Factors Affecting Purchase Intention of Durable Goods, Case of Turkish Republic of Northern Cyprus

Shamiso Zvitare

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Assoc. Prof. Dr. Ali Hakan Ulusoy
Acting Director

I certify that this thesis satisfies the requirements as a thesis for the degree of Master of Arts in Marketing Management.

Assoc. Prof. Dr. Şule Melek Aker
Chair, Department of Business Administration

We certify that we read thesis and in our opinion it is fully adequate in scope and quality as a thesis for the degree of Master of Arts in Marketing Management

Prof. Dr. Mustafa Tümer
Supervisor

Examining committee

1. Prof. Dr. Mustafa Tümer
2. Assoc. Prof. Dr. İlhan Dalcı
3. Asst. Prof. Dr. Murad Bein

ABSTRACT

Exploring and evaluating the factors which affect or influence purchase intention of durable goods in particular case of Turkish Republic of Northern Cyprus was the main agenda of this study, that is perceived store image and name, perceived band name, word of mouth, customer loyalty, product knowledge and sales promotions among other possibilities.

The results of the study showed that there is strong positive relationship between word of mouth, perceived brand image, sales promotion, product knowledge, customer loyalty and perceived store image and name. Meaning that when positive words are being spoken pertaining the product chances of the product to be purchased will increase, it is likely that when the product is on discounted people may intent to purchase it unlike when it is sold on normal price, also the more positive knowledge about the product the intention to buy it will increase. A positive relationship was also found on perceived store image and name and customer loyalty and purchase intention

Managers and marketers were recommended to have full understanding of what influences the purchase intention of what they are offering so that they will direct their efforts in building such so that they will offer what is expected by the customers, for survival of any business lies on the shoulders of consumers they execute it through purchasing. Therefore anything that will make consumer a product should be addressed with caution.

iii

ÖZ

Çalışmanın temel amacı Kuzey Kıbrıs Türk Cumhuriyetinde dayanıklı ürünlern tüketim niyetini etkileyen faktörleri araştırmak ve değerlenirmekdir. Bu faktörler mağazanın imajı ve ismi, algılanan isim, ağızdan ağıza, müşteri sadakati, ürün bilgisi ve satış promosyonlarını sayabiliriz.

Çalışma sonucunda ağızdan ağıza, algılanan marka imajı, satış pomosyonu, ürün bilgisi, müşteri sadakati ve mağaza imajı ile ilgili algı arasında ilişki olduğu tesbiti yapılmıştır. Ürün ile ilgili pozitif söylemler ürünün satın alma şansını artıracak, ürün ile ilgili indirim söylemleri de satın alma niyetini olumlu yönde etkileyecektir. Ayrıca, ürün ile ilgili bilgi elde etme de satın alma niyetini etkileyecektir. Mağaza imajı, müşteri sadakati ve satın alma niyeti arasında anlamlı düzeyde pozitif ilişki tesbit edilmiştir.

Yönetici ve pazarlama faaliyeti yürütenler satın alma niyetini etkileyebilck faktörleri incelemeleri ve anlamaları, ayrıca neyi sunduklarını bilmeleri tavsiye edilmektedir. Yönetici ve pazarlama faaliyeti yürütenler işletmelerin başarısının müşterilerin omuzlarında olduğunun bilincinde olmaları ve olası müşteri beklentilerini anlayabilemelerinde yatır. Dolayısıyle müşteriyi ürün almaya yöneltecek herhangi bir bilgiyi dikkatle incelemelidir.

Anahtar Kelimeler: Satın alma niyeti, Müşteri sadakati, Ürün bilgisi, Ağızdan ağıza söylem.

DEDICATION

I dedicate this work to all that have zeal and willingness to defy the odds and rise beyond limitations set by those that came before them, and to dad, mom, future kids and husband. Also to my nieces that regard me as their star model and wish to follow my footprints in academics.

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TABLE OF CONTENTS

LIST OF TABLES

Chapter 1

INTRODUCTION

1.1 Background of the Study

The reason behind existence of every business operation is to make profits, impress customers and gain market share as well as competitive advantage. Positive store image and value merchandise are major for sellers to achieve and maintain a competitive market place, (Grewal, Krishnan, Baker and Borin 1998)

Previous efforts to research about what influence purchase intention of buyers has not yielded accurate results and little research has been done especially in TRNC, however the knowledge of how personality variables ultimately influence buying intention was gained.

Oliver 1999 defined loyalty as deeply held commitment to rebuy or patronize a preferred product in the future despite situational influences or marketing efforts having to cause the switching the behavior.

However the majority of retailers who failed to master these components (store image, sales promotions, and perceived brand quality among others) have to file loss or consider their enterprises out of operation.

Little research has been carried so far on factors which really influence or affect purchase intention of durable goods for example freezers, cookers, washing machine

inter alia. Therefore it is crucial to find out and understand reasons behind the purchase intention of such products, since they are goods which are durable and of course cost much, consumers do not just buy because they have seen it on the market but they consider a number of factors unlike when buying small products like earpiece or chocolates. The knowledge gap is what motivates this study to uncover and evaluate such underlying factors.

Many researchers have tried to predict consumer buying behavior and it still proves not to be obvious and easy to predict. Consumer buying intentions are attitudes possessed at a particular time which govern consumer's decision of whether to buy or not. Nevin and Houston, (1996) stated that store image is vital in the buying decision making of consumers. Store image overlaps things like the shopping environment itself, the quality of merchandise offered as well as the services offered in this case of durable goods customers got to consider services like after sale services among others. Due to exposure to product information through the internet customers today are more receptive about prices hence the need to consider store image, perceived value, and sales promotion (Dhruv Grewal, 1998).

1.2 Research Gap

Little research has been conducted especially in the North Cyprus about factors that really matters to determine purchase intention of durable products. So far much researchers have been focusing on others products such perfumes, electric gadgets to mention a few. However no research justice has been done to unleash the factors which really influence purchase intention of durable goods and the extent to which they might affect. This is exactly what this research seeks to try and investigate that

which causes customers to come up with buying intention of such goods holding all other forces constant.

1.3 Research questions

This study seeks to at least answer the following research questions:

a) Does store image and name have a role in influencing someone's purchase intention?

b) What impact has sales promotions have to customers towards coming up with purchase intention?

c) Do customers look up to brand image when making buying decisions?

d) What is the role of word of mouth in someone's purchase intention of durable goods?

e) Do customers need to know about the product before them intent to buy it thus what is the impact of product knowledge?

