



A Study on Customer Purchase Intention towards the Brand Jayem Automotives Private Limited, Coimbatore

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ABSTRACT

Purchase intent, also known as buyer intent, describes the extent to which customers are willing and inclined to buy a product or service from the customers within a certain period of time, typically over the next 6 or 12 months. The objective of the study is to analyse the Jayem Automotives Private Limited, Coimbatore. The study based only on the opinion and expectation of consumer. Total number of sample taken for the study is 120 respondents. Convenience sampling techniques were used for the study. Primary data and secondary data have been used in the study. Simple percentage analysis, chi square analysis and correlation analysis have been applied in this study to reach the finding of the study. It is found that purchase intention is a dependent variable that depends on several external and internal factors. Purchase intentions are a measure of the respondent's attitude towards purchasing a product or availing a service. It is suggested that the company must focus to enhance the brand perception among the customer. This study concludes that high brand value brand increases the purchase intention and the advertisement plays key role in purchase decision.

I. INTRODUCTION

Purchase intention, also known as buyer intention, describes the extent to which customers are willing and inclined to buy a product or service from you within the certain period of time, typically over the next 6 or 12 months. It also makes it easier for sales professionals to know where to focus their efforts. Attempting to sell to customers who have no intent to make a purchase is often a difficult sales to fulfill.

IMPORTANCE OF PURCHASE INTENTION

Marketing based on purchase intentions as a measurement leads to the increase in the return on investment in terms of marketing activities. Having

an idea or an exact measure of intentions of a customer can help design the marketing activities in ways that they reach the target audience and product the desired results that is greater customer involvement and higher return on investment. This happens because of the absence of the need for the creation of awareness about a product or service rendered by a brand in the consumer's mind before promoting it.

Purchase intentions as a measurement may be predicted or recorded based on the behavioural data or the interaction database, captured explicitly when the customer tries to purchase a product or service and the transaction gets aborted or the purchase doesn't happen. Some sources of purchase intention measurement can come from search marketing more popularly known as search engine marketing and search engine optimization. Several other sources of intent data might be site data, off-site web activity or point of sale or customer relationship managers.

The data obtained from social networks known as social data may also be of a lot of help. Content consumption data or patterns are very useful in terms that the intent data obtained from them act as digital footprint because these are mapped through particular key head terms on a search engine. These come from interactions, when consumers visit a website or engage on social media platforms and they give us the brief idea or measurement of the customer's current and future purchase intentions. These intent measurements individually tell us a lot about how the design of engagement activities can be made effective so that the platforms can become more interactive and fruitful.

5 Factors that influence Purchase Intention

Some of the factors are as follows:

1. Stimulus/Trigger

The cue that triggers a buyer towards considering a product or a brand to be included in their consideration set. This might be the attributes of a product or simply its packaging



2. Outcome Expectation

The outcome expected out of the use of a product or a service

3. Aspirational Value

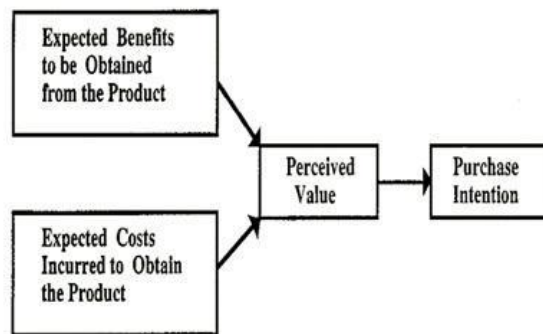
The product might satiate some aspirations of a buyer. For ex. A luxury car

4. Recommendation

Recommendation by a trust worthy or reliable source

5. Emotional Association

Being emotionally associated with a product or a brand owing to the brand's perceived personality
Other factors can be perception about the product, associated risks and costs.



Consumer's Purchase Intention:

"Any person or organization that uses any service or commodity." Consumer plays a vital role in the economic system as he pays to buy the goods or services produced. If consumer demand is not there producers will lose the motivation to produce and it will affect the economic system. Purchase intention means to plan to buy a good or attain a service. It refers to the desire of a customer to buy a particular product of a certain brand.

