

Research Article

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## Influence of non- product related attributes on purchase decision of modular kitchen

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### Keywords

Non- product related attributes, price, user/ usage imagery, brand personality, and consumer decision making process.

### Abstract

This study investigates the influence of non-product related attributes on consumer purchase decision in modular kitchen industry: A study of Chennai Metropolis. Descriptive research method was used to survey 130 consumers of the selected modular kitchen dealers. Data were collected through questionnaire administered. Chi-square and t-test were used as a method of data analysis. The result of the analysis reveals a positive relationship between non- product related attribute and consumer purchase decision.

### Introduction

Globalizations era and free trade cause business competition growing competitively. The company must implement the right strategy to create excellent products compared to competitor's product. Implementing a right strategy to grow demand is not an easy task. The Sales concept believes that consumer being left without company's sales strategy will buy the products less regularly or frequently (Kotler, 2005). According to Kotler (2005) sales marketing is not about finding a right consumer but to find a product that fits to consumers needs. Society as consumer nowadays is more selective and careful to choose a product. Product attributes plays important role in consumer's mind to make purchase decision. Alike non- product related attributes got significant importance in making purchase decision. These attributes makes the consumer to choose a product with special reason. The study has examined four non- product related attributes like price, user

imagery, usage imagery, and brand personality and their influence on consumer purchase decision. Price is the main factors with decides quality and is a main factor of the customers buying consideration before deciding to buy a product. Price is the amount of money required to get a combination of products and services. Product price is the key for some consumers in choosing a product to fulfill their needs and prestige. Adjustment of prices in the market is not easy because it must confirm the ongoing economic situation. Aside of product price, user imagery is also the main factor that influences buying decision. This idea of user imagery has led firms to invest in ideal users such as sponsored athletes, spokespersons, and people portrayed in advertising to promote the luxury of the brand (Aaker, 1996). The ideal users should not be confused with the target group for the brand, but should rather be seen as a reflection of the image that the firm wants to offer the target group (cf.

Kapferer, 1994). User and usage imagery can be formed directly from a consumer's own experiences and contact with brand users. It can also be formed indirectly through brand advertising or by some other source of information, such as word of mouth (Keller, 1993, 1998). User imagery is the brand imagery associations related to the type of person who uses the brand. Perceptions of a brand's users may be based on demographic factors (for example, sex, age, race and income), or psychographic factors (for example, attitudes toward career, possessions and social issues) (Keller, 1993, 1998). Associations of a typical usage situation may be based on time of day, week, or type of activity (formal or informal), among other aspects. User imagery may result in a profile or mental image by consumers of actual users or more inspirational, idealized users (Keller, 2003) often prefer brands with images consistent with or closest to their own self-image (Sirgy, 1982, 1985). Consumers' self-image can be inferred from the brands they use, their attitudes toward different brands and the meanings brands have for them. The perceptions consumers have of themselves influences their brand decisions. Consumers form favorable attitudes toward those products which possess images most similar to the images they either prefer or wish of themselves. It is actually part of human behavior to see objects as having human characteristics in order to interact and understand the world around them (Louis & Lombart, 2010, p. 115). Brand personality is a strategic tool and a metaphor that can help brand strategies to understand people's perceptions of brand and differentiated brand identity and in the end creates brand equity (Aaker, 1996). Consumers assign personality characteristics to brands via inferences based on observations of brand behavior' and brand behavior is attached to what happens in everyday situations (Allen and Olson, 1995). Brand personality is a consumer's perception and experience of the brand identity (Plummer, 2000) in the psychological form of personality.

## Objectives

1. To analyze the influence of price of the product to purchase decision,
2. To analyze the influence of the user imagery of the product to purchase decision,
3. To analyze the influence of the usage imagery of the product to purchase decision,
4. To analyze the influence of the brand personality of the product to purchase decisions.

