

NEAR EAST UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
MARKETING
MASTER PROGRAMME

MASTER'S THESIS

**AN UNDERSTANDING OF THE FACTORS THAT INFLUENCE
CUSTOMER PURCHASE INTENTION:
“A CASE STUDY OF APPLE BRAND USERS OF STUDENTS IN
THE DEPARTMENT OF MARKETING, NEAR EAST
UNIVERSITY”**

GABRIEL SEGUN FALASE

NICOSIA

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ABSTRACT

An understanding of the factors that enhances consumer purchase intention is very important for marketing managers of any organization.

This research developed a model that test the influence of factors such as product quality, word of mouth, recommendation from friends and other sources, price and trust on consumer purchase intention. Result from the regression analysis indicate that product quality, word of mouth, recommendation from friends and other sources, price and trust has a significant positive effect on customer purchase intention.

Keywords: Product quality, word of mouth, recommendation from friends and other sources, price, trust, purchase intention.

ÖZ

Tüketici satın alma niyetini artıran faktörleri anlamak, herhangi bir organizasyonun pazarlama yöneticileri için çok önemlidir.

Bu araştırma, ürün kalitesi, ağızda ağızdan ağza alma, arkadaşlardan öneri ve diğer kaynaklar, fiyat ve tüketici satın alma isteğine olan güven gibi faktörlerin etkisini sınanan bir model geliştirdi. Regresyon analizinden elde edilen sonuç, ürün kalitesinin, ağızda ağız sesinin, arkadaşların tavsiyesi ve diğer kaynaklardan, fiyattan ve güvenden müşteri satın alma niyeti üzerinde belirgin bir olumlu etkiye neden olduğunu göstermektedir.

Kelimeler: Ürün kalitesi, ağızdan ağza bilgi, arkadaşlardan tavsiye ve diğer kaynaklar, fiyat, güven, satın alma niyeti

DEDICATION

To

My Mother

A strong and gentle soul who taught me to trust in God, believe in hard work and so much could be done with little.

ACKNOWLEDGMENTS

I would like to express my appreciations to my thesis supervisor (Ass. Prof. Dr. Ahmet Ertugan) For always being ready to assist and never get tired of my disturbance and thanks for guiding me to the right direction and being supportive.

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TABLE OF CONTENTS

ABSTRACT	ii
ÖZET	iii
DEDICATION	iv
ACKNOWLEDGMENTS	v
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
CHAPTER ONE: ORIENTATION	1
1.1 Introduction	1
1.2 Study background	1
1.2.1 Consumer Purchase Intention	1
1.3 Research Question	4
1.4 Objective of Study	5
1.5 Significance of Study	5
1.6 Hypothesis	5
1.7 Scope and Limitation of Study	7
1.8 Chapter summaries	7
1.9 Conclusion	8
CHAPTER TWO: LITERATURE REVIEW	9
2.1 Introduction	9
2.2 Previous research	9
2.3 Customer Purchase Intention	11
2.4 Impact of Product Quality on Purchase Intention	13
2.5 Factors that Influence Quality on Consumer Purchase Intention	17
2.6 Impact of Word of Mouth on Purchase Intention	20
2.7 Impact of Recommendation from Friends and Other Sources on Purchase Intention	22
2.8 Effect of Price on Consumer Purchase Intention	25
2.9 Impact of Trust on Purchase Intention	27
2.10 Factors that Engenders Trust on Purchase Intention	30
2.11 Conclusion	32

CHAPTER THREE: MODEL OF THE STUDY	33
3.1 Introduction	33
3.2 The Study Model	33
3.3 Hypothesis Formulated	35
3.7 Conclusion	35
CHAPTER FOUR: METHODOLOGY	37
4.1 Introduction	37
4.2 Research Design	37
4.3 Method of Data Collection and Measuring Instrument	38
4.4 Population	39
4.5 Sample Size	40
4.6 Analytical Methods	40
4.7 Validity and Reliability of the Measurement	41
4.8 Conclusion	41
CHAPTER FIVE: DATA ANALYSIS AND FINDINGS	42
5.1 Introduction	42
5.2 Realization Rate	42
5.3 Consistency of the Measuring Instrument	43
5.3 Descriptive Statistic	44
5.3.1 Analysis of the Respondent's Personal Detail	44
5.3.2 Gender	44
5.3.3 Age Group	44
5.3.4 Apple Product Use	45
5.3.5 Analysis of Factors that Influence Purchase Intention	46
5.4 Testing the Research Hypothesis	49
5.4.1 Testing Hypothesis One	51
5.4.2: Word of Mouth Correlations	51
5.4.3: Recommendation from Friends and other Sources	
Correlations	52
5.4.4: Price Correlations	53
5.4.5 Trust Correlations	54
5.5 Regression Analysis	54
6. Conclusion	57

CHAPTER SIX: DISCUSSION	58
6.1 Introduction	58
6.2 Theoretical Findings	58
6.3 Empirical findings	59
6.4 Recommendation	60
6.5 Research questions	60
6.6 Research Answers	61
6.7 Limitation of Study	61
6.8 Decision	61
6.9 Discussion	62
6.10 Conclusion	63
REFERENCES	64
APPENDIX	

LIST OF TABLES

Table 5.2.1: Realization Rate	43
Table 5.3.1: Case-Processing Summary	43
Table 5.3.2: Reliability Statistic	43
Table 5.3.2.1: Composition of Gender	44
Table 5.3.2.2: What is your Age Group?	44
Table 5.3.4.1: Product Use	45
Table 5.3.5.1: Product Quality	46
Table 5.3.5.2: Price	47
Table 5.3.5.3: Word of Mouth	47
Table 5.3.5.4: Recommendation from Friends and Other Sources	48
Table 5.3.5.5: Trust	48
Table 5.3.5.6: Purchase Intention	49
Table 5.4.1.1: Product Quality Correlations	51
Table 5.4.2.1: Word of Mouth Correlations	51
Table 5.4.3.1: Recommendation from Friends and other Sources Correlations	52
Table 5.4.4.1: Price Correlations	53
Table 5.4.5.1: Trust Correlations	54
Table 5.5.1: Model Summary	55
Table 5.5.2: Anova	55
Table 5.5.3: Variable Analysis of the Study	56

LIST OF FIGURES

Figure 2.2.1: Theory of Planned Behaviour (Ajzen, 1991)	10
Figure 3.2.1: Model of Factors that Affect Consumer Purchase Intention	33
Figure 5.4.1: The Correlation Coefficient between the Study	50

CHAPTER ONE

ORIENTATION

1.1 Introduction

The essence of this chapter is centered on introducing the puzzle that militated this research. The term purchase intention could be seen as an aftermath effect of certain factors in which we are going to ascertain some of this factors such as product quality, word of mouth, recommendation from friends and other sources, price and trust.

In other to be able to solve the research problem, this chapter gives a brief note of the phenomenon purchase intention and the important role it plays in the marketing activities of business organizations. This chapter states the objectives as well as significance of this study. The limitation of this study will also be analysed. Some research questions will be formed as well as hypothesis, which will aid in testing the influence of the above-mentioned factors on purchase intention.

1.2.1 Consumer Purchase Intention

The competitiveness and dynamic complexity of the modern day market gives organizations a reason to be more creative and innovative in the delivery of value for money. This is because, the availability of information to consumers of the marke which could be linked to the effect of globalization and increasingly

growth of information technology gives individuals or consumers surplus of alternative when considering which product or service to purchase (Solomon, 1998). Therefore, the modern day business environment or market doesn't only present organizations with the challenges of which value to delivery but also entails organizations studying and understanding the behaviours (perception, attitude, etc) of the various segments of consumers in any given market, which on the other hand will be used in proposing the value there intend to deliver to such a market (Thu Ha and Ayda, 2014). In this regard, with the rapid growth of the internet, leading organizations of the world have adopt the electronic model of business (E commerce), whereby, informations about these businesses is being exhibited online and by other means as a way of communicating their potentials and credibility's to existing and intended customers (Ho, 2014).In other words, the increasing rate of E-commerce has significantly shaped how consumers gather information about alternative products which goes a long way in shaping their intent to buy or purchase a particular product or services (Mohammad and Taghizadeh, 2015). In addition, most organizations on the other hand have been able to utilize the growth of information technology by incorporating E-commencing as part of their strategy in reaching out to existing and potential customers (Mohammad and Taghizadeh, 2015).

From the above assertion, for organizations to be able to remain relevant in a particular market in a long run, they is need for such organizations to invest significantly in the understanding of the various segment of consumers of such a given market. Therefore, in other to engender this, its important for organizations as part of their strategy in identifying those behavioural factors that will or prompt a consumer to want to purchase a particular product or services (Mirabi et al, 2015).This could be considered as measures that could be used in fostering a long term relationship between the organization and customer as well as build customer loyalty toward a particular brand.

An understanding of the customer by an organization must begin with managers or heads of the marketing departments of organizations, in understanding what consumer purchasing intention (which is considered as a component of consumer behaviour) is. In plain terms, the purchase intention of a consumer could

be considered as those possible behaviours a consumer or consumers are likely to put up in the pre consumption stage of a product or services (Dodds and Monroe, 1985). That is, this behaviour(s) could be considered as having a significant effect on the decision of a consumer to actually patronise a product or service or not. Furthermore, it is important for organizations to develop their brands in tune with the purchasing intentions of various segments of the market because; this creates a picture in the mind of the consumer, which in a long run determines such a consumer purchasing behaviour (Farquhar, 1989). On the other hand, the reason why organization should be very sensitive to the customers attitude when creating value they deliver is because, the benefit the customers intend to get from any given brand could significantly affect the purchase intention of the customer. This, on the other hand determines if the customer purchasing decision (Choo, 2012).

It is important to note that, the desires and fears of the consumer is what actually shapes the mind of the consumer when talking about purchasing intention. Therefore, the perspective or image an organization present with it brand can be considered as a very important factor when talking about purchasing intention of a consumer. This is because; the image of a brand places a significant role in such circumstances of the consumer, which determines which product or service such a consumer is going to commit his or herself to (Laroche et al, 2005). Therefore, it is important for any organization with the intention of improving its market share and growth to understand the attitudes of the consumers of any given market there are in, when coming up with strategies on how to deliver values for profit, which will in turn positively affect the purchase intention of consumers toward such a brand (Lopez-Nicolas, 2012).

As mentioned above, purchase intention entails the desires (consumer aspirations) and fear (consumer uncertainty) of the consumer. Here the desires of the consumer represent the benefits which the consumer intend to achieve in either a short or long run, which can otherwise be considered as the expectations of the consumer from various alternatives (Miller, 1976). In addition, the higher the benefit a consumer perceives to get from a particular brand, determines the attitude of such a consumer in his or her purchase intention (Sherwood, 1986).

On the other hand, the uncertainty of a consumer with regard his or her purchasing behaviour could be those factors that makes a consumer unwilling to purchase a particular brand

Mitchell and Boustani (1994). the fears of the consumer could be considered as a situation when a consumer perceives a minimal benefit from a particular brand, which may be as a result of the inability of an organization to be creative in the delivery of maximum benefit to the consumer in any given market (Mohr, 2000).

This study is centred on understanding those factors that affects a consumer purchase intention (which could be found either in the desires or in fears of the consumer), also, this research is intended to show the degree to which these factor affect the purchase intention of a consumer.

1.3 Research Question

However, in the field of consumer behaviour and marketing, much has been talked about purchase intention being an integral part of the consumer attitude toward a product and how important it is for managers of organizations in understanding the concept of purchase intention while developing marketing strategies that will win the heart of the customer toward a brand. Therefore, it is on this note we set up the following research questions which is expected to give us a clear understanding of how purchase intention is influenced:

1. Does trust have an effect on the consumer purchase intention?
2. Does price of a product have an effect on the consumer purchase intention?
3. Does product quality have an effect on the consumer purchase intention?
4. Does recommendation from friends and other sources have an effect on the consumer purchase intention?
5. Does word of mouth have an effect on the consumer purchase intention?

