

Factors Affecting Purchase Intention of Laptop in Nepal

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Abstract

The main objective of the study was to explore the factors affecting purchase intention in the buying of laptops in the Nepalese market. Product quality, product price, and brand image are taken as independent variables to examine the impact on purchase intention. Primary data has been used in the study. Data were collected through a structured questionnaire in the six-point Likert scale from laptop users in the Nepalese market. Convenient sampling was used for the study and Kathmandu was the sampling location. A total of 385 respondents were the sample size of the study. SPSS software has been used to process and analyze the primary data. Mean Standard Deviation, Correlation, and Regression analysis techniques have been used to analyze the collected data.

The research found that there is a significant positive relationship of all three independent variables like product quality, product price, and brand image with the dependent variable purchase intention. Moreover, it is found that there is a significant and positive influence of product price and brand image on purchase intention towards the laptop in the Nepalese market. But, it is found that the product quality has no significant influence on the purchase intention towards the laptop in the Nepalese market.

Key Words: Purchase Intention, Product Price, Brand Image, Laptop.

Background of the Study

Purchase intention plays an important role in the behavior of people. The term “purchase intention” has been derived from intention and is mainly used in understanding the intention of consumers in making a purchase decision. Consumer purchase intention can be defined as “the consumer’s self-instruction to purchase the brand” (Rossiter & Percy, 1998).

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Engel et al. (1995) present the most recognized model of consumer purchase decision-making. This model divides the consumer purchase decision process into five stages: (1) problem recognition, (2) information search, (3) alternative evaluation, (4) purchase decision, and (5) post-purchase behavior. It can be regarded as an impulse buying behavior. Partially planned buying means that consumers only decide a product category and the specification before buying a product, and brands and types will be decided in the shop later. Fully planned buying means that consumers decide which product and brand to buy before entering the shop. Kotler (2003) proposes that individual attitudes and unpredictable situations will influence purchase intention. Consumer purchase intention is considered as a subjective inclination toward a product and can be an important index to predict consumer behavior (Fishbein&Ajzen 1975). Zeithaml (1988) uses possible to buy, intended to buy, and considered to buy as measurement items to measure purchase intention. So, purchase intention is a dependent variable and various other independent variables affect purchase intention. Purchase intention can be influenced by different factors such as product quality, consumer's level of income, price of the product, brand equity, product quality, brand image, demographic factors, etc. Those independent factors are analyzed in this literature review. Morwitz et al. (2007) defined purchase intention as a situation in which a consumer is propelled to purchase a product according to certain conditions. Kwek et al. (2010) identify purchase intention to be one attribute concerning cognitive behavior. Some researchers state customer consideration in buying to be a measure of purchase intention. Intentions and attitudes are two distinct measures. Attitudes can be referred to as summary evaluations, while intentions represent "the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behavior". Purchase intention refers to the customer's willingness to buy the brand, increase and continue its usage. Research conducted by (Cobb-Walgren et al., 1995) examines brand equity, brand preference, and purchase intention, where the relationship of brand equity with purchase intention remains to be explored.

According to Park and Chen (2002), purchase intention is "what we think we will buy". It also describes the feeling or perceived likelihood of purchasing the products that are advertised. Moreover, purchase shows the level of loyalty to products. Other scholars believed that purchase intention has a relationship with demographic factors like age, gender, profession, and education (Lee & Johnson, 2007). There is another statement that shows that particular features of products, perception of consumers, country of origin,

and perception of country of origin, all influence customer purchase intention (Chew et al., 2012). Purchase intention can also be defined as the decision to act or physiological action that shows an individual's behavior according to the product (Wang et al., 2008).

Purchase intentions are personal action tendencies relating to the product (Bagozzi&Yi, 1988). Intentions are different from attitudes where attitudes are summary evaluations; intentions represent the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behavior. In Fishbein&Ajzen (1975) formulation, attitudes influence behavior through behavioral intentions. Past studies indicate that the link between attitude toward the object and behavior is not always clear. In some cases, attitudes have a direct effect on behaviors (Bagozzi&Warshaw, 1992). An intention to buy a brand is based on a consumer's attitude towards buying the brand as well as the influence of social norms about what other people expect. Purchase intention can measure the possibility of a consumer to buy a product, and the higher the purchase intention, the higher a consumer's willingness is to buy a product (Dodds, et al., 1991).

