

1 Product Perceived Quality and Purchase Intention with 2 Consumer Satisfaction

3 Muhammad Ibrahim¹, Asma Saleem² and Muhammad Ibrahim³

4 ¹ Bahauddin Zakriya University University Multan, Sub- Campus Layyah, Pakistan

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6

7 **Abstract**

8 The purpose of this study is to measure the impact of product perceive quality on purchase
9 intention with level of satisfaction, for meeting this purpose the data was collected by
10 individually through 122 questionnaires by adopting the convenience techniques. Using
11 statistical software hypothesis shows that these variables have positive significant relationship.
12 Practical contribution shows that this study can be used as a guideline to management and
13 marketers to improve the product quality.

14

15 **Index terms**— product perceived quality, customer satisfaction, and purchase intention. I. Introduction

16 **1 Introduction**

17 here are different brand of laptops available in market such a, HP, Dell, Acer, sonny and Samsung. In the time of
18 new technology, laptops are very important for students, researchers and businessman etc. But in the scientific
19 competition it is not very easy for students to select a superiority brand. In this study Dell became the first
20 company in the information technology industry to establish a product recycle goal in ??2004). In the recent
21 years 2012-13 Dell laptop has 20% of market share in Pakistan. Before purchasing the products, every customer
22 supposed the superiority of a product, customer set some stander about superiority before purchasing the required
23 product, unluckily when customer not found their perceived superiority; they switch to another brand so this is a
24 big loss of a company to lose its customer. Earlier experiential researches in this field tend to emphasize on these,
25 perceived service, mediating role of perceived value and superiority customer satisfaction (Malik, 2012). There
26 is the impact of loyalty and perceived price fairness on customer satisfaction ??Bei and Chiao, 2011). It has
27 been found that there is also the relationship between brand effect, behavioral loyalty and brand trust (Gecti and
28 Zengin, 2013). Research on services superiority and customer satisfaction (Agbor, 2011) argued that it has not
29 been seen the relationship of customer perception with effect of purchase intention, because it has massive effect
30 on the customer satisfaction, when customer is satisfied with product superiority, it must purchase with high
31 intensity. Customer satisfaction is the pleased mood to the performance of product after they use it ??caruana
32 et al., 2002). It is regular movement of companies to carry out customer satisfaction survey to know customer
33 point of view (Frank and Enkawa, 2007).

34 Consumer has some perception about the superiority of product, because superiority of product ensures the
35 product reliability, sustainability and durability. The focus of brand superiority is based on findings that there is
36 strong positive relationship between brand superiority and brand purchase (Chaudhary and Holbrook, 2001). If
37 product actual outcome go beyond from consumer expectation, the consumer will be satisfied or else if prospect
38 exceed result, consumer will be displeased ??Szymanski and Hendard, 2001).

39 **2 a) Research Gap**

40 Purpose of this study to examine the effect of product perceived superiority, which effects on consumer purchase
41 intention and its satisfaction. Here customer satisfaction is working as the inner feeling of customer, if customer
42 is satisfied with the product he becomes loyal and post purchases the product in future.

6 PRODUCT PERCEPTION -PRODUCT EXPECTATION = PERCEIVED PRODUCT

43 3 b) Research Important

44 The findings of the study will be help full in providing insight into consumer perception about product superiority
45 as well as its level of satisfaction. Also, the findings of this study will provide useful information for Business to
46 help develop an effective marketing strategy to promote impulse buying and ultimately increase profitability.

47 4 Research questions

48 The main focus of this research is on customer satisfaction which directly impacts on purchase intention, keeping
49 in mind this important factor following research questions are arises:
50 1. How the perceived quality of product impacts customer satisfaction in order to make the purchase intention?
51 2. What is the impact of customer satisfaction on purchase intention?
52 3. How this research will help to get customer satisfaction for the sake of purchase intention?II.