1.4 Objective of Study

The primary focus of this research is centred on identifying if factors such as trust, price, and product quality, recommendation from friends and other sources and word of mouth have an effect on the purchase intention of the consumer. In addition, this study will enable us ascertain the degree to which these factors affect the purchase intention of the consumer. This will be made possible by reviewing existing literatures related to the factors listed above and ascertain if there do have an impact on the consumer purchase intention. Furthermore, this will be aided by a well-constructed questionnaire, which will enable us analysis the actual or degree to impact these factors have on consumer purchase intention (if any exist).

1.5 Significance of Study

This research is going to serve as a guide to managers or management of organizations on how to position their product on brand in a manner that will suit the purchase intention of the various segments of consumers in the markets there are into. Recommendations from this research could be applied as a yardstick by management of organization or marketer when developing marketing strategies of their companies. In addition, this research could also be useful to consumers of all categories (especially passive consumers) based on gathering information or carrying out analysis before purchasing a particular brand or product.

Finally, this research will be of great importance to researchers and students in the area of consumer behaviour and marketing, who may decide to widen their knowledge in this field of study.

1.6 Hypothesis

Prior to this write up, we are going to set up the following hypothetical questions, which will be the basis of our research. These questions will be tested in the subsequent chapters of this research, which is going to back up our finding. It is on this ground we posit the following:

Hypothesis One

H0. There is no significant relationship between trust and consumer purchase intention.

H1. There is a significant relationship between trust and consumer purchase intention.

Hypothesis Two

H0. There is no significant relationship between price and consumer purchase intention.

H1. There is a significant relationship between price and consumer purchase intention.

Hypothesis Three

H0. There is no significant relationship between product quality and consumer purchase intention.

H1. There is a significant relationship between product quality and consumer purchase intention.

Hypothesis Four

H0. There is no significant relationship between recommendation from friends and other sources on consumer purchase intention.

H1. There is a significant relationship between recommendation from friends and other sources on consumer purchase intention.

Hypothesis Five

H0. There is no significant relationship between word of mouth and consumer purchase intention.

H1. There is a significant relationship between word of mouth and consumer purchase intention.

1.7 Scope and Limitation of Study

The essence of this study is to understand the impact of factors such as trust, price, and product quality, recommendation from friends and other sources and word of mouth on consumer purchase intention. But, due to some limitations that are strongly linked to cost, time etc, made us narrow our research on the impact of the above mentioned factors on customer purchase intention in North Cyprus (Lefkosa to be precise), using the Apple product or brand as our case study

1.8 Chapter summaries

Chapter Two

This chapter reviews existing literatures that examines the relationship between the independent and dependent variables adopted for this research. The theory of planned behavior is reviewed and adopted for this research as well as several literatures reviewed that links the type of relationship that exist between the independent and dependent variables.

Chapter Three

This chapter presents the model of the study and the formulations of the hypotheses. It shows the relationship that exist between the factors that make up the model. From the model presented and the hypothesis formulated shows that there is a relationship between the independent variables (product quality, word of mouth, recommendation from friends and other sources, price and trust) on the dependent variable (purchase intention)

Chapter Four

This chapter explained in details the research method adopted for this research, by enumerating the research design, which defined the purpose of the research, the medium through which the data used for this research was derived, presented and analysed, how the population and sample size was determined, the analytical methods adopted, also stating the validity and reliability of the measurement which summarizes the entire research.

Chapter Five

This chapter summarizes the findings gotten from this research. This includes both the theoretical and empirical findings of this study. The chapter further went on to give some recommendations that will be useful for future research in this area of study.

1.9 Conclusion

This chapter introduced the topic of this research by stating the factors that expected to be tested to ascertain the level of influence there have on consumer purchase intention. The objective and significance of this study was stated as well as the scope and limitations of the study. Five research questions as well as hypothesis is established to ascertain the impact of the above-mentioned factors on purchase intention.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviews existing literatures on factors that affect consumer purchase intention. The theory of planned behavior will be reviewed and used as the theoretical framework of this study, empirical literatures on the impact of product quality on purchase intention, word of mouth on purchase intention, recommendation from friends on purchase intention, price on purchase intention as well as trust on purchase intention will be reviewed respectively. This is expected to support the hypothesis adopted in subsequent chapters.

2.2 Previous research

The theory of planned behavior (Ajzen, 1991), has been generally considered as one of the most appropriate theoretical framework used in understanding consumer purchase intention. This theory attempts to establish the relationship between an individual behavior and beliefs by relating the individual attitude, beliefs and their intention as a result of what determines a particular behavioural decision (Ajzen, 1991). The intention of individuals could be said to represent the reason behind which such an individual put up certain behaviors, which could otherwise be controlled by the person's motivation, which shapes the attitude of a person toward a particular behavior (Conner and Norman, 2005).

The planned behavior theory can otherwise be said to have been extracted or modified from the theory of reasoned action propounded by Fishbein and Ajzen in (1975). The theory of reasoned action opines that, the subjective norm and attitude of an individual, significantly affect the intention of such individual to put up a particular behavior. Thereby, strongly links the consumer's behaviors as an aftermath effect of the purchase intentions of individuals which leads to the behavior an individual decides to put up (Fishbein and Ajzen, 1975).

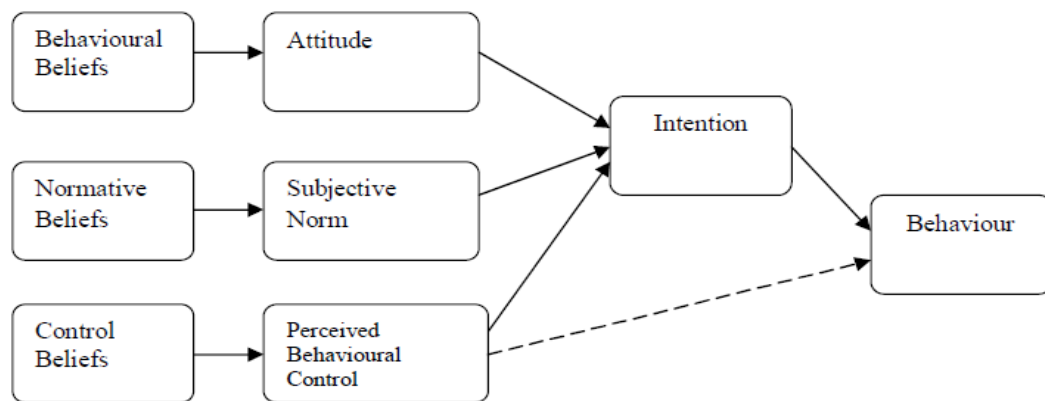


Figure 2.2.1: Theory of Planned Behaviour (Ajzen, 1991)

Individual attitudes are considered to be the consequences of their beliefs and perception which manifest into the behavior they actually put up which is otherwise known as the behavioral belief, while the pressure an individual face as regard the expected standard of behavior is considered to be the normative belief factor as well (Fishbein & Ajzen, 1975). The behavior of an individual could be considered as an outer most manifestation to any given situation such an individual had destined to engage in, while the intention of the individual are those indices that he or she considers or which controls the individual mindset, that makes them decide on putting up certain pertains of behavior (Fishbein & Ajzen, 1975). This establishes the relationship between individual actual behavior and their intentions as they are bound to carry out actions that are in tune with their intentions which are significantly determined by factors such as the individual emotions and other factors (Conner & Norman, 2005).

In general, the theory of planned behavior has been considered as those intentions of individuals, which are later manifested, in a certain behavioral pattern,

which has been applied in different forms of behavioral studies (Armitage & Conner, 2001).

When talking about the theory of planned behavior, it is important to note that, this theory doesn't explain unplanned or unconscious behaviors because, individual may carry out such behaviors in an unconscious manner or involuntarily (Bentler and Speckart in 1979).

It is important to note that, figure one above entails how individual behavior which is as a result of certain factors could be predicted but doesn't give explanations of these behaviors (Conner & Sparks, 2005). In addition, it has been accepted that individual attitude steers behavior but fail to explain how these behaviors are actually steered by attitudes (Ajzen and Fishbein, 2005).

Further research shows that, concept such as behavioral control has been used as an instrument of the intention of a consumer in determine the course of action or decision one make which is also capable of predicting the unplanned behaviors of individuals (Ajzen, 1991). The behavioral control mechanism is further seen as a situation whereby the consumer aspires for certain factors when there about to make a purchase which are subjected to exploration of alternatives toward ensuring that, these intentions are what actually lead to the actual behavior (purchase decisions), (Conner and Sparks, 2005).

2.3 Customer Purchase Intention

Expectation of maximum benefit with minimal cost is what surrounds the intention of consumers of various markets when faced with alternatives to choose from (Miller, 1976).

The aspiration of the consumer, the maximum satisfaction of consumer with regard to utilizing a product is what really shapes the intent of the consumer to purchase a particular product or brand (Aaker and Gray, 1982).

Purchase intention of a consumer could be considered as those possible behaviors a consumer or consumers are likely to put up in the pre consumption stage of a product or services (Dodds and Monroe, 1985).

Purchase intention could also be considered as a very significant moment that significantly determines the purchasing decision of consumers of various segments of the market (Ghosh, 1990).

Further research sees consumer purchase intention to be as a result of the imagination or encounters that shapes the mind of the consumer (Keller, 1993).

An understanding of the purchase intention mechanism can be used by organization in forecasting how consumers are going to respond to their brand or products, which in turn enable them map out strategies that are expected to meet the perceived intentions of the consumers when considering purchasing (Kotler, 2000).

Purchase intention can be seen as those qualities and attributes in a product or service which the consumer look forward to when looking at alternatives (Blackwell et.al, 2001). On the other hand, purchase intention has been a tool used by leading organizations of the world in effectively predicting behaviors from segments of the market there operate (Li and Biocca, 2002).

The consumer purchase decision which is as a result of numerous factors considered in the intent to purchase entails different variables that is personally related as well as situational, depending of the circumstance surrounding the consumer purchase intention (Teo and Yeong, 2003).

In consumer behavior, customer intention could be considered as does factors a consumer considers in a process of making a purchase decision from various alternative product or service (Morinez et al, 2007).

Research shows that, there exist a difference between the intentions of consumers and what they actually decide to purchase as over 50% of individuals state out their intentions of what they want in a product but only about 15% out these 50% actually purchase what there had intended to purchase (Niessen & Hamm, 2008).

With regard to purchase intention, the consumer mentality is usually shaped by their interest toward a product or service, knowledge about the product, which brand there prefer from various alternatives, which could be determined by the knowledge there have about the brand and how the producers of such brand have

been able to establish their brand in tune with the perceived consumers interest, which on the other hand determines the purchase decision of such a consumer (Kotler& Armstrong, 2010).

Purchase intention could be considered as that moment when the consumer gathers and analysis information about alternative brand, through which these analyses is based on certain factors of which the consumer comes to a conclusion of which brand to purchase and which to neglect (Shah et al, 2011).

Further study shows that, consumer purchase intention can be considered as an understanding of the rationale behind which a consumer makes a decision regarding which brand or product or service to patronize from various alternatives (Shah et al., 2012).

The attitude of consumers of any given market is regarded as a very important tool when talking about purchase intention, as these attitude is expected to influence their intent to purchase when faced with different alternative brands (Lopez-Nicolas, 2012).