The most recognized consumer purchase intention model was presented by Engel, Blackwell and Miniard, 1995. This model describes the purchase process in five stages:

1. Identification of the problem
2. Searching Information
3. Evaluating the substitutes
4. Making Decision
5. Behaviour after Purchase

Engel et al. divides the purchase intention into "Unplanned buying, partially-Planned buying and Fully Planned buying". Consumers sometimes buy on their gut feelings and the decision is made at the store. This type of decision can be categorized into an unplanned buying decision. Partially-planned buying means that consumers decide the product

category before going to the store, and decides about the brand after arriving at the store. Then comes the fully planned buying decision, it means the consumer decides about the product and the brand before entering the store.

OBJECTIVES OF THE STUDY

Primary objective

➤ To study on customer purchase intention towards the brand Jayem Automotives Private Limited, Coimbatore.

Secondary objectives

- To understand the brand perception among the customers
- To evaluate the perceived quality of the brand
- To measure the perceived price of the brand
- To analyse the impact of advertisement on purchase intention
- To obtain suggestions from the respondents to improve the purchase intention of the brand

SCOPE AND SIGNIFICANCE OF THE STUDY

The scope of the study is confined with Jayem Automotives Private Limited, Coimbatore. The goal of this paper is to analyse the customer purchase intention towards the brand with special reference to Jayem Automotives Private Limited, Coimbatore. This study focuses on to understand the brand perception, perceived quality & price of the brand. It evaluate the impact of advertisement on purchase intention. This study help to design the marketing activities in ways that they reach the target audience and product the desired results that is greater customer involvement and higher return on investment. The sample taken for this study is 120.

II. REVIEW OF LITERATURE

Mirabi, V, Akbariyeh, H, & Tahmasebifard, H (2015), Perceived value has been accepted as a customer's view of any product's strength and their expectations about a particular brand. Consumers' knowledge about the product is essential for purchase decisions. Similarly, other studies also put the idea that consumers' knowledge plays a vital role in purchase decisions. Moreover, perceived value also refers to consumers' evaluation of the product. Perceived Value is also determined by the purchase intention of customers. Other factors about the product that affect consumers the most are the product packaging and celebrity endorsement. These factors are indirectly in a relationship with purchase intention and directly in a relationship with the perceived value of the product (Mirabi et al.,



2015). It has shown its associations with brand usage, stock return, the elasticity of the price, and price premium.

Mirabi, V, Akbariyeh, H, & Tahmasebifard, H (2015). "A study of factors affecting on customers purchase intention", in: Journal of Multidisciplinary Engineering Science and Technology (JMEST), 2 (1).

Shahid, Z., Hussain, T. and Azafar, F. (2017). Purchase intention is something that represents consumers who have the possibility, will, plan or who are willing to buy a product or service in the future. This increase in purchase intention means that there is an increased likelihood of purchase. Researchers can also use buying intention as an important indicator for predicting consumer behavior. When consumers have had the intention to buy, this form of commitment to a brand is positive and good. This is what drives the purchases that will ultimately be made by the consumers. Purchase intention or buying interest, according to Assael, is the tendency of consumers to buy a brand or to take action related to the purchase, measured by the level of possibility of the consumers to make a purchase. The notion of buying interest, according to Howard, is something related to the consumer plan to buy a certain product, as well as how many units of a product is needed in a certain period. It can be said that buying interest is a mental statement from the consumers that reflects the purchase plan focused on certain products from a particular brand. This is needed by marketers for them to know the consumer buying interest in a product. Both marketers and economists use the variable of interest to predict consumer behavior in the future.

Shahid, Z., Hussain, T. and Azafar, F. (2017). The impact of brand awareness on the consumers' purchase intention. Journal of Marketing and Consumer Research, vol. 33.

Cristina Calvo-Porrall , Jean-Pierre Levy-Mangin (2017), Considering the increase of the store brand's market share globally, the present study addresses the following question: "Does the consumer product perceived quality influence store brands' proneness?"; or in other words "Does product perceived quality influence store brands' purchase intention?", since perceived quality is a customer-based undertaken variable. The present study proposes and empirically tests a conceptual model of the influence of perceived product quality of store brands relative to perceived value and purchase intention. Structural Equation Modelling (SEM) was developed on a sample of 439 consumers, distinguishing between consumers with high perceived quality (HPQ) and low perceived

quality (LPQ). Our findings highlight that store brands' purchase intention is strongly influenced by confidence for both HPQ and LPQ customers, followed by product price. Additionally, our results suggest the moderating role of perceived quality on some of the proposed relationships. Store brand managers and retailers could develop market segmentation and perform marketing strategies based on customers' perceived quality.