Purchase intention can be defined as an advance plan to purchase certain good or service in the future, this plan may not always lead to implementation, because it is affected by the ability to perform (Warshaw& Davis, 1985). In other words, what the consumers think and will buy in their mind represent the purchase intention (Blackwell et al., 2001).

Purchase intentions mean the consumer's purchase behaviors after he/she considered and evaluated the product. The behavior can be viewed as a key point for predicting consumers' purchasing behaviors as well as their subjective intentions (Keller, 2001). The researcher combined some studies about purchasing behaviors with consumers' decision-making processes. The result was that when consumers choose one good, the final decision depended on their intention. Therefore, most marketers think consumers' purchasing intention is an effective method of predicting purchasing.

The purchase intention shows customers' preference to purchase the product, the image of which is very close to the customer. Moreover, customers are well aware of certain brand names through advertising, from their experience or information received from their friends and relatives (Teng,2008).

The business environment is highly competitive, turbulent, and fragmented (Dyer & Ha- Brookshire, 2008). In this complex business environment, firms are not only depending on the marketing of their products and or services but are also concentrating

on marketing efforts to satisfy the customers. Firms are struggling to identify the buying motives of customers to satisfy the customers by fulfilling the needs of the customer in the market. Some customer prefers the price of the laptop, some prefer the quality of the laptop, and some prefer the brand image of the laptop and prefer the others. So, researcher wanted to know actually which factors influence on the purchase intention for buying the laptop in the Nepalese market.

Objectives of the Study

The general objective of this study is to examine factors affecting the purchase intention of consumers on laptop buying. But the specific objective of the study is as follows;

- ❖ To examine the impact of product price on purchase intention of laptop buying.
- ❖ To examine the impact of product quality on purchase intention of laptop buying.
- ❖ To examine the impact of brand image on purchase intention of laptop buying.

Literature Review

The literature review is the systematic analysis of previous studies of others to get the information regarding the related topic

Product Quality

Product is a key element in the marketing mix which brings value to customers. Product is offering things that satisfy the customer's needs. Product quality is the feature of products for satisfying the needs. Product quality is the evaluation of the product perception related to the pre-eminence or excellence that is persuaded by personal feelings and that differentiate the product from others Tsiotuso (2006). Product quality creates customer satisfaction.

Perceived quality is a result of consumers' subjective judgment on a product (Zeithaml, 1988; Dodds et al., 1991; Aaker, 1991). Bhuian (1997) also considered perceived quality as a judgment on the consistency of product specification or an evaluation of the added value of a product. Garvin (1983) proposes that perceived quality is defined based on users' recognition while objective quality is defined based on product or manufacturing orientation. Perceived quality is a consumer judgment on the accumulative product benefits and a subjective feeling on product quality (Zeithaml, 1988; Dodds, et al., 1991). Aaker (1991) argues that perceived quality can show the salient differentiation of a product or a service and becomes a selective brand in consumers' minds.

Sethuraman (2003) found the quality perception and purchase intention have a positive relationship. Zeithaml (1988) thinks consumers' purchase intention will be influenced by objective price, quality perception, and value perception. Perceived quality is one of the factors which may trigger the purchase intention. The greater perceived quality is the greater possibility leading to purchase intention and purchase action (Aaker, 1991).

Kotler (2000) draws attention to the intimate connection between product and service quality, customer satisfaction, and company profitability. Perceived quality is defined as the consumer's judgment about the product's overall excellence or superiority (Zeithaml, 1988). According to Lutz (1986), for durable goods, quality is perceived to be higher if the product can be assessed before purchase. In other words, the higher the proportion of attributes that can be assessed before purchase to those that can be assessed only during consumption, the better is the quality perceived for durable and industrial products. Therefore, information about a product before purchase leads to a higher perceived quality than information only available at the time of purchase.

According to Tsiotuso (2005), product quality creates customer satisfaction. The researcher agreed that the product's quality affects the purchase intention of consumers. This research indicates that the quality of products has a greater influence on the purchase intention of consumers. But some researchers (Shahahudin, 2011) found that the overall product quality has no significant impact on the purchase intention of customers. Some types of research have been carried out which proved that product quality influences the purchase decision of the customers. Aaker (1991) argued that product quality influences purchase intention.