The purchase intention of a consumer is considered as not static, as a factor that engulfs the mind of a consumer may be replaced by a new factor (example trust may be replaced by price), which in summary entails that the external and internal aspirations and fears are what determines a consumer purchasing decision (Gogoi, 2013). Furthermore, consumers always intend to purchase brands or products with low risk with higher benefit, with minimal cost before making decision on which brand or product to purchase (Gogoi, 2013).

Purchase intention entail the belief or perception toward a particular product, attitude and behaviors of consumers, which is considered very significant when consumers gather or collect information before making a purchasing decision which is considered as a process characterized by various complexity (Mirabi et al, 2015).

2.4 Impact of Product Quality on Purchase Intention

When talking about marketing in any given organization, the main focus of any marketing strategy is targeted at fulfilling the consumer desires and aspirations which on the other hand is expected to lead to customer loyalty (Churchill and

Surprenant, 1982). This results to an increase in market share and profit of such an organization in any given market. Therefore, the quality of a product or service will be made known by how the customers of any given market respond to any product or service, as a product or service with high quality is most likely going to generate a high response and patronize from the target market (Kotler and Keller, 2009).

Product quality could be defined as how an organization is able to effectively and uniquely project its brand, which catches the admiration of the consumer and will make such consumers consider these qualities when he or she is about to make a purchase (Zeithaml, 1988).

The quality of a product or services could be considered as a process by which a consumer gathers information on the effectiveness or performance of a particular product or service which is done by evaluating the various features of such a brand and how these features are able to meet the consumer expectations (Kotler et al., 2002). Product or service quality is evaluated from the perspective of the extent or level of satisfaction a consumer expects from a particular product, which could be considered to shape the intention of such consumer to purchase (Jiang and Wang, 2006). In other words, the authenticity of a brand is said to lead to a high quality of such brand, which may entice an intending customer when considering which brand to go for (Erdem and Swait, 1998).

It has been generally accepted that the core product is what delivers value to the market and attracts customer to such a product. But there are numerous factors or features of any product that play a significant role in making any given product attractive to customers, of which the product or service quality or image happen to be one of them, through which leading organizations of the world have been able to identify as having an important role in customer satisfaction (Kotler and Armstrong, 2010).

In the modern day market, the demand for quality product or services that are more user friendly and easy, and are effective in performance and efficient in cost by consumers are increasingly on a high which tends to actually shape their purchase intentions and decisions respectively (McDaniel et al, 2011).

When talking about the impact of product or service quality on purchase intention, customers look out for high quality feature from alternative products or services made available by different brands in the market and go for those they are convinced will meet their aspirations or expectations (Wankhade and Dabade, 2006).

The quality of a product or service is said to be a very significant factor that beclouds a consumer purchase intention in a market environment that is said to be highly price competitive (Shaharudin et al., 2010). In a market where there are various discount packages in price which is as a result of the highly competitiveness of such a market, price as a factor that may be considered as having an effect on the customer purchase intention is likely to be written off, due to the availability of various discounts by alternative brands, factors such as the product or service quality could be said to be what shapes the consumer mind in such market situations (Shaharudin et al., 2011).

Research carried out shows that, today's organizations find it difficult meeting the expectations of customers in terms of quality because of the diverse nature of customer: as while some customers may be seeking quality in terms of technology, others might be from the socio cultural and economic etc, perspective respectively (Wankhade and Dabade, 2006). It is further proposed that for organizations to be able to tackle these challenges of coming up with a quality brand in a market that comprises of different consumers with different perspective about quality, such organizations are expected to carry out a market analysis (customer analysis to be precise) on the perspective of consumers with regard quality, which is expected to give them an understanding of where unmet needs of the customers are found in terms of quality and be able to project their product or services toward meeting these unmet quality needs of the consumers respectively (Wankhade and Dabade, 2006).

The impact of product or service quality on a consumer purchase intention is usually surrounded by factors such as brand image of products and services and which also has a huge influence on the price of a product or service which to an extent shows if the benefit a consumer tends to get from such a product or service is worth the cost (Hardie and Walsh, 1994). An analysis of the product or service quality: its price and image leads to the consumer summing up the performance such

a product can give from the performance or value they expect to get from the product or service (Hardie and Walsh, 1994).

Leading organizations of the world have been able to identify quality as an important marketing tool towards attaining productivity and increase market share. Most organizations of the world do this by creating a niche market through which they are able to propose a quality product or service to this niche group which intern significantly improves market share and profitability respectively, (Garvin, 1984). Furthermore, the concept of creating a niche market by any given organization can be said to greatly improve and enhance the performance of any organization, this is because, in a situation where such a niche market is established as a result of a proactive measure from the organization, and such an organization happens to be the only brand offering such product or service to these niche market, this gives such an organization a competitive advantage over its competitors, which on the other hand adds to its market share and profit and well as improving the performance of the organization in general (Focker et al., 1996). Management of organizations have been compelled from the various research of this field to carry out strategies that are in tune with the consumer perspective on high quality product or services Lee and Tai (2009).

Past studies have been able to indicate a relationship between product or service quality on customer purchase intention (Carman, 1990; Boulding et al.,1993; Parasuraman et al., 1996). Other research identified an indirect relationship between both variables which was said to be mediated by some factors such as customer satisfaction (Cronin and Taylor, 1992; Madu et al, 1995;Sweeney et al., 1999; Llusar et al., 2001). Although, there have been some contradictory studies that posited that no relationship exist between the two variables (Tsiotsou, 2005).

Further studies on the impact of quality on purchase intention separates the impact of quality product (goods) on customer purchase intention from the impact of quality service on customer purchase intention respectively (Tsiotsou, 2006).The result from this research posit that, the effect of quality good on customer purchase intention is said to be dual while that of quality service on customer purchase intention is considered to be single (Tsiotsou, 2005). Other research on this subject matter views that the impact of product or service quality on customer purchase

intention can be viewed from both the pre purchase and after purchase stage respectively (Rust and Oliver, 1994).

There is a significant relationship that exist between high quality product and services of leading firms of the world which has been said to propel the organizational success of such products and services (Allenby and Rossi, 1991;Chang and Wildt, 1994; Dawar and Parker, 1994).

Studies show that, when consumers are about to purchase a product or service, there are more focused on the characteristics which can be otherwise known as the attributes (tangible and intangible) of the products or services, these attributes could also be considered by consumers as those that are ethical and meet the ethical standards of the environment inwhich such a product or service operate (Haubl, 1996; Havlena and Holbrook, 1986).

Further research devides the consumer perspective of qaulity into two: subjective and objective perspective of the consumer regarding quality. In this research, it was concluded that the subjective quality perception of the consumer is likely going to have a more significant effect on the consumers intention than the objective perception of such a consumer (Bauer and Herrmann, 1995).

2.5 Factors that Influence Quality on Consumer Purchase Intention

The increasing dynamic complexity of the modern day market warrants a high need for innovation as a yardstick for organizations to remain relevant in the market environment. Innovation as a concept that has attracted a huge amount of financial resources on research and development can be defined as a proactive or reactive measure undertaken by organizations of the world in improving their product or services in tune with the consumers perceived aspirations and desires (Rogers, 1995).

Innovation can be considered as a medium through which organizations signals or make their customers aware of the improved quality and uniqueness of their product or services, which is also seen as an attempt in convincing the customers why such innovative product or services should be their best option (Rogers, 2003). This measure is considered to influence the purchase intention of the

customer toward considering the innovative tendencies of such product or services (Rogers, 2003).

Innovation in marketing could be considered as a brand having a relative advantage from its competitors, and from the customers perspective, this relative advantage could be considered as higher quality of a brand when compared with alternatives (Rogers, 1995). These relative advantage from the perspective of customers could be diverse: technology, economic, socio cultural etc, and may be considered to be what shapes a customer purchase intention (Rogers, 1995).

Innovation which entails uniqueness of a brand has been considered as a means of selling the quality of a brand to the consumers which influences their purchase intention. This is because, the modern day customers prefer goods with high quality and beneficial products with lower cost (Rogers, 2003).

Quality innovation has been categorised into two, namely: preventive and incremental innovation (Rogers, 2003). The preventive quality innovation could be considered as a process whereby a company comes up with an entirely new line (could be a niche) of product or service that delivers maximum value to the consumers. While the incremental innovation could be considered as a process whereby an organization improves or upgrades the quality of their brand which makes it more unique, thereby making such a brand attractive to customers when considering which brand to patronize (Rogers, 2003). Adopting a preventive or incremental product or service quality innovation approach is important for organizations because situations may warrant such organization in adopting any of both which are considered to be most instrumental in the purchase intention of the consumer (Mallat, et al 2006).

The customer is said to adopt a brand whose innovative quality is compatible with their desires and aspirations (Wungwanitchakorn & A, 2002). The quality of a brand which could be considered as a result of innovation could be said to influence customers purchase intention if such a brand innovation is compatible with the customers values or aspirations (Rogers, 2003). The reason why customers want to purchase a particular brand is not just because of the qualitative innovativeness of such a brand, rather it is because such innovative quality is compatible with the

customer goals and values (Rijsdijk.S.A &Hultink.E.J, 2007). The customer purchase intention is most likely going to be influenced by those innovative brand qualities that are compatible with their goals and values (Lu and Su, 2009).

When talking about the impact of quality on purchase intention, its important to note that the purchase intention of a consumer is centered on those brand with not just high quality but rather with innovative qualities that are user friendly (Roger, 2003). The customer is likely going to base their purchase intentions on the minimal complex product with innovative higher quality (Gerrard.J & Cunningham.J.B, 2003).

Customers tend to get knowledge or awareness about the innovative qualities of a product when trial version of such product or services are made available to the customers. In a circumstance where the customers are more enlighten about the quality innovation of a particular brand, this significantly increases the intention of the customer to purchase such a brand (Wungwanitchakorn & A, 2002).Therefore, degree to which the customer intention is enhanced toward a particular brand could be said to be as a result of owners of brands making available trail versions of the innovative qualities of their brands to the customers (Rogers, 2003)

In terms of the impact of quality innovation on purchase intention, the visibility of the quality of a brand to the consumers could be said to be a factor that triggers the purchase intention of the customer toward such a brand (Rogers, 2003). The visibility of the quality of the product to the market builds the confidence of the consumer toward that product, thereby leading to a high tendency of the consumer wanting to purchase such a product because of how visible the organization is able to project its innovative quality (Rogers, 2003).

It has been generally established that the quality of the product and services of any given organization tends to have an effect on the purchase intention of the consumer, as the quality of the product could be a sum of the price and the tangible and non-tangible uniqueness of the brand. Though, there has been many factors that are capable of influencing the consumer purchase intention, but among these factors, satisfaction is said to be one of the most important factor management of organization should be very sensitive of when coming up with marketing strategies

(Erevelles and Leavitt,1992). The purchase intention of the customer is either said to be enhance or diminished when the customer has had contact with the product or services. This is because; the customer has been able to ascertain the degree of the quality of the product, in a situation were the customer is satisfied with the quality of the product or service from information gathered, the purchase intention of the customer will be said to increase toward that product, on the other hand, in a situation were there is dissatisfaction with the quality of the product or services, the customer tends to consider other alternatives (Rust and Oliver, 1994).

Product or service quality could be considered as the characteristics in a brand that a consumer feels satisfied with and these features are said to be in tune with the customer goals which influences the purchase intention of the customer as well as improve the organization performance (Dunk, 2002).

The projection of the product or service quality of a brand should be centered on satisfying the customer needs because, the quality of the brand in which the customer gathers could be considered as what motivates the purchase intention of the customer (Rao and Raghu Nathan, 1997).