Cristina Calvo-Porrall , Jean-Pierre Levy-Mangin (2017), "Store brands' purchase intention: Examining the role of perceived quality", European Research on Management and Business Economics, Volume 23, Issue 2, Pages 90-95.

Khuong, M. N., & Kim Chau, N. T. (2017). Purchase intention can be likened to an action that involves the consumer's intention to understand the reasons for deciding before making a purchase transaction. Usually, purchase intention that arises from consumers is defined as a situation where they are more likely to buy certain products in several conditions. In the process of conducting a transaction, a consumer can evaluate his buying interest in advance of the product brand to be purchased. That purchase intention is divided into three dimensions, namely stimulation, awareness, and information seeking. Purchase intention is also indicated as to how far consumers want to approach behavior and how much effort is generated to carry out certain behaviors in purchasing, because of that purchase intention also needs to be explored further regarding its role as a more prominent predictor. Purchase intention is a factor that encourages consumers to make purchase decisions, from the purchase intention itself produces a reflection on the purchase plan and knowledge about purchase intentions of product brands that can be used by marketers to predict consumer attitudes in the future.

Khuong, M. N., & Kim Chau, N. T. (2017). The Effect of Event Sponsorship on Customer's Brand Awareness and Purchase Intention—A Case Study of Toyota Vietnam. Review of European Studies, 9(1). <https://doi.org/10.5539/res.v9n1p148>.

Zarlish Shahid, Tehmeena Hussain(2017), This paper presents a review about the impact of brand equity and brand awareness on the purchasing intentions of the consumers. The purpose of the paper is to elaborate the relation between the awareness of a brand and the intention of consumer of buying that brand. This has been done by going through different literature and articles by different authors. It will help the readers to come across the work done by various well



known authors at one place and hence will help to know how knowing a brand well will affect the consumer in making decision about buying a product.

Zarlish Shahid, Tehmeena Hussain(2017), “The Impact of Brand Awareness on The consumers’ Purchase Intention”, Journal of Marketing and Consumer Research, Vol.33.

Dorothy Rouly Haratua Pandjaitan(2018), A brand has a value that is delivered to the consumer. Services are everything that the consumers want to use and enjoy. In the transportation service industry, the best service is to create value services that can attract consumers to use the service. The object of this study is consumers from the Y Generation. The Y Generation is a society group whose members are 26-years old and above, where the main two factors in relation to their needs is comfort and security. The Go-Jek brand is a well-known transportation services brand throughout Indonesia. The conclusion of this study is that the high brand value of Go-Jek brand increases the intention of using Gojek services especially from the Y Generation consumers. The implication of this study is that Go-Jek Company must utilize Y Generation consumer needs such as comfort and an alternative path for travelling so that the consumers can arrive at the destination faster.

RESEARCH DESIGN

Research design is defined as a framework of methods and techniques chosen by a researcher to combine various components of research in a reasonably logical manner so that the research problem is efficiently handled. It provides insights about “how” to conduct research using a particular methodology. Every researcher has a list of research questions which need to be assessed – this can be done with research design. Descriptive research design is used in this study.

TYPE OF PROJECT

Descriptive Research Design study is used. Usually for those research studies having the computation of problems or application of formulae for computations analytical research design technique is used.

SAMPLING METHODS

Sampling is a technique of selecting individual members or a subset of the population to make statistical inferences from them and estimate characteristics of the whole population. Different sampling methods are widely used by researchers in market research so that they do not need to research the entire population to collect actionable

insights. This study uses Non-Probability Sampling technique. Non-probability sampling involves non-random selection based on convenience or other criteria, allowing you to easily collect data. Convenience sampling technique is used in this study.

Convenience sampling technique

A convenience sample simply includes the individuals who happen to be most accessible to the researcher. This is an easy and inexpensive way to gather initial data, but there is no way to tell if the sample is representative of the population, so it can't produce generalizable results.

Target Respondents

In this study, target respondents are customers of Jayem Automotives Private Limited, Coimbatore.

Population

Population is the collection of the elements which has some or the other characteristic in common. In this study, customers of Jayem Automotives Private Limited, Coimbatore are population.

Sample Size

Number of elements in the population is the size of the population. Total number of samples taken for the study is 120 respondents.

Sampling unit:

Sampling unit is in Coimbatore.

