifestyles of its target customers.

Table 2.1 Respondent Relationship Level of Purchase Intention using the Brand Identity Prism

Indicators	Mean	sd	Verbal Interpretation
Relationship			
4. Brand's Customer service is excellent in quality	3.43	0.67	Agree
5. provides loyalty perks.	3.26	0.76	Agree

Based on table 2.1, respondent relationships using the Brand Identity Prism, the level of purchase intention ranged from 3.23 to 3.46. The lowest mean was from item number five (5). Local brands provided loyalty perks with a mean of 3.23 and interpreted as "Agree", which means that local brands provide loyalty perks that respondents experience in brand identity prism on customer purchase intention. Listening to Customers Pays Off garnered the highest mean was from item number fou   s customer service is excellent in quality" with a mean of 3.46 thus this item was interpreted as "agree," which means that the respondents agreed that the local brand shoe customer service is excellent in quality. According to Clarus Commerce 2021, truly listening to your customers might be the most important thing a brand can do when it comes to building a successful loyalty program. You must welcome consumers and approach them in a natural, situation-appropriate manner to develop strong customer connections. According to Queensland 2021, demonstrate to clients that you understand their requirements.

Table 2.2 Respondent Consumer Reflection Level of Purchase Intention using the Brand Identity Prism

Indicators	Mean	sd	Verbal Interpretation
Consumer Reflection			
6. Purchasing from the Local brand	3.17	0.80	Agree

Indicators	Mean	sd	Verbal Interpretation
Shoes can help consumer reflect a higher social status.			
7. Purchasing from the brand(s) can help boost self-esteem.	3.24	0.78	Agree

As shown on table 2.2, Respondents' Consumer Reflection Level of Purchase Intention using the Brand Identity Prism was ranging from 3.17 -3.24. The lowest mean was from item number six (6) "Purchasing from the local brand shoes can help consumer reflect a higher social status." with the mean of 3.17 and interpreted as "Agree" which means that the local brand shoes could help consumer reflect a higher social status that respondents experience in brand identity prism on customer purchase intention. According to the Philippine Daily Inquirer (2010), local brand is one of the most rec-ogniz-able brands in the country in the world of fashion, particularly footwear. On the other hand, the highest mean was from item number one, seven (7), which they got the mean of 3.24.interpreted as "Agree" which means that respondent purchasing from the local brand(s) could help boost self-esteem. As reported by the Philippine Daily Inquirer (2010), the brand is already being lauded for its outstanding success. It has now been inducted into the Philippine Retailers Association Awards for Small and Medium Enterprise Hall of Fame (SME). It was also acknowledged at the Manila FAME for meeting international standards.

Table 2.3 Respondent Personality Level of Purchase Intention using the Brand Identity Prism

Indicators	Mean	sd	Verbal Interpretation
Personality			
8. Brand is consistent in providing quality products/services to its consumers.	3.30	0.76	Agree
9. Business shows exactly to its consumers what their product offerings should embody.	3.30	0.78	Agree

Referring to table 2.3, respondents' personality levels of purchase intention using the brand identity prism ranged from 3.30 to 4. The item numbers (8 and 9) were the same. "Brand is consistent in providing quality products/services to its consumers" and "Business shows exactly to its consumers what their product offerings should embody" ranked same with a mean of 3.30 and interpreted as "Agree", which means the local brand brand was consistent in providing quality products/services to its consumers and the local brand business showed exactly to its consumers what

their product offerings should embody. According to Duong Ngoc (2019), the idea of brand personality is still important to customers today. It also considers brand trust as one of the important variables supporting the effects of brand personality on customer purchase intentions.

