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# A Study on Customer Purchase Intention towards the Brand Kandayee Tex, Elampillai, Salem

T. SRINIVASAN, Mr.R.Mohanasundaram MBA., M.Phil.,

Student, Department of MBA, Excel Engineering College (Autonomous), Komarapalayam, Namakkal, India.

Assistant Professor, Excel Engineering College (Autonomous), Komarapalayam, Namakkal, India.

**ABSTRACT:** A buyer's intention to buy a particular good or service is referred to as their purchasing intention. A respondent's plans to make a purchase or use a service are a good way to gauge how they feel about those actions. This study examines consumer purchasing intentions toward the brand, specifically focusing on Kandayee Tex, Elampillai, and Salem. A total of 120 respondents made up the study's sample. The study employed convenience sampling and a descriptive research design. In the study, both primary and secondary data were employed. To get at the study's conclusions, correlation analysis, chi square analysis, and simple percentage analysis were used. Purchase intention is discovered to be a dependent variable that is influenced by a number of internal and external circumstances. An indicator of a respondent's attitude toward making a purchase or using a service is their purchase intentions. The results show that consumers have a favorable attitude toward a number of brand attributes, such as perceived quality, value for money, and dependability. However, there are chances to increase consumer happiness and loyalty in areas that have been recognized for improvement, such as availability, pricing transparency, and error-free items. Furthermore, the study emphasizes how advertising shapes customer behavior and buying decisions. In the competitive textile business of Elampillai, Salem, going forward, addressing these insights can enable Kandayee Tex to fortify its market position and cultivate long-lasting partnerships with its clients. It is recommended that the business concentrate on improving the customer's perception of the brand. According to the study's findings, advertisements have a significant influence on consumers' decisions to buy and high brand value brands boost purchase intentions.

**KEYWORDS:** Customer, Purchase intention, Brand

## I. INTRODUCTION

Purchase intention refers to a buyer's willingness to pay for a specific commodity or service. Purchase intention is the likelihood that a customer will make the same purchase again based on previous purchases. The possibility that a buyer will buy a good or service is referred to as purchase intent. As an alternative, the need for a specific product might encourage the customer to acquire it. Consumer attitudes toward specific buying habits and degrees of financial preparation are called purchasing intentions. This is essentially an indication of what buyers are most likely to purchase. Essentially, the customer is now a strong contender as they are committed to buying a product. Keeping these customers as clients is essential because they are still in the "Evaluation of alternatives" stage and will probably immediately switch brands. Naturally, the consumer will bring their own tastes and experiences from previous purchases to the things they want to purchase. Sales for a vendor or business are significantly impacted by the intention to buy. It is similar to a foodie choosing his favorite restaurant over others due to the better quality of the meal.

Purchase intention, the dependent variable, is impacted by several internal and external factors. A respondent's plans to make a purchase or use a service are a good way to gauge how they feel about those actions. Purchase intentions are among the most important KPIs in marketing. The technique of promoting goods and products based on consumers' intentions—that is, their intent to accept, buy, or use a certain good or service—may or may not have been made explicit by the brand or company. This is actually known as intent marketing, or marketing based on intents. Measures of purchasing intentions are helpful when developing promotions or marketing initiatives. Exactly repeating the content that ought to be displayed in an advertisement based on the intentions of a customer might be rather easy. Details regarding the consumer's mental state of knowing may be revealed by the intentions. On the basis of this measurement, marketing campaigns can also be designed. A thorough campaign road map can be developed by looking at the buying intents of a target audience.

## II. STATEMENT OF THE PROBLEM

A buyer's intention to buy a particular good or service is referred to as their purchasing intention. Purchase intention, the dependent variable, is impacted by several internal and external factors. A respondent's plans to make a purchase or use a service are a good way to gauge how they feel about those actions. There aren't many consumer



rewards available on the market to promote brand acquisition. Analyzing and measuring the elements influencing consumers' intention to purchase a brand is a difficult task because of the multitude of variables involved. Therefore, the study is being done to examine the purchase intention towards the brand in an effort to improve brand perception and encourage individuals to have the intention of acquiring the products.

### III. OBJECTIVES OF THE STUDY

#### Primary objective

- To study on customer purchase intention towards the brand Kandayee Tex, Elampillai, Salem.

