

A Study of Factors Affecting on Customers Purchase Intention

Case Study: the Agencies of Bono Brand Tile in Tehran

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Abstract— This study aimed to investigate the factors affecting on the purchase intention of Bono brand tile customers. In this study, a researcher-made questionnaire with 25 questions was used. The statistical population included the customers of Bono brand tile, through which 384 people were selected random sampling to respond research questionnaire. To assess questionnaire validity, content validity and construct validity were used and its reliability was measured through Cronbach's alpha as 0.936. Data resulted from research questionnaire, were analyzed by the use of confirmatory factor analysis and multiple regression analysis. Therefore, based on the results of this study, the variables of product quality, and brand advertising and name had the highest impact on customers' purchase intention, but the two variables of packaging and price didn't have a significant impact on customers' purchase intention.

Keywords— product quality, advertising, brand name, packaging, price, purchase intention, Bono brand

Introduction

In today's competitive and changing business environment that the power of retailers and the customers' demand level is continuously growing, expanding long-term relationship with customers is vital and necessary for the success and survival of producers. Previous studies have shown that price is an important variable, but other variables such as product and service quality are important in the process of customers' purchase decision (Giovanis et al., 2013). Customers in this era are targeted by mass media and they change the consumers' way of thinking through emotions, needs, wants and demands. Market researchers and organizations spent billions of dollars on consumer research to identify important factors that influence on consumer decisions. The analysis of consumer behavior is effective in detecting the orientation of consumers' behavior. (Thapa, 2011).

According to above discussion, ceramic and tile industry are not an exception and these companies

should maintain long-term and profitable relationships with their own customers in order to survive in the competitive environment. When management has a deep and true understanding of the effective factors on the behavioral intentions of customers, banks can strengthen long-term relationships with customers more effectively. Therefore, the first step is to identify the factors affecting on customers purchase intention. Due to the lack of research in this area, there is a necessity to address this issue seriously. Consequently, the main purpose of this study is to investigate factors affecting on the purchase intention of Bono brand tile customers.

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Despite the emphasis on customers' maintenance in marketing texts, access to such targets is changing rapidly for manufacturer and seller companies. In market, billions of dollars are spent on brand advertising by the companies of home appliances and tile. However, studies show that consumers are only able to differentiate between few brands. The main problem is that brand advertising solely is not a guarantee for brand success.

Therefore, marketing specialists require a clear strategy which is based on a complete understanding of reasons that encourage consumers to repurchase intention of a brand. in the crowded market that we witness the activity of several brands, the purchase reduction of these appliances due to conditions such as economic DOWNTURN and the decrease of people purchase power, as well as the efforts of these companies to make their own brands distinctive in the minds of consumers, professional marketers should realize that how change the variables affecting on brand loyalty in order to change to impact on the repurchase intention of brand (brown et al. 2003).

So, several studies have been conducted about marketing issues by researchers. The results of studies about customers' satisfaction and brand awareness showed that while few brands became successful but the majority of them are indistinctive and suffer from brand loyalty reduction (Jalali et al., 2011). Previous studies of marketing mention that the main factor in the success of companies and the creation of competitive advantage is the increase of perceived value, perceived quality and customer satisfaction (Ranjbarian et al., 2012). Also, creating valuable products and inducing the desired brand image are recognized as the basic requirements of customers' behavioral intention (Herman et al., 2006).

According to above discussion, ceramic and tile industry are not an exception and these companies should maintain long-term and profitable relationships with their own customers in order to survive in the competitive environment. When management has a deep and true understanding of the effective factors on the behavioral intentions of customers, banks can strengthen long-term relationships with customers more effectively. Therefore, the first step is to identify the factors affecting on customers purchase intention. Due to the lack of research in this area, there is a necessity to address this issue seriously. Consequently, the main purpose of this study is to investigate factors affecting on the purchase intention of Bono brand tile customers.

Literature review and hypotheses

Purchase intention is a kind of decision-making that studies the reason to buy a particular brand by consumer (Shah et al., 2012). Morinez et al. (2007) define purchase intention as a situation where consumer tends to buy a certain product in certain condition.