Table 2.4 Respondent culture Level of Purchase Intention using the Brand Identity Prism

Indicators	Mean	sd	Verbal Interpretation
Culture			
10. Local brand shows support to empowering advocacies.	3.26	0.75	Agree
11. Brand actively engages in corporate social responsibility (CSR).	3.33	0.71	Agree
12. Consistently abides by their vision and mission.	3.34	0.70	Agree

As highlighted on table 2.4, respondents' culture level of purchase intention using the brand identity prism ranged from 3.26-3.34. The lowest mean was from item number ten (10) "Local brand shows support to empowering advocacies" with a mean of 3.26 and interpreted as "Agree", thus means that the local brand shows support to empowering advocacies that respondents experience in brand identity prism on customer purchase intention. Culture, according to Kapferer (2018), is a set of values that feed into or form the foundation of a brand. This may be the case in some cases encompass the culture and values of the brand's place of origin. The highest mean was from item number twelve (12) "Local brand consistently abides by their vision and mission" with a mean of 3.34 and interpreted as "Agree", which means that the respondents agreed that local brands consistently abide by their vision and mission. In the realm of younger, more innovative firms, culture is a passionately discussed subject. It's a way of communicating how a company lives according to its goal statement on a daily basis, and it encompasses both staff and customers (Zeynep Lokmanoglu & She, 2019).

Table 2.5 Respondent Self Image Level of Purchase Intention using the Brand Identity Prism

Indicators	Mean	Sd	Verbal Interpretation
Culture			
13. Local Brand has a character	3.37	0.68	Agree

Indicators	Mean	Sd	Verbal Interpretation	Rank
that can make				
14. When a brand has established an influential identity.	3.30	0.74	Agree	
15. Brands' products/ services resonate with its consumers.	3.32	0.74	Agree	
TOTAL MEAN	**3.314**		**Agree**	

Based on table 2.5, respondents' self-image level of purchase intention using the brand identity prism ranged from 3.30 to 3.37. The lowest mean came from item thirteen (13): "Local brand has a character that can make" with a mean of 3.30 and interpreted as "Agree," indicating that local brand has a character that can make respondents experience in brand identity prism on customer purchase Customers' perceptions of themselves in connection to a specific brand are referred to as self-image. Brands may gain from self-image via adopting it into their identity (Caileigh Lombard, 2018). The highest mean was from item number fourteen (14) "When a brand has established an influential identity" with a mean of 3.37 and interpreted as "Agree". This means that the respondents agreed that when a brand has established an influential identity, Aspirational self-image supports both the brand and the audience. The client desires to see themselves in an ideal light, and your brand may aim to assist them in achieving their goals (Zeynep Lokmanoglu, 2019).

Table 3. Categories of Respondents' Purchase Intention using the Brand Identity Prism

Indicators	Mean	Sd	Verbal Interpretation	Rank
Physique	3.348767	0.729803	Agree	2
Relationship	3.351	0.716215	Strongly Agree	1
Consumer Reflection	3.2053	0.793495	Agree	6
Personality	3.3046	0.77449	Agree	5
Culture	3.315667	0.72271	Agree	4
Self-image	3.3311330	0.72345	Agree	3

GRAND MEAN	**3.309411**	**0.743361**	**Agree**	

Table 4. Chi-Square Correlation Coefficient between Respondents' Sex and Purchasing Intention

	Sex		
	r	p-value	Verbal interpretation
Purchasing Intention	0.148	0.570	Not Significant

*** Correlation is significant at the 0.01 level (2-tailed)*

Chi –Square tests			
	Value	**Df**	**Asymp. Sig. (2-sided)**
Pearson Chi- Square	2.011(a)	3	.570
Likelihood Ratio	2.395	3	.495
Linear by Linear	.320	1	.571
Association N of Valid cases	151		

A 2 cells (25.0%) have expected count less than 5. The minimum expected count

Table 5: Pearson Correlation between and among the Categories in the Brand Identity Prism
** Correlation is significant at the 0.01 level (2-tailed).