1.4 Research objectives

a) To investigate and evaluate the factors that influence purchase intention of durable goods in Turkish Republic of Northern Cyprus.

b) To discover the extent to which each suggested variable affect or influence the intention of customers to buy durable goods.

c) Filling the research gap left out by previous researchers regarding the above mentioned research topic.

1.5 Significance of the study

This study will be vital to marketing practitioners as well as entrepreneurs mostly those in durable electric goods sector as it would help them to understand what customers they are serving really look up to in a bid to meet their expectations for the

betterment and success of their business. Managers will operate in full knowledge of what factors need to be improved if any or even adopt other new policies basing on the findings of this study as matters will be revealed if the research conducted successfully.

1.5 Scope of the study

This study will be conducted within the borders of North Cyprus because there are over 80,000 students residing there and over four hundred thousand of local people and all these people do purchase durable goods so needed information as per objectives can be gathered.

1.6 Outline of the study

This thesis is divided into five chapters, starting with chapter one which constitutes an introduction of the study which includes, a brief background of the factors which affect purchase intention of durable goods , the rationale to the reason for the purpose of the survey, the aim of the study as well as the scope of the study.

Following is the literature review chapter which discusses what previous studies have concluded about the definition of purchase intention and brief explanation of all independent variables involved from previous studies thus secondary data will be used to gain insight of the study.

Chapter three is about the methodology and the methods used for data collection and analysis. Chapter has the presentation of detailed report on the findings and discussions of the data analysis and detailed explanation of the research findings and results. Lastly and not least is chapter five which discusses the findings of the result,

limitations of the study in data collection, conclusion as well as the recommendations for further research.

1.8 Limitations of the study

Like in any other research, many challenges were faced during this research the first problem was the language barrier despite distributing English and Turkish questionnaires some respondents couldn't understand both languages. Also financial challenge was another limitation on the researcher as the researcher needed to travel to all major cities of TRNC to distribute questionnaires. Many questionnaires needed to be printed and distributed at a relatively expensive price which was a bit strenuous to. Another challenge was that, respondents were reluctant and some unwilling to answer the questionnaires especially the local citizens which are not students.

Chapter 2

LITERATURE REVIEW

2.1 Introduction

Purchase intention was defined as a kind of decision that studies the reason to why consumers buy a particular brand (Shah, Aziz, Jaffari, & Waris, 2012) . It was also defined by Morinez et al (2007) as a situation where consumer tends to buy a certain product in a certain condition. Purchase intention is usually related to the behavior, perceptions, and attitudes of consumers. Purchase intention has been regarded as an effective tool to predict buying process by Ghosh(1990). Crosno, Freling, and Skinner (2009) defined purchase intention as the probability that a customer will buy a brand when purchasing a product from a class of alternative products.

Purchase intention is a conscious of one's plan to try to buy a brand or product. The cost of retaining a new customer is considered as being five times less than recruiting a new customer, therefore repurchase intention should be a vital concern in marketing (Spreng et al..,1995). Purchase intention is said to be derived from satisfaction according to (LaBarber and Mazursky, 1983) and some researchers are of the opinion that customer satisfaction plays a pivotal role in influencing ones purchase intention (Cronin and Taylor, 1994) this explains that a satisfied customer either from previous purchase would intent to patronize be it the same brand or probably from the same store whichever way. Factors that influence purchase intention for the purpose of this study are product image, perceived brand quality,

perceived store image, word of mouth, customer loyalty and sales promotions holding all other factors constant.

2.2 Product knowledge

Product knowledge is a perception consumer have towards certain products including previous experiences with the product either through using it or seeing others who have used it as defined by Beatty and Smith (1987). Product knowledge enhances memory, recognition, analysis and logic abilities of customers who possess it better than customers with little knowledge.

Unlike in buying smalls items which cost less for example when one wants to buy a chocolate might not bother to get information about it, in making purchase decision of durable there is risk involved so customers need to have product or brand information to reduce the risks. Information like function or quality is not often available, product knowledge and brand image are vital cues that customers look up to before making purchase decision as propounded by Zeithaml(1988). A brand which has goodwill is most likely to be procured by consumers as a way of lowering risk (Akaah and Korgaonkar, 1988) in support was Rao and Monroe (1988) who believes that the better the brand image the lower the customers' product perception risks and positive feedback from customers increases.

2.3 Purchase Intention

Product knowledge fully depends on the memories or known information from the consumers. It can be classified into three categories that are objective knowledge, perceived knowledge and experience based knowledge (Brucks, 1985).it is most likely that brand awareness leads to high brand association in the minds of customers which eventually leads to increase of decision to buy that brand(Tih and Lee, 2013).

Product knowledge also lies between the customers' awareness as well as understanding about the product as suggested by Lin and Zhen (2005). On the contrary Alba and Hutchinson (1987) are of opinion that product knowledge can be in two parts thus familiarity and expertise with the product. Due to globalization, the market has become too competitive and more challenging. It is in times like these when those that will understand consumer behavior and intentions that will survive in the light of it. When exposed to different products in the market customers tend to be in dilemma and thus when product knowledge plays a role in enabling customer purchase decision, (Solomon, 1997). In previous studies of consumer behavior researchers discovered that product knowledge plays a vital role. The amount of information one has about the product or service would affect his or her purchasing decision- making process (Brucks, 1985).

Additionally purchase intention is affected or influenced by product knowledge, (Lin and Chen, 2006) the gap of the extent to which it influence is one of the motives of this research. Unique, favorable and strong product association establishment is attempted by enterprises so often through giving customers messages (Keller, 2003). Reactions of customers to these messages can be determined by their cognitive and affective reactions. It is through advertising that beliefs (MacKenzie, Lutz and Beach, 1986) and feelings are formed (Onley, and Batra, 1991).

Advertising was concluded to have a positive impact on purchase behavior, if customers are conscious about the existence of a product they will have a better perception about the brand and brand will be strengthened in their minds and that brand will be their choice.