#### Secondary objectives

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

#### Review of literature

**Shibin Zhang, Chuhan Zhou, Yanran Liu (2020)**, The marketing approach for remanufactured new-energy automotive components in China, as well as the primary elements influencing consumers' intention to purchase, are tested and verified in this study. The factors influencing consumers' buying intentions are studied using the updated Theory of Reasoned Action model. Through correlation research, the primary factors impacting Chinese consumers' purchase intentions of remanufactured new-energy automotive parts are found. These aspects include perceived risk, face consciousness, brand extension, and subjective norms and attitudes. China's consumers can be classified into three categories through market segmentation: brand-driven, green-consuming, and passive-accepted. The marketing plan is then created in accordance with these categories. The theoretical and decision-making foundation for the marketplaces for remanufactured new-energy automotive parts are provided by this study.

**Sidik Budiono, John Tampil Purba(2021)**, This study aims to determine the influence of three variables on customers' intentions to buy Starbucks coffee drinks, a global brand: brand awareness, perceived quality, and brand loyalty. These different circumstances have an impact on people's purchasing decisions. An electronic questionnaire with a number of indicators was used to collect data. The data collected from the 298 respondents who took part in this study are nationals of Indonesia who reside both in and outside of the Jakarta area. Dependability tests are performed on the data, and the results demonstrate validity and dependability. Robustness regression was performed based on the econometric model's construction and the hypothesis. The research results show how purchase intention is significantly influenced by brand awareness, perceived quality, and brand loyalty. The study's conclusions also suggest that a significant increase in consumers' brand awareness, perceived quality, and brand loyalty is required to achieve predefined sales targets.

**Vicki Morwitz (2022)**, Marketing managers gather data about purchase intentions on a regular basis and use it to guide decisions about new and existing products and services. Although they are not perfect predictors of future sales, purchase intentions are associated. I examine and synthesize studies that have been done over the previous 60 years regarding the connection between buy intentions and sales. This review explains why purchase intents don't always translate into sales and offers information on the best techniques to assess buy intentions and predict sales using buy intention metrics. These studies typically try to ascertain whether enough people will buy a new product to justify its launch and, if so, how best to use the elements of the marketing mix to boost sales. Marketing managers frequently utilize purchase intentions to forecast future product demand and assess how their marketing campaigns will affect future sales.

### IV. METHODOLOGY

The study has covered the customer purchase intention in Elampillai, Salem. The analysis is based only on the opinion and purchase intention of the customers. The total number of sample drawn for the study is 120 respondents. Sampling unit is in Elampillai, Salem Town. Questionnaire has been framed and used to collect the data in order to analyse the objectives of the study. Descriptive research design and Convenience sampling techniques have been used for the study. Simple percentage analysis, Chi square analysis and correlation have been applied to reach the findings in the study.



Data analysis and interpretation

	Categories	Frequency	Percentage
Gender of the respondents	Male	83	69.2
	Female	37	30.8
Age of the respondents	18-25	16	13.3
	26-35	70	58.3
	36-45	18	15.0
	Above 45	16	13.3
Educational qualification of the respondents	Up to HSC	20	16.7
	UG	39	32.5
	PG	41	34.2
	Others	20	16.7
Occupation of the respondents	Business	37	30.8
	Private employee	49	40.8
	Govt. employee	26	21.7
	Others	8	6.7
Monthly income ( in rs.) of the respondents	Below 10,000	28	23.3
	10,001 - 20,000	50	41.7
	20,001- 30,000	26	21.7
	Above 30,000	16	13.3

The above table shows that the majority (69.2%) of the respondents are male, the majority (58.3%) of the respondents are in the group of 26-35, the majority (34.2%) of the respondents have completed PG, the majority (40.8%) of the respondents are Private employee and the majority (41.7%) of the respondents are 10,001 - 20,000.