2.6 Impact of Word of Mouth on Purchase Intention

Word of mouth has described as a means of transferring information, which was first concerted in 1970 by some physicians led by Goerge Silverman with the main aim of refering people to which drug was suitable for their conditions. Word of mouth is considered as an effective mechanism used in promoting or ruining a brand image: that is when something positive or negative is said about a brand by an existing or potential customer that has the tendency of influencing the purchase intention and decision of a consumer (Thurau et al, 2004).

It is very common to find people sharing their experiences about the quality or effectiveness of a brand to friends and loved ones, which is said to be capable of influencing the purchase intentions and decisions of the receivers of these experiences (Jalilvand and Samiei, 2012).

Word of mouth is said to aid in the dissemination of information on factors of a particular product or service that is capable of shaping or effecting the purchase

intentions of both the potential and existing customers (Hawkins et al, 2004). The closeness of people could be considered as a factor that leads to word of mouth having a strong effect on the purchase intention from the receiver to the sender of the information (Hawkins et al, 2004)

Strong ties or closeness among customers or individuals that may pose similar characteristics could be said to be a defining factor that leads to word of mouth having an effect on the purchase intentions of consumers (Dwayne et al, 2001)

In situations where the sender of a word of mouth message has a credible information about a brand of which he or she passes a message about, this tends to have a huge influence on the purchase intention of the receiver as the possibility of the receiver accepting the message received from the sender tends to be high (Coulter and Roggeveen, 2012).

According to research carried out, when it comes to service brands, consumers tend to be more convinced with information they get through word of mouth than from established brand agents or print media and tend to rely on information from word of mouth for their purchase intentions (Murray, 1991).

Several factors have been considered to be what makes word of mouth a credible source that influences the purchase intention of consumers. For instance, the authenticity of the message conveyed through word of mouth about a brand, which could be as a result of the reliability of the sender of such message to the brand, stands a chance of influencing the purchase intentions of the receiver of such a message because of the closeness and confidence the receiver has with the sender of such a message (Doney and Cannon, 1997; File, Cermark, and Prince, 1994; Holdford (2004); Miller and Baseheart, 1969; Niininen, Buhalis, and March, 2007). In some circumstances when the sender and receiver of the information in word of mouth (example e word of mouth) are not close, the tendency of such message from word of mouth having a significant influence on the purchase intention of the receiver of such message will solely depend on the authenticity and reliability of such a message being passed out (Senecal and Nantel, 2004).

Just like the authenticity of a message capable of influencing the purchase intention of a customer in a word of mouth situation, the high proficiency of the sender of the message in a word of mouth situation has the capability of influencing the purchase intention and decision of the receiver of the message (Bloch and Richins, 1986). If the sender level of knowledge about a brand is very high, such a sender is likely going to influence the purchase intention of the receiver who has little or no knowledge about a brand in contention because, such knowledgeable senders are likely going to be consulted or be regarded as a reference point when customers that are unfamiliar with a brand intend making a decision on purchase (Gilly et al, 1988). Therefore, the knowledge of the sender of a message in a word of mouth situation is likely going to have either a positive or negative effect on the purchase intention of the receiver of the message (Bansal and Voyer, 2000).

It is important to note that, the degree to which the sender of the information in a word of mouth situation is aware of the brand of which the message is passed is strongly correlated to the authenticity of such a message (Dholakia and Sternthal, 1977).

The level of awareness of the person passing a message in a word of mouth situation has huge effect in either building or reshaping the purchase intention of the receiver of the message (Hovland and Weiss, 1951). It is understood that the high proficiency of the sender of a message which comes as a result of the experience the sender has directly or indirectly had with a brand, the message the sender passes out tend to shape the mental model of the receiver who believes that whatever the sender says about a brand is probably going to be correct, which in turn is expected to shape their purchase intentions (Hovland and Weiss, 1951).

Another factor that strongly enhances word of mouth on purchase intention could be considered as the extent to which the receivers of a message tend to seek information about a particular brand. The degree to which the receiver is in need or seeks information about a brand could be said to strongly determine the effect of word of mouth on such a consumer purchase intention (Arndt, 1967). This proves the fact that word of mouth message has been very significant in the purchase decision of consumer who are highly in need for information about a particular brand (Bansal and Voyer, 2000).

2.7 Impact of Recommendation from Friends and Other Sources on Purchase Intention

The increasingly changing modern market has made purchase intention more dynamic for organizations to understand. This is because, the purchase intention of the consumer has drastically move from significantly being influenced by the tangible features of a brand to other external factors such as recommendations from friends and other sources that are capable of influencing a consumer purchase intention. For instance, the increasing growth of the internet has been said to play a significant role on the purchase intention of customers of the modern day market environment (Johnson, 2012).

The social media, which has been widely used in recent times as a means of communication amongst family and friends, has been said to play a significant role on the purchase intention of customers (Goldsmith and Horowitz, 2006). Forums within the social media that has been used by individuals in recent times in influencing the purchase intentions of customers include the social blog forum, social media instant messengers, emails etc (Goldsmith and Horowitz, 2006).

As part of the effect of the social media and other sources on the purchase intention of consumers, leading organizations of the world have been able to capitalize on these sources by engaging their marketing activities on these platforms which has been considered by numerous researchers to wield a significant effect on the consumer purchase intention (Johnson, 2012; Mohamed, 2012; Mehm'oodanci"Muhammad, 2011; Nielsen, 2012).

It is understood that, in the modern day market, consumers (especially the younger generation of consumers) tend to be more confident with recommendations (through which most of such recommendations are carried out through the social media and other relevant means) from peers, family and friends than from established and recognized brand agents (Bickait and Schindler, 2001).

The purchase intention of consumers are said to be hugely motivated by recommendations such consumers get from friends or close associate than from advertisement through which organization resources is spent on (Smith et ai, 2005) . the consumers are more comfortable with the information or knowledge there receive

from close ones than from established brands agents which may be as a result of the fact that, the consumers are more close to their friends and families than the organization of which the social media is said to significantly provide a platform for such a relationship to exist (Johnson, 2012).

It has been accepted that the social media has played a significant role in influencing the consumer purchase intention in recent time, but it will be important to note that, even before the growth and proliferation of the social media, consumers relied on advices from families, friends and other close associates on brands which influenced their purchase intentions and decisions (Barber et al., 2009). Therefore, the impact of recommendation from friends on purchase intention should not be mistaken to be as a result of the impact of the increasing rise of social media but rather, the growth of social media should be seen as an enhancer of recommendations from friends on the purchase intention of consumers (Barber et al., 2009).

The growth of social media has been able to connect diverse categories of people with similar characteristics from various geographical locations of the world together (Sinclair and Vogus, 2011). The attractiveness and activities of these platform has been considered to be a daily routine for most consumers of the world of whom majority of them are youth (Boyd and Ellison, 2007). Users of these social media platforms are able to interact with each other, through which brand quality are discussed and criticised and recommendations are made on these sites which a times usually beclouds the customer purchase intention when about to make a purchase decision (Kaplan and Haenlain, 2010)

An important factor to note from the social media is that, it has created a platform for different categories of people and groups to interact with each other, which are capable of influence the behaviors of users of such platforms (Johnson, 2012). According to research, over 85% of organizations of the of the world of which majority are retailers engage themselves in one or more of these social media platforms as a means of reaching out to the existing and potential consumers of their brand which has been said to have led to such strategic move having huge influence of the purchase intention of the targeted consumers (The Thought-leadership report, (2011).

It has been confirmed by research that, of the total amount of the general internet users, over two thirds of this population are users of one or more social media platforms and frequently engage in these forums which shapes their aspirations and decisions respectively (Nielsen, 2009). Despite the fact that the social media platform has been considered as a factor that influences consumer purchase intention, it has also created an opportunity for businesses who use these platforms in venturing into electronic businesses that are capable of reaching out to the potential and existing customers of such a given market (Nielsen, 2009).

In another research, it was established that, understanding the role these social media play in shaping the purchase intention of the consumer could be an effective tool used by organizations or companies in setting up promotional marketing on these platforms which could be considered as an effective measure in attracting existing and potential customers and also influencing their purchase intentions (Morpace, 2010).

2.8 Effect of Price on Consumer Purchase Intention

Among the 4 P's marketing mix: Product, Pricing, Promotion and Place, pricing is the very important factor that brings in money for the value provided by an organization, which goes a long way in determining the success and failures of any given organization. Pricing entails fixing a certain amount required for purchasing or enjoying the benefit created from the value proposed by an organization product or services (Oxford Manpower Dictionary, 2002).

Pricing could be considered as measures through which an organization establishes the worth of their goods or services, which is considered as a very important aspect of strategic marketing used by organizations in generating revenues that are also in tune with the consumer will to afford such amount (Rigges, 2008).

Research categorized the four marketing mix (4 P's) into two, and considers pricing as the only factor out of the four that generates revenue to the organization while the others are said to generate cost (Kotler and Keller, 2012). This research went further to state that, the purchase intentions of consumers is hugely influenced by how they perceive the worth of the price of the product or service of a brand to the benefits there tend to get from such product or services (Kotler and Keller, 2012).

Consumers have been considered to very price conscious when considering which product or service to purchase, which has made most owners of brands developing pricing strategies that are capable of denoting the perceptions and intentions of the consumers (Liu et al, 2013).

There has been conflicting position on the effect of pricing on the consumer purchase intention as some consider lower pricing as being responsible for attracting customers to a particular brand, others see low pricing as a form of making customers loose trust in as brand, as this is capable of making the brand look inferior, despite the fact that young consumers may want to go for a brand with low cost because of their low income (Agarwal et al., 2001; Chang and Tseng, 2011). The perception of customers about brands, which is considered as what shapes their purchase intentions, is said to be influenced by several factors of which the price of brands happens to be an important factor (Agarwal et al., 2001; Chang and Tseng, 2011). The competitiveness of the market environment leaves the consumer with various purchasing alternatives which has resulted in organizations developing promotional pricing because the lower reference pricing of the consumer which entails spending a minimal amount on a particular product or service is likely going to affect the purchase intention and decision of such a consumer on a brand with promotional pricing system than on a brand with high price referencing (Niedrich et al, 2001).

One of the techniques through which owners of brands use pricing in shaping the purchase intentions of consumers, which has been considered very effective, is odd pricing. In a situation where the price of a product is tagged at 4.99, this gives the customer an illusion that the price of such a product is closer to \$4 than to \$5, which is considered to affect or wield a significant influence on the purchase intention of the consumer thereby motivating their purchase decisions (Boyd & Massy 1972). This pricing technique has been said to be a strategy used by organizations (especially retail organization) in manipulating the purchase intentions of customers thereby making the customers deciding on purchasing these brands that adopt this technique (Sahaf, 2013).

Another means through which companies use pricing in influencing the purchase intentions of the customers is through bundle pricing. This is a strategy

whereby, companies come up with an all-inclusive (a combination or various products or services) price whereby they combine various products or services into a single price package (Lined, 2009, Ancarani, 2002). It has been also discovered that this pricing strategy is capable of generating over 40% of profit for organizations (Simon and Butscher, 2001).

Discount pricing has been said to be another significant effect of pricing on consumer purchase intention, as this is said to wield both short and long run benefits to the organizations that adopt such strategy as well (Gedenk, 2002). On the short term benefits of discount pricing on organizations, promotional pricing packages tend to influence the customers purchase intention by attracting both existing and new customers to brands that offer such packages, while the long term benefit of discount pricing leads to customer loyalty, this is because, when these strategic pricing technique is applied, it shapes the purchase intention of the customers which also affect their purchase decision thereby making such customers become loyal to that particular brand (Gedenk, 2002).

2.9 Impact of Trust on Purchase Intention

Lewis and Weigert (1985), sees trust as “the understanding of a risky course of action on the confident expectation that all persons involved in the action will act competently and dutifully”.

