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The role of advertising and branding within the laptop industry and its effects on consumer purchase decision in Leeds (United Kingdom) Laptop vendors are highly focusing on branding and advertising to remain competitive in the industry. Hiam (2009, pp. 90) argues that only the most creative advertisements attract the attention of consumers and sketch a permanent mark on the attitudes of consumers. Therefore, the vendors are looking for new ways to develop effective advertising and branding strategies that may positively influence consumer purchasing decisions. A combination of advertising and branding is required because a brand name explicitly conveys the product features and results in a higher recall of advertised features (Keller, Heckler & Houston, 1998). Therefore, the combined role of advertising and branding appears to be more visible in case of most of the products. Liu (2007) has found a positive relation between branding and consumer purchasing decisions for laptops. Significant level of brand awareness for a specific brand will improve the purchasing behaviour for that laptop brand because it influences the consumer decision making process especially on the information search stage of customer (Liu, 2007). The effectiveness of branding in laptop industry is evident from the leading sales of branded laptops. Development of Dell in Malaysia had positive influence on brand image of Dell in Malaysia as it enhanced brand recognition therefore; companies like Acer and HP also have a chance to compete with Dell by increasing their brand recognition (Ghajarzadeh, 2010). Laptop

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manufacturers usually use informative advertising to make the consumer aware of the product specifications thereby, influencing the purchasing decision of consumers. PC companies adopt advertising media to influence high-income households and top companies are involved in higher than average advertising and generate higher than average revenues (Goeree, 2004). Akir and Othman (2010) found that decisions of consumers to purchase or not to purchase a laptop or personal computer is highly affected by advertisements published in magazines, catalogues, brochures and newspapers. There are many other factors brought by advertising and branding which influence the consumer purchasing decisions. The commodisation of laptop market precipitates a deeper insight into what encourages a customer purchase of one brand over another (McClary, 2006). Although the importance of advertising and branding has been proven by existing research studies for many products however, very limited research has been done in laptop industry. Moreover, existing relevant research studies has been more focusing on importance of advertising and branding in laptop industry rather than focusing on the influence of advertising and branding within this industry on purchasing decisions of consumers. Therefore, conducting a research study on the role of advertising and branding within laptop industry and its effects on purchasing decisions of consumers in a specific geography can provide more valuable results to be compared with existing studies. Since the behaviours of consumers belonging to different races and ethnicities vary therefore, investigating the role of advertising and branding in specific industry and geography will be more useful. Bibliography Akir, O & Othman MN 2010, Consumers' shopping

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