Customers purchase decision is a complex process. Purchase intention usually is related to the behavior, perceptions and attitudes of consumers. Purchase behavior is a key point for consumers to access and evaluate the specific product. Ghosh (1990) states that purchase intention is an effective tool to predict buying process. Purchase intention may be changed under the influence of price or perceived quality and value. In addition, consumers are affected by internal or external motivations during the buying process (Gogoi, 2013). Researchers have proposed six stages before deciding to buy the product, which are: awareness, knowledge, interest, preference, persuasion and purchase (Kotler & Armstrong, 2010) (Kawa et al., 2013). Customers always think that purchase with a low cost, simple packaging and little-known product is a high risk since they the quality of these products is not trustable (Gogoi, 2013).

Generally brand is a name and symbol. It is a very important tool to create a positive image in customers. Brand has a very important role in creating loyal customers and retaining companies' market share. Loyal customers are loyal to brand, do repurchase and recommend brand to others. Brand loyalty means

customers pay more money to particular brand against similar products (Eric, et al., 2012). Previous studies show that repeated purchases of customers due to long-term loyalty leads to profitability and growth of companies (Molla & Licker, 2001).

In previous studies, the relationship between brand equity and consumers' purchase intention is investigated (Irshad, 2012). There is a significant relationship between brand equity and the willingness to recommend brand purchase to others (Azizi & Ajini, 2012). Most of previous studies tested the influence of brand image on consumers' purchase intention and showed a significant relationship between these variables (Arslan & Altuna, 2010; chi et al., 2008; Tariq et al., 2013). Zeeshan (2013) in his study found that brand image has a significant effect on the purchase intention of men. Divolf (2005) states that there is more likely that high brand awareness lead to high brand association in the minds of customers. Consequently, it is more likely that brand awareness leads to the increase of consumer decision to buy that brand (Tih & Lee, 2013). Results of Hernández and Küster (2012) also suggest that attitude toward brand has a significant impact on their purchase intention. Kawa et al. (2013) in their study showed that brand name has a significant impact on the purchase decision of customers. As a result, according to the above discussions, the first hypothesis is proposed.

H1: brand name has a significant impact on consumers' purchase intention.

Perceived quality is customer perception of general quality or superiority of one product or service - with attention to the purpose of that product or service- in comparison to other alternatives (keller, 2008). Perceived quality can be defined as the customer perception of general quality or superiority of one product or service in the light of its expected goal case in comparison to other alternatives. Perceived quality is a general and intangible feeling about brand. However, perceived quality is usually based on key dimensions that consist of product specification (reliability, performance and brand). The identification and measurement of its main dimension will be useful, but it should not be forgotten that perceived quality is a general perception (Kia, 2012; as cited in Aker, 1991). Unlike Ilsen and Vanec (2001), quality is useful for creating competitive advantage (Zeeshan, 2013).

Product quality is a key factor in assessing purchase intention. It is a continuous process of improvement that the continuous changes increase product performance and consequently the satisfaction of customers' needs. Quality should be improved every moment (Tariq et al., 2013). Chi et al. (2008) concluded that if a product has a better quality, customer will be more inclined to purchase it. Also, their study emphasized that product quality has a positive impact on customers' purchase intention. Tsiotsou (2005 and 2006) investigated the higher quality product creates higher purchase intention toward lower quality products.

Jalilvand et al. (2011) investigated the effect of product quality on purchase intention. They collected 242 questionnaires and found that product quality has a significant and positive effect on purchase intention. A number of other researchers also found that brand quality has an impact on customers' purchase intention (Gogoi, 2013; Tariq et al., 2013; Tih & Lee, 2013; Dursun et al., 2011; Bao et al., 2011; Levy & Guterman, 2012; Dick et al., 1995). As a result, according to the above discussions, the second hypothesis is as the following:

H2: product quality has a significant impact on consumers' purchase intention.

Packaging in its new role acts as the representative of manufacturer and through this position it can be used as the carrier of advertising messages, purchase motivational tool, and the carrier of company slogan (Rahimniya et al., 1391). Nowadays, there is no doubt that proper packaging can create distinctiveness for most of the companies. Therefore, companies now focus on the different aspects of packaging and recognize that even with slight change in packaging high profitability can be gained in product sale (Yang, 2004).