Trust could be considered as a situation when a party or parties is or are willingly to commit themselves to another party with the conviction that the later will be able to meet or deliver on the expectations of the former (Mayer, Davis and Schoorman, 1995).

Consumer purchase intention could be considered as behaviors or intent of a consumer to purchase a product or brand which could be as a result of trust in such a brand (Boulding, Kalra, Staelin, &Zeithaml, 1993).

Customer trust on a brand could be considered as that sense of security an organization has been able to create in the mind of the consumer that convinces such a consumer to want and willingly purchase such a brand (Holmes, 1991:Luhmann,1979). Furthermore, there is need for organization to foster trust in

the image of their products or services in order to reduce or eradicate the insecurity of consumer which on the other hand leads to customer retention (Menon et al, 1999: Meyerson et al., 1996).

In another definition, trust can be considered as the level of effectiveness perceived by individuals on a particular product or services (Doney and Cannon, 1997).

It is important to note that, the desires and fears of the consumer is what actually shape the mind of the consumer when talking about purchasing intention. Part of the fears of a consumer that shapes his or her purchase intention are does unconvincing factors a consumer encounters with a brand, which makes them either want to consider alternatives or completely abandon or which makes such a consumer seek for more convincing reason to purchase a particular brand (Mitchell and Boustani, 1994).

Uncertainty could be as a result of a lack of innovation on the part of a particular which might make a consumer to consider his or her intent toward purchasing such a product (Mohr, 2000)

Most customer are said to commit themselves to a particular brand not because of the minimal cost of such a brand, rather, these customers are willing to continue patronizing a particular brand because of the degree of trust they have on the brand in meeting their expectations (Shoan, 2004).

The image of a particular brand is what usually surrounds the consumers mind when faced with intent to purchase (Aaker and John, 1989).

Consumers usually base their intention to purchase a product on the perception of both past and present events of any given brand or product (Knight and Calantone, 2000).

The impression an organization creates with its brand in the competitive market environment of today, leaves such a brand open for evaluation to the dynamic consumers of such a given market, which determines the consumers purchase decision regarding such a brand (Laroche et al, 2005).

The purchase intention is determined by the aspirations of the consumer which could be also found in the emotional values of such a consumer which are embedded in how the consumer feels or want in a product or service (Bagozzi et al, 1999).

If the attributes a product possess is in tune with the consumers intention, this leads to a high tendency of such a consumer committing his or herself to such a brand than a consumer that has no intent of purchasing at all. Therefore, the intention of consumer in purchasing a particular product could be considered as the stage that determine the decision of such a consider patronizing a brand or not (Brown, 2003).

Customers tend to find those maximum pleasurable benefits from alternative brands or product before deciding on which brand to commit themselves to (Sweeny and Souter, 2001).

The aspiration of the consumer could be considered as the level of acceptance a consumer considers with regard the effectiveness of such a brand, which in turn shapes the purchase intention of such a consumer (Ziethaml, 1988).

The purchase intention of a consumer is determined by the encounter the consumer may have faced with a product or brand and how effective such a brand may have served the purpose of use, which plays a major role in future purchase decisions of the consumer (Baker and Crompton, 2000).

It has been generally accepted by scholar of this field of study that customer trust on a particular brand plays a very significant role in the determining the success of organizations because, the loyalty of a consumer toward a brand is solely determined by the level of trust such a consumer has on particular brand or product (Bhimani, 1996, arvenpaa et al, 1999, Kim et al, 2005).

Further study defines trust as the conviction of individual or group of individuals on the reliability of a particular product or brand (Gefen 2000; Hosmer 1995; Moorman, Zaltman&Deshpande 1992).

The reason why consumers arrive at a decision to purchase a particular product or brand is usually influenced by many factors of which trust tend to be visible among them (Hellier et al., 2003).

In consumer purchasing decision making process, customer trust in a brand or product before purchasing or to wanting to purchase a particular product or service again goes a long way in determining the purchase intention of such consumers (Porter, 2009).

Trust as a phenomenon, could be considered as a risk in itself taken by a consumer in committing his or self to a particular brand with the belief that such a brand is going to deliver on the expectations of the consumer (Mayer, Davis and Schoorman, 1995).

The concept of trust has been viewed as measured used by organization in projecting their brands in other to effectively facilitate the relationship between the organization and the consumers, which goes a long way in determining the success of such organizations (Pavlou and Gefen, 2004).

Further studies viewed trust as a medium used by organization in reducing the perceived curiosity of the consumer toward a particular brand or lines of products (White and Lloyd 2006).

When talking about reason why consumers may want to boycott a particular product or brand, trust can be seen as that effective tool that aides in the reduction of the curiosity of a customer and hence should be taken as a very sensitive factor when strategies are being formulated by organizations (Blau, 2008).

2.10 Factors that Engenders Trust on Purchase Intention

The perception of the consumer about a brand which is as a result of the impression created by the producers of such brand can be considered as one of the very important motivating factor that makes a consumer trust a product and want to purchase a particular brand (Rousseau et al 1998: Zand, 1972). Therefore, the reputation a company creates about it brand can be an important factor that builds consumer trust toward such brands or products (McKnight et al,1998). There are several factors that affect consumer trust on a particular product or brand which is considered as an important factor of consumer purchase intention. For instance, the reputation of an organization such as consistence in a particular way of doing things over a long period of time could be said to be an important factor that builds trust in

the customer (Jarvenpaa and Tractinsky, 1999). A good reputation created by a particular brand can be an effective tool in determine the willingness of consumers to depend on such a brand for their needs or satisfactions, because the image a brand puts out to the public shows it credibility or integrity which on the other hand determines the level of trust such brand get from the consumers (Barnes and Vidgen, 2000).

The perception of the customer over the quality of a product or services can be said to build customer trust toward that product (Daignault, 2001). Therefore, high product and service quality could be considered as a tool use by organizations in building customer trust. In a circumstances where a customer is satisfied with a product which is usually as a result of a high level of product or service quality, this builds the customer trust in the product or service which in turn leads to customer loyalty (Kim and Tadisina, 2007). In addition, the perceived quality of a brand hugely affect the degree of trust of the consumer in such a brand, (McKnight, Choudhury, & Kacmar, 2002; Araujo, 2003; Kim, Xu, &Koh, 2004). A more user friendly brand with high quality tends to enhance consumer trust on such brand which affects their purchase decision in general (Wakefield, Stocks, & Wilder, 2004; Want &Benbasat, 2005)

More findings on the factors that engender customer trust show a correlation between past experiences, social presence and trust, as the first two factors are said to engender consumer trust in a brand or product which on the other hand affects customer purchase intention and decision making respectively (Yoh, et al, 2003). Therefore, the experiences of customer adversely affect the trust of the consumer in a brand (Monsuwe et al., 2004). In a situation where a customer has come in contact with a brand before, such an experience strongly effect the level of trust the consumer will have on such a brand which, on the other hand significantly affect future purchase intention and decision of a customer on the brand (Ranganathan and Jha, 2007).

Another factor mentioned above that engenders trust is social presence. In this context, social presence could be regarded as medium through which the organization communicates with their existing and potential consumers, which can be said to have significance on consumer trust, on the other hand affecting purchase

intention and decision (Short and Christie, 1976). The essence of the concept of the social presence strategy used by organizations is that, it tries to maintain a cordial relationship between the organization and customers, which on the other hand builds trust and loyalty (Short and Christie, 1976). Therefore, the social presence strategy is a tool used by organizations in effectively maintaining and communicating its values through different means to the consumers, which are capable of building trust, which has been considered as an important factor that shapes consumer purchase intention and decision (Kehrwald and Benjamin, 2008).

2.11 Conclusion

This chapter reviews existing literatures that examines the relationship between the independent and dependent variables adopted for this research. The theory of planned behavior is reviewed and adopted for this research as well as several literatures reviewed that links the type of relationship that exist between the independent and dependent variables.

CHAPTER THREE

MODEL OF THE STUDY

3.1 Introduction

This chapter explains the model of the study and the definitions of its variables. This is expected ascertain if there is a link or relationship between the independent variables (product quality, word of mouth, recommendation from friends and other sources, price and trust) and the dependent variable (purchase intention) this leads in the formulation of the hypotheses of the research study.

3.2 The Study Model

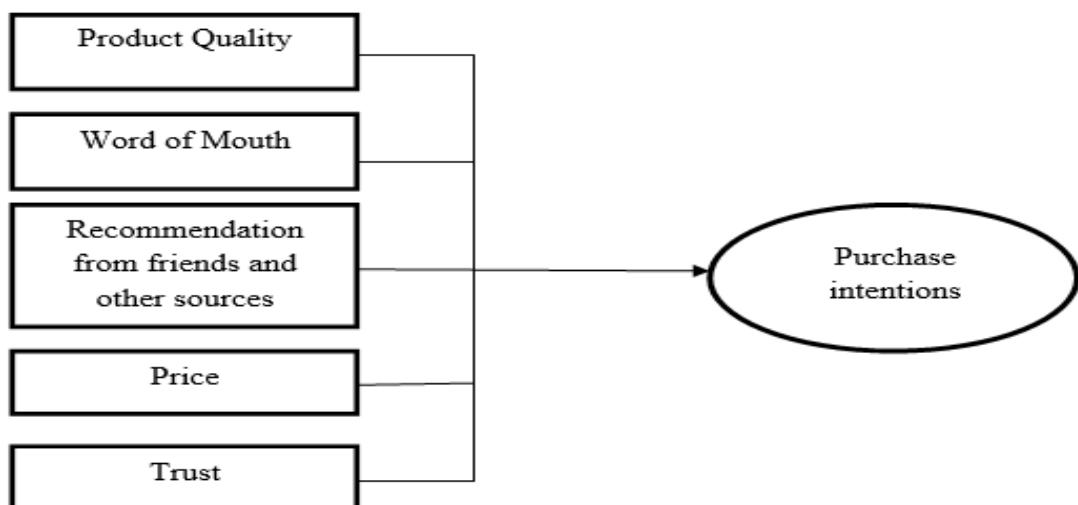


Figure 3.2.1: Model of Factors that Affect Consumer Purchase Intention

The model in Figure 3.1 above represents five independent variables, which positively affect the concept of Purchase Intention.

Product quality: could be defined as how an organization is able to effectively and uniquely project its brand, which catches the admiration of the consumer and will make such consumers consider these qualities when he or she is about to make a purchase (Zeithaml, 1988). These qualities or features of a product or service is considered as an important factor that tends to shape a consumer's intent to purchase a particular product or service. Thereby, the quality of a product is considered as to have a link with consumer purchase intention.

Word of mouth: is considered as an effective mechanism used in promoting or ruining a brand image: that is when something positive or negative is said about a brand by an existing or potential customer that has the tendency of influencing the purchase intention and decision of a consumer (Thurau et al, 2004). As a result of the growing confidence of consumers in word of mouth, information gotten from this medium most likely affects the intent to purchase a particular product or brand.

Recommendation from Friends and other Sources: In the modern day market, consumers (especially the younger generation of consumers) tend to be more confident with recommendations (through which most of such recommendations are carried out through the social media and other relevant means) from peers, family and friends than from established and recognized brand agents (Bickait and Schindler, 2001). Advices and information gotten from the channels are considered to be capable of shaping the consumers' purchase intentions.

Price: Consumers have been considered to be very price conscious when considering which product or service to purchase, which has made most owners of brands develop pricing strategies that are capable of denoting the perceptions and intentions of the consumers (Liu et al, 2013). Therefore, the price of a product or service is considered to be one of the very important factors that tends to shape a consumer's purchase intention when faced with alternative options.

