

# 1 Identifying the Factors Affecting Customer Purchase Intention

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## 5 **Abstract**

6 In the worst competitive market the consumer products manufacturing industries pay  
7 attention on customer purchase intention for maintain their repute in market and enhanced  
8 their goodwill. Because loyal customer are good source for create revenue. This study learns  
10 and contributes the factors that affect customer purchase intention. The purpose of this study  
11 is to observe the effect of independent variable (customer knowledge ,purchase intention,  
12 celebrity endorsement and perceived value ) on dependent variable (purchase intention).The  
13 study describe that the relation between dependent variable have significant relationship with  
14 purchase intention. This is quantitative study and sample size of this study is 100. And 100  
15 questionnaires were used for collection of data. The results of this study shows that perceived  
16 value, customer knowledge, celebrity endorsement have significant relationship with purchase  
17 intention.

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19 **Index terms**— purchase intention, quantitative study, loyal customer, independent variable.

## 20 **1 I. Introduction**

21 he purchasing process to buy a particular brand or product is affected by various factors such as price of the  
22 product, design, packaging, knowledge about product, quality, celebrity endorsement, fashion and sometimes  
23 family relation as well (Shafiq et al., 2011). In developed countries of the world, the retail market is mature  
24 (Berner et al., 2001). But in Asian markets like Japan, China, India and South Korea, the people of these countries  
25 are sensitive about product or brand and have some questions in their minds such as what the brand offers? And  
26 how the brand fulfills their needs? (Anholt, 2000). According to Blackwell et al., (2001) that the decision  
27 making of consumers about particular brand based on searching for the internal and external environment.  
28 With reference of internal information, it is collected from previous experiences due to advertisement etc and  
29 external information may be gathered from peers or market place etc. In addition, previous studies argued that  
30 the external factors for instance, demographic, group and geographic have the influence on purchase intention.  
31 However, some there are some problems in applying these factors and also some issues regarding the measurements  
32 of purchase intention. The influence of demographic on purchase intention is difficult that needs to be examined.  
33 For example, consumers under the age of 18 to 24 years old likely to buy a product at the spot or change the  
34 brand if the mood strikes (Abdul Razak & Kamarulzaman, 2009). Zaal, (2009) elaborates that different economic  
35 conditions have pushed the companies to make efficient its operations and make sure the right product for the  
36 right market unlike capturing only those markets from where high returns rise.

37 Madahi and Sukati (2012) describe that the purchase intention has become complicated and significant in recent  
38 era. Consumers have know how from different advertisements, reports and articles about products. Moreover,  
39 different kind of brands, products, superstores etc have complicated and difficult decision making.

## 40 **2 II. Literature Review**

41 Purchase intention is the preference of consumer to buy the product or service. In another words, purchase  
42 intention has another aspect that the consumer will purchase a product after evaluation. Many factors affect  
43 the consumer's intention while selecting the product and the ultimate decision depends on consumers' intention

## 8 VI. CONCLUSION

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44 with large external factors (Keller, 2001). Decision making about purchase is affected by the group in selection  
45 procedure of a brand for known products. The selection of a brand based on group cohesiveness of the brand  
46 (Witt & Bruce, 1972). The information about the brand have been used by the other group members also  
47 affect the decision to skip the existing brand and to move on to the purchase those brand that is using by other  
48 group members (Witt, 1969). So the great orientation to consumer's members impact to other members to buy  
49 particular brand used by the other group members (Moschis, 1976). Many factors intended to purchase intention  
50 which is customer knowledge, perception of consumers, product packaging or design and celebrity endorsement  
51 etc.

52 The study conducted by Satish and Peter (2004) explains that knowledge about the product by the consumer  
53 plays an integral role during product purchase decision. Other studies like Rao and Monroe (1988) argued that  
54 knowledge of the product is the main factor in product purchasing decision. Product

## 55 3 Year ( )

56 a packaging in which one thought is simple outlook and second thought is to prepare attractive packaging.  
57 These factors are also very important and have influenced on consumer purchase intention (Ann, 2008). Another  
58 research of Fung et al., (2004) revealed that consumer's feelings attached with design and packaging. Moreover,  
59 in company's point of view packaging or design build the good will of company and it also shows the quality of  
60 the product (Dileep, 2006). Many authors have great importance of celebrity endorsement. But the main point,  
61 it should be relevant to the product with reasonable logic about the product (David & Benedikte, 2004). Another  
62 factor of purchase intention is the perceived value which implies the relationship with product and consumers  
63 ??Payneand Holt, 2001). It is ultimate conclusion that higher the perceived value resulting higher the intention  
64 of purchase (Tung et al. 1994). Perceived value of the product has different dimensions that are tangible and  
65 intangible (Snoj et al. 2004). James, (2002) elaborates that the higher perceived value enhancement to purchase  
66 decision. However, on the basis of knowledge of product, consumers assess the product and make decision (Nah  
67 Hong, 2007). According to the Tun Zong et al. ??1994) that purchase intention has positive affect with perceived  
68 value.