The visual aspect of packaging has an especial importance in the process of foods purchase due to its role in establishing direct relationship with customer and its effect on customer mind (Deng, 2009). As Cahyorini and Rusfian (2011) believe, this aspect can have significant momentarily effects on customers' purchases intention due to the fact that customers are affected by appearance aspects of product especially its packaging in unplanned purchases. Rahimniya et al. (2012) in their study concluded that visual and functional aspects of packaging impact on the purchase of foods. Aghazadeh et al (1390) and Deng (2009) in another study concluded that packaging has a significant impact on customers' purchase. According to Khraim (2011), packaging has a significant impact on brand loyalty which in turn effects on customers purchase intention. Similarly, the study of Kawa et al. (2013) showed a significant impact of packaging on customer's purchase intention. As a result, according to above discussions, the third research hypothesis is proposed as follows:

H3: product packaging has a significant impact on consumers' purchase intention.

The price is defined as the money that customers exchange in terms of service or product, or the value they receive (Kotler and Armstrong, 2010). It is important for a company to retain loyal customers who are willing to pay higher prices for their favorite brand and don't buy based on lower price (Levy & Weitz, 2012). Wickliffe & Pysarchik (2001) introduce product aspects as features that have an inherent impact on customer behavior such as brand and price. These two factors cover the major part of product features.

Hermann et al (2007) studies showed that price is one important factor in customer purchase, thereby it

has a significant impact on customer satisfaction. Also, consumer satisfaction is affected by price perception directly and is affected by price fairness indirectly. In another research, lee et al (2010) studied the effects of consumer perception of price fairness on its purchase decision and referred to it as a proper predictor for purchase decision of consumer. Jehri and Sahaskmontri (1998) also state good value in exchange for received money among the criteria that consumer takes into consideration (Kurdsholi & Bozjani, 2012). According to Khraim (2011, as cited in Aker, 1991), the price has a significant impact on brand loyalty which in turn effects on customers purchase intention. As a result, according to the above discussions, the fourth research hypothesis is proposed as the following.

H4: product price has a significant impact on customers' purchase intention.

Advertising is a subset of promotion mix that is as 4p (Product, price, place and promotion) in marketing mix. Advertising as one of the strategies of promotion, is an important tool in creating awareness in the minds of potential customers in order to make decision to buy the product. Manufacturers create an emotional link with customers through advertising. As a result, it is more likely that these kinds of customers create an emotional link with the ads of that bran (Latif and Abideen, 2011).

When the customer pays attention to advertising, he/she creates a feeling toward it that leads to brand promotion and those who have good feeling toward brand develop desired attitude toward it. According to Tang et al. (2007), positive response to brand or certain advertising increases the likelihood of its positive evaluation (Khan et al., 2012). Also, Nabsyeh & Bostan (as cited in Kurdsholi & Bozjani, 2012) in their studies on Malaysian consumers found that found that advertising is a powerful device to inform and affect consumer behavior. Latif and Abideen (2011) in their study examined the impact of advertising on consumer buying behavior. As a result, according to the above discussions, the fifth research hypothesis is proposed as follows:

H5: product advertising has a significant impact on the purchase intention of customers

Research Methodology

Research design

This study is considered a descriptive study on the base of data collection method. Also, since the data are obtained through sampling of population to examine its distribution parameters, it is a survey study.

Data collection tool

The main data collection tool in this study is questionnaire. This questionnaire includes 25 researcher-made questions that a five-point Likert

scale (from 1= "completely disagree" to 5= "completely agree") is used.

validity and reliability

Reliability

To assess the reliability, one primary sample consisting of 30 questionnaires was pre-tested and then using data obtained from questionnaire, the reliability coefficient was calculated by Cronbach's alpha. Alpha Cronbach of variables was: brand 0.767, packaging 0.836, price 0.774, advertising 0.814, product quality 0.761, purchase intention 0.727 and the Alpha Cronbach of questionnaire was 0.936. These show that the questionnaire has the required reliability.

Validity

As to the content validity, the quantity and quality of questions was studied by experts. For this purpose, questionnaires were provided to a number of university professors and proposed modifications were made.

As regards the construct validity, before examining the relationships between variables, we must ensure the validity of each of variables. In order to analyze the internal construct of questionnaire and discover the constituent elements of each construct or latent variables, confirmatory factor analysis was used. The fit indices of variables factor analysis can be seen in the following figures.

