

Consumer Attitude and their Purchase Intention: A Review of Literature

Venkatesh.S.Shastry,
1 Research Scholar, Dayananda Sagar University (DSU),
Bengaluru, India
Email:shastry281@gmail.com
Phone: 9845045919

Dr.Anupama
Associate Professor,
Dayanand Sagar University (DSU), Bengaluru,
India

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ABSTRACT

The objective of the paper is to bring spotlight on literature related to consumer attitude and purchase intention. The Paper attempts to identify and segregate factors which are vital and critical antecedents to formation of consumer attitude consequently “Intention to purchase”. For this purpose over 200 Journal articles were scrutinized on pre-set parameters, while 25 of them that are relevant research papers presented here. The factors considered include social media, traditional media, Word of mouth, message process involvement and trust. The findings of the study include a gamut of research objectives and aims, host of pertinent scales, commonly adopted methodologies, variety of variables and opportunity for conducting impactful research.

Key Words: Consumer Attitude, Purchase Intention, Trust, Social Media, Word of Mouth

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I. INTRODUCTION

There seems to be a constant flow of literature on the subject of consumer attitudes and purchase intention of consumers. It has become all the more necessary with ongoing crisis around the world. There is continuous churn of political, social and economic landscape around the globe, which has in turn led to changing consumer choices, preferences and in effect attitude more dynamic than ever before. The situation of consumer choices and preferences has become more fuzzy and unpredictable in the age of online advertisements and social media campaigns. The social media has been active since 2005 and grown ever since. They have been pushing political, social and cultural boundaries in unimaginable ways. To a large extent even political revolutions have been orchestrated with the effective and at time vicious use of social media campaigns. Take for instance the Paris Yellow vest movement that happened without leaders but effectively conducted through dissemination of information on social media. Here citizens themselves gathered to protest without a need or necessity of a leader.

In a similar fashion the western Asian countries have countered changes in policies and practices largely due to intervention of social media. In the recent past, Saudi Arabia for the first time allow their women to more choices for participation in society moving out of their homes, owning a license to drive and more. The power and impact of social media campaign is immense. Sample this, there are over 3.5 billion users of social media i.e., roughly about forty five percent of the world is now hooked on the social media and transferring messages (Emarsys, 2019).

II. LITERATURE REVIEW

a. Purchase Intention

Xiao et al (2018) investigated the role of generation Y students examining their purchase intentions towards quick service restaurants and fast food industry. Purchase intentions are extremely critical when it comes to long term strategy and negotiating plans and products of competition in industry. Products and services tend to sell well while creating positive impressions when they meet quality standards (**Ma and Yang, 2018**). There are many variables which can influence and affect purchase intention. There is stress on brands and their influence on consumers to purchase them (**Laroche et al, 1996**). Further, it exemplifies consumers' intention through their desire pushing in the direction of an online purchase. A willingness expressed by consumers to go either online or be offline, but to buy is discerned through purchase intention. However, there are also numerous reasons why customers do not intend to buy-mostly in case of online. (**Kaur and Qureshi, 2015**). There has been found a lack of sufficient evidence when it comes to understanding the opposite of purchase intention, which means a lack of intention. There is a need to tinker marketing strategies and it must be made dynamic since customer and supplier interactions are high and transparent in online environments (**Rishi and Hadi, 2017**).

The online purchase environment is characterised and defined by rise in e-commerce industry. Meanwhile, social media in recent times has gained prominence second next to online behaviour and intentions. Social Networks are going to define the way how people who are consumers will likely be influenced on internet space. During the years of 2015 through 2018 e-commerce industry has been posting year on year growth of more than twenty percent with \$ 15 Billion revenue generated in 2017 (**Kian et al, 2017**).

b. Consumer Brand Attitude

Jung and Seock (2016) explored the nexus of corporate reputation, attitude pertaining to brands and intention to purchase. Relationship between brand awareness and perceived quality was proposed to confirm if the new relationship existed. After data collection and analysis using a multiple regression method, it was found that there exist a definite relationship between brand awareness and perceived quality on attitude maintained on the same by consumers. However any negative remarks significantly influence and affect the overall relationship in the model. Brand recall also plays an important influence on building of brand attitude. The relationship between self congruity, entertainment, brand placement, brand recall, brand attitude and intention to purchase was tested in the model using regression method (**Adis and Jun,2013**).