Trust: Consumer purchase intention could be considered as a behavior or intent of a consumer to purchase a product or brand which could be as a result of trust in such a brand (Boulding, Kalra, Staelin, & Zeithaml, 1993).

Purchase intention: Purchase intention can be seen as those qualities and attributes in a product or service which the consumer look forward to when looking at alternatives (Blackwell et.al, 2001). These attributes could be tangible or intangible, and could include factors such as quality; price, and advices or recommendations consumers get from external sources could build trust in a particular product, which on the other hand could determine consumer purchase intention.

3.3. Hypothesis Formulated

Figure 3.1 above shows that there is a relationship between our independent variables (product quality, word of mouth, recommendations from friends and other sources, price and trust) on our dependent variable (purchase intention). This significant relationship that exists among our independent and dependent variables is what made us adopt the following hypothesis:

H1: There is a significant impact of product quality on the purchase intention of Apple consumers.

H2: There is a significant impact of word of mouth on the purchase intention of Apple customers.

H3: There is a significant impact of recommendation from friends and other sources on the purchase intention of Apple customers.

H4: There is a significant impact of price on the purchase intention of Apple customers.

H5: There is a significant impact of trust on the purchase intention of Apple customers.

3.4 Conclusion

This chapter has presented the model of the study and the formulations of the hypotheses. It shows the relationship that exist between the factors that make up the model. From the model presented and the hypothesis formulated above shows that there is a relationship between the independent variables (product quality, word of

mouth, recommendation from friends and other sources, price and trust) on the dependent variable (purchase intention).

CHAPTER FOUR

METHODOLOGY

4.1 Introduction

The essence of this chapter is to explain the research method adopted for this research, which shows the research design, method and instrumental measures applied, method of data collection and presentation, population and sample size adopted, analytical method use, as well as the validity and reliability of the measures adopted.

4.2 Research Design

Research design entails measures through which a researcher intends to gather information and use this information in solving a particular problem or groups of problems (Parahoo, 1997: 142). It could be further considered by Polit et al, (2001: 167) as “the researchers view for solving the research question or testing of the hypothesis. Research design also entails a design with the sole aim of overseeing a study or research with most extreme control over factors that may interfere with the authenticity of the findings (Burns and Grove, 2003:195)

The aim of this research is to ascertain the factors that affect a consumer purchase intention in any given market, with a case study of Apple brand users of the students of the department of marketing, in the faculty of economic and

administrative science, Near East University, Lefkosia, North Cyprus. The reason for choosing the Apple products is because, Apple as a brand which comprises of products such as smart phones (iPhone), laptops (MacBook), wrist watch (Apple smart watch) palm top (iPad) and Music player (iPod), is considered as one of the mostly used technological brand by students of Near East University. Therefore, it was imperative to undertake a research on the factors that shapes the purchase intentions of consumers on the most used brand. Because, findings from this research could be applied to other customers of other products or services.

Data used for this research was collected and investigated within the school campus with little interference of the researcher. Furthermore, in order to accomplish the essence of which this research was undertaken, a well-constructed questionnaire was administered to the students of the department of marketing of the university, during school hour in understanding the factors that affected or affects their intention to purchase the Apple brand. Investigation for this research was conducted within one month.

1. Does product quality have an effect on the consumer purchase intention?
2. Does word of mouth have an effect on the consumer purchase intention?
3. Does recommendation from friends and other sources have an effect on the consumer purchase intention?
4. Does price of a product have an effect on the consumer purchase intention?
5. Does trust have an effect on the consumer purchase intention?

4.3 Method of Data Collection and Measuring Instrument

Primary data are data has collected for the first time, and can otherwise be known as original data (Kothari, (2004). Primary data was collected and used in analyzing the factors that affect the purchase intentions of Apple brand users of the students and staffs of the department of marketing, Near East University.

The primary data use for this research was collected through the formation of a well-structured questionnaire. The questionnaire use or distributed for this research was structured into two main section: the demography section which comprises of personal information about the respondent (such as age, gender and Apple product use by respondents) and the second section which is divided into six different sub sections. These six different sub sections comprises attitude statements measurable on a 5-Point Likert Scale for product quality product quality (5 statements), word of mouth (4 statements), recommendation from friends and other sources (6 statements), price (5 statements), trust (5 statements) and on purchase intention (5 statements). Over 200 questionnaires were distributed to the students of the department of marketing, Near East University with an expectation of getting feedback of a minimum of 90% of the questionnaire distributed.

After collecting all 200 questionnaires from the respondents, 150 questionnaire were considered relevant for this research because, respondents of the 150 questionnaire that was considered valid for this research indicated to owning an Apple product, while the 50 questionnaire screened out was as a result of respondent not indicating to be users of any of the Apple product listed in the questionnaire. A preliminary distribution of the questionnaire was first carried out comprising of 10 questionnaires, this was to ascertain the extent to which the respondent understood the question and this was a medium use in identifying some lapses in our questionnaire, which led to the modification of the questionnaire.

The questionnaire for this research was adopted from reliable and existing research (Ennew and Sekhon, 2007, Cakir and Cetin, 2013, Cruz, 2015) done on the factors considered for this research, which can be found in the bibliography of this study.

4.4 Population

Population can be regarded as the sum total of people or any other factor that make up the subject matter through which a particular study is centered on and through which the sample size used for such research is derived as well. The population for this research will be 200 students of the department of marketing, Near East University. However, the essence of this research is focused on

understanding the factors that affect consumer purchase intention, an analysis of how the sample size use for this research is illustrated in the sample size section below.

4.5 Sample Size

Sampling is considered as a way of choosing a sum of individuals or objects from a population where in the selected group has element representing the characteristics of the entire group (Orodho and Kombo, 2002).

This research will be adopting a sampling technique known as ‘convenient sampling’. Convenient sampling could be seen as a method of collecting data for a population that is available and convenient for a particular study (Saunders and Thornhill, 2012). The reason for adopting this technique is as a result of the limitation of time upon which these research was conducted. The sample size for this research was framed by distributing a self-constructed questionnaire to 200 students of the marketing department, Near East University, asking them to indicate the brand of smart phones, computers and other electronic brands they use. Result from the questionnaire distributed showed that 150 students were users of either of the apple products: Iphone, Ipad, Ipod and Macbook, through which we were able to determine our sample size for this research.

4.6 Analytical Methods

This research adopts a statistical method of analysis, using the SPSS version 20 statistical application. The reason for this choice of analytical method is to clearly determine the relationship between the independent variable (product quality, word of mouth, recommendation from friends and other sources, price and trust) and the dependent variables (purchase intention). The Pearson correlation will be adopted to test the correlation between the variables. A multiple regression analysis, which helps to determine the type of relationship that exists between variables (whether positive or negative), is also adopted. On the other hand, this will enable the use of more than one factor in making a prediction and help in separating casual factors by explaining how one factor affects the other.

4.7 Validity and Reliability of the Measurement

In order to ascertain the degree of consistency and authenticity of this research, the Cronbach's alpha method was applied in determining the level of reliability and acceptability of the questionnaire use for this research.

4.8 Conclusion

This chapter explained in details the research method adopted for this research, by enumerating the research design, which defined the purpose of the research, the medium through which the data used for this research was derived, presented and analyzed, how the population and sample size was determined, the analytical methods adopted, also stating the validity and reliability of the measurement which summarizes the entire research.

CHAPTER FIVE

DATA ANALYSIS

5.1 Introduction

The chapter focuses on the analysis of the data on the factors that influences the purchase intention of Apple users, with a case study of the student of marketing department, Near East University.

A reliability analysis was conducted to test the authenticity and consistency of the variables use for this research. Also a correlation and regression analysis was also carried out to ascertain the hypothesis used for this research

5.2 Realization Rate

The sample of convenience technique was adopted for this research and a total number of 200 questionnaires were distributed to the students of marketing department, Near East University. A total of 150 questionnaires were recovered with each respondent out of the 150 being a user of either of the Apple product indicated in the questionnaire. A total number of 50 out of the 200 questionnaire were not suitable for this research because respondent did not indicate to owning any of the Apple devices mentioned in the demography section of the questionnaire.

Table 5.2.1: Realization Rate

Total questionnaire distributed	200
Questionnaire screened out	50
Questionnaire not recovered	0
Total questionnaire realized	150

Data collected from our questionnaire was inputted into the SPSS version 20 software for analysis

5.3 Consistency of the Measuring Instrument

This research applied the the Crombach's Alpha, which is a measure use in determining the internal consistency of the reliability of questionnaires responses. Therefore, the Crombach's Alpha is 0.987 for the 30 questions used for this research, indicating a high reliability and internal consistency as shown in the table below. This is because, the Crombach's Alpha value of this research which is above 0.65, that is considered as the minimum requirement for a questionnaire of any given research to be reliable. Therefore a value of 0.987 entails a high reliability and consistency of the questions used for this research.

Table 5.3.1: Case-Processing Summary

Case Processing Summary		
	N	%
Valid	150	100,0
Cases Excluded ^a	0	,0
Total	150	100,0

a. Listwise deletion based on all variables in the procedure.

Table 5.3.2: Reliability Statistic

Reliability Statistics	
Cronbach's Alpha	N of Items
,987	30

5.3 Descriptive Statistic

5.3.1 Analysis of the Respondent's Personal Detail

The questionnaire used for this research was divided into two sections. The first section was created to ensure that only responses from Apple users will be considered for this research. The first section also asked for some personal details about the respondents which are shown below:

5.3.2 Gender

In the course of our demographic analysis, result gotten indicates that, 81 (54%) of our respondent are females while 69 (46%) of the remaining respondent are male.

Table 5.3.2.1: Composition of Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	81	54,0	54,0	54,0
Valid Male	69	46,0	46,0	100,0
Total	150	100,0	100,0	

Major Findings: female and male were almost equal in number.

5.3.3 Age Group

Table 5.3.2.2: What is your Age Group?

	Frequency	Percent	Valid Percent	Cumulative Percent
18 – 20	45	30,0	30,0	30,0
21 – 23	57	38,0	38,0	68,0
Valid 24	47	31,3	31,3	99,3
Above	1	,7	,7	100,0
Total	150	100,0	100,0	

Result gotten from the age section of our demographic analysis shows that, 45 (30%) of our respondents are between the ages of 18 – 20, 57 (38%) of our

respondent are between the ages of 21 – 23 and 47 (31.1%) of the remaining respondent fall within the age bracket of 24 years and above respectively.

Major Findings: Most of the respondents were within the ages of 21 – 23.

5.3.4 Apple Product Use

Table 5.3.4.1: Product Use

	Frequency	Percent	Valid Percent	Cumulative Percent
Iphone	79	52,7	52,7	52,7
Ipad	30	20,0	20,0	72,7
Valid MacBook	31	20,7	20,7	93,3
IPod	10	6,7	6,7	100,0
Total	150	100,0	100,0	

The essence of the product section of our demographic analysis is to indicate the type of Apple product owned by our respondents. Result gotten shows that 79 (52.7%) of our respondents are Iphone users, 30 (30%) are Ipad users, 31 (20.7%) are MacBook users and 10 (6.7%) of the remaining respondents are Ipod users. Indicating that majority of our respondent are Iphone users, though they wasnt an opportunity for respondent under this category to specify the model of Iphone they use.

Major Findings: majority of the respondents were iPhone users.

5.3.5 Analysis of Factors that Influence Purchase Intention

The second (2) section of our questionnaire is made up of 30 questions: five for product quality, five for price, four for word of mouth, six for recommendation from friends and other sources, five for trust and five for purchase intention respectively. The following tables represent the average of responses gotten:

Table 5.3.5.1: Product Quality

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Apple brands are durable and dependable	150	1,93	1,199	,098
Apple brands are affordable and less expensive	150	1,94	1,142	,093
Apple brands are more user friendly	150	1,99	1,176	,096
The satisfaction with the performance of the Apple brand Applications is what make me consider purchasing the brand	150	1,96	1,187	,097
The confidence I get from people about the brand is what motivates me to purchase the brand	150	1,98	1,173	,096

Majority of the respondent agreed that product quality has an influence on their purchase intention.