Perceived quality can be considered as a summarization of product attribute information (Olson & Jacoby, 1972; Zeitham, 1988). Perceived quality leads the customers to purchase the goods and services. According to Lee and Kim (2006), researchers have found that the higher the product quality, the higher the purchase intention. Consumers may intend to purchase a particular product because they perceive the brand to offer the right quality, features, performance, etc. So, it is concluded that the higher the product quality higher the purchase intention of the consumers. According to Chi et al. (2009), they found that the perceived product quality significantly affects the customer's purchase intention for cellular phones.

Contrary to previous findings of a positive relationship between perceived quality and purchase intention (Chi et al., 2009), in this research, there is no positive relationship between perceived quality and purchase intention. Perceived quality is negatively affected purchase intention for cellular phone users.

Similarly, other research has been carried out by Lee et al. (2011), and they also found that the result does not support a positive effect of perceived quality on purchase intention. The perceived quality of consumers does not significantly influence the purchase decision of consumers for US apparel.

According to Yang, et al. (2010), the USA's consumers relate quality and relation values as well as retail trade purchase intention with forwarding influence relations but relational value takes on an intermediating in Japan, but not in Taiwan. Moreover, the consumers are more intended to purchase automobile products by perceived quality. So, perceived quality has a direct impact on purchase intention (Jalilvand et al., 2011).

Buyers may not rely on the perception of quality alone in deriving intention to purchase or not to purchase any motorcycle scooter product (Shaharudhin et al., 2011). The buyers may not consider only the quality while they are buying, other factors are also considered.

The product quality significantly influences the purchase intention for fast-moving consumer goods (Tariq et al., 2013). Other authors also support this finding. While consumers may choose a particular brand based on quality, their brand purchase is increasingly driven by their emotional needs as well, because the emotional value is closely relegated to positive feelings from using the brand. It increases consumer intention to purchase the brand (Stauss&Neuhous, 1997).

H1: There is a significant impact of product quality on purchase intention in buying of laptop.

Product Price

Price is the value placed on what is exchanged. Price is one of the most important cues in the marketplace. The economics and consumers' elements can be used to interpret the price view. Price is represented as a constraint to be trade-off products for each unit with maximum utility from an economics perspective. No hidden information exists in exchanging products in the marketplace.

The issue of price has been discussed as a critical factor requiring considerations with limited budget on purchase intention (Ericson & Johansson, 1985). Even it is in intrinsic attribute information (Mitra, 1995). A set of the acceptable price range is established when consumers purchase products.

The price factor has an association with quality value and purchase intention, perceived price has been identified as a relevant intermediate variable in the price-quality and value relationship (Monroe & Chapman, 1987; Zeithaml, 1988).

Simultaneously, the consumer decides whether to buy the product or not be based on price. Price is positively related to young adults' purchase intention (Limet al., 2012). Researchers have argued that price has a significant influence on young adults' purchase intention and there is a reduction in consumers' purchase intention when the actual price of the product is higher than the acceptable price range and vice versa.

Purchase intention tends to be reduced when the actual price on products is higher than the acceptable price range and vice versa (Dodds et al., 1991). If the price range is lower than the acceptable price range customers are believed to lack confidence in the product's quality (Peter, 1969). As a result, the level of purchase intention may be reduced.

According to Chang and Wildt (2006), researchers have found that perceived quality and perceived price were significantly associated in the expected direction and perceived quality is significantly associated with the purchase intention. This finding is supported by other authors and they found that perceived price influences the purchase intention (Moroe& Chapman, 1987; Zeitham, 1988).

Sukoco et al. (2020) did research on the topic of the effect of packaging and prices on intention to buy with the moderation of income and store image. The researchers found that there is a significant impact of price and packaging on the purchase intention towards buying private label products.

Jin and Suh (2005) found that price consciousness does not influence the consumer's attitudes regarding durable private label brand goods contrary to the case of private label brands of non-durable consumer goods. Ibrahim et al. (2013) found that there is no significant relationship between the price and purchase intention. Price does not affect purchase intention. The purchase intention isnot influenced by the level of price (Dodds et al., 1991).