Gomathy and Sabarirajan (2018) demonstrated the relationship between purchase intentions, use of social media and print media. When it came to family types, a nuclear family seems more likely to arrive at an intention to purchase than a joint family. When it comes to family income, all levels of incomes between 1.5 lakh / annum and above to about 5.5 lakh/annum people have responded homogenously. Though social media and print media explain the variance of purchase intention almost at the same level, when it comes to model fit, there seems to be more importance paid to social media as compared to traditional print media.

c. Social Media

Alnsour (2018) critically reviewed the role of social media and its effect on purchase intention. Their sample frame was based out of airline industry. There are various benefits of social media, and this study examined it from the perspective of functional, monetary, hedonic, psychological and social benefits of social media. The emotive aspect of purchase is as it were triggered through social media interactions. For instance, the airline industry choice of airlines has been influenced by reviews about the airline in online communities and forums. We can find most companies are having social media platforms to address customers in an informal and swift manner. Problems of customers are sorted out instantaneously as it is reported spontaneously (**Erkan and Evan,2016**).

Putter (2017) companies around the world are becoming increasingly aware of social media as a corporate strategy and a counter competitive strategy. Television and print advertisements have lost lustre and command they held say a decade ago. This brings companies to adopt new age practices that include being visible and staying invested in social media platforms for longer gains. Successful strategies are dependent on how consumers are engaged on product goods and services on long run (**Mutinga, Moorman and Smit, 2011**). As social media is a user generated content, the chances that they fail to understand pulse of fellow audience is slim. They are more likely to keep pace with changes of the day and will contribute which share a common interest (**Kohli, Suri and Kapoor, 2014**).

III. OBJECTIVE(S) OF THE STUDY

- a. To bring about literature connected with intention to purchase, consumer attitudes towards brands, antecedents that make up for intention as a dependent variable and influences of social media as an emerging variable in the overall model.
- b. To propose a conceptual framework drawing relationship between variables reviewed in the study.

IV. METHODOLOGY

This work undertook study to unravel variety of journal research publications on the topic of consumer buying behaviour. Among various constructs, intention and attitude have been studied intensely and widely. Though the constructs have begun to mature reasonably well, there is scope for the contextual study. The study aims at aggregating some important contributions to this subject and summarizing them in a way that is easy to grasp. The journal articles have been selected for the last decade as online consumer experience is becoming more a reality than ever before. A process was adopted before the choice of journal paper. The place from where an article is sourced and its impact characteristics, study year, extraction of literature on specific items and justification of choosing an article over others.

This study covered over two hundred journal research papers and selected 24 of them as fit for inclusion in order to establish a model. However, this model and constructs are open to change depending on additional variables which might be need for inclusion in future. In order to find relevant articles, we scrapped through various e-journal databases such as EBSCO, ProQuest, Scopus, Emerald Insight and Google Scholar. Besides stand alone print journals specific to our study were considered keeping in mind suitability for context.

As we intend to extend the scope of this paper into empirical study with data collected from real estate property market as end user respondents, the choice of papers have been in similar

vein of thought. It is believed that our study will help users to identify more relevant study concerning the real estate market.

V. ANALYSIS OF LITERATURE (CONCEPTUAL MODEL)

Type of Paper	Product	Objective	Methodology	Variables	Findings	Research Opportunities
Empirical Study	E-Commerce	To identify the factors influencing consumer buyer behaviour	The idea of buyer behavior has been captured through the stimulus response modeling.	Buyer behavior Buying decision making process Marketing stimuli-buyer characteristics	Psychological understanding of consumer attitudes and interest pave way for better prospects	Test the model with empirical study collecting data from the field
Empirical Study	E-Commerce	Behavioural acceptance of consumers towards online shopping	340 respondents - Online questionnaire; Focus group and in-depth interviews; pre-test; Sampling frame: Internet Users; Young students; Convenience sampling	Enjoyment Trust Measure of service quality, Quality of website, Services marketing, Ease of use and Perceived Usefulness. Attitude and Intention to use	Online shopping has various facets supporting its dynamics such as ease of use, perceived usefulness, consumer trust and attitudinal disposition towards shopping enjoyment. The above stated factors improvise online shopping.	Use other sampling techniques to generalize, look out for different product categories, people who are only searching online. Traditional way of purchase through window shopping and making their minds stands as a potential barrier.