Table 5.3.5.2: Price

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
When about to make a purchase, price of a product is one of the factors I consider very important	150	1,95	1,183	,097
Apple brand products are affordable	150	2,01	1,215	,099
If the apple brand prices were too expensive, I will not consider purchasing the brand	150	1,97	1,158	,095
I'm satisfied with the Apple brand price	150	1,93	1,124	,092
The price of Apple brands product is proportional to the benefit I get from the services.	150	2,00	1,210	,099

Majority of the student agreed that price plays a very significant role, which in turn shapes their purchase intentions.

Table 5.3.5.3: Word of Mouth

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
I asked for advice from friends before purchasing my Apple product	150	1,96	1,231	,101
I'm usually influenced by the positive and negative advices I get from people regarding a product or service.	150	1,97	1,215	,099
I'm very confident with word of mouth advices	150	2,02	1,190	,097
The advice I get from people about Apple is what motivates me	150	2,02	1,229	,100

Finding visible shows that majority of the respondent agreed that the information they get from word of mouth influences their purchase intentions.

Table 5.3.5.4: Recommendation from Friends and Other Sources

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Recommendation from friends and other sources is very important to me	150	1,93	1,168	,095
I have confidence in the recommendations I get from family and friends	150	1,97	1,231	,101
I have confidence in the recommendations I get from social medias and other important sites	150	1,87	1,121	,092
I consider the recommendations I get from friends very important	150	2,03	1,271	,104
The recommendation I get from existing Apple customers was very useful to me	150	1,89	1,118	,091
I agreed with the positive recommendations about Apple products from friends and other sources	150	1,79	1,064	,087

Major finding shows that the recommendation our respondents get from friends and other sources hugely influences their purchase intention.

Table 5.3.5.5: Trust

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Apple brand is concern about the consumers maximum satisfaction	150	1,81	1,085	,089
Apple brand has a strong reputation	150	1,87	1,189	,097
I'm comfortable with the performance of the product	150	1,89	1,138	,093
Apple has the interest of the customers at heart	150	1,88	1,123	,092
Apple provides adequate attention to customers when ever there is a problem with the products	150	1,89	1,173	,096

Major findings show that respondent agreed that trust in a product affects their intent to purchase a product.

Table 5.3.5.6: Purchase Intention

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I would consider purchasing a product or services because of the tangible benefits	150	1,84	1,100	,090
I would consider purchasing a product or service because of theIntangible benefits	150	1,86	1,159	,095
The satisfaction I get from a product or service features makes me want to purchase	150	1,85	1,132	,092
My intent to purchase is hugely determined by the information I get about a product or service	150	1,90	1,060	,087
I wouldn't purchase the Apple brand if I didn't have trust in the product quality, price and confidence from recommendation I got from friends and other sources	150	1,83	1,064	,087

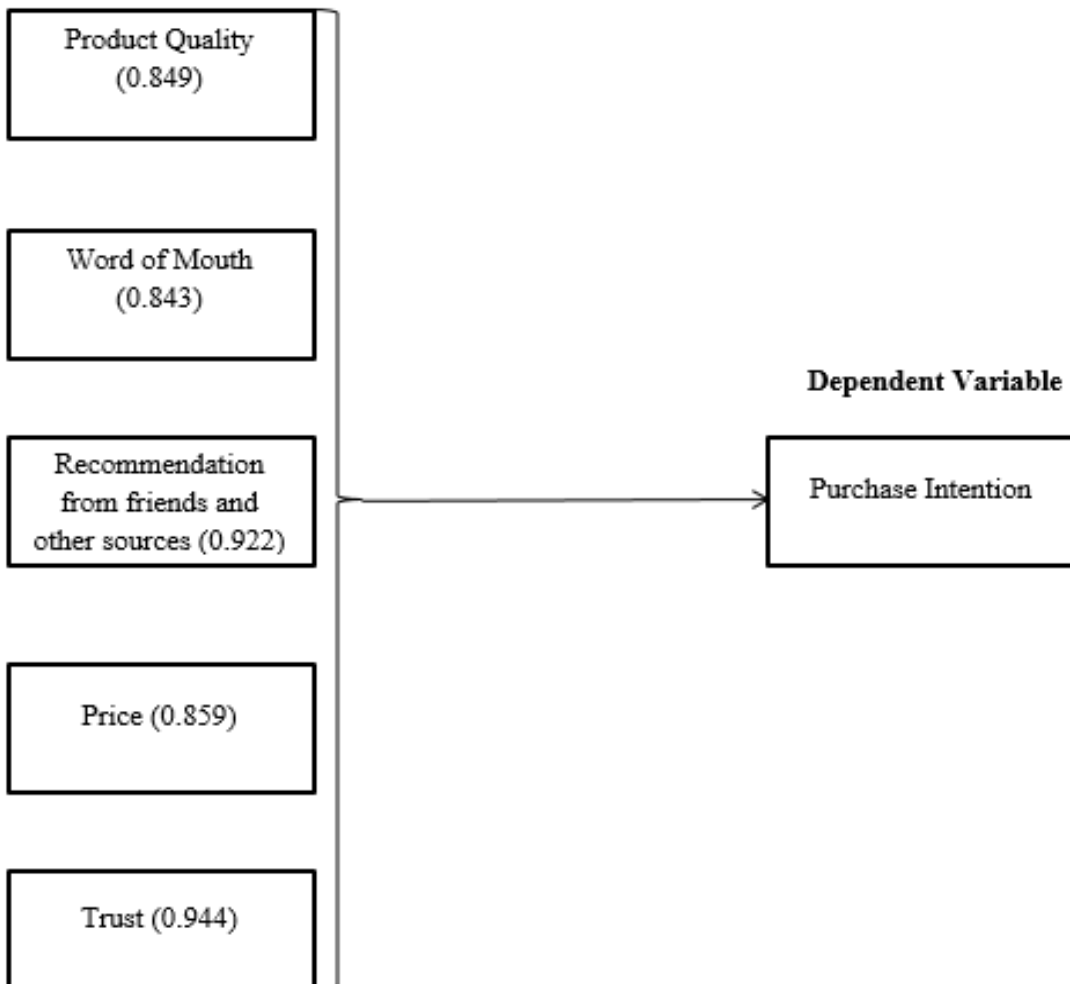
Major findings show that our respondent agreed that their intention to purchase a product is shaped by both tangible and intangible factors of such a product.

5.4 Testing the Research Hypothesis

As seen in the methodology section of this research, a model was constructed comprising of five hypotheses with the aim of testing the relationship between our independent variables: product quality, word of mouth, recommendation from friends and other sources, trust on purchase intention which is our dependent variable. A correlation analysis is applied to determine if our hypothesis related or not.

The following indicates analysis of the model adopted for this research in testing for correlation with the aid of the SPSS version 20 software.

Independent Variables



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

Figure 5.4.1: The Correlation Coefficient between the Study

5.4.1 Testing Hypothesis One

H1: there is a significant relationship between product quality and purchase intention.

Table 5.4.1.1: Product Quality Correlations

		Correlations	
		Purchaseintention	Productquality
Purchaseintention	Pearson Correlation	1	,849
	Sig. (2-tailed)		,000
	N	150	150
Productquality	Pearson Correlation	,849	1
	Sig. (2-tailed)	,000	
	N	150	150

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

Result gotten from table 5.4.1.1 indicates that product quality significantly affects purchase intention positively, with a variance of $r(150) = 0.849$ and a $p = 0.01$. this shows that there is a strong relationship between the independent and dependent variables which supports our H1 hypothesis for hypothesis one.

5.4.2: Word of Mouth Correlations

H2: there is a significant relationship between word of mouth and purchase intention.

Table 5.4.2.1: Word of Mouth Correlations

		Correlations	
		Purchaseintention	Wordofmouth
Purchaseintention	Pearson Correlation	1	,843
	Sig. (2-tailed)		,000
	N	150	150
Wordofmouth	Pearson Correlation	,843	1
	Sig. (2-tailed)	,000	
	N	150	150

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

Result gotten from table 5.4.2.1, shows that product quality significantly affects purchase intention positively with a variance of $r(150) = 0.843$ and a $p =$

0.01. This indicates that there is a strong and significant relationship between our independent and dependent variables, which supports our H1 hypothesis for hypothesis two.

5.4.3: Recommendation from Friends and other Sources Correlations

H3: there is a significant relationship between recommendation from friends and other sources on purchase intention.

Table 5.4.3.1: Recommendation from Friends and other Sources Correlations

		Correlations	
		Purchaseintention	RFAOS
Purchaseintention	Pearson Correlation	1	,922
	Sig. (2-tailed)		,000
	N	150	150
RFAOS	Pearson Correlation	,922	1
	Sig. (2-tailed)	,000	
	N	150	150

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

Result gotten from table 5.15 shows that recommendation from friends and other sources significantly affect purchase intention positively with a variance of $r(150) = 0.922$ and a p value of 0.01. Indicating that, there is a high relationship between our independent and independent variables, which supports our H1 hypothesis for hypothesis three.

5.4.4: Price Correlations

H4: There is a significant relationship between price of a product and purchase intention

Table 5.4.4.1: Price Correlations

		Correlations	
		Purchaseintention	Price
Purchaseintention	Pearson Correlation	1	,859
	Sig. (2-tailed)		,000
	N	150	150
Price	Pearson Correlation	,859	1
	Sig. (2-tailed)	,000	
	N	150	150

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

Result gotten from table 5.16 shows that the price of a product significantly affect purchase intention positively with a variance of $r(150) = 0.859$ and a p value of 0.01. Indicating that, there is a high relationship between our independent and independent variables, which supports our H1 hypothesis for hypothesis four.

5.4.5 Trust Correlations

H5: There is a significant relationship between customer trust on a product and purchase intention.

Table 5.4.5.1: Trust Correlations

		Correlations	
		Purchaseintention	Trust
Purchaseintention	Pearson Correlation	1	,944
	Sig. (2-tailed)		,000
	N	150	150
Trust	Pearson Correlation	,944	1
	Sig. (2-tailed)	,000	
	N	150	150

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

Result gotten from table 5.17 shows that customer trust in a product significantly affect purchase intention positively with a variance of $r(150) = 0.944$ and a p value of 0.01. Indicating that, there is a high relationship between our

independent and independent variables, which supports our H1 hypothesis for hypothesis five.

5.5 Regression Analysis

In other to determine the level of relationship that exist between our independent variables (product quality, word of mouth, recommendation from friends and other sources, price and trust) and our dependent variable (purchase intention), a simple linear regression was carried out.

Tables below shall be indicating the significant impact of our independent variables on our dependent variables respectively.

Table 5.5.1: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,955 ^a	,911	,908	,29917

a. Predictors: (Constant), Trust, Wordofmouth, Productquality, RFAOS, Price

Table 5.5.2: Anova

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	132,418	5	26,484	295,895	,000 ^b
	Residual	12,889	144	,090		
	Total	145,307	149			

a. Dependent Variable: Purchaseintention

b. Predictors: (Constant), Trust, Wordofmouth, Productquality, RFAOS, Price

Table 5.5.1 shows that the R square value of 0.911. Meaning that, over 91% of the purchase intention (dependent) of our respondent is determined by product quality, word of mouth, recommendation from friends and other sources, price and trust (independent variable). This means that only about 9% of the total influence of the purchase intention of our respondent was unaccounted for, this might be due to some estimated model error. The results also shows an adjusted R squared of 0.908. This means that after adjusting the entire variables, about 90% of the dependent

variable could still be seen as the impact of the independent variables. This is further backed up with a F – value of 295.895 in table 5:19.