Researchers Jin and Suh (2006) highlighted that the relationship between price consciousness and private brand attitude and private brand purchase intention differs by product category. Price consciousness positively influences private brand purchase intention for the food category but the price does not positively influence private brand purchase intention for home appliances.

Other authors Batra and Sinha (2000) also cited that price consciousness had the strongest role in predicting private brand purchase in a category such as food. So, the authors are surprised by the result. Price consciousness influences the purchase intention for food category products, but the above result does not show the influence of price consciousness on purchase intention. So, it is the most surprising result.

According to Karbala and Harimukti (2012), researchers have found that the respondents thought that the Toimoie's product has an expensive price that affects the consumer's purchase intention. They prefer to buy a similar product at a cheaper price from other stores. Nevertheless, the high-priced products present in Toimoi are understandable and considered to be rational by the consumers as it is unique and distinctive compared to other stores.

Ibrahim et al. (2013) highlighted there is no significant relationship between price and purchase intention of television among young adults. Being within a line (Olson & Jacob, 1972) suggested the price is a cue to stimulate consumer's perception on purchasing products and the price can reflect psychological response on consumer's mind after contacting price. Furthermore, Jacoby's model indicates that standard is estimated by the perceived quality and perceived sacrifice (Monroe & Krishnan 1998). It means high price results in high product quality eventually enhancing purchase intention directly.

H2: There is a significant impact of the product price on purchase intention in buying of laptop.

Brand Image

The image of any particular product set into the mind of any individual is the brand image of that product; a brand image is anything linked in the memory to a brand (Aaker, 1991). Brand image is also defined as "the set of beliefs about a particular Brand" (Kotler, 1988) or "a set of associations, usually organized in some meaningful way" (Aaker, 1991).

The brand image has a positive influence on the brand attitude and product involvement, having a positive and direct impact on the purchase intention towards counterfeits. Brand image clarifies if or if not the brand is for the consumer and contributes to the purchase decisions (Dolich, 1969) and thus, it influences the buying behavior of the customer (Johnson & Puto, 1987; Fishbein, 1967) and thereafter brand equity (Biel, 1992). As much as the brand image is strong, people are more likely to buy that product so it has a positively strong impact on the purchasing behavior of the customers. Similarly, the brand image implies positive impacts on the product involvement of customers as well. It is obvious that what image a consumer carries about any product he/she will purchase it with that intention too. Thus, there is a highly positive relationship between brand image and purchase intention.

Brand image has a great effect on consumers' next behavior (Johnson & Puto, 1987; Fishbein, 1967), and has a great contribution to brand equity (Biel, 1992). Many surveys showed

that there is a significant relationship between brand image and purchase intention. We consider the brand image as an important factor because it adds to the consumer's decision process, whether we should purchase the brand or not (Dolich, 1969).

With the reference to Rizwan et al. (2012), researchers found that both brand image and purchase intention has a significant positive relationship with each other. It means the brand image positively influences the purchase intention in the buying of counterfeited products.

According to Shah et al. (2012), the independent variable core brand image shows a positive relationship with the dependent variable purchase intention. This result is consistent with Wu & Lo (2009), where they have shown a positive relationship between brand image and purchase intention. So researchers have found that the brand image has a greater impact on purchase intention.

Another similar type of research is conducted by Tariq et al. (2013), which mentioned that there is a relationship between brand image and purchase intention. This research finding is also proved by another study by Wu (2007) and they have found that every dimension of brand image influences the purchase intention of the consumer.

Based on the above literature, the following hypothesis has been developed;

H3: There is a significant impact of brand image on purchase intention in buying of laptop.

Theoretical Framework

Based upon the previous studies of the researchers, different variables like an advertisement, sales promotion, point of purchase advertising, media advertising, product feature, product display, price of the product, competitor product price, price of the substitute product, dealing pattern, ease to recognition, salespersons influence, the influence of reference group, the delightful mind of customers, gender, economic level of the customer, perceived quality, etc. were identified as the independent variables to measure the purchase intention. However, in this research Product Quality, Product Price, and Brand Image are taken as independent variables which affect purchase intention as the dependent variable. Based on the review of available literature in the field of purchase intention, the following framework has been developed to undertake the study systematically.