<p>Empirical Study</p>	<p>Real Estate</p>	<p>Role of real estate agents influencing consumer purchase decisions in real estate sector</p>	<p>Descriptive research design and convenience sampling</p>	<p>Perception of attributes regarding real estate agents; demographic variables</p>	<p>Word of Mouth referral is critical for consumers in comparison to advertising strategies Real estate agents are well networked and technology savvy. Role of real estate agent is important and significant</p>	<p>Awareness of consumers on options such as payment options, government policies, legal or regulations regarding the real estate sector.</p>
<p>Empirical Study</p>	<p>Real Estate</p>	<p>To investigate factors that prospective buyers consider when purchasing residential property</p>	<p>Questionnaire Survey - Sample Size : 376, modified delphi technique assisted in questionnaire construction Convenience sampling</p>	<p>Affordability Maintenance Interior design Physical property Distance Environmental location Financials</p>	<p>Affordability a major consideration; Better understanding on financials involved in purchase of property needed. Decisions are high involvement and significant Customers want better service from agents Features are relatively less important Investors do not consider evaluation as significant</p>	<p>In depth buyer behaviour over time, target market, types of property and industry structure</p>

Empirical Study	Real Estate	To study factors influencing the consumer to purchase residential property To study the customer satisfaction towards residential property	Questionnaire, 35 samples, Convenient sampling	Mix of Preference customers on housing and Customer satisfaction	Real estate agents must concentrate on post purchase services. Should establish more connections with architecture and contractors Customers must check all legal and technical documents and not just marketing documents	To empirically test the conceptual model
Empirical Study ¹	Real Estate	Residential and Commercial property owners in Saudi have unique purchase habits. We investigate factors relating to their purchase.	220 samples, Questionnaire,	Effect of attitude Location Living space, Public services and reference groups	Attitude has positive effect on intention to purchase real estate; more than location, living space, public service and reference groups.	The buyers are unaware of legal documentation and other important documentations. Study assess the legal awareness levels
Empirical Study	Real Estate	Real risk of Inflation and hedging of inflation, besides access to finance play an important role as key	Conceptual	The factors influence on the basis of investment risk, buttressing lower price of property and higher	NA	Include more or other variables, different geographical context and customer intention.

				indicator.		Disposable income, alongside access to reasonable finance options.		
				To understand on three factors namely Price, quality and location Exact nature of various attributes and their ranking with reference to the above mentioned factors, Suggest strategies for targetting of customers and positioning of residential apartments.	Descriptives, Sample size: 140	Price determinants of purchase of residential apartments. Quality determinants Location determinants	72 percent of people are having higher education, who are receptive to the details. 1/3rd of most fall under the three major groups viz., Professionals, Government service and Business.	To include the service quality attribute as another variable. Pay attention to designing and marketing of their products
Empirical Study	Real Estate			To study property rates in pune, to study the real estate scenario and demographics of Pune city and key drivers of real estate growth in	NA	Trend analysis - geographay of Pune divided into six zones as central old, new, east, west, north and south	Retail, education, hospitality, automobile, IT and food industry were identified as key drivers	Data spread over longer period of time will be gap area, percentage growth is a better measure than variation alone to forecast the trends of rate variation

Empirical Study		Pune	The idea surrounding the study is indicative of factors both intrinsic and extrinsic mostly consulted by buyers of residential apartment commercial properties in NCR region.	Identifying factors through exploratory Face to face discussions and field teams of real estate, brokerage firms and apartment purchasers.	Price, availability of loan, payment plans, brand name, advertising, proximity to work place vastu compliance, green development, kitchen size, quarter rooms and customization	There is a significant difference between four of the six parameters considered between three cities in the NCR region and three builders. The perceptual maps depicted Jaypee as the most popular builder	Try the same in other geography retaining the same variables with new ones relevant to the context		
Empirical Study	Real Estate		To examine characteristics associated with consumer engagement in residential electricity market	Respondents were asked five statements on the general attitude to markets with statement ranging from strongly disagree to strongly agree.	Big bargain hunters, gain/time, life too short, status quo, feel regret - attitudes and demographic variables	Bivariate Probit mode for searching and switching of average consumer, searching and switching of informed consumers.	Empirical evidence of role of consumers attitude and different marketing communications on searching and switching behaviour in the British retail energy market.		
Empirical Study	Manufacturing and Utilities		The paper examines the effect of entertaining, informative, credible, viral	Descriptive research design, sample size of 360 post graduate students, Convenience sampling, Google	Viral marketing messages, message process, attitudes towards brand and purchase intention	Credibility has significant influence on advertising value, attitude towards brand was found to be significant, Viral	Gender based differences in the Y generation and longitudinal study		
Empirical Study	E-Commerce								