53 5 Literature Review

54 Perceived superiority is defined as consumer finding about a product performance and how this product compared
55 with their expectation. Superiority can also be defined as the whole features and characteristics of a product or
56 services that bear on its ability to satisfy stated or implied needs (Kotler et al., 2002). Perceived superiority view
57 is dissimilar from manufactures based and product based approach. Most organizations approve their superiority
58 description from market point of view (main 1994). Consumer's perception of product superiority is compared
59 with their anticipation. Customers calculate product superiority in terms of how much happiness they received
60 from that product (jiang and wang, 2006). On the other version, brand reliability is estimated to impact the
61 perceived superiority of the product (Erdem and Swait, 1998). Perceived superiority could be defined as the
62 consumer finding about a product on the whole supremacy and excellence ??zeithaml, 1988).

63 In marketing customer satisfaction is the most important result of marketing practice and occupies a significant
64 position in both observation and theory (Churchill and Surprenant, 1982). Before the position of organizational
65 arrangement and strategies the customers are the early aspect measured by managements. The questions asked
66 in the strategic forecast ranges from who will require to consume these offers, where are they and for how
67 much can they buy to how to attain the customers and will it suspend them maximum satisfaction? Customer'
68 estimation of the product depends on its demand and the accessibility of alternative service in the marketplace
69 and information available to the customer. Whether an organization provides superiority services or not it
70 depend on the customers' feedback on the pleasure they get from consuming the products, since higher levels of
71 superiority express to higher levels of customer satisfaction ??Kotler and Keller, 2009).

72 Satisfaction is differing from one person to a new as it is expensive. "One man's meal is another man's
73 poison," an old saying avowed describing utility; thus significance the reality that it is at times very hard to
74 satisfy everybody or to conclude satisfaction along with group of people (Reiman et al., 2008).

75 6 Product perception -Product expectation = perceived product

76 Through this equation we describe the customer satisfaction and its effects, when customer gains its perceived
77 superiority product it tend to customer satisfaction, it also tells that customer satisfaction can be managed and
78 controlled by company superiority management. It is judgment that a product offers a pleasant level of utilization-
79 associated fulfillment, consumer feel satisfactory after the convention of product (Zeithaml and Bitner, 1996).
80 Customer satisfaction is a good or bad feeling of someone after comparing the product presentation he perceived
81 with the expectation.

82 Customers consume his effort, time and money to purchase the product so purchase intention has great
83 importance in his life. Customers are always influenced by their preferences and perception in purchasing process.
84 Perceived quality of a product as becomes "the estimation made by the consumer relying on the whole set of
85 basic as well as outer dimension of the product or the service" ??Grunert et al, 2001). Consumer behavior is
86 quite different as the events that consumers task in searching for, using, purchasing, evaluating, and disposing of
87 products that they think will assure their needs (Pelau, 2011).

88 There are lots of factors that impact the consumers buying behavior, but dealer cannot control, such as
89 individual, social, psychological and literary factors. In order to achieve target customers efficiently, these factors
90 must be taken into consideration ??Kotler et al. 2005). On the basis of actuality, persons make dealings and
91 decisions, the marketers should recognize the whole concepts so, they can more readily conclude what influences
92 consumers to buy (Kelley, 1950). Study of consumer judgment process is consequently extremely important for
93 understanding consumer purchase intention (Puth, Mosert and Ewing 1999; Schiffman and Kank 1991). "An
94 individual awake plan to make an attempt to purchase" The product relate with the quality perception (Spears
95 & Singh, 2004).

96 Product perceived quality directly influences to purchase intention. Customers have some perceptions about
97 the product quality, price and styles before going to purchasing the product. After using of product, purchase
98 intention increases as well as decreases, because it has direct relations which affect each other's. If the quality
99 is high, purchase intention of customer is also high. (Rust and ??liver, 1994) proposed two differences between

101 perceived quality and satisfaction. The customers considered perceived quality as a more specific concept based
102 on product and service features. The company can have a degree of control over quality. So, it is suggested
103 when perceived quality is regarded as overall assessments, then perceived quality is understood as the source of
104 satisfaction (Llusar et al., 2001).