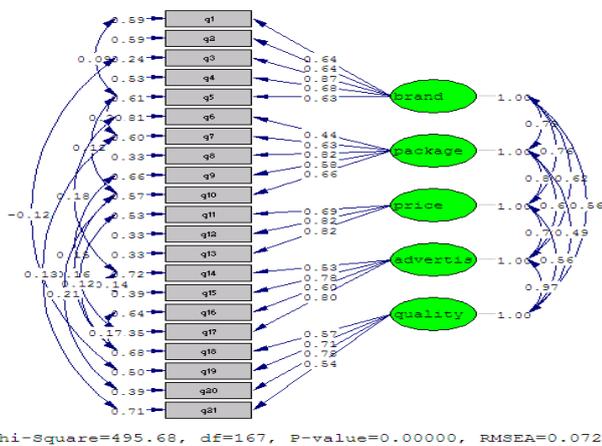


Fig 1: correlation model between indexes and independent variables in standard mode

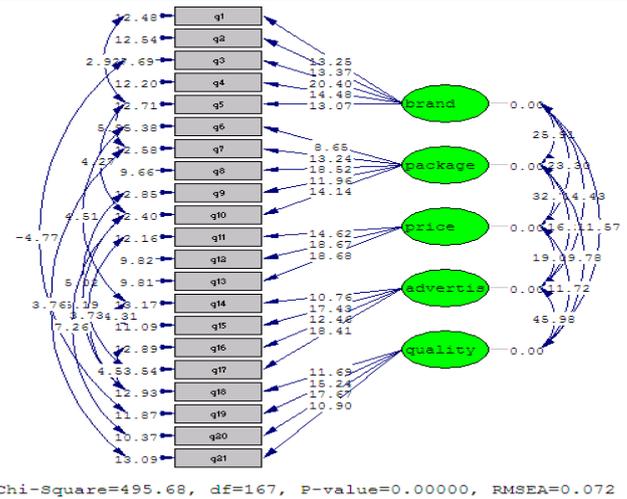
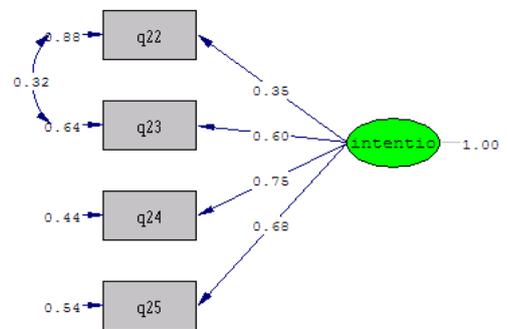
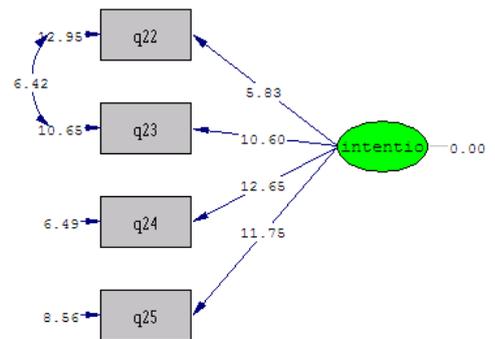


Fig 2: correlation model between indexes and the independent variables in significance level



Chi-Square=0.84, df=1, P-value=0.36031, RMSEA=0.000

Fig 3: correlation model between indexes and independent variables in standard mode



Chi-Square=0.84, df=1, P-value=0.36031, RMSEA=0.000

Fig 4: correlation model between indexes and the independent variables in significance level

Model fit indexes indicated that the model is in good condition, since the ratio of degree of freedom to chi-square (df/χ^2) is less than the permitted level 3 and the mean square error (RMSEA) is less than the permitted level of 0.08.

Also the results of factor analysis showed that all indexes of research variables have acceptable t values (more than 1.96) and load factor and are appropriate indexes to measure research variables. This suggests

that we can rely on research constructs according to the results of confirmatory factor analysis.

The population, sampling method and sample size

The intended population of this study included the customers of Bono brand tile. Random method was used for sampling. To determine sample size (n=384), Morghan table was used. It should be noted that 400 questionnaires were distributed, among which 389 were returned and 384 were used for analysis.

Data analysis and results

After examining measurement models and assessing their validity using confirmatory factor analysis, we can study the relationships between variables. Thus, multiple regressions are used to test the hypotheses.