			marketing messages on consumers message process involvement, attitude and purchase intention	forms to conduct research		marketing must be high on entertainment quotient, Credible information important for virality and attitude formation	
Empirical Study	Real Estate	To study the factors influencing decisions of buyers residential apartments in Tamil Nadu	Pretested, disguised structured questionnaire. Interview process to collect questionnaire. 480 responses.	Basic Financials, Proximity, Connectivity, Environmental Location, Recreational, and goodwill	Amenities, Layout, Leisure	Basic amenities are extremely important, while selecting a residential apartment followed by financials, layout, proximity, connectivity, environmental location, recreational and good will factors.	To test these responses beyond descriptive and use other inferential techniques that includes t-test, ANOVA and other causal relations
Empirical Study	FMCG	Evaluation of fast growing Green marketing components of mix-relationship of brand equity to effective green marketing.	286 Snowball sampling, students from Public university - focussing on five well known brand namely Coke, Pepsi, Kellogg, and Starbucks	Green products, green prices, green promotions, green place, brand equity - brand associations, brand loyalty, brand trust, perceived brand quality	There are various elements of green marketing. These have been significantly related to brand equity and loyalty. Moreover, environment and concerns of the same tends to moderate the aforesaid relationship.	The relationships can be introduced into other industries where green marketing plays a role. Unknown brands in food industry can be considered, so that there is no bias and leads to better results	

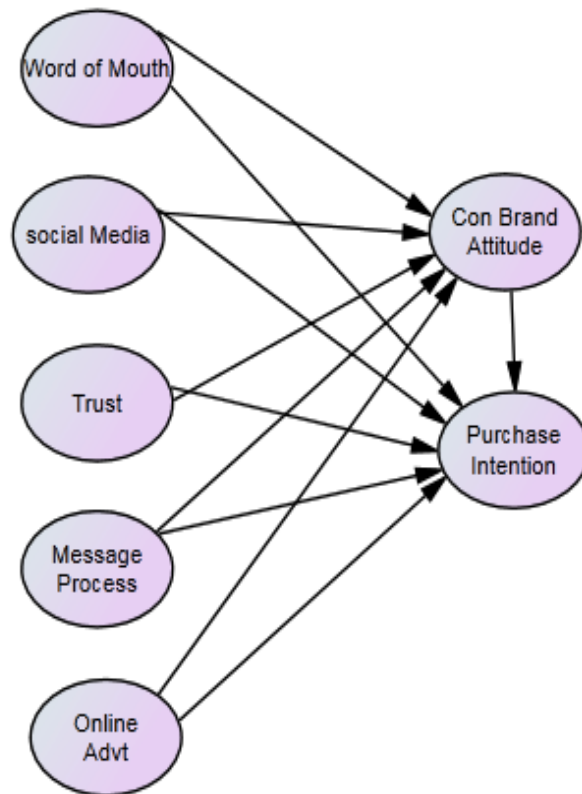
Empirical Study		The study intends to assess consumer attitude towards brand equity and intention to purchase.	The study administered questionnaire where 210 respondents provided response, sampling technique was convenience.	Social consumer brand and purchase intention Media, attitude, purchase	Attitude of consumers, particularly brand specific attitude has influence on intention to purchase. In this context both social media and traditional media. Between social media and traditional media, it was found that social media was a shade more effective in creating an intention to purchase.	Include other variable such as word of mouth and online communities (Chat rooms)
Empirical Study	Social Media	If networking sites help build brand communities, engage customers and promote brand loyalty	276 respondents from online brand communities on SNS	Social sites, engagement, repurchase and word of mouth Networking Customer intention	Customer engagement mediates the relationship between community characteristics and brand loyalty	Structural equation modelling can be conducted to see if data meets the model requirements. Recommended to be done in partial least squares.
Empirical Study		measures of antecedents and consequences are introduced and measures capture antecedents, level	Face book fan page of the students, 201 students participated in the survey and quantitative survey	Engagement Brand Motives Image Engagement Activity Brand Loyalty	Engagement motives on engagement activity was found to be significant, Brand image and brand loyalty was found to be significant,	Companies' face book fan pages data can be collected. Customer engagement from a longitudinal perspective