Attitudes towards advertisements and attitudes are affected by these beliefs. Attitude towards ads have a direct influence on brand attitudes and subsequently on purchase intentions according (Mackenzie et al.., 1986) when he was comparing theoretical models of advertising. Malhotra (1998) was of the view that, branded product knowledge might encourage the use of brand as a device to express self by consumers who possess are eager the same position. Advertising was concluded to have positive impact on purchase behavior, if customers are conscious about the existence of a product they will have a better perception about the brand and band will be strengthened in their minds and that brand will be their choice (Muhammad et al.,2013).

2.4 Perceived Brand Quality

Brand was defined by Muhammad Ehsam Malik et al..,(2013)According to Kotler, customers react to marketed goods and services depending on the knowledge of brand they have. High quality extends the business domain and help company to the position itself properly in the marketplace thereby increasing and improving customer's purchase intention and loyalty (Myers 2003). Perceived quality is a crucial component in consumer decision making (Ali Bonyadi Naeni et al..,2015), therefore consumer compare the quality of alternatives in relation to prices of items in the similar category (Yee, San and Khoon 2011). The major enduring asset that companies must keep the brand image, properly managed brands their value do not depreciate this explains why many brand front liners remained the champions in the market even today for example Coca-Cola. Customers do believe that the buying of cheap, simple packed goods and unfamiliar products as a riskier step since they are of the opinion that those products are of poor quality (Gogoi,2013). Brand is a name and symbol. It is very crucial for a firm to create a positive brand quality in

customers. Brand quality is a key factor in assessing purchase intention, (Vahidreza Mirabi et al 2015). Quality improvement should be continuous.

The war these days in this global and emerging markets the winners are not just pricing strategically but they are also attracting customers (Muhammad Ehsan et al..,2013), they also suggested that businesses with properly managed brands enjoy a number of customers and thereby constructing long-term customer relations. Brand was regarded by Dastor et al as the implied device that helps companies to stand in the competitive environment and enjoy competitive benefits. It is believed branded products are preferred by customers even if they are expensive because they regard them as they have better quality. A symbol of status is derived from brand preference. Positive brand image communication to a target segment has been viewed as a paramount marketing strategy since it was brought formally to marketing discipline by Gardner and Levy (1995). Customers subsequent buying behavior is influenced by brand image (Johnson and Puto, 1987, Fishbein, 1967), it is important because it enhances customers' decision of whether the brand is the one for him or not (Dolich, 1969). Brand position establishment should be helped by brand image as well as brand insulation, brand market performance enhancement, thus it plays an important role in long term brand equity building if well communicated (Aaker and Keller, 1990; Keller, 1993; Park et al, 1991; Fieldwick, 1996; Park and Srinivasan, 1994). Brand image three components which are product attribute attributes, benefits or consequences. Expression of self is necessitated by brand personality (Hem and Iverson, 2002; Aaker,1999) or of a specific dimension of self (Klein et al, 1993) helping customers distinguish from or integrate themselves with others (Keller,1993). Therefore Xuemei Bian and Luiz Moutinho (2011) predicted that,

when branded products are perceived to be favorable the chances of being purchased will increase. Another one is brand attribute which was viewed by (Keller, 1993) as those features that make up a product. Consumers when making decisions they use perceived attributes (Puth et al, 1999). When purchasing a certain customers look up to the benefits that a particular brand might deliver (Kotler,1999), what customers think a brand can do for them is called perceived befit (Keller, 1993)and there is association with. Previous researchers found out that customers who buy branded products willingly believe that they give them prestige for instance (Angi et al.,2001; Tom et al,1998; Bloch et al.,1993). Brand has been considered by marketers as a promise that the product quality will be same in future and due to that promise sales will boost up.

Maintenance of quality perceptions and representation of aggregate information about the product is commonly achieved by brand name, (Richardson, Dick and Jain,1994) strong brands plays a pivotal role in stabilization of the quality perception of the branded product even when the price is discounted . If the brand name is strong customers would perceive quality thus they would love to purchase the product believing that it is of more quality than non-branded products. Customers might not have full experience with the product but the brand name will give them direction for example at the mention of the brand Apple a customer not need to have experience of it to know that it's a good brand therefore if they are exposed to choice of branded durables brand name will give them a certain degree of familiarity.

2.4 Word of mouth

Word of mouth was defined Hennind-Thurau et al (2004) as any negative or positive statement uttered by potential, actual or former customers about the product or company made available to a multitude of people and institution , it can be spread through internet, television or through interaction with friends, discussion forums, personal emails to mention a few. Among all the most used form of word of mouth are recommendations and complaints. Increasing evidence is showing that consumers read online reviews before making purchase decisions, (Piller , 1999) . Since affection and cognition are direct results of consumption experience (Westbrook and affective components towards products. Thinking processes such as learning, concept formation, logical inference and problem-solving is related to cognitive, (Silverman, 2010). Purchase intention was discovered by Park, Lee, and Han (2007) to be positively influenced by quality and quantity of online reviews. More so other researchers like Dellarocas, Awad and Zhang (2004) as well as Godes and Mayzlin (2004) were of the view that customers online reviews allows cost-effective and easy chance to measure word of mouth and can be used in anticipating product sales and distribution. Online reviews can act as an element of marketing communications mix assist the customer in the identification of the product that best matches their usage conditions as suggested by Chen and Xie (2008). Anonymous posts online praising the product or the opposite would influence customer purchase intention and as a result profits and surplus of the firm would be affected negatively as propounded by Dellarocas (2006).

Two mechanisms for the generations of consumption emotions were summarized by Philips and Baumgartner (2002) , of which the first one suggests that emotions are a

function of product performance, taking the discovery by Oliver (1993) as an illustration which say that emotions were due to results of consumers' judgment regarding product attributes thus if consumer perceives that the performance is satisfactory, positive emotions will develop and negative emotions will develop on the contrary when the customer perceived bad product or service performance.

The second mechanism suggests that consumption emotions are a function of expectation and disconfirmation, for instance both expectancy disconfirmation and need disconfirmation are associated with both emotional dimensions as shown by Westbrook and Oliver (1991). In a bid to give a solution to the debate of whether positive and negative emotions are derived from product performance or disconfirmation laboratory experiment were made and the conclusions were that consumption emotions are derived not from disconfirmation of consumers' expectations but from product performance itself(Silverman, 2010). Despite the mechanism from which consumption emotions are derived from emotions are part of the consumption experience communicated in the word of mouth above all (Chuanyi Tang, 2010).

