Investigating the Influential Factors on Intention to Purchase of Customers (Case Study: Tile and Ceramic Company of Golseram Ardakan)

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Abstract: Identifying and investigating the characteristics of consumer behaviors and proposing an integrated model that can consider a wide range of behavior may increase our understanding of consumer behaviors and improve marketing programs. The purpose of current study is to investigate influential factors on consumer intention to purchase. This research is applicable in terms of objective and is descriptive-survey in terms of Data Collection Method by correlation approach. Statistical population wasthe consumers of Golseram Company in the area of Tehran. A sample of 384 people was selected based on random sampling approach using a self-administrated questionnaire. Collected data was analyzed by structural equation modeling using Lisrel Software. Results indicated that there are positive and significant relationships between: learning and intention to purchase, past experience and intention to purchase, past experience and trust and trust and intention to purchase. Further, the effect of attitude on intention to purchase was no significant.

Key words: Intention to purchase, tile and ceramic company of golseram, consumer behavior, consumer, statistical population

INTRODUCTION

Today, the majority of companies and organizations has adopted new concepts of marketing and follow them. They have noticed that concentration on customers' needs is a m ain principle in marketing efforts. Customers' needs should be identified, prioritized and analyzed by consumer behavior experts. In fact, consumer behavior includes a set of psychological and emotional processes that begin before purchasing and is continued after consumption. Hence, the concepts such as market identification, customers' identification, expected characteristics of consumer, product consistency with target market needs and other aspects should be addressed (Swaminathan *et al.*, 1999). Marketing is accompanied by understanding customers' needs, development of products and services to meet the needs, pricing products and services, communicating to customers about accessibility of the products and services, service delivery and assuring customer satisfaction during and after exchange. Thus, marketing should be an essential part of organization. Tile and Ceramic industry has a long history in Iran. The industry plays an important role in enhancing community health and has a number of advantages such as raw material, full, energy, human resource, etc., hence, it has attracted more

attention in recent years and has a great growth in non-metal industry. Availability of rich mining resources and non-metal minerals has led to new investments on non-mental industries. Tile and Ceramic is an industry that has a particular position because of high ratio of internal resources and cheaper full as the main factors in economic production. The industry has devoted a great ratio of non-oil export of Iran and it plays an important role in employment. Therefore, it is considered as a key production industry of Iran. However, in recent years, the weak efficiency of manufacturing companies in Tile and ceramic industry has been accompanied by high expenditure, reduced quality of products and the crisis of surplus supply and sale reduction. If we look at our environment, there are various similar products and services in each industry. Each innovation would be rapidly duplicated by another competitor. We have faced with quick changes in interests and wants of customers and a revolution of power transition has been occurred. Hence, marketers need to recognize their customers in a complete way. A comprehensive recognition of customer enables organization to be familiar with customers' interests and tastes and it can help to company to communicate with them effectively. This communication should be addressed by emotional aspects. To understand the concept, it can be stated that no

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relationship is continued without trust, attitude, image and learning. Trust means that customer should be confidence in organization to continue his/her relationship with the organization while trust is an emotional, affective and psychological aspect. As a result, there is an emotional aspect in all relationships. Each decision of customer contains a phenomenon called as "attitude". Attitude is a method of thinking, feeling and acting on some aspects of environment such as store, TV program or product (Maleki, 1391). An influential factor on consumer behavior is learning. That is many behaviors are acquired. They learn that what kind of information resources is used which measures should be used for evaluation and how they can purchase. Learning is achieved by two ways: thinking and repeated experience. The problem of current study is the ambiguity in the effect of attitude, learning, trust and past experience on intention to purchase of tile and ceramic customers in Golseram Company of Ardakan. Hence, the main question of this study is: whether attitude, learning, trust and past experience has a positive influence on customers' intention to purchase tile and ceramic products of Golseram Company?

Theoretical background

Attitude, trust and intention to purchase: Theory of Planned Behavior (TPB) has been proposed by Fishben and Ajzen. The model predicts the occurrence of a particular behavior if one intends to do it. According to the model of TPB, intention to perform a behavior can be predicted by three factors including attitude towards behavior, subjective norms and perceived behavioral control. Attitude toward a behavior refers to positive or negative evaluation about a certain behavior that can be categorized into behavioral beliefs and behavior assessment outcomes (Jalilvand and Samiei, 2012a). In fact, ones' attitude affects behavior through behavioral intention. According to the theory, intention to do a behavior is originated from attitude towards that behavior and attitude is affected by beliefs. Trust is significantly associated with personal attitude and attitude will stimulate the purchase intention of people. As trust is a belief, idea and/or expectation from exchange partner, it is directly related to salesperson' attitude towards purchase product or service and is directly associated with customer intention to purchase. Trust leads to emotional attachment and knowledge toward salesperson and in turn, positive motivation towards purchase. Trust plays an important role in economic and social interactions containing uncertainty and dependence. Trust is a

tendency towards exchange partner or confidence in credibility of partner's promises and he/she performs totally its tasks in the relationship (Teo and Liu, 2007). Intention to purchase includes all motivational factors that lead to real behavior and reflects an extreme that consumer willing to attempt to do the behavior. The more intention to purchase, the more possibility of real purchase. According to TPB, intention to purchase can be predicted by attitudes, subjective norms and perceived behavioral control (Jalilvand and Samiei, 2012b). According to the above discussion, the following hypotheses are proposed:

- H_1: attitude has a positive and significant influence on intention to purchase
- H_2: trust has a positive and significant influence on intention to purchase

Past experience and intention to purchase of customer: Past experience of customer is defined as customer perceptions during product, brand or brand contact. These perceptions can be considered as image by advertising, perceived quality and/or past experience of customer. Past experience is formed in the process of using a product, service or brand and talking to other customers about them. Past experience of customers from a product, service or brand can have a positive or negative, long-term or short-term influence. In addition, past experience can positively affect customer satisfaction, loyalty and purchase intention (Brakus *et al.*, 2009). According to the theoretical argumentation, it is proposed that:

- H_3: past experience has a positive and significant influence on intention to purchase

Past experience and trust: A precise review on past experience, expectations and intentions is a good idea for future behavior of customer. As experience increases, customer may concentrate on a product, service or brand. In fact, when experience improves, customers apply a range of brands based on price and value. However, high experienced customers would be loyal to a certain brand because of their trust towards that brand. As customer experience increases, they would trust and have more intention to purchase (Torres-Moraga *et al.*, 2008). According to above discussion, the following hypotheses can be proposed:

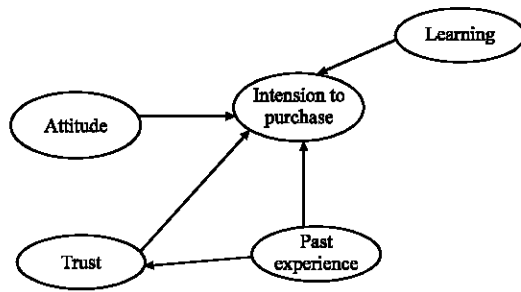- H_4: past experience has a positive and significant influence on trust

Fig. 1: Conceptual Model

Customer learning and intention to purchase: Learning is an important construct in consumer behavior literature. Learning process and information acquisition and decision making has five sequential steps: problem identification, information search, assessing on-going propositions, decision to purchase and after sale behavior (Johnson *et al.*, 2004). In most cases, there is a significant difference between customers with high and low engagement. As a result, the first purchased products and services need to more engagement rather than repeated past purchased products or services. As customers acquire more information about salespersons and their provided products/services, this learning leads to more intention to purchase (Bhatnagar and Ghose, 2004). Hence, it can be proposed that (Fig. 1):

- H_5: learning has a positive and significant influence on intention to purchase

MATERIALS AND METHODS

This research is a descriptive one by co-relational approach and is applicable in terms of objective. In terms of time is a sectional one and in terms of place, it is limited to Tehran Province. Data was quantitative. Instrument is a self-administrated questionnaire that was distributed at the site and its validity was confirmed by the experts. To determine instrument reliability, Cronbach's alpha was employed. Results indicated that questionnaire has an acceptable (0.81) reliability. Table 1 shows the reliability of each constructs of the Conceptual Model. Statistical population was the customers of Golseral Company in the area of Tehran. During the period of research, population was estimated at 10000 people. Hence, according to Kergsi-Morgan table, a sample of 384 people was selected by random sampling plan. Data was collected by questionnaire distributed among customers. Further, to measure validity of questionnaire, Confirmatory Factor Analysis (CFA) was use. The results of CFA have been provided in Table 1.

Table 1: Reliability, standard coefficients and significance values of instrument

Variables	Items	Standard loadings	Significance levels	Sources	α
Attitude	1	0.57	3.22	Dennis *et al.* (2008)	0.71
	2	0.72	7.78		
	3	0.70	4.53		
	4	0.54			
	5	0.65			
	6	0.52			
	7	0.62			
	8	0.66			
	9	0.64			
Learning	10	0.82	3.92	Dennis *et al.* (2008)	0.78
	11	0.77	2.39		
	12	0.51	7.55		
Past experience	13	0.72	8.62	Dennis *et al.* (2008)	0.89
	14	0.73	12.22		
	15	0.53	7.09		
Trust	16	0.66	7.60	Dennis *et al.* (2008)	0.81
	17	0.60	9.17		
	18	0.73	11.20		
Intention to purchase	19	0.83	8.71	Dennis *et al.* (2008)	0.91
	20	0.94	8.63		

Table 2: Sample profile

Facrors	Levels	Percent
Gender	Male	35.3
	Female	64.7
Education	Elementary	7.3
	Diploma	33.3
	Graduate	24.7
Age	Postgraduate	11.3
	Below 20 years	31.0
	Between 20-29 years	47.5
	Below 30-39 years	15.5
	Above 40 years	6.0

RESULTS AND DISCUSSION

To analyze data and to hypotheses, descriptive statistics for general questions (including demographic characteristics) and interpretive statistics including structural equation modeling were used by SPSS and Lisrel. Sample profile of respondents has been provided in Table 2.