		<p>of customer engagement and consequences is developed</p>	<p>E-commerce is growing leaps and bounds. Social commerce influences intention to purchase moderated by trust and perceived use by consumers.</p>	<p>E-Commerce</p>	<p>Survey questionnaire on individuals - Online and paper questionnaires, Sampling frame : members of social networking sites such as Facebook, twitter and LinkedIn</p>	<p>The variables considered for study include consumer trust, social media and Purchase intention.</p>	<p>Engagement activity and brand loyalty was found to be significant</p>	<p>Samples from Multiple cities, Specific social sites on Social Media Intention to buy</p>
<p>Empirical Study</p>	<p>E-Commerce</p>	<p>The study attempts to measure quality of consumer information, clarity of content, consumer attitude, and social presence.</p>	<p>Snowball sampling, cross sectional data collection 326 sample size, Sampling frame different Universities and profession</p>	<p>The factors include consumer attitude, information quality, effectiveness and degree of social media presence.</p>	<p>CIQ Impacts consumer perception, relationship between EIC and SS intention, Attitudes and purchase intention is stronger for those who always feel connected with one another</p>	<p>Variance of behavioural intention based on geographical context and cultural contexts</p>		

Empirical Study	E-Commerce	Effect of context on customer engagement and propensity to engage as attitudinal antecedent of loyalty behaviours	Self administered questionnaire, Online, cross sectional data, 516 respondents, 7 point scale	Behavioral intentions, word of mouth, repeat purchase, Price sensitivity, complaints, customer propensity to engage,	Majority of loyalty behaviours correlates with both retail and health care contexts, with customer propensity to engage	replication of sampling procedure with random sampling, higher order behaviours such as willingness to cooperate and acquiescence could be studied
Empirical Study	Social Media	The role of social media on purchasing behaviour of consumers through digital marketing	383 samples of social media users, Convenience sampling method	Social media users, usage of internet,	There is an impact of social media and digital marketing over customers	NA
Empirical Study	E-Commerce	To investigate the specific outcomes of customer engagement behaviour (CEB)	Qualitative : Case research / Participant observation	Customer engagement behaviour CEB	NA	NA
Empirical Study	E-Commerce	Influence of social media marketing on customer engagement	Wedding clients of leading florist in Sri Lanka, for five years data was collected, who were involved in online trade. 150 respondents using simple random sampling.	Social Marketing Customer Engagement	There is positive relationship between Social media marketing and customer engagement	Single hypothesis was used, many more can be conceived, comprehensive study using different cultural contexts,

				Questionnaire contains schedules	three			
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Fig 1: Conceptual Framework: Purchase Intention and Consumer Brand Attitude



VI. DISCUSSION AND SCOPE

The study of literature on the subject of purchase intention and consumer brand attitude has yielded a conceptual framework. The model can now be put to test through empirical study which means collection of data and verify if the data so collected fits the model as expected and as suggested by extant literature. We will have to bear in mind that the constructs measuring consumer brand attitude and intention to purchase is not exhaustive and more variables can be added or removed. For instance, brand awareness, perceived quality, brand

placement, brand equity etc. are some closely related constructs which can add value to the model in terms of predicting dependent variables viz. consumer attitude and intention to purchase.

As discussed, the literature review has produced a model which can be tested empirically through data collection. Moreover, since the constructs are closely related to buying behaviour, many contexts can be considered in order to generalize the results, improving its repeatability. Social media intervention being relatively a new entrant needs careful scrutiny when it comes to its measurement and context. Moreover, impact and influence studies are different, that makes study more complex and multidimensional. In a world that fast progress on dissemination of information, modern tools like social media and online communities will play a decisive role in creating new fortune for organizations. Staying invested in such channels for reaping benefits on long run is the mantra!

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