

An Exploratory study on Impact of Brand Image, Service Quality, Store Image and Price Conscious on Consumer Behaviour : Special Reference to Purchase Intention.

Prof. Basavaraj Sulibhavi & Dr. Shivashankar K

Basavaraj Sulibhavi

Assistant Professor, Dept of Management
Jain College of Engineering, Belagavi.

Dr. Shivashankar K

Associate Professor, Dept of Management, PG Studies
Visvesvaraya Technological University, Belagavi.

Introduction:

The customers find and wish to purchase frequently from the store which gives them a constant benefits for the long time. There are many factors which will be helping the customers or motivating them in visiting the stores often. The amount of purchase, favorable words of the staff in the store and with the price consciousness towards the products at the store leads to the loyalty to repurchase (Zeithaml & Bitner 1996). The store is a place to make a customer that he finds it as different from the other and gives him one of the reasons to visit and have transaction (Arons 1961). Dynamics of the variations in the price has positive and negative impact on the emotions of customers and it is necessary to evaluate for the repurchase (Xia et. al). Service quality of a store is one of the major factor in which helps in distinguishing between competing organizations at the time of repurchase decision (Marshall & Murdosh 2001).

Literature Review:

Brand Image:

Keller (1993) The associations that are held in the mind of the customers due to their perception which constitutes a brand image and affects the purchase intention of the customer. Belen Del Rio et. al (2001) The image of the brand positively affects and influences the purchase intention of the customer. Dawar, N & Parker P (1994) Brand name used as a cue for the customers to get their purchase intent towards the products.

Burmam, C et. al (2008) Brand image influence the behavior of the customers towards product and this will lead to change in the intention to purchase. Singh, A & Singh N (2014) Brand image denotes and determines the purchase intention and affects positively. (Arslan & Altuna 2010) There is positive influence of the brand image on the purchase intention of the customers.

Service Quality:

Ramanathan & Hari (2011) The intention of the customers for quality consumption leads to purchase the product. Sinha P. & Banerjee A. (2004) Store with convenience experience and the service provided with quality will help in developing purchase intention. Mehta N.P Chugan P K. (2012). Quality of merchandise in the store helps in developing purchase intention among the customers on impulse bases. Singh A & Singh N. (2014). Quality determines the choice of products and prefers to include them into their purchase set or list of intention. Tariq, M et. al (2013) Quality is an important factor in determining the purchase intention of the customers towards products.

Machavolu, S. K., & Raju, K. V. V. (2013). Quality is also a major product attribute in developing the purchase intention towards the products. Sathya C. (2013). Quality is the acts like a cue in determining the purchase intention. Hoch S. J & Banerji S. (1993). High level of intrinsic quality in the customers will lead to a better purchase intention. Permarupan et. al (2014) The familiarity and the product quality of the store and products in the store are the major factors in determining the purchase intention of the product. Singh & Singh (2014) the quality of the products are the factors helping to prefer the

brands in the give category and will lead to the purchase intention. Jin, B et.al (2005) The research of the author has clearly proved that service quality has a direct relationship with the purchase intention.

Store Image:

Dodds W. B (1991). The image of the store has a positive effect on the purchase intention. Collins et.al (2003). Store image is very important and the store brands are the extensions of the image created by the store towards purchase intentions. Liu T & Wang C. (2008) Positive Store image is a factor in developing the loyalty among the customers and lead to purchase intention.

Chandon J. L & Mbayefall, D. (2011) Store image perception helps in influencing the customers to get the intention to by the products repeatedly. Grewal D et. al (1998). The store image helps customers in reducing the risk of buying what they have not exposed to and their purchase intention is supported by the brand image. Customers when have positive perception of the store image will lead to positive effects towards brands hold by the store which will be helping thin increasing the intention to by the products from the stores.

Price:

Burton, S et.al (1998). Price helps in determining the intention of the customers to buy the products and directly affects the purchase intention. Machavolu, S. K et. al (2013) Price is one of the major factors in determining the purchase intention of the product. Sathya C. (2013). Price is the acts like a cue in determining the purchase intention. lee et al (2010). The effect of the price variations will affect the purchase decision i.e. customers purchase intention.

Khraim H.S. (2011). Price impacts the customer's loyalty and converts in to the purchase intention. Gaeth et al. (1990)) Pricing strategy like bundle composition can help the stores in developing the repurchase attitude among the customers i.e. effects the purchase intention. Chiang, C. F., & Jang, S. S. (2007). Most of the time customers find perceived price and the quality will affect their decision to purchase product.