## Review of Literature

Non-product related attributes, are defined as external aspects of the product or service that related to its purchase or consumption (Keller, 1993). In the classification of, Keller (1993) distinguished them to price information, packaging or product appearance information, user imagery, and usage imagery. Although package is considered part of the purchase and consumption process, it does not directly relate to the necessary ingredients for product performance in most cases. Later, Keller (1998) renamed non-product related attributes to extrinsic brand attributes, and replaced the package factor with brand personality and feeling experience factors. However, feeling experience was not considered a part of brand attributes but a part of brand attitude by Li (2004). The first component in non-product related attribute is Price, it is an important attribute because consumers often have strong beliefs about the price and value of a brand and may organize their product category knowledge in terms of the price tiers of different brands (Keller, 1998; Blattberg and Wisnicwski, 1989). Consumer perceptions of price, quality, and value are considered pivotal determinants of shopping behavior and product choice (Bishop 1984; Doyle 1984; Jacoby and Olson 1985, Sawyer and Dickson 1984, Schlechter 1984), research on these concepts and their linkages has provided few conclusive findings.

Secondly, User and usage imagery can be formed directly from a consumer's own experiences and contact with brand users. It can also be formed indirectly through brand advertising or by some other source of information, such as word of mouth (Keller, 1993, 1998). User imagery is the brand imagery associations related to the type of person who uses the brand. Perceptions of a brand's users may be based on demographic factors (for example, sex, age, race and income), or psychographic factors (for example, attitudes toward career, possessions and social issues) (Keller, 1993, 1998). Associations of a typical usage situation may be based on time of day, week, or type of activity (formal or informal), among other aspects. User imagery may result in a profile or mental image by consumers of actual users or more inspirational, idealized users (Keller, 2003) often prefer brands with images consistent with or closest to their own self-image (Sirgy, 1982, 1985). Consumers' self-image can be inferred from the brands they use, their attitudes toward different brands and the meanings brands have for them. The perceptions consumers have of themselves influences their brand decisions. Consumers form favorable attitudes toward those products which possess

images most similar to the images they either prefer or wish of themselves. Consequently, they buy those products which match their desired self image; because those products help consumers express themselves (Zinkham and Hong, 1991). Solomon and Douglas (1987) also noted that consumers often purchase products that maintain and enhance their self-image. Consumers make purchase decisions based on a product's symbolic meanings and images, which can be used to create and enhance self-image. Brands' associated images let consumers express who they are, what they are, where they are and how they want to be viewed (Graeff, 1997).

The last one is Brand personality, it is defined as an individual's perception (imagination) of the personality a particular brand possesses. A favorable brand personality is thought to increase consumer preference and usage (Sirgy, 1982), increase emotions in consumers (Biel, 1993), increase levels of trust and loyalty (Fournier, 1998), encourage active processing on the part of the consumer (Biel, 1992), and provide a basis for product differentiation (Aaker, 1996).

The perception of a certain brand can be affected both directly and indirectly (Plummer, 1985 cited in Aaker, 1997, p. 348). The ones who give direct personality traits to a brand are the people that are connected with the brand, for example, employees and users of the product, who together create a "user image" (Aaker, 1997, p. 348; Patterson & O'Malley, 2006, p. 13). Endorsers, for example celebrities are often used in ad campaigns where they represent themselves as users of the product, who therefore directly give a brand its personality traits (McCracken, 1989 p. 97).

### **Consumer buying decision**

The consumer decision making process consists of mainly five steps according to most researchers within the field (McCall et al., Peter and Olson 2005, p.169; and Hawkins et al., 2001). The steps included in the model are; need or problem recognition, information search, evaluation of alternatives, purchase and the post-purchase process. However, not all purchases require every step. Consumer can skip the evaluation of alternatives when considering low involvement products (Peter & Olson 2005, p.168).

According to Hawkins et al. (2001, pp.26-27) there are more aspects than only decision making process that affect consumer behavior which are external and internal influences. External influences are social class and reference groups while internal factors are motivation, exposure, attention, perception and attitude.