105 The satisfaction is considered the most important constructs in marketing (Erevelles and Leavitt, 1992).
106 Satisfaction plays the vital role in marketing because it is a good predictor of purchase behavior (McQuitty et
107 al., 2000). Various theories have been developed in an effort to determine the construct and explain satisfaction
108 in different compensation in products/services.

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111 **8 Year ()**

112 The quality of product is that which satisfies the needs of users which may include different features and it
113 enhances the performance of the product ??Dunk, 2002). A study by ??Rao and Raghu Nathan, 1997) showed
114 that the product quality is to understand and measure the requirements of the consumers. The evaluation
115 of product by customer after the use is known as purchase intentions. The behavior is viewed as a key for
116 Predicting consumers' purchasing behaviors as well as their intentions ??Keller, 2001). A study by (Ghosh,
117 1990) proved that consumers choose one good but the finally result depends on their intention. According to
118 (Aaker, 1996) that perceived quality predicts the level for the quality of entire product. There were past studies
119 that exposed indirect influence between perceived product quality and purchase intentions through mediating
120 variable of customer satisfaction (Cronin and Taylor, 1992

121 **9 Theoretical Frame Work**

122 **10 Independent variables dependent variable**

123 Figure ?? : Theoretical Frame Work

124 This research model is very useful for manufacturers, which determine the needs of customer's perception
125 regarding the changing technology and day-by-day changing demands of customers. Because customer satisfaction
126 and purchasing level strongly dependent upon consumer flexible perception. This theoretical frame also shows
127 the relationship between independent and dependent variables also.

128 **11 IV.**

129 **12 Hypothesis**

130 After the deep study of literature following hypothesis are formulated: H1: Customer satisfaction directly
131 positively influence on purchase intention. H2: Product perceived quality has positive influence on purchase
132 intention.

133 V.

134 **13 Methodology**

135 Purpose of this study is to explore the effect of product perceived quality and its effect on consumer satisfaction
136 and purchase intention. All the customers set some stander about the quality before purchasing, unfortunately
137 when customers not found their perceived quality; they switch to another brand so this is a big loss of a company
138 to lose its customer. Technology sector chosen as an object to observe the intention of customer purchased. What
139 customer perceived the quality of mobile before purchasing, and how much they satisfy with that product? VI.

140 **14 Selected Brand**

141 Dell laptop is investigated in this research. The reasons for this choice are that this brand is new and mostly
142 adoptable. In this study Dell became the first company in the information technology industry to establish a
143 products recycle goal in (2004). In the recent years 2012-13 Dell laptop has 20% of market share in Pakistan.
144 With this growing popularity, the research analyzes the customer satisfaction and their perceived quality.

145 **15 VII.**

146 **16 Population and Sample**

147 The entire number of people in a state or region is called population. Through this population we conduct our
148 research, in Dera ghazi khan district there are many colleges and universities like commerce college, University of
149 education campus, Agriculture University campus and Bahaudin zakariya university campus, Indus University.
150 In this research paper the sample size of 130 students are targeted to collect the data about their perception of
151 product quality before purchasing the dell laptop and how much they satisfies with that brand quality.

29 CONCLUSION

152 17 Time Dimension

153 To collect the data cross sectional technique is used. Data is collected at once from the students.

154 18 IX.

155 19 Questionnaire Design and Measurement

156 This paper contains three sections about measurements; the first section is about product perceived quality, in
157 which we measure the customer point of view before purchasing the product, what they perceive about product.
158 And the second section is about customer satisfaction, after purchasing the product. How much they satisfy
159 with that product? Is that product is according to their perception or not? Is its quality according to their
160 perception? And its last section is about purchase intention, in future the customer will purchase that product
161 or not.

162 20 X.