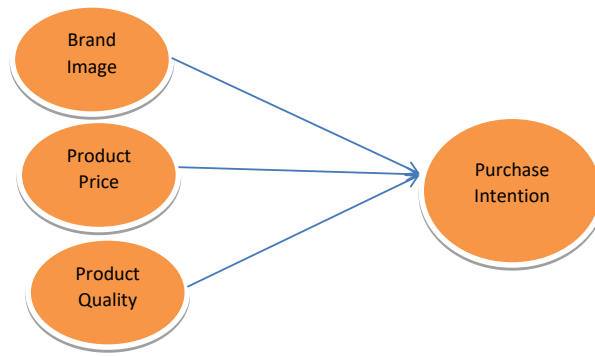


Figure 1 Conceptual Framework

Research Methodology

The study has been used an epistemological position. This assumption deals with subjective evidence that is collected from field surveys. Under the epistemological position, this study is based on a positivist research framework and survey method. The research methodology comprises the type of research design used to undertakings population and sample, sampling process, data source, data collection procedures, and analytical methods used to evaluate the data and establish the relationship between factors that affect brand preference. Based on the primary data, the research design of the study is descriptive and causal. Using survey methodology, structured 6 point Likert scale questionnaires on each dependent and independent variable have been administered to obtain responses from laptop users for analyzing the opinion of laptop users in the Nepalese market.

The population in the study is the consumers who are using the laptop in the Nepalese market and who are residents within the Kathmandu valley. Primary data has been used in the study from laptop users in the Nepalese market.

In the study, the convenient sampling method has been used. The sampling location for the research has been allocated in the showroom, colleges, and houses in Kathmandu. 385 laptop users are the sample size of the study.

Collected data has been analyzed by using mean, standard deviation to describe the consumers' purchase intention. Pearson Correlation Coefficient has been used to examine the relationship of purchase intention with product quality and brand image. Multiple Regression Analysis has been used to examine the impact of product quality, product price, and brand image purchase intention in laptop buying in the Nepalese market.

Presentation and Analysis of Data

The collected data has been analyzed by using descriptive and inferential statistics

Table no. 1 Descriptive and Correlation Analysis						
	Mean	SD	PI	PQ	PR	BI
PI	4.80	1.59	1			
PQ	5.94	1.01	.309**	1		
PR	5.77	1.29	.536**	.347**	1	
BI	5.40	1.67	.523**	.491**	.750**	1

** . Correlation is significant at the 0.01 level (2-tailed). N= 385

All the constructs are rated on the purchasing intention with the score by indicating 1 equal to strongly disagree, 2 equal to disagree, 3 equal to somewhat disagree, 4 equal to somewhat agree, 5 equal to agree, and 6 equal to indicating strongly agree. The result of table no. 1 showed the descriptive statistics of purchase intention in laptop buying in Nepal.

The result has shown that all the mean scores of purchase intention, product quality, and product price, and brand image are 4.80, 5.94, 5.77, and 5.40, respectively. The mean value of purchase intention has greater than mid-value 3. It means all the responses are inclined towards the strongly agree and agree. So, all the respondents are ready for purchase intention of laptop. As well as the mean values of all independent variables are more than the neutral value of 3. So, all the responses are inclined towards agreeing and strongly agreeing.

Likewise, the above table describes the correlation matrix between dependent and independent variables under investigation. It shows that there is significant positive correlation between product quality and purchase intention ($r = 0.309$, $p < 0.05$), product price and purchase intention ($r = 0.536$, $p < 0.05$), brand image and purchase intention ($r = 0.536$, $p < 0.05$) towards the laptop buying. So, there is a positive and significant relationship between product quality and purchase intention, product price and purchase intention, and brand image and purchase intention towards the laptop.

Table no. 2 Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.570 ^a	.325	.320	1.31358
a. Predictors: (Constant), BI, PQ, PR				

The impact of all three independent variables like product quality, product price and brand image have been tested together on purchase intention. From the model summary the value of R-square=0.325. The above result of table no. 2 indicated that the three independent variables can explain approximately 32.5% of the proportion of variance of the dependent variable. Still, it is left 67.5% unexplained by these independent variables in the study. The value of R ranges from 0 to 1. The larger value of R indicates a stronger relationship between dependent and independent variables. In this model R=0.570, indicates that there is a strong relationship of product quality, product price, and brand image with purchase intention in the laptop purchase.