## 69 4 III. Hypothesis Development

## 70 5 IV. Research Methodology

71 This study follows the quantitative method; questionnaire was filled by 100 respondents. The population of our  
72 study consists of the self earning and self spending people. The question used measurement by likert scale of 1 to  
73 5. Regression analysis was executed to get the results. The descriptive research is known about the effect of all  
74 independent variable on dependent variable. Customer knowledge about any product and purchase intention  
75 is positively correlated and highly significant. Celebrity endorsement and purchase intention are positively  
76 correlated and also giving highly significant result. Product packaging and purchase intention are positively  
77 correlated and highly significant but perceived value with purchase intention are not highly significant because  
78 perceived value is not introduced in Pakistan yet. The regression results show that there is a strong relationship  
79 between the customer knowledge and purchase intention. Beta is .269. It is good and show that how much  
80 variation comes in dependent variable due to independent variable. Adjusted R 2 is .122 means that how much  
81 variation comes in overall model due to independent variables. Here the beta is .208. It shows that there is  
82 there is 20.8% variation intensity in purchase intention due to independent variable. Regression results show that  
83 perceived value and purchase intention have no much strong significant results. Because perceived value has no  
84 significant importance in Pakistan yet .Adjusted R2 is .042 .It shows that the overall variation in model due to  
85 independent variable.

## 86 6 Model

## 87 7 Global Journal of Management and

## 88 8 VI. Conclusion

89 The study's main purpose was to discover the relationship between the independent variable (celebrity  
90 endorsement, product packaging, and customer knowledge) and customer purchase intension. This study  
91 investigate the factors effecting customers purchase intention .The main purpose of this research was to explore  
92 above behavior in consumer products in order to arrive at a reliable and accurate results. This paper study was  
93 conducted for questionnaire improvement and development. The sample size was 100 questionnaires in such type  
94 of studies which was considered as an average. Data found reliable to all variable. Regression process was executed  
95 to find out the results. In this study all independent variable (customer knowledge, celebrity endorsement,  
96 product packaging, and perceived value) and dependent variable (purchase intention) are positively correlated  
97 with each another and shows the significant results, but one of the independent variable perceived value does  
98 not show the highly significant results because this variable is not really common in Pakistan. If a customer has  
99 knowledge about the product and know about its features it's obviously increase its purchase intention. Celebrity

100 endorsement also influences on purchase intention because when a celebrity attach with any product it increases  
101 the products worthiness and reliability in consumer's mind.

102 Product packaging have effect on conscious customer because they rely on product's packaging product  
103 packaging are of two types one include the simple packaging and the other include the colorful packaging the  
104 customer attracts toward colorful packaging than simple packaging. Company must disclose all benefits and  
105 features of product that it will increase the customer knowledge. Its ultimately increase the customer's purchase  
106 intention. There is a good chance for company to catch customer attention towards product by advertised it  
with the celebrity. <sup>1</sup> <sup>2</sup>



Figure 1: H 1 :

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## 8 VI. CONCLUSION

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Model	Identifying the Factors Affecting Customer Purchases		
	Unstandardized Coefficients	Standardized Coefficients	
1	B (Constant) .282	Std. Error .223	
	CE .196	.083	
Model	R R	Adjusted R	
		Square	
1	.233	.055	.045
a			
a. Predictors: (Constant), CE			
2015	Beta is .196 which shows that there is there is		
Year	19.6% variation intensity in purchase intention due to independent. Regression results show that cel		
12			
Volume			
XV			
Issue			
II			
Ver-			
sion			
I			
( ) A	Beta is .282. It shows that there is 28.2%		
Global	variation intensity in purchase intention due to independent. Regression results show that product T		
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Figure 2: Table No .

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**No**

. 04 : Regression Coefficients						
Model	Unstandardized Coefficients		Standardized	t	Coefficients	Sig.
	B	Std. Error	Beta			
1	(Constant) .943	.221		8.809		.000
	PP .282	.086	.314	3.272		.001
Model	R	R Square	Adjusted R Square		Std. Error of the Estimate	
1	.314 a	.098	.089			.59741
a. Predictors: (Constant), PP						

Figure 3: Table No



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