		Physique	Relationship	Reflection	Personality	Culture	Self-Image
Physique	Pearson Correlation	1	.804(**)	.713(**)	.022	.791(**)	.793(**)
	Sig. (2-tailed)		.000	.000	.902	.000	.000
	N		151	151	33	151	151
Relationship	Pearson Correlation		1	.666(**)	.216	.742(**)	.734(**)
	Sig. (2-tailed)			.000	.228	.000	.000
	N			151	33	151	151
Reflection	Pearson Correlation			1	.011	.747(**)	.809(**)
	Sig. (2-tailed)				.953	.000	.000

			33	15 1	151
Pers onali ty	Pearson Correlat ion		1	-.022	.079
	Sig. (2-tailed)			.903	.662
	N			33	33
Cult ure	Pearson Correlat ion			1	.884(**)
	Sig. (2-tailed)				.000
	N				151
Self-Imag e	Pearson Correlat ion				1
	Sig. (2-tailed)				
	N				

Table 6. Significant Difference between the Respondents' Purchase Intention when group according to sex

0.05 > there is difference/relationship

Sex	Mean	Sd	T	df	Sig
Female	3.330	0.606	0.316	149	0.753
Male	3.299	0.593	0.315	144.888	0.753

Summary of Findings

1. **How may the respondents be described in terms of profile (sex)?**

Based on the result of the data collected, majority of the profile of respondents are from male which has the total mean of 53.6. On the other hand, female has the total mean of 46.4.

2. **Using the Brand Identity Prism, what is the level of respondents Purchase Intention?**

Referring to the data collected, the respondents revealed that the level of respondents Purchase Intention has a overall mean of 3.31 and SD of 0.74. The data shows that the verbal interpretation is "Agree".

3. **Is** there significant relationship between the profile (sex) of the respondents to their Purchase Intention?

The results gathered from the respondents revealed that it is "Not Significant" when it comes to significant relationship between the profile or sex of the respondents to their purchase intention.

4. **Is there significant relationship between and among the categories Brand Identity Prism**

According to the result of data provided by the respondents, there is a substantial association between and among the categories Brand Identity Prism while some don't have a significant relationship. Data shows Physique has relation with relationship, reflection, culture, and self-image. Relationship has a relation with reflection, culture, and self-image. Reflection has a relation with culture, and self-image. According to the data, Personality has no relationship with the Brand Identity Prism. Culture has a relation with Self-image. The data revealed that self-image has no significant relationship with the Brand Identity Prism.

5. **Is there significant difference between the Purchase Intention of the respondents when grouped according to profile sex?**

Based on the result of the data collected, the Female has a significant difference between the Purchase Intention with a total mean of 3.330 while the total mean of Male is 3.299.

Conclusion
1. Base on the data majority of the respondents is from male.
2. According to the data collected there is no significant between the profiles (sex) of the respondents to their purchase intention. Respondents showed that their purchase intention is regardless of their profile (sex).
3. According to the result of data According to the responders, there is a substantial link between and among the categories Brand Identity Prism and some don't have a significant relationship.

Physique- The findings revealed that the respondents agreed that the Local brand was innovative when it comes in packaging it's product that is eye catching and unique.

Relationship- the data collected revealed that the respondents agreed that Local brand has provides loyalty perks that they experience in brand identity prism on customers purchase intention.

Consumer Reflection- the respondents agreed that Local brand Shoes can help consumer reflect a higher social status and can help to boost the self-esteem.

Personality- the data collected shows that the respondents agreed that Local brand is consistent in providing quality products/services to its consumer and the business shows to its consumer what their product offerings should embody.

Culture- the respondents agreed that the brand Local brand shows support to empowering advocacies actively engaged in corpora social responsibility and consistently abides their mission and vision.

Self-Image- the findings revealed that the respondents agreed that Local brand has a character that can make.

4. Based on the result of the data collected that the Female and Male has a significant difference between the Purchase Intention

Recommendation
1. The researchers recommend more promotion on social media to get to know local brands such as direct marketing strategy.
2. The researchers advise that decent and high-quality pro⸱⸱⸱⸱⸱ed in the future.

Maintain the local brand and provide excellent customer service.

3. The researchers recommend to local brand that they need to search influential ambassadors who will endorse local brand for effective promotion strategy.

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