2.5 Traditional word of mouth

Firm created sources are said not to be so credible, reliable, empathetic and trustworthy to customers unlike word of mouth consumer-dominated channel of marketing communication, (Bichart and Schinder, 2001) and (Blackwell and Kegerreis, 1969) believed word of mouth to be more effective than traditional marketing tools. Much of the research has been focused on the output of word of mouth due to its potential impact on consumers. Word of mouth had a powerful influence on consumers choices, perceptions, preferences, intentions, purchasing

behaviors to mention a few as shown by (Bansal and Voyer,2000). According to Ahluwalia, (2002) unlike positive information, negative information is said to have intense thought provoking, weight and diagnostic in judgment formation . Bansal and Voyer (2000) are some of the researchers who suggested that word of mouth is more important for service products marketing due to its intangibility, heterogeneity and immensurability nature. Predecessor of word of mouth were explored in some studies, the most important one being satisfaction (De Matos and Rossi, 2008) the u-shaped relationship between customer satisfaction and word of mouth was discussed by Anderson (1998) and disposition to engage in word of mouth. Thus extremely satisfied and dissatisfied customers are more likely to start word of mouth than those customers with a mixed moderate experience. Additionally, Bansal and Voyer (2000) were of the opinion that both non-interpersonal forces like receivers perceived risk and interpersonal forces like how eager word of mouth is sought, exerted many effects on receivers service purchase decision. Communicator characteristics like expertise determine the strength of word of mouth (Wangenheim and Bayon, 2004).

2.6 Influence of word of mouth on customers purchase intentions

Word of mouth coming from right sources in a right sequence at the correct level leads customers to make easy series of decisions thereby eliminating waste of money, effort and resources. The product that wins in the market is not always the best but it's the one that makes purchase decision easy, fast and fun because customers tend to follow the least resistance path, (Silverman, 2010).

Word of mouth has been described by Silverman, (2010) as the best tool which enable customers make choices and evangelize the product easier than other choices thus it makes firm products easy to find, learn about, select, try, buy and rave about.

Additionally decision time can be cut into half it will simple and easy to come up with. Word of mouth was believed to be powerful beyond experts' imagination and almost everyone in the marketplace got to realize how powerful it is. Customers are more likely to act on recommendation of a friend or a trusted adviser than they are to commercial form of communication the purpose being to make purchase not just acquiring information. What makes people listen to their friends is more than credibility and trust which give the truth, therefore it can be referred to tailor made delivery of experience and programmed answers to questions that brought relevance which is important. Thus making it powerful as the rest of marketing tools combined.

A positive relationship between satisfaction and purchase intention discovered by other researchers, (Yi, 1990) firms can recover from any inconvenience previously caused to customers and preserve customers to purchase again from the firm in the future, (Goodwin and Ross, 1992;Kelly at al..,1993). Firms can resolve low purchase intention by customers preceded by service failure with regards to equity theory perspective, in that same vein other researchers argued that customer retention can be kept by attending to services failures fairly, (Blodgett et al..,1993; Seiders and Berry, 1998). Their findings suggest that purchase intentions will remain constant or even increase only if service recovery is executed effectively and leave customers pleased. In contrary weak service recovery effort may cause one's purchase intention to shop from the underperforming firm to reduce or even vanish.

Word of mouth provides critical information about a firm for the purpose of helping consumers decide whether or not to patronize (Lundeen et al.., 1995). In the same vein WOM may prove to be crucial and strategic in encouraging brand changing

thereby helping firm in gaining new customers. Some researchers suggested that consumers are prone to spread negative word of mouth when they perceive an unfair response to service failure (Blodgett et al..,1993; Seiders and Berry,1998).

2.7 Customer loyalty

Customer loyalty has been defined as repeat patronage, thus the ratio of times a customer chooses the same product or service in a specific category (for example choosing different products of the same brand) from a behavioral perspective (Neal 1999) . Attitudinally customer loyalty has been viewed as a specific desire to continue a relationship with service or product provider (Czepiel and Gilmore, 1987). The confusion existed on the fact buying intention may not lead to buying due to various reasons one maybe limited purchasing power and also repeated buying may not be a reflection of purchase intention . In a bid to overcome such cons for ascending brand loyalty stages were proposed by Oliver (1999) in line with cognition affect conation pattern. Cognitive loyalty being on the initial stage where customers are loyal to brand based on the knowledge they contain about that brand, followed by affective loyalty which is due to positive attitudes that customers have about the product. The third stage being conative loyalty or behavioral intention which is deeply held commitment to buy it can also be termed good intention and it might result into unrealized action. Action loyalty which the last stage is where customers bring their intentions into real actions, action inertia together with the breaking the barriers hindering a purchase (Zhilin Yang 2004). In as much as action loyalty is ideal it is difficult to observe as well as to measure. When customers are loyal to a firm they would eliminate some time and money consuming stages that could be involved in locating and evaluating purchasing alternatives and learning to become accustomed to a new firm. Loyalty is could be of great value to both

customers and the firm. Customers are willing to invest in a firm which is delivering best product or services compared to their rivals (Reichheld, 1996). Loyalty is one of the main success accelerators of success in e-commerce and it can also be a source of sustained profit, growth and strong asset, (E.W.Anderson and Mittal,2000). Customer loyalty is the key objective of customer relationship management (Nischay K.Upamannyu et al..,2015).

2.8 Sales promotions and price discounts

Sales promotions including price discounts are often used by retailers to increase stimulate purchase and possibly boost sales (Dhruv Grewal et al…1998) .different ways can be used to implement retail promotions for instance price reduction with a certain percentage (like 30% off) or they can do coupon promotion where coupons are made available either to all customers or to small groups of potential buyers (Shih-Fen S.Chen et al..,1998). Despite the customer process price information in an absolute or relative sense still affects their perceptions of a price discount, for instance customers will perceive a 15 dollar reduction on a product worthy 100 dollars than a 15 dollars reduction on a 1000 dollars worthy good.

Chapter 3

RESEARCH METHODOLOGY

3.1 Overview

The major aim of the study was to discover and evaluate the factors which may affect the purchase intention of durable goods in Northern Cyprus. This chapter seeks to explain how the research was conducted, data collection methods, sampling methods, method of analysis and research design.