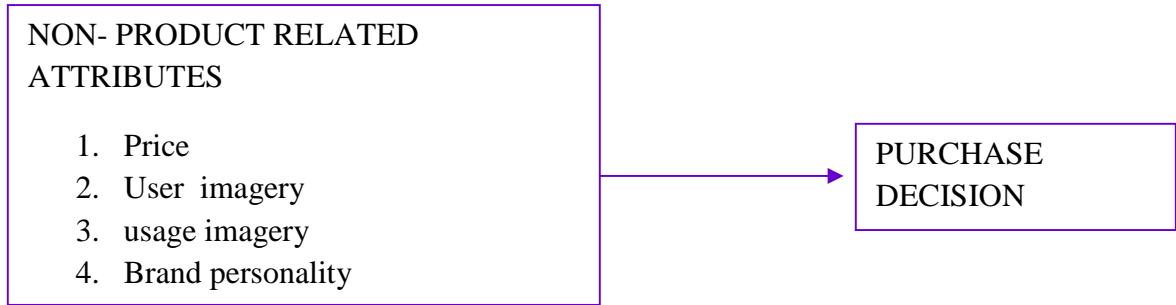
### **Purchase decision**

According to Peter and Olson (2004), the key process in consumers' decision making is the integration process by which knowledge is combining to evaluate two or more alternative behavior and select one. Most of the large company research consumer buying decision in increasing detail to answer question about what consumer buy, where they buy, how and how much they buy, when they buy and why they buy (Kotler et al., 2005). According to the Consumer Decision Making Process Model (Blackwell et al., 2006), a purchase or intent to purchase is often influenced by other factors such as risk and involvement. Consumers also evaluate the store's image such as merchandise, service, physical facilities, convenience, promotion, store atmosphere, institution and post-transaction factors and make a selection to purchase at that specific outlet. On the other aspect, amount of the purchase, it is common that the consumers enter to one outlet with an intention to buy a particular brand but leave the store with a different brand or additional items. This shows the influences operating in the store effect consumers purchasing decision (Hawkins et al., 2001, pp.609-618).

### **Hypothesis**

1. H0: There is no significant relationship between product price and purchase decision.
2. H0: There is no significant association between user's imagery and purchase decision.
3. H0: There is no significant association between usage imagery and purchase decision.
4. H0: There is no significant association between brand's personality and purchase decision.

**Research model**



**Research Methodology**

The aim of this research is to identify the influence of Non- product related attributes on consumers’ purchase decision of modular kitchen. A questionnaire-based survey is selected as the major tool in data collection of the study. It is difficult to

find out the population, which also makes it impossible to calculate the confidence of this survey. It is set that the sample size of this survey is 130 as it believed to be managed and collected within time constraint, however, to be sure that the survey sample will be returned to an acceptable number, so will distribute 150 questionnaires to the target respondents.

**Data analysis**

**Chi-square of Non- product Attribute involvement & Purchase decision**

Non- product related attributes	Purchase decision
Brand personality	0.962**
User imagery	0.956
Usage imagery	0.314
Price	0.730

\*\* Significant at .01 level

Chi-square statistics computed to identify the non-product related attributes would influence purchase decision. The above Table indicates that brand personality influences more to make consumer decision choice to purchase.

**Findings**

Based on the result of the t-test the obtained value of t for Price has the value of t is 2.421 is greater than the table value of t= 1.98 so that Ho is rejected. It means that Price significantly influences Purchase Decision. User imagery has the value of t is 2.220 is more than the table value = 1.98 so that Ho is rejected. It means that user imagery significantly influences Purchase Decision. Usage imagery has the value of t is 2.412 is more than the table value = 1.98 so that Ho is rejected. It means that usage imagery significantly influences Purchase Decision. Brand personality Variable is equal to 2.405 more than the value of table value= 1.98 so that Ho is rejected. It means that Brand personality significantly influences purchase decision.

From the calculation result, the value of coefficient determination (Adjusted R2) is 0.482. This means that the independent variables in the model (brand personality, user imagery, usage imagery and price) are able to explain the variation of change in Purchase Decision of modular kitchen in Chennai city.