Perceived Quality

	Excellent	Good	Average	Bad	Poor
There is quality in the brand	43(35.8%)	34(28.3%)	14(11.7%)	8(6.7%)	21(17.5%)
Performance nature in the quality	38(31.7%)	31(25.8%)	28(23.3%)	12(10.0%)	11(9.2%)
Efficiency of the brand	43(35.8%)	70(58.3%)	4(3.3%)	2(1.7%)	1(.8%)
Free from errors and damages	16(13.3%)	23(19.2%)	27(22.5%)	11(9.2%)	43(35.8%)
Quality Design	58(48.3%)	18(15.0%)	14(11.7%)	24(20.0%)	6(5.0%)

The above table shows that the majority (35.8%) of the respondents said that excellent in there is quality in the brand, the majority (31.7%) of the respondents said that excellent in performance nature in the quality, the majority (58.3%) of the respondents said that good in efficiency of the brand, the majority (35.8%) of the respondents said that poor in free from errors and damages and the majority (48.3%) of the respondents said that excellent in quality design as the perceived quality.



**Impact of advertisement**

	<b>Strongly agree</b>	<b>Agree</b>	<b>Neither agree nor disagree</b>	<b>Disagree</b>	<b>Strongly disagree</b>
Celebrity influences the purchase intention in the advertisement	59(49.2%)	15(12.5%)	30(25.0%)	9(7.5%)	7(5.8%)
The advertisement plays key role in purchase decision	24(20.0%)	21(17.5%)	52(43.3%)	16(13.3%)	7(5.8%)
The advertisements create trust towards the products and brands	58(48.3%)	28(23.3%)	26(21.7%)	6(5.0%)	2(1.7%)
The advertisements creates attention towards the products and brands	14(11.7%)	52(43.3%)	5(4.2%)	17 (14.2%)	32(26.7%)
It creates brand loyalty than other brands in the market	26(21.7%)	33(27.5%)	28(23.3%)	25(20.8%)	8(6.7%)

The above table shows that the majority (49.2%) of the respondents are strongly agree towards celebrity influences the purchase intention in the advertisement, the majority (43.3%) of the respondents are neither agree nor disagree towards the advertisement plays key role in purchase decision, the majority (48.3%) of the respondents are strongly agree towards the advertisements create trust towards the products and brands, the majority (43.3%) of the respondents are agree towards the advertisements creates attention towards the products and brands and the majority (27.5%) of the respondents are agree towards it creates brand loyalty than other brands in the market as impact of advertisement.

**Chi-square analysis- Relationship between the gender of the respondents and impact of advertisement**

**Hypothesis testing**

**Null hypothesis (Ho):**

There is no significant relationship between the gender of the respondents and impact of advertisement.

**Alternative hypothesis (H1):**

There is some significant relationship between the gender of the respondents and impact of advertisement.

**Chi-Square Tests**

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

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

**Interpretation:**

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



**Correlation analysis - Relationship between the monthly income (in Rs.) of the respondents and perceived quality**

**Hypothesis testing**

**Null hypothesis (Ho):**

There is no significant relationship between the monthly income of the respondents and perceived quality.

**Alternative hypothesis (H1):**

There is some significant relationship between monthly income of the respondents and perceived quality.

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

**Interpretation:**

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

**Suggestions**

- There must be positive word of mouth towards the brand and products among the customers.
- The company must monitor and evaluate the brand loyalty among the customers.
- The company must ensure for the brand uniqueness in the market.
- There must be quality form the raw materials to output of the final products.
- There should not be any damages and errors in the products and its labelling in order to make trust of the customers.
- The price must be affordable one to the customers and there must be various price ranges for all sort of customers.
- There must be clear price information in the advertisements and in the packing of the products.
- The company must ensure and engage the celebrity as brand ambassador for the products to increase the sales in the market.
- The advertisements of the brand must be attractive for the viewers and it must impact on sales.

**V. CONCLUSION**

Studying consumer buying intentions is crucial since they are a key tool used by marketing managers to predict sales and assess the influence of individual customers going forward. Customers view their intents to buy as the primary driver of their purchasing behavior. acquire intention variables, such as brand perception, perceived quality, perceived price, and the influence of marketing, encourage consumers to acquire the products. To have an impact and boost sales, these elements must be imposed on the clients by the business. It is stated that the aforementioned data shows that consumers have a positive view of the brand because they are dependable. Customers had positive perceptions of the products' quality and price. To ensure that clients in the present period remember the brand, the corporation needs to update its marketing.



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