Table 5.5.3: Variable Analysis of the Study

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,069	,054		1,282	,202
	PRODUCTQUALITY	,032	,067	,034	,481	,000
	WORDOFMOUTH	,025	,069	,015	,191	,000
	RECOMMENDATIONFROMFRIENDSANDOTHERSOURCES	,307	,084	,308	3,645	,000
	PRICE	,273	,055	,517	4,948	,000
	TRUST	,595	,064	,619	9,342	,000

a. Dependent Variable: PURCHASEINTENTION

Result from table 5:20 shows the influence of the independent variables (product quality, word of mouth, recommendation from friends and other sources, price and trust) on the dependent variable (purchase intention). Result indicates a significance value of 0.000 for product quality, word of mouth, recommendation from friends and other sources, price and trust respectively.

Result from table 5.20 further shows the following standardized regression coefficient for our variables: product quality ($\beta = 0.034$, $p < 0,01$), word of mouth ($\beta = 0.15$, $p < 0.01$), Recommendation from friends and other sources ($\beta = 0.308$, $p < 0.01$), price ($\beta = 0.519$, $p < 0.01$), trust ($\beta = 0.064$, $p < 0.01$).

Further result from the same table 5.20 indicates that, among all our independent variables, trust had the greatest influence on customer purchase

intention, followed by price and word of mouth had the least influence on purchase intention when compared with the five independent variables respectively.

6. Conclusion

The essence of this chapter is centered on the empirical findings of this research. A reliability analysis which outcome indicates a 987 percent showed that all the variables used for this research were reliable. This was backed up by a descriptive analysis which buttressed the authenticity of the variables used. A correlation analysis carried out indicated a significant relationship between our independent variables (product quality, word of mouth, recommendation from friends and other sources, price and trust) and our dependent variable (purchase intention). A regression analysis was also conducted in determining type of relationship that exists between our independent and dependent variables. In the regression analysis, trust and price were seen to be the most influential factors that shapes customers purchase intentions.

CHAPTER SIX

DISCUSSION

6.1 Introduction

This chapter is focused on the summary of this research. Thereby, summarizing the theoretical and empirical findings, as well as the hypothesis, aims of the research and questions, the limitation of the study and recommendation for future researchers.

6.2 Theoretical Findings

6.2.1 Product quality has a huge influence on the purchase intention of customers. Satisfaction with the quality features of a product such as long battery life span, high performance of the devices, uniqueness and more user friendly applications and devices, durability are some among the numerous qualities that becloud the purchase intention of consumers (jiang and wang, 2006). Therefore, it is important for companies to be innovative in coming up with a unique brand that meets the consumers delight of any given market.

6.2.2 They is a significant effect of word of mouth on the purchase intention of consumers. this is because of the confidence they have with information gathered through this form of communication(Thurau et al, 2004).

6.2.3 Recommendation from friends and other sources has the capacity of influencing the purchase intention of customers (Johnson, 2012). This is because of the growing rate of sources such as social media's were friends and family use as a medium in interacting with each other on a daily basis. These forums have also been used in sharing ideas about products and services that are capable of affecting the purchase intention of consumers that are active members of these forums.

6.2.4 Price is considered as what consumers actually consider in their intent to purchase a particular product which has also been considered as one of the factors to consider when segmenting any given market(Kotler and Keller, 2012). In a situation where a company fails to segment its product to suit the various segments of the market, such a company may miss out of the price sensitive consumers who considers the price of a product to be very important, when talking about to make a purchase.

6.2.5 Customer trust in a product tends to hugely affect the purchase intention of consumers. Here, trust encompasses the satisfaction the consumer gets from the price of the product, the quality of the same product, and information such a get from word of mouth and recommendation from other sources, which sums up in building the level of trust a consumer is expected to have in a product or service, which is capable of influencing the purchase intention of such a consumer(Boulding, Kalra, Staelin, &Zeithaml, 1993).

6.3 Empirical Findings

6.3.1 They were no significant difference in the number of female and male respondents use for this research.

6.3.2 Most of the respondents were within the age bracket of 21 – 23 years old.

6.3.3 Majority of the respondents were iPhone users.

6.3.4 Result shows that majority of the questions used for this research is highly reliable and valid with anCronbach's Alpha value of 0.987.

6.3.5 Majority of the respondents agreed that product quality, word of mouth, recommendation from friends and other sources, price and trust affect their purchase intentions.

6.3.6 Result gotten from this research shows that product quality, word of mouth, recommendation from friends and other sources, price and trust positively affect consumers purchase intention when these factors (independent variables) meet the consumer aspirations or expectations

6.3.7 Result gotten from this research shows that over 90% of the independent variables are responsible or influences the respondents purchase intention.

6.3.8 Result gotten from this research shows that price of a product and trusts are the factors that mostly influence consumer purchase intention.

6.4 Recommendation

6.4.1 As part of recommendation from this study, it will be advisable for future researchers that may what to carry out a research on this subject to engage in a more broader scope by undertaking a comparative analysis of the factors that affect the purchase intentions of customers of more than one brand: Apple Vs Samsung, LG, Nokia etc. this if undertaken is believed will give a broader understanding of the said subject.

6.4.2 Other factors other than the ones treated in this research could be applied in understanding the consumers purchase intentions. In tune with this, factors such as customer loyalty and other related factors could be studied in ascertaining customer purchase intention.

6.4.3 This research applied the quantitative method of research. It will be advisable for future researchers to explore other research methods such as the qualitative research method because, this subject is considered as part of a consumer behavior, therefore an in depth explanation of the factors that affect a consumer purchase intention which can be done through a qualitative research method could give a more comprehensive insight about the subject matter.

6.5 Research Questions

1. Does trust have an effect on the consumer purchase intention?
2. Does price of a product have an effect on the consumer purchase intention?
3. Does product quality have an effect on the consumer purchase intention?
4. Does recommendation from friends and other sources have an effect on the consumer purchase intention?
5. Does word of mouth have an effect on the consumer purchase intention?

6.6 Research Answers

1. Product quality has an effect on consumer purchase intention.
2. Word of mouth has an effect on consumer purchase intention.
3. Recommendation from friends and other sources has an effect on consumer purchase intention
4. Price of a product has an effect on consumer purchase intention.
5. Trust has an effect on consumer purchase intention.

6.7 Limitation of Study

6.7.1 The essence of this study is to understand the factors that affect a consumer purchase intention. Due to some limitations that are strongly linked to cost, time etc, undertaking an in-depth research on all the indices that shapes a consumer purchase intention was impossible. This indices comprises of both the internal (consumer perception, beliefs etc) and external(culture, demography) factors that tend to affect a consumer purchase intention.

6.7.2 Problem associated with time and cost limited the ability of this research to carry out a comparative analysis of consumer purchase intention between products or services.

6.8 Decision

6.8.1 The problem associated with time and cost resulted in the decision to narrow the scope of this study in understanding the factors that affect consumer purchase intention on a single product (Apple).

6.8.2 Problem associated with time and cost resulted in the decision to narrow the scope of this research in focusing on impact of factors such as product quality, word of mouth, and recommendation from friend, price and trust on consumer purchase intention.

6.9 Discussion

The essence of this research is centred on understanding the factor that militate consumer purchase intention, which has been considered as a very important phenomenon marketing managers of organizations must be sensitive of when developing strategies on how to deliver values for money. As earlier mentioned in the introductory part of this research, the availability of information to consumers of the market, which could be linked to the effect of globalization and increasingly growth of information technology, gives individuals or consumers surplus of alternative when considering which product or service to purchase (.Solomon, 1998, p. 31). Therefore, the modern day business environment or market doesn't only present organizations with the challenges of which value to delivery but also entails organizations studying and understanding the behaviours (perception, attitude,etc) of the various segments of consumers in any given market, which on the other hand will be used in proposing the value there intend to deliver to such a market (Thu Ha and Ayda,2014). Therefore, the importance of consumer purchase intentions cannot be neglected by business organizations that intend to remain relevant over a long run in any business organization.

The importance of customer purchase intention on business organization has already been established as both theoretical and empirical evidence of this research shows that factors such as product quality, word of mouth, recommendation from friends and other sources, price and trust yields huge influence on consumer purchase intention. Therefore, this serves as a wakeup call for marketing managers of organizations in focusing their resources in developing strategies of the above-

mentioned factors. This is because, in a situation where the management of organization advantages on these factors mentioned, it tends to lead to an improvement in the market share and market profit of any given organization. Therefore, emphasis should be laid on building a unique and innovative product quality, favorable pricings and building consumer trust in a product or service, this can be attain by management of organizations leveraging on channels or medium that promotes a positive image of a product or service.

6.10 Conclusion

This chapter summarizes the findings gotten from this research. This includes both the theoretical and empirical findings of this study. The chapter further went on to discuss the findings from this research and give some recommendations that will be useful for future research in this area of study.

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APPENDIX

Product Quality	1	2	3	4	5
Apple brands are durable and dependable					
Apple brands are affordable and less expensive					
Apple brands are more user friendly					
The satisfaction with the performance of the Apple brand Applications is what make me consider purchasing the brand					
The confidence I get from people about the brand is what motivates me to purchase the brand					

Source: (Cruz, 2015)

Price	1	2	3	4	5
When about to make a purchase, price of a product is one of the factors I consider very important					
Apple brand products are affordable					
If the apple brand prices were too expensive, I will not consider purchasing the brand					
I'm satisfied with the Apple brand price					
The price of Apple brands product is proportional to the benefit I get from their services.					

Source: (Cruz, 2015)

Word of Mouth	1	2	3	4	5
I asked for advice from friends before purchasing my Apple product					
I'm usually influenced by the positive and negative advices I get from people regarding a product or service.					
I'm very confident with word of mouth advices					
the advice I get from people about Apple is what motivate					

Source (Cakir and Cetin, 2013)

Recommendation from Friends and Other Sources	1	2	3	4	5
Recommendation from friends and other sources is very important to me					
I have confidence in the recommendations I get from family and friends					
I have confidence in the recommendations I get from social medias and other important sites					
I consider the recommendations I get from friends very important					
The recommendation I get from existing Apple customers was very useful to me					
I agreed with the positive recommendations about Apple products from friends and other sources					

Source (Cakir and Cetin, 2013)

Trust					
Apple brand is concern about the consumers maximum satisfaction					
Apple brand has a strong reputation					
I'm comfortable with the performance of the product					
Apple has the interest of the customers at heart					
Apple provides adequate attention to customers whenever they is a problem with the device or application					
Apple brand features are familiar					
Apple products are reliable					

Source: (Ennew and Sekhon, 2007)

Purchase Intention	1	2	3	4	5
I would consider purchasing a product or services because of the tangible benefits					
I would consider purchasing a product or service because of the Intangible benefits					
The satisfaction I get from a product or service features makes me what to purchase					
My intent to purchase is hugely determined by the information I get about a product or service					
I wouldn't purchase the Apple brand if I didn't have trust in the product quality, price and confidence from recommendation I get from friends and other sources					

Source: (Ennew and sekhon, 2007)

Please, kindly tell us some information about yourself in the blank spaces below:

AGE:1 (18 – 25), 2 (26 – 35), 3 (36 – 45) 4 (46 and above)

SEX.....1 (Male), 2 (Female)

STATUS.....1 (Staff), 2 (Student)

Apple Product you use...1 (IPhone), 2 (IPad), 3 (MacBook), 4 (IPod)

Thank you...