Then, hypotheses were examined by structural equation modeling. The method is a comprehensive attitude towards latent and observed variables. In the SEM, a key step is the fitness of model assessment. When model is fitted, the model is good and acceptable. In Table 3, the results of goodness of fit have been illustrated. Further in Fig. 2, structural model has been showed in significance order.

As shown in Table 3, expectations of other indices are resided in the acceptable level. Hence, the model has a goodness of fit. Then, the hypotheses can be tested according to Table 4. To analyze the hypotheses, path coefficient and t-value have been employed. If t-value is out of the range of -1.96 to 1.96, then the hypothesis is confirmed at the confidence level of 95%.
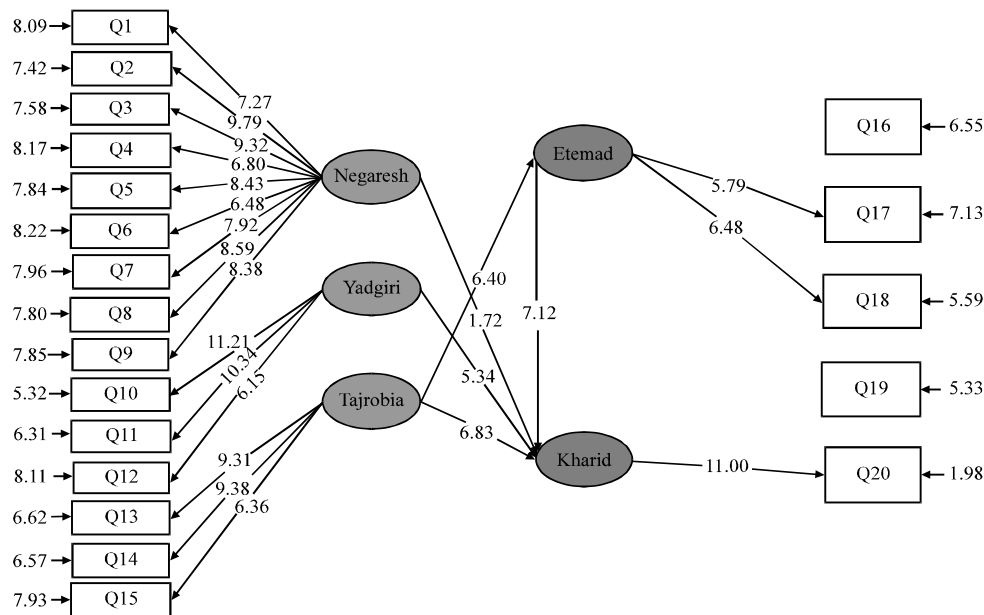
Fig. 2: Structural model with significance coefficients (χ^2 = 495.79, df = 162, p = 0.00000, RMSEA = 0.018)

Table 3: Goodness of fit indices

χ^2/df	GFI	IFI	NFI	CFI	RMSEA
2.56	0.81	0.91	0.89	0.91	0.08

Table 4: Path coefficients of model constructs on dependent constructs

Independent	Dependent	Standard parameter	t-values	Results
Attitude	Intention to purchase	0.28	1.72	Rejected
Trust	Intention to purchase	0.78	7.12	Supported
Past experience	Intention to purchase	0.77	6.83	Supported
Past experience	Trust	0.56	6.40	Supported
Learning	Intention to purchase	0.42	5.34	Supported

CONCLUSION

According to findings on the effect of past experience on intention to purchase and according to the related indices in the instrument, it is suggested that: the level of advertising effortsshould be increased through virtual networks and salespersons operating on branches and through social media and construction journals can send suitable information about the company to the customer. Further, according to the findings on the effect of trust on intention to purchase and its indices, it is proposed that: company should use high quality material in a way that product quality is stable at the delivery time and is responsible for its promises and contracts between customer and branch. Further, based on the findings on the influence of past experience on trust and based on its indices, it is suggested that: in order to satisfy customers and making them confidence in company, advertising efforts should be conducted, quality and after sale services should be improved to make consumers

confident in company, a feedback system of customers should be established in virtual space. Finally, according to finding on the effect of learning on intention to purchase, it is suggested that to meet customers' satisfaction and to attract their trust towards the company, a set of services and facilities should be considered for customers. It is suggested that promotional programs and facilities should be employed for particular customers to be more loyal to the company.

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