3.2 Research design

Quantitative research method was used in order to reach the aims of the study. The questionnaire prepared using the existing literature. Then the questionnaire was translated to Turkish using the back-to-back method. Convenience sampling method was used and the questionnaires were distributed in the major cities of North Cyprus as Famagusta, Nicosia and Girne. Analysis of gathered responses was later done with SPSS and the computation of results was done accordingly.

3.3 Questionnaire design

Traditional paper based questionnaires were used for the collection of primary data. English and Turkish questionnaires were distributed to the targeted population mentioned earlier; the survey was divided into two (2) parts that was: Demographic which included gender, age, nationality, marital status, occupation, level of personal and household income, the second part comprise of the list of examined factors from which respondents were supposed to rate the extent to which they agree or disagree

by ticking on the Likert scale. Seven (7) variables measured were divided into components as follows Perceived Store Image – five (5), Perceived brand image-five (5), Word of mouth- six (6), Product knowledge-three (3), Customer loyalty-four (4), Sales promotions-three (3) and Purchase intention-three (3). Table 1 summarizes the components used with the references and the number of items.

3.4 Data collection method

A total of 300 English and 100 Turkish questionnaires were distributed to the target population sample which comprised of Turkish citizens and international students residing in the major cities of TRNC that is Girne, Famagusta, Lefkosa. All the respondents that answered no to the question which was asking if the respondent has bought or is intending to buy any durable goods were not supposed to continue with the answering of the rest of the questions however those who did continue their questionnaires were treated as spoiled and were not included in the final analysis of the results. Therefore altogether after data was collected through the convenience sampling method 152 questionnaires were clean for analysis. No specific criterion was used during the collection of data but rather all the respondents who were available and willing to participate were given questionnaires to answer. Questionnaires were distributed in the shopping malls and university cafeteria in those major cities of TRNC.

Table 1: Components and their original sources

Component	No. of Items	Reference
Perceived store image and name	5	Dodds,Monroe, and Grewal, (1991)
Perceived Brand Image	5	Dodds,Monroe, and Grewal,

		(1991)
Product Knowledge	3	Baker T.L and Taylor S.A (1994)
Customer Loyalty	4	Mols (1998)
Sales promotions	3	Preacher and Mc Callum, (2003)
Word of mouth	5	Harrison Walker (2001)
Purchase Intention	3	Dodds, Monroe, and Grewal (1991)

3.4 Data Analysis Methods

Reliability analysis was carried for all the components and for each component. Reliability analysis was carried out in measuring whether all the components are consistent. Also frequencies and percentages were used as a quantitative technique where as for the interpretation of underlying factors and investigation of variables relationships using correlation analysis. Regression analysis was also used to see the predictive power of independent variables, 29 questions were categorized into seven dimensions:

- Perceived store name and image

- Perceived brand image

- Word of mouth

- Product knowledge

- Sales promotions

- Purchase intention

3.5 Sampling Design

A sample was defined by Webster (1985) as a representative data from a group studied to gain adequate information about the whole population, the sample for this study comprise of 250 respondents selected randomly from the major cities of TRNC. Single cross sectional design was used whereby one sample of respondents is drawn from the largest population and information is obtained from this sample only once (Naresh K. Malhotra 2010).

3.6 Survey Instrument

A traditional questionnaire which contained demographic questions of gender, age, marital status, individual income level, household income level and twenty nine questions adapted from different researchers , questions about perceived store image and name (5),perceived brand image (5), and purchase intention (3) were originated by Dodds, Monroe and Grewal (199), relevant questions which the researcher deemed necessary were selected. Six questions about word of mouth were adapted from Harrison (Walker 2001), customer loyalty (3) adapted from Mols 1998, sales promotions (3) from Preacher and Mc Callum(2003).

3.7 Hypothesis of the study

Previous research showed that the tested relationship between brand image and purchase intention gave a positive result (Arslan and Altuna, 2010). Also a number of studies have supported the notion that store image is an important component of store patronage, (Nevin and Houston, 1980), Buckley (1980) discovered the relationship between store image and intention to purchase a product. The price discount was discovered to increase shopping traffic, according to adaptation-level theory the promotion shifts internal reference price which is the judgment of an price item (Dhruv Grewal et al..,1998) however internal reference price can change as explained by assimilation contrast theory, (Zeithmal andGraham,1992). Moreover it was discovered that the greater the price discount the lower the internal reference price hence willingness to purchase (Grewal et al, 1998). Store name was expressed as an information-rich cue to the store image, Zimmer and Gold (1998) found that store names are usually used by customers when describing prototypical, store was also described as a category-based processing perspective of store image. Grewal et al concluded that as the strength of a store name increases the store image will also increase hence. Therefore this research is trying to test the following hypothesis:

H_1: Product knowledge has positive impact on purchase intention of durable goods.

H_2: Sales promotion has a positive impact on purchase intention.

H_3: Store image has positive impact on purchase intention.

H_4: Word of mouth has positive impact on purchase intention.

H_5: Customer loyalty has positive impact on purchase intention.

Chapter 4

FINDINGS

4.1 Descriptive Statistics

Data were collected from major cities of North Cyprus, i.e. Nicosia, Girne, and Famagusta. Respondents were from more than (34) different nationalities ranging from Nigeria to Zimbabwe, Iran, and many of the Middle East countries including Turkey and United Arab Emirates, Asian countries just to mention a few.

The majority (45.1%) of respondents fell in the age group range of 18-27, 32% were in the range of 28-37, 17% were in the range of 38-47 years, 4,6% fell in the range of 48-54 years and 1.3% fell in the 58-67 years which is the elderly population as shown in table 2 below.

Table 2: Frequency distribution of age

Age	Frequency	Valid Percent
18-27	69	45.1
28-37	49	32.0
38-47	26	17.0
48-54	7	4.6
58-67	2	1.3
Total	153	100.0

Male respondents constitute a largest number of respondents of 80 which is 52.3% and 73 female which give rise to 47.7 % of the total respondents as shown in Table 3 below.

Table 3: Frequency distribution of gender

Gender	Frequency	Valid percent
Male	80	52.3
Female	73	47.7

Table 4 below is showing that the largest number of respondents were international students (42.5%) followed by TRNC (28,8%) and Turkish (27,5%).