Table no. 3 ANOVA Table						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	317.075	3	105.692	61.253	.000 ^b
	Residual	657.417	381	1.726		
	Total	974.491	384			
a. Dependent Variable: PI						
b. Predictors: (Constant), BI, PQ, PR						

Table no 3 showed the estimated regression model is statistically significant (F = 61.253, p = .000). Three independent variables like product quality, product price, and brand image have seemed good predictors for purchase intention.

Table no. 4: Results of Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.028	.434		-.064	.949		
	PQ	.123	.076	.079	1.624	.105	.758	1.320
	PR	.411	.079	.333	5.235	.000	.438	2.285
	BI	.320	.094	.234	3.424	.001	.378	2.649
a. Dependent Variable: PI								

The result of table no. 4 showed the VIF result. The maximum acceptable level of VIF is 10, Hair et al. (1995). If the value of VIF is over 10, it is a clear signal of multicollinearity, but in the result, the VIF values of product quality, product price, and brand image are 1.320, 2.285, and 2.649 which are less than 10, it indicates that there is no problem of multicollinearity between the independent variables.

Similarly, the above table describes the multiple regression analysis. Two independent variables i.e. product price ($b=0.411$, $p<0.05$) and brand image ($b = 0.320$, $p<0.05$). It means that there is a positive significant influence of the product quality and brand image on purchase intention towards the laptop. But, one variable that is product quality ($b = 0.123$, $p > 0.05$) has no significant impact on consumer purchase intention towards laptops in Nepal.

Discussion and Conclusion

In a conclusion, this research is basically about the factors affecting the purchase intention of laptops in the Nepalese market. The demand for laptops is rapidly increasing nowadays due to the current information technology. All data related to all variables were found reliable.

In this research, three important factors were chosen to investigate their effect on purchase intention. Product quality, product price, and brand image are taken as independent variables to explore the relationship with purchase intention. From the above-mentioned results, it is found that most of the results are significant and relevant to the kinds of literature. Model is also fit of the variables.

Correlation showed that all three independent variables have a significant relationship with the dependent variable. There is a strong relationship between product price and brand image with purchase intention but there is a low correlation between product quality and purchase intention.

In this study, regression multiple analysis was conducted to explore the impact of independent variables like product quality, product price, and brand image on purchase intention. The result showed that the product quality has not significant influence on the purchase intention in the laptop buying. This result is consistent with previous findings of Shahahudin (2011) found that there is no significant influence of product quality on purchase intention. But, this finding is reverse with results of Sethuraman (2003), Chi et al. (2009), Tsiatso, (2005) found that there is a significant influence of product quality on purchase intention in the buying of laptop in the Nepalese market.

Other independent variable of the research is product price. The research result showed that there is a significant influence of product price on the purchase intention. This result is inconsistent with (Dodds et al., 1991; Ibrahim et al., 2013) found that there is no significant relationship between the price and purchase intention. But this finding is in the consistent with previous findings of Karbala and Harimukti (012) found that there is a significant influence of price on purchase intention.

Similarly, third independent variable is brand image. The result showed that there is a significant influence of brand image on purchase intention which is consistent with the findings of (Johnson & Puto, 1987; Rizwan et al., 2012; Shah et al., 2012) found that there is significant impact of brand image on purchase intention.

Recommendation for Future Research

The result may not be generalized due to several limitations of this study on the sample collection from one area in the Nepalese market. Meanwhile, more factors would influence customers' purchase intention rather than those three factors such as product quality, product price, and brand image. Certain limitations of this study provide an opportunity for further research. Due to these limitations of this study, further research should be conducted.

There are a few recommendations for future researchers. First of all, it is recommended that the additional variables which are not captured for this study must be used to find out the real effect on purchase intention. Secondly, it is recommended to research the whole country if time is allowed because it is more accurate instead of just picking one geographical area. Thirdly, it is recommended that additional analytical tools should be used to get a more accurate result. Furthermore, this research can further be undertaken based on additional demographic variables.

Lastly, future research could also be conducted by focusing on a similar study of purchase intention with some other products as well.

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