Alford & Biswas (2002) The customers consciousness on the price influence them towards the search intention prior to purchase intention. Coulter K. S & Coulter R. A. (2005) The knowledge gained by customer or imparted by the store or company will change the intention of purchase for the selected products. Bo Dai (2010) Perceived price fairness has a strong impact on the re-purchase intention. Kukar-Kinney et. al (2007) Perceived price fairness has a direct impact on shopping intentions of consumers.

Xia et.al (2004) Changes in the price will lead to change in the behavioural reaction towards purchase intentions. El Haddad et.al (2015) The analysis of the research done to know between the price and behavioural intention to purchase showed that there is direct significant relationship between both. Liljander V. et.al (2009) Price as a variable has an influence on consumers purchase decision process and leads to purchase intention.

Objectives:

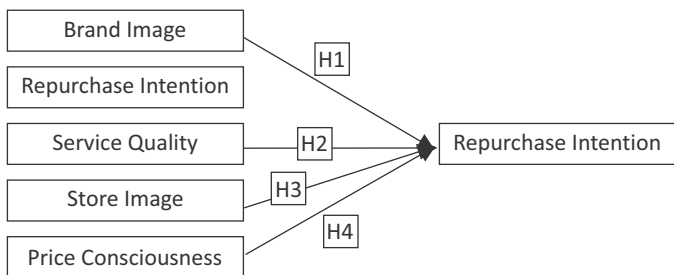
1. To examine the relationship between the brand image and repurchase intention among the customers of Belagavi city.
2. To examine the relationship between the service quality and repurchase intention among the customers of Belagavi city.
3. To examine the relationship between the store image and repurchase intention among the customers of Belagavi city.
4. To examine the relationship between the price and repurchase intention among the customers of Belagavi city.

Scope:

The scope of the study aims at developing the hunches of the idea as a pilot study in understanding or exploring the relationship between brand image, service quality, store image and price consciousness with repurchase intention. Because of this only 27 respondents were selected for the study. The study is restricted to Belagavi city.

Hypothesis:

- H1:** There is positive liner relationship between brand image and repurchase intention.
- H2:** There is positive liner relationship between service quality and repurchase intention.
- H3:** There is positive liner relationship between store image and repurchase intention.
- H4:** There is positive liner relationship between price consciousness and repurchase intention.



Research Methodology: Research Framework

The study aims at exploring the cause and effects of independent variables on purchase intention. So exploratory research design was used for a research to find the impact on dependent variable among customers in Belagavi city.

To collect the information of the variable primary data was collected through structured questionnaire and was administered to 30 customers randomly out of which 27 completed questionnaires selected to explore their view towards variables. Secondary data was collected from reputed and peer reviewed journals from websites.

To analyze IBM SPSS 20 was used as statistical software and reliability test was conducted to verify the reliability of the data. Simple linear regression was used to identify the relationship and impact between independent variables and dependent variable.

Measuring Instruments:

The constructs were identified and used from the research article related to variable used in the research. Brand image construct include 4 items which were borrowed from Chiang C. F & Jang S. S. (2007). Service quality construct included 4 items from Brady M. K& Cronin Jr, J. J. (2001). Store image construct included 7 items from Grewal et. al (1998). Price consciousness construct was used from the article of Sinha I & Batra R. (1999) which included 4 items and purchase intention construct included 2 items from Knight D. K & Young Kim E. (2007).

Result and Discussion:

Reliability Test :

Construct Name	Items in Construct	Cronbach's Alpha
		Reliability
Brand image	4 Items	0.948
Service quality	4 Items	0.874
Store image	7 Items	0.893
Price consciousness	4 Items	0.781
Purchase Intention	2 Items	0.846

Cronbach's Alpha reliability test was used to find the reliability of the data that hold by constructs and their items into the questionnaire. Universally the rule of thumb of accepting the reliability value is equal to or more then 0.7 and the reliability of all constructs are more than the standard value.

Analysis:

The analysis was carried out to find the relationship and impact of brand image, service quality, store image, price consciousness with purchase intention.

Simple linear regression used to evaluate the hypothesis. The adjusted R square value of the brand image was found to be 0.858, for Service quality 0.790, for store image 0.808 and for price consciousness 0.737. This indicates the variation of 85.8%, 79%, 80.8% and 73.7% respectively in purchase intention by the influence of independent variables. By using ANOVA goodness of fit was calculated. The F value for brand image found to be 157.621, for service quality 98.539, for store image 110.613 and for price consciousness 74.016 which found to be significant for 0.000 level of significant respectively and the mode is fit.