Table 4: Frequency distribution of Nationality

Nationality	Frequency	Valid Percent
TRNC	45	28.8
International	65	42.5
Turkish	43	27.5
Total	153	100.0

Table 5: Frequency distribution of Nationality

Nationality	Frequency	Valid Percent
TRNC	45	28.8
International	65	42.5
Turkish	43	27.5
Total	153	100

Table 5 below is showing the level of income 30,7% of the respondents indicated that they earn less than one thousand dollars (1000), 22,2% earned between 1000and 1499usd, 16,3 earned between 1500 and 1999 usd, 9,8% earned between 2000 and 2499 usd, the same population earned between 2500 and 2999, 6,5% earned between 3000 and 3499 usd , 3.3% earned between 3500 and 3999 usd and the least population earned 4000 usd and above.

Table 6: Frequency distribution of income

Range of income	Frequency	Valid percent
Less than 1000	47	30.7
1,000-1,499	25	22.2
2,000-2,499	15	9.8
2,500-2,999	15	9.8
3,000-3,499	10	6.5
3,500-3,999	5	3.3
4,000+	2	1.3

The findings of the study showed that the large population was constituted by single respondents that is 45,1%, 30,7% were married and the small portion of 17,6% were divorced as indicated in Table 6 below,

Table 7: Frequency distribution of marital status

Marital status	Frequency	Valid percentage
Single	70	45,8
Married	50	32,7
Divorced	32	20,7
Total	153	100

4.2 Reliability

Reliability defines the stability and consistency the measurement of findings over different time, conditions and observations (Julie Pallant, 2011). This analysis was carried out to ensure reliability and dependability of data. However, reliability does not guarantee validity by it is necessary for validity. The Cronbach's alpha co-efficient ranges from zero (0) to one (1), it should not be too high which tends to redundancy (Steiner, 2003) and not too low with a minimum value of 0.70 (Hair at al. 1998). Reliability results are shown it the table below

Table 8: Reliability Analysis Results

Components	Cronbach's Alpha	No. of Items
Perceived store name and image	0,907	5
Perceived brand image	0,849	5
Word of mouth	0,907	6
Product knowledge	0,815	3
Customer loyalty	0,898	4
Sales promotions	0,879	3
Purchase intention	0,930	3
Overall	0,901	29

The table above shows different Cronbach's Alpha coefficient for each of the variables analyzed using SPSS. Shown is the result of each component: Perceived store image (0,907), Perceived brand image (0,849), Word of mouth (0,907), Product knowledge (0,815), Customer loyalty (0,898), Sales promotions (0,879) and

Purchase intention (0,930). Therefore there is reliability of the scales since they are all above the minimum threshold of 0,70 which was suggested by Hair et.al (1998).

4.3 Correlation analysis

Pearson product-moment was run to determine the relationship between dependent variable (purchase intention) and independent variables (word of mouth, store image and name, brand image, customer loyalty, and product knowledge and sales promotions).

Table below shows positive correlation (r=0.495, p=0.000, N=152) between store image and name and purchase intention, if the store name and image is good customers will be willing to purchase from it as they will have trust and confidence.

Table 9: Correlation results

Independent variable	Dependent variable	Pearson correlation	Significance (2-tailed)	N
Store image	Purchase intention	.495	.000	153
Perceived brand image	Purchase intention	.552	.000	153
Word of mouth	Purchase intention	.614	.000	153
Product knowledge	Purchase intention	.484	.000	152
Customer loyalty	Purchase intention	.613	.000	152

Sales promotion	Purchase intention	.730	.000	152

Table 9 shows Pearson correlation results which was run to test the relationship between brand image and purchase intention and the result showed that there is statistically positive relationship between the brand and purchase intention (N=152, p=0.000, r=0.552).

Pearson product-moment was run to determine the relationship between word of mouth and purchase intention of durable goods and the result showed a positive correlation which is statistically significant (r=0.614,p=0.000,N=153) as shown in the table below.

According to the result of the person product moment analysis it was found out that there is large positive correlation between product knowledge and purchase intention(r=0.485, N=150, p=0,000) and the relationship is statistically significant meaning as the product knowledge increase consumer's willingness to consider buying the product will also increase as shown in table above. A statistically significant positive relationship(r=0.730, p=0.000, N= 152) was noted between sales promotions and purchase intention thus if a durable product is on sale or discounted price consumers intention to purchase it may become strong. However that price reduction may also create some kind of doubt regarding the quality of the good on offer.

4.3 Regression Analysis

Regression analysis is a statistical process which tests and estimate the relationships among the proposed variables. In our analysis we carried out the regression for each variable separately with the dependent variable as the "Purchase Intention".

Table 10: Regression analysis of "Product Knowledge" and "Purchase Intention"

Model	R	R square	F	Mean square	Beta(coefficients)	Significance
Regression	0.434	0.234	45.222	65,238	0.484	0.0000

    a. Predictors (constant) : Product Knowledge
    b. Dependent variable: Purchase Intention

The table above shows the regression result between "Sales Promotion" as the independent and "Purchase Intention" as the dependent variable.

Product knowledge predicts 48.4% of purchase intention (beta =0,484) and 23,4% variance in purchase intention is explained by product knowledge. Product knowledge statistically significantly predict the purchase intention, p=0.000, this result implies that if the knowledge of the customer about the product is high then the customer is likely to purchase thus product knowledge has positive impact on purchase intention.

Table 11: Regression analysis of purchase intention and word of mouth

Model	R	R square	F	Mean	Beta (coefficients)	Significance
Regression	,614	,377	90,959	112,772	,614	,000

a. Predictors (constant) word of mouth
b. Dependent variable: purchase intention

The above table is showing results of the regression analysis, 37, 7% of the variation in purchase intention is explained by word of mouth. Also 61,4% of purchase intention is positively predicted by word of mouth . the prediction power of word of mouth is statistically significant , F(90,959), P=0,00. Meaning word of mouth has a positive impact on purchase intention, if positive word of mouth is spread about the product then the chances of that product to be purchased increased.

Table 12: Regression Analysis of store image and purchase intention

Model	R	R square	F	Mean	Beta (coefficient)	Significance
Regression	,495	,245	48,699	73,219	,495	0,00

    a. Predictors (constant): purchase intention
    b. Independent variable: store image

From the table above which shows the results of regression analysis, 24,5% of variation in purchase intention is explained by store image, 49, 5% of purchase intention is predicted by store image and name. The predictive power of store image and name is statistically significant and positive, meaning if the store image and name is good then the purchase intention towards durable goods will also increase, F=48,699, P=0,00.