**1. Product price positively and significantly influences the purchase decision of modular kitchen.**

The analysis showed that the product price significantly and positively influences purchasing decision of modular kitchen in Chennai city. The results support the results of research conducted by Bishop (1984), Doyle (1984), Jacoby and Olson (1985), Sawyer and Dickson (1984), and Schlechter (1984) that stated product price has positive and significant effect on purchase decision. If the value of consumer perceptions of price is greater, it further strengthens the impulse of consumers to decide to buy the product. The lower the value of consumers price

perception, then the weaker the impulse of consumers to decide to buy the product. So products price makes significant different among other attributes.

## **2. User imagery positively and significantly influences the purchase decision of modular kitchen in Chennai city.**

The analysis showed that the user imagery has significant and positive influence on purchasing decisions in Chennai city. The result of this research supports the results of researches conducted by Aaker (1996), Schroeder (2005), Brioschi (2006), Sirgy (1982, 1985), Zinkham and Hong (1991), Solomon and Douglas (1987) that the user imagery has significantly positive effect on purchase decision. If the consumer's perception about themselves over or with the product is higher, it strengthens the urge of consumers to decide to buy the product. The lower the value the consumer's perception of the self imagery and of products, it weakens the urge of consumers to decide to buy the product. The association between the consumer's and their imagery over their preferred product decides their purchase decision.

## **3. Usage imagery positively and significantly influences the purchase decision of modular kitchen in Chennai city.**

The analysis showed that the usage imagery has significant and positive influence on purchasing decisions in Chennai city. The result of this research supports the results of researches conducted by Grubb and Hupp (1968), Grubb and Stern (1971), Plummer (1985), Keller (1998) that the usage imagery has significantly positive effect on purchase decision. The consumer usage situation has influence the product purchase decision, which means the product suits with their need perfectly over time. So the association between the consumer's usage situation and the product purpose imagery will decides the purchase decision.

## **4. Brand personality positively and significantly influences the purchase decision of modular kitchen.**

The analysis showed that Brand personality positively and significantly influences purchasing decisions of modular kitchen. Therefore the last hypothesis which states that Brand personality significantly influences purchasing decisions is proved to be true. The result supports the results of researches conducted by Sirgy (1982), Biel (1993), Fournier (1998), Biel (1992) and

Aaker (1996) that Brand personality has positive and significant effect on purchase decision. Creation of the impression of being one of the basic characteristics of the modern marketing orientation is through giving more attention as well as the creation of a strong brand. The implications is making the brand of a product creates the image of the product itself in the minds of consumer and make basic motivation for consumers to choose a product. If the value of consumer perceptions of Brand personality is higher, it further strengthens the urge of consumers to decide to buy the product. On the other hand, the lower the value the consumer perception of the Brand personality, then weaken the urge of consumers to decide to buy the product.

## **Conclusion**

Attributes play a vital role in the consumer decision-making process since consumers evaluate and compare competitive products based on product's attributes. The company uses non- product attributes to differentiate between their products. The non-product related attributes makes consumers in purchasing a specific kind of product. These attributes are evaluated by a consumer in situation, knowledge, motivation and involvement (Engel et al., 1993). And because of these key factors consumer use heuristics informational cues to infer the values of other attributes and reduce inherent risk when making a purchase decision. Price is particularly used to infer attributes when quality is difficult to judge or when it vary greatly among brand (Pinson & Jolibert, 1998). Non – product related attributes, and their ratings makes significant interest to the marketing researchers and practitioners, as these are the very criteria by which consumers evaluate products prior to making purchase decisions. Indeed, the purchase decision is often viewed as a process in which consumers evaluate alternative products on their strength of various non- product related attributes.

## **Research Limitations**

Filling questionnaires conducted directly at the modular kitchen store's in Chennai city, so the level of seriousness and focus on filling the questionnaire is limited. This study is limited to the variables chosen like brand personality, user imagery, usage imagery and the price in influencing purchasing decisions. Results of this study can't be generalized to all types of research.

## Recommendation

From the research it is expected that the brand is to maintain brand personality factors, to improve user imagery, and usage imagery also prior attention to be taken for the price factor those all aims to influence prospective consumers in making their purchasing decisions of modular kitchen in Chennai city. For the next researchers it is expected to focus on more independent variables such as feelings & experience, product package, and brand name to further examine the research.

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