163 21 Instruments

164 A research questionnaire is used in order to examine the product perceived quality and purchase intention with
165 customer satisfaction. These items are measured in 5 likert scale ranging from strongly agree (1), agree (2),
166 Neutral (3), disagree (4) strongly disagree (5). This questionnaire contains 13 items in 3 variables on the bases of
167 conceptual framework. This questionnaire is adopted by merging 5 Liked scale type of questionnaire. 5 items to
168 measure product perceived quality were taken from the questionnaire (Ailwadi et al., 2001); ; (Rao et al. 1999)
169 3 items regarding customer satisfaction were taken from questionnaire used by (Oliver, 1999).

170 22 XI.

171 23 Statistical Tools

172 The SPSS statistical tool was used in order to analyze the questionnaire items are mean, standard deviation,
173 regression and correlation. In this research 130 questionnaires were distributed to the respondents and 122
174 complete were received. The demographic analysis shows that 70.5% were Males and 29.5% were females'
175 respondents. The correlation analysis shows that there is positive significant relationship between Products
176 perceived quality relation with customer satisfaction as the correlation value is 0.570 and also positive significant
177 relationship has been found between customer satisfaction relations with purchase intention as the research result
178 value is 0.663. e) Hypothesis test Product perceive quality for purchase intention and using the moderating
179 customer satisfaction We use the statistical software for testing our hypothesis. In the first hypothesis the
180 independent variable is product perceived quality and purchase intention is our depending variable and customer
181 satisfaction as a moderating then we get results which is following

182 24 XII.

183 25 Results and Analysis

184 26 b) Age analysis

185 27 Hypothesis

186 28 Discussion

187 The finding for this research shows that customer satisfaction does act as a partial mediating variable in the
188 overall relationship between product perceived quality and purchase intention. All hypotheses are accepted on
189 the basis of above results as product perceived quality has direct positive relation with purchase intention and
190 customer satisfaction. The finding of positive relationship among these variables has confirmed that the peoples
191 of D.G khan district are quality conscious; they give preference to quality product. They assess product quality
192 in term of its durability, reliability and sustainability.

193 XV.

194 29 Conclusion

195 This study discovered that customer purchase intention is significantly related with customer satisfaction and
196 perceived product quality. As the gap between perception and expectation is negative we can done that customer
197 has more expectation than then they actual received. If management wants to enhance customers' satisfaction
198 evaluations, it would be more valuable to influencing customers' perceptions of the product performance.

199 **30 XVI.**

200 **31 Managerial Implications**

201 With respect to practical contribution, the result of this study can be used as a guideline by management to
202 improve the product quality of their products. Specifically, the design and management of product quality
203 may be enhanced if managers stress on the finding of this study. This study confirms that quality is an
204 important contributor in customer satisfaction in Pakistan. In Pakistan should not only judge improving customer
205 satisfaction but also intention on improving the customer perceptions of overall product quality and should
206 increase consumer perception. Moreover, convincing customers that they are getting high quality from the firm
207 should be a key advertising goal of the firm. In competitive environments, managers should not only focus on
208 product quality which is just one side of the purchase equation, but also carefully assess their satisfaction it will
209 be reflected in customers' evaluation purchase intention. They should be alerted to the fact that there might be
210 tradeoffs required between increasing quality and increasing satisfaction.

211 **32 XVII. Limitations and Future Directions**

212 In our research we use the quantitative technique and get 122 response from male and female students of B.Z.U
213 campus D.G.Khan and their age's from 15 to above 30 years, product perceived quality is our independent variable
214 and purchase intention is dependent variable and customer satisfaction as mediator. This research is conducted
215 in D G khan district to use the sample of B.Z.U campus. Upon this study; there may be some suggestions for
216 further studies. The scope of this research is to change variables as product availability, product value to use
217 customer loyalty, customer trust as mediator. Furthermore, more complex models, which contain the relations
218 between brand trusts, brand affect and the other impact of brand loyalty, might be examined.

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Figure 1: Product 25 Global

III.

Figure 2:

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Year

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Valid 15-20 21-25 26-30 above 30

Frequency

Percent

Valid Percent 25 20.5

20.5 91 74.6

74.6 4 3

Total 122

100.000.0

Figure 3: Table 2 :

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