Table 13: Regression analysis of sales promotions and purchase intention

Model	R	R square	F	Mean	Beta (coefficient)	Significance
Regression	,730	,532	170,852	159,078	,495	0,00

According to the results of the analysis displayed above 49,5% of the purchase intention is predicted by sales promotions (beta=0,495) and the prediction is positive

and statistically significant.53,2% of variation in purchase intention is explained by sales promotions meaning that sales promotions has positive impact on purchase intention, when the product is on discount it is likely that customers will intend to purchase it.

Table 14: Regression analysis of customer loyalty and purchase intention

Model	R	R square	F	Mean	Beta (coefficient)	Significance
Regression	,730	,532	170,852	159,078	,495	0,00

    a. Predictors (constant): purchase intention
    b. Independent variable : customer loyalty

Regression results above is showing that 49,5% (beta=0,495) of purchase intention is predicted by customer loyalty., 53,2 % (R=,532) variance in purchase intention is explained by customer loyalty thus customer loyalty has a positive statistical significance impact on purchase intention. Meaning when customers are loyal to they are likely to come up with buying decisions thus purchase intention.

Table 15: Regression analysis of brand image and purchase intention

Model	R	R square	F	Mean	Beta (coefficient)	Significance
Regression	,552	,305	65,717	91,010	,552	0,00

    a. Predictors (constant) : purchase intention
    b. Independent variable : brand image

Shown in table above is regression analysis indicating that 30,5% of variance in purchase intention is explained by perceived brand image., 55,2% (beta=,552) is predicted by perceived brand image and the predictive power is positive and statistically significant. If customers perceive that the brand is good they are likely to

consider buying that particular brand therefore the results are showing that perceived brand image has positive impact on purchase intention.

Having carried out the regression analysis, the results showed that (beta=0.001) 1% of variation in purchase intention is explained by income meaning that consumer's income does not have a big impact on the consumer's purchase intention .Age explains 9% of the variation in purchase intention (beta=0.09), 2.5% of the variance in purchase intention is also explained by age thus difference in age among customers does not make a significant contribution in determining consumer purchase intention of durable goods and lastly but of course not least nationality explains 16,6% of the variance which is a relatively big contribution thus a consumer (beta=0.166).

4.4 Hypothesis testing

Regression analysis was run to determine the impact of independent variables on dependent variable , to see what will happen to the dependent variable (purchase intention) when the independent variables(product knowledge, word of mouth, perceived brand image, sales promotions, customer loyalty and store image) change and also to understand how each independent variable predict the dependent variable between product knowledge and purchase intention and the result showed that all the independent variables has positive impact on purchase intention meaning when they increase then purchase intention will also increase.

4.5 Critic of hypothesis testing

Regression analysis results showed that there is perceived brand image has positive impact on purchase intention which is line with previous research which showed that

the tested relationship between brand image and purchase intention gave a positive result (Arslan and Altuna, 2010).

Results of the regression test showed that store image has a positive impact on purchase intention, thus when store image and name is positive or good purchase intention will increase towards the durable goods offered in that store. A number of studies have supported the notion that store image is an important component of store patronage, (Nevin and Houston, 1980), Buckley (1980) discovered the relationship between store image and intention to purchase a product to be positive.

The price discount was discovered to increase shopping traffic, according to adaptation-level theory the promotion shifts internal reference price which is the judgment of an price item (Dhruv Grewal et al..,1998) however internal reference price can change as explained by assimilation contrast theory, (Zeithmal andGraham,1992). This is in support with the results of the study which showed a statistically significant positive impact of sales promotions on purchase intention. Moreover it was discovered that the greater the price discount the lower the internal reference price hence willingness to purchase (Grewal et al, 1998).

Silverman (2010) propounded that positive word of mouth from friends and family influence purchase intention positively which in support to the results of the study which showed statistically significant positive impact of word of mouth on purchase intention.

Table 16: Hypothesis testing

	Hypothesis	Accept	Reject
H1	Product knowledge has impact on purchase intention	✓	
H2	Sales promotion has positive impact on purchase intention	✓	
H3	Store image and name has positive impact on purchase intention	✓	
H4	Word of mouth has positive on purchase intention	✓	
H5	Customer loyalty has positive impact on purchase intention	✓	

Chapter 5

SUMMARY AND RECOMMENDATIONS

5.1 FINDINGS AND SUMMARY

The purpose of this research was to discover and evaluate the effect of store image and name, perceived brand image, word of mouth, customer loyalty, product knowledge and sales promotions on purchase intention of durable goods case of Turkish Republic of Northern Cyprus.

Results of the findings showed that store image positively relates to purchase intention thus when a store has a reputable name and image it is likely the probability of customers to purchase from it will be high. If positive word of mouth is uttered in support of the product from friends, family and trusted people it yields the desire to purchase or even to repurchase the product. More so product knowledge plays a pivotal role in determining the purchase intention of the product as shown by the correlation between the two variables. This means that for durable products, the more information a customer holds about the product positively determine the purchase intention, the benefit being costs associated with gathering information would be eliminated also time would have been saved as well as any cost associated with lack of know how. Sales promotions positively affects purchase intention as portrayed by the results, however on the contrary sales promotions may negatively influence the quality perception (Blattberg and Neslin, 1990).

5.2 Implications

Examined factors (product knowledge, word of mouth, sales promotion, perceived brand image and name, perceived brand quality) proved to have impact on the purchase intention of durable products in TRNC. Thus they contribute a lot to the probability of getting consumers to purchase durable products. The findings implies that consumers do not just purchase but a number of factors are put into considerations of which the selected factors for instance word of mouth among other has proved to have a pivotal role in influencing purchase intention of durable goods.

5.3Recommendations for further research

Basing on the findings of this research it has been discovered that purchase intention of durable goods can be derived from the kind of product knowledge a consumer has, the type of word of mouth spread about the product, the kind of image and name a store in which products are sold has influence on the purchase intention of consumers. Therefore for further research others factors besides the ones evaluated in this study needs to be looked at. Also there is need for market researchers to identify how well can they influence the purchase as well as repurchase intention even for other products and even services as this study was only restricted to durable goods which do not properly represent the real market set up therefore making judgment sand decisions basing on these findings may not be adequate.