DATA SOURCE

Data source is a process of collecting information from all the relevant sources to find answers to the research problem, test the hypothesis and evaluate the outcomes. Data collection methods can be divided into two categories: secondary methods of data collection and primary methods of data collection. Data collection is concerned with the accurate acquisition of data; although methods may differ depending on the field, the emphasis on ensuring accuracy remains the same. The primary goal of any data collection endeavor is to capture quality data or evidence that easily translates to rich data analysis that may lead to credible and conclusive answers to questions that have been posed.

Primary Data

Primary data collection methods can be divided into two groups: quantitative and qualitative. Quantitative data collection methods are based in mathematical calculations in various formats. Methods of quantitative data collection and analysis include questionnaires with closed-ended questions, methods of correlation and regression, mean, mode



and median and others. Quantitative methods are cheaper to apply and they can be applied within shorter duration of time compared to qualitative methods. Moreover, due to a high level of standardisation of quantitative methods, it is easy to make comparisons of findings.

Secondary data

Secondary data is a type of data that has already been published in books, newspapers, magazines, journals, online portals etc. There is an abundance of data available in these sources about the research area in business studies, almost

regardless of the nature of the research area. Therefore, application of appropriate set of criteria to select secondary data to be used in the study plays an important role in terms of increasing the levels of research validity and reliability.

TOOLS FOR ANALYSIS

The commonly used statistical tools for analysis of collected data are:

- Percentage analysis
- Chi-square analysis
- Correlation analysis

**ANALYSIS AND INTERPRETATION
 PERCENTAGE ANALYSIS**

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
GENDER OF THE RESPONDENTS * IMPACT OF ADVERTISEMENT	120	100.0%	0	.0%	120	100.0%

CHI-SQUARE TESTS

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.318 ^a	14	.000
Likelihood Ratio	47.738	14	.000
Linear-by-Linear Association	36.761	1	.000
N of Valid Cases	120		

a. 22 cells (73.3%) have expected count less than 5. The minimum expected count is .31.

INTERPRETATION:

As per the above table, it is inferred that the P value is 0.000; it is significant to 5% (0.05) significant level. The minimum expected count is 0.31. Thus alternative hypothesis is accepted and it is found that there is significant relationship between the gender of the respondents and impact of advertisement.



CORRELATION ANALYSIS

Correlations

		MONTHLY INCOME (IN RS.) OF THE RESPONDENTS	PERCEIVED QUALITY
MONTHLY INCOME (IN RS.) OF THE RESPONDENTS	Pearson Correlation	1	-.025
	Sig. (2-tailed)		.790
	N	120	120
PERCEIVED QUALITY	Pearson Correlation	-.025	1
	Sig. (2-tailed)	.790	
	N	120	120

INTERPRETATION:

The Above table indicates that out of 120 respondents, co-efficient of correlation between monthly income (in Rs.) of the respondents and perceived quality is -0.025. It is below 1. So there is negative relationship between monthly income (in Rs.) of the respondents and perceived quality.

III. FINDINGS

- 69.2% of the respondents are male.
- 58.3% of the respondents are in the age group of 26-35 years.
- 34.2% of the respondents have completed PG.
- 40.8% of the respondents are private employee.
- 41.7% of the respondents have Rs. 10,001 - 20,000 as their income level.
- 35.8% of the respondents said that excellent towards the positive word of mouth towards the brand.
- 36.7% of the respondents said that good towards reliability in the brand.
- 29.2% of the respondents said that excellent towards brand loyalty.

IV. SUGGESTIONS

- There must be positive word of mouth towards the brand and products among the customers.
- The company must monitor and evaluate the brand loyalty among the customers.
- The company must ensure for the brand uniqueness in the market.
- There must be quality form the raw materials to output of the final products.

- There should not be any damages and errors in the products and its labelling in order to make trust of the customers.
- The price must be affordable one to the customers and there must be various price ranges for all sort of customers.

V. CONCLUSION

Buying intention is important to study because marketing managers use consumer buying intentions as a measure to forecast sales and determine the effect of these consumers in the future. Consumers consider buying intentions as the main input for buying behaviour. The purchase intention factors stimulate the customers for buying the products such as brand perception, perceived quality, perceived price and impact of advertisements. These factors must be forced by the company among the customers to create impact for increase the sales. It is concluded that the above findings reveals that there is good brand perception among the customers since there is brand reliability among the customers. The perceived quality and perceived price of the products are good among the customers. The company must revise its advertisements in order to make recall the brand among the customers in modern era.

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