The contribution of independent variables which were evaluated through Beta Value and the same for brand image was found to be 0.929, for service quality 0.893, for store image 0.903 and for price consciousness 0.865. t-test was used to test the Beta and value was found to be 12.555 for brand image, 9.927 for service quality, 10.517 for store image, 8.603 for price consciousness respectively and which are significant at 0.000% level of significance (See Annexure I).

Discussion:

The values of independent variables are showing there is a significant relationship and the positive impact of them on the dependent variable. Brand image has a major impact on the purchase intention and influences a lot in developing the repurchase intention in consumer's behaviour. Compare to brand image service quality has less impact on the repurchase intention but affects the consumer behaviour significantly. Store atmosphere and the physical layout of the store in developing the repurchase intention among the selected samples is better than the service quality but not as much as the brand image influence repurchase intention but it has significant impact on and relationship with consumers repurchase intention. The lowest impact or variation in repurchase intention after introduction of independent variable used in the study is price consciousness. Price has impact and relationship with the repurchase intention but compare to other independent variables it has less impact.

Conclusion:

The research aimed at understanding the relationship and the impact of independent variables on the dependent variable. The study confirm that brand image has a positive impact on repurchase intention and can build a relationship between them (Belen Del Río et. al 2001, Burmann C .et. al (2008), Singh, A & Singh N. (2014)). Quality of service and play an important role in developing the relationship and impact on repurchase intention of consumers (Sinha P& Banerjee A. (2004), Jin B et.al (2005). Store image helps the consumer in differentiating the store from the competing ones and reason to have a repurchase intention (Chandon J (2011), also positively impacts the repurchase intention (Liu T & Wang C. (2008). Price was not as much impacts compare to above independent variable but moderately affects the repurchase intention (Bo Dai (2010), El Haddad et.al (2015)). Altogether independent variables selected for the study have positive effects, on the repurchase intention in a give study area.

Future scope of the study :

The study can be extended to core part of understanding the reason how each independent variable can be constructed consciously to develop repurchase intention. Many other independent variables can be found which will be probable reason in developing repurchase intention.

References :

1. Keller, K.L.,1993. Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing* 57 (1), 1–22.
2. Belén del Río, A., Vazquez, R., & Iglesias, V. (2001). The effects of brand associations on consumer response. *Journal of consumer marketing*, 18(5), 410-425.
3. Dawar, N., & Parker, P. (1994). Marketing universals: consumers’ use of brand name, price, physical appearance, and retailer reputation as signals of product quality. *Journal of marketing*, 58(2), 81-95.
4. Burmann, C., Schaefer, K., & Maloney, P. (2008). Industry image: Its impact on the brand image of potential employees. *Journal of Brand Management*, 16(3), 159-76.
5. Singh, A., & Singh, N. (2014). A comparative study of NB vs. PLs in apparel segment – A study in NCR region, VSRD. *International Journal of Business and Management Research*, 4(6), 169-174.

Annexure I:

Tables showing simple linear regression analysis of variables.

Brand Image and Purchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.929a	.863	.858	.43464

a. Predictors: (Constant), Brand_Image

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	29.777	1	29.777	157.621	.000b
Residual	4.723	25	.189		
Total	34.500	26			

a. Dependent Variable: Purchase_Intention

b. Predictors: (Constant), Brand_Image

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.473	.340		-1.390	.177
Brand_Image	1.088	.087	.929	12.555	.000

a. Dependent Variable: Purchase_Intention

Service Quality and Purchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.893a	.798	.790	.52845

a. Predictors: (Constant), Service_Quality

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	27.518	1	27.518	98.539	.000b
Residual	6.982	25	.279		
Total	34.500	26			

a. Dependent Variable: Purchase_Intention

b. Predictors: (Constant), Service_Quality

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.929	.573		-3.368	.002
Service_Quality	1.439	.145	.893	9.927	.000

a. Dependent Variable: Purchase_Intention

Store Image and Purchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.903a	.816	.808	.50438

a. Predictors: (Constant), Store_Image

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	28.140	1	28.140	110.613	.000b
Residual	6.360	25	.254		
Total	34.500	26			

a. Dependent Variable: Purchase_Intention

b. Predictors: (Constant), Store_Image

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.300	.482		-2.696	.012
Store_Image	1.260	.120	.903	10.517	.000

a. Dependent Variable: Purchase_Intention

Price and Purchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865a	.748	.737	.59028

a. Predictors: (Constant), Price

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	25.789	1	25.789	74.016	.000b
Residual	8.711	25	.348		
Total	34.500	26			

a. Dependent Variable: Purchase_Intention

b. Predictors: (Constant), Price

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.448	.605		-2.392	.025
Price Consciousness	1.306	.152	.865	8.603	.000

a. Dependent Variable: Purchase_Intention