5.4 Suggestion to policy makers

The results of the study showed that customer loyalty has a positive impact on purchase intention so the marketing managers should pay attention to customer satisfaction and offer high quality products or services. Customer services should be improved and employers should have knowledge such as a e-commerce technological skills and internet to answer customers question s accordingly. It also

vital for management to make sure they execute their transactions accurately, to enhance prompt delivery of orders and maintain customer records without error. Company websites should be designed in a way which is friendly to users. Firms should also provide product portfolio and value added free services that are demanded to increase their competitive advantage.

Store image has positive impact on purchase intention according to the results of this study; policy makers should create and maintain good store image and name through offering good quality products and offer after sale services like guarantee to customers who purchased durable goods.

The results of the study has shown that word of mouth has positive impact on purchase intention so management should make sure that their customers are satisfied because unsatisfied customers spread more negative word of mouth. Also customer's complains should be attended to and solved in a best way that will please customers.

Perceived brand image has proved to have positive impact on purchase intention therefore policy makers should invest in building strong brands in customer's minds through conformity and meeting customers' expectations.

Product knowledge has positive impact on purchase intention; policy makers should try and make information about their products on offer known to customers either through advertising either online and through distribution of fliers. For technical goods manuals should be clear to understand with aid of diagrams or they can put much videos with information on their comp[any websites.

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APPENDIX

Questionnaire

Greetings to you all, I am Shamiso Zvitare doing my academic research about the factors which may influence the purchase intention of durable products (i.e. washing machine, freezers, cookers, heaters, standing fan, microwave). I am kindly asking for your precious time to answer the following questions regarding the above mentioned subject. Be assured that your responses will be anonymously treated and is going to be used only for the analysis of this project. Your *honest response* will be greatly appreciated.

I.) DEMOGRAPHIC QUESTIONNAIRE

Please tick the right box and fill the blank

1. Sex:　　　Male ☐　　　　　　Female ☐

2. Age:　　　18-27 ☐　　28-37 ☐　　38-47 ☐　　48-57 ☐　　58-67 ☐　　68+ ☐

3. Nationality: ………………………

4. Marital status:　　Single ☐　　　　Married ☐　　　　Divorced ☐

5. Occupation: ……………………….

6. Monthly Household Income: less than 1,000 USD ☐　　1,000 – 1,499 USD ☐　1,500-1,999 USD ☐

2,000-2,499 USD ☐　　　　2,500-2,999 USD☐　　　　3,000-3,499 USD ☐　3,500-3,999 USD ☐

More than 4,000 USD ☐

7. Monthly Personal Income: less than 1,000 USD ☐　　1,000 – 1,499 USD ☐　1,500-1,999 USD ☐

2,000-2,499 USD ☐　　　　2,500-2,999 USD☐　　　　3,000-3,499 USD ☐　3,500-3,999 USD ☐

More than 4,000 USD ☐

8. Have you purchased or intend to purchase any durable product here? Show with a tick

　　　　　　　　Yes ☐　　　No ☐

If your answer above is **Yes** can you indicate which (choose one if you bought or intend to buy more than one) durable product you bought or intending to buy from the brackets. (Freezer, microwave, cooker, standing fan, washing machine, blow

drier, heater)………………………(if your choice is not included please write it down)

State the **brand product** you choose above……………

II) Your responses for below mentioned statements will be used to measure the extent to which product knowledge, perceived store image, brand perceived quality, word of mouth and sale promotions affect or influence the purchase intention of customer holding other possible variables constant. For each statement, please use the scale given

1)Strongly disagree 2) Disagree 3)Disagree somewhat 4)Neutral 5) Agree somewhat
6)Agree 7) Strongly Agree

	Perceived Store image(This section is trying to measure why you bought or intend to buy the product from that store, if you buy it from store)	☹			☺			☺
Si1	The store would be/is a pleasant place to shop	1	2	3	4	5	6	7
Si2	Overall good service is offered	1	2	3	4	5	6	7
Si3	Sales representatives are very helpful	1	2	3	4	5	6	7
Si4	Carry high quality merchandise	1	2	3	4	5	6	7
Si5	Knowledgeable sales people	1	2	3	4	5	6	7
	Perceived brand image	☹			☺			☺
Bpi1	This product appears to be of best quality	1	2	3	4	5	6	7
Bpi2	The product can bring you prestige	1	2	3	4	5	6	7
Bpi3	The product appears to be durable	1	2	3	4	5	6	7
Bpi4	The product can attract other people s attention	1	2	3	4	5	6	7
Bpi5	I view the brand of the product positively	1	2	3	4	5	6	7
	Word of mouth	☹			☺			☺
Wm1	I have spoken favorably of this brand	1	2	3	4	5	6	7
Wm2	I recommended this company	1	2	3	4	5	6	7
Wm3	I am proud to say lam this company's customer	1	2	3	4	5	6	7
Wm4	I spoke of this company many individuals	1	2	3	4	5	6	7
Wm5	I strongly recommend people to buy from this company	1	2	3	4	5	6	7
Wm6	I spoke of this brand more frequently than about others	1	2	3	4	5	6	7
	Product knowledge	☹			☺			☺
Pk1	L have seen an advert about the product	1	2	3	4	5	6	7
Pk2	L have used the product before	1	2	3	4	5	6	7
Pk3	L read other buyers review	1	2	3	4	5	6	7
	Customer loyalty	☹			☺			☺
Cl1	I say positive things about the company to other people	1	2	3	4	5	6	7
Cl2	I would encourage friends and relatives to use the company	1	2	3	4	5	6	7
Cl3	I would recommend the company to those who seek advice on such matters	1	2	3	4	5	6	7

Cl4	The quality of the product merits the price	1	2	3	4	5	6	7
	Sales promotions	☹			☺			☺
Sp1	The product is on discounted price	1	2	3	4	5	6	7
Sp2	There are benefits attached to purchasing the brand	1	2	3	4	5	6	7
Sp3	I saved money through buying this product	1	2	3	4	5	6	7
	Purchase intention							
Pi1	I would purchase this freezer	1	2	3	4	5	6	7
Pi 2	I would consider buying at this price	1	2	3	4	5	6	7
Pi 3	The probability that l would consider buying	1	2	3	4	5	6	7

There is no right or a wrong answer, what is important is your honest responses which l believe you supplied above.

*Your responses will be used for academic purposes only.