Model	Unstandardized Coefficients		Standardized Coefficients	t- value	Sig.
	B	Std.Error	Beta		
(Constant)	0.690	0.116			0.000
Packaging	0.037	0.047	.037	5.920	0.437
Brand name	0.135	0.052	.138	.778	0.010
Price	0.076	0.041	.099	2.588	0.064
Advertising	0.173	0.049	.215	1.860	0.000
Quality	0.335	0.052	.370	3.514	0.000

Table 1. The result of multiple regression.

The first hypothesis explains the impact of brand name on the purchase intention of customers. This hypothesis was supported, i.e. brand name impacts on customers' purchase intention. According to the statistical analysis, beta coefficient between two variables is 0.138. The significance coefficient between these two variables (2.5888) shows that there is a significant and positive relationship between these two variables.

The second hypothesis explains the impact of product quality on the purchase intention of customers. This hypothesis was supported, i.e. product quality impacts on customers' purchase intention. According to the statistical analysis, beta coefficient between two variables is 0.370. The significance coefficient between these two variables (6.414) shows that there is a significant and positive relationship between these two variables.

The third hypothesis explains the impact of packaging on the purchase intention of customers. This hypothesis was rejected, i.e. packaging doesn't impact on customers' purchase intention. According to the statistical analysis, beta coefficient between two variables is 0.037. The significance coefficient between these two variables (6.778) shows that there isn't any significant relationship between these two variables.

The fourth hypothesis explains the impact of product price on the purchase intention of customers. This hypothesis was rejected, i.e. product price doesn't impact on customers' purchase intention. According to the statistical analysis, beta coefficient between two variables is 0.099. The significance coefficient between these two variables (1.860 in the range of -1.96 to 1.96) shows that there isn't any significant relationship between these two variables.

The fifth hypothesis explains the impact of advertising on the purchase intention of customers. This hypothesis was supported, i.e. advertising impacts on customers' purchase intention. According to the statistical analysis, beta coefficient between two variables is 0.215. The significance coefficient between these two variables (3.514) shows that there is a significant and positive relationship between these two variables.

Summary and conclusion

The main purpose of this study is to study the factors affecting on the purchase intention of Bono brand tile. In this study, we examine the five factors of brand name, product quality, price, packaging and advertising as independent variables on customers' purchase intention.

In the first hypothesis, the focus was on the impact of brand name on customers' purchase intention. The results of this study indicated that this hypothesis is supported. Several studies have investigated the impact of brand image, brand awareness, brand equity on customers' purchase intention that indicates the impact of these factors on customers' purchase intention (Azhini & Ajini, 2012; Arslan and Altuna, 2010; Chi et al., 2008; Tariq et al., 2013; Tih and Lee, 2013). The result of this hypothesis is in line with the studies of Kawa et al. (2013) and indicates the significance impact of brand name on customers' purchase intention. According to the results of multiple regressions, brand name was the third factor affecting customers' purchase intention and indicates that the company should invest more on its brand name in order to increase customers' brand awareness.

Another hypothesis was related to the impact of product quality on customers' purchase intention. This hypothesis was supported and revealed a significant and positive impact of product quality on customers' purchase intention. In previous studies, the relationship between these two variables was investigated and indicated a positive impact of product quality on customers' purchase intention (Chi et al., 2008; Jalilvand et al., 2011; Gogoi, 2013; Tariq et al., 2013; Tih & Lee, 2013; Dursun et al., 2011; Bao et al., 2011; Levy and Guterman, 2012). Therefore, the results of this study are consistent with previous studies. Moreover, according to the results of multiple regressions, product quality was the first factor affecting customers' purchase intention and this reveals that product quality is a key factor in the purchase intention of customers.

The final hypothesis was the impact of advertising on the purchase intention of customers. This hypothesis was supported too. The results of this hypothesis are consistent with the studies of Tang et al. (2007) and Latif and Abideen (2012). Also, in this study, packaging and price were investigated, but these hypotheses were rejected. We can justify that the price of products in this company is high, thus the price can be considered as a barrier for the purchase intention of customers. On the other hand, when customers visit the tile agencies and shops, they see the products without packaging and do their selection. Thus customers pay less attention to packaging and quality is more important. Consequently, the continuous improvement in the product quality can bring high yield for company. Therefore, it is suggested that researchers do the comparative study between different brands for the present model.

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