

THE EFFECT OF PRODUCT QUALITY, SALES PROMOTION AND SOCIAL INFLUENCE ON CUSTOMER PURCHASE INTENTION IN BELLAGIO SHOES STORE IN MANADO

EFFEK DARI KUALITAS PRODUK, PROMOSI PENJUALAN DAN PENGARUH SOSIAL PADA NIAT BELI PELANGGAN DI TOKO SEPATU BELLAGIO DI MANADO

by:

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Abstract: People in Manado always pay attention of their style in fashion especially women. Shoes is one of the important things that woman want. A good quality product, an affordable price and what people think about the product are some factors that woman have to know when they buy a product. Bellagio is one of shoes store that produce good quality product and many kind of promotion has offered in that store. The purpose of this study is to examine the impact of brand equity on consumer purchase intention. A sample of 60 questionnaires were distributed to the customer of Bellagio Shoes Store in Manado, and multiple regression analysis was used. The findings of this research shows that simultaneously the variables product quality, sales promotion and social influence has a significant effect on customer purchase intention. While partially only quality sales promotion and social influence has significant effect on customer purchase intention, whereas product quality does not have any significant effect on customer purchase intention. Therefore, Bellagio Shoe Store must maintain their sales promotion because this is one factor to attract customers' purchase intentions.

Keywords : *product quality, sales promotion, social influence, purchase intention*

Abstrak: *Orang-orang di Manado selalu memperhatikan gaya fashion mereka terutama wanita. Sepatu adalah salah satu dari hal-hal yang penting yang wanita inginkan. Produk berkualitas bagus, harga terjangkau dan apa yang orang pikir tentang produk itu adalah beberapa faktor yang harus wanita tahu ketika mereka membeli sebuah produk. Bellagio adalah salah satu toko sepatu yang memproduksi produk berkualitas bagus dan beberapa jenis promosi ditawarkan ditoko itu. Tujuan penelitian untuk menguji pengaruh ekuitas merek terhadap niat beli konsumen. Sampel dari 60 kuesioner didistribusikan kepada pelanggan Toko Sepatu Bellagio di Manado, dengan analisa regresi berganda. Hasil penelitian ini, secara simultan faktor kualitas produk, promosi penjualan dan pengaruh sosial memiliki pengaruh signifikan terhadap niat beli konsumen. Namun secara parsial hanya promosi penjualan dan pengaruh sosial yang memiliki pengaruh signifikan sedangkan kualitas produk tidak terlalu berpengaruh terhadap niat beli konsumen. Oleh karena itu, Toko Sepatu Bellagio harus menjaga promosi penjualan mereka karena ini merupakan salah satu factor untuk menarik niat beli pelanggan.*

Kata Kunci : *kualitas produk, promosi penjualan, pengaruh sosial, niat beli*

INTRODUCTION

Research Background

In business industry, marketing is one of the important key to be succeed. When people start to run the business one thing they should considered is how to market their product or service. Many companies are trying very hard to find the best strategy to market their product or service. The better the strategy the more customers they will get, so does the profit. The point of starting the business is to gain many profits as possible. Some company even hires some expert with high skill some event does not concern about the money they spend to pay that expert. This is shows that marketing is very important in doing business.

Modern marketing is more than just producing good products, suitable pricing and easy access to them. Today, attracting new customers has become so important in modern retailing in addition to loyal to them and efforts have been paying in that perspective as known, the cost of keeping consumers present is less than the cost of gaining new customers. World of today's world is a benefit-cost. Firms have to rethink the relationship between attitude and behavior of their consumers. All businesses need to communicate to the consumer what they have to offer.

There are so many products offered in the market and people in Indonesia also start to look for something better. They looking for a good quality product, even some people do not think about the price of the product. A product's quality has a significant impact towards the product or service performance, thus it is linked to a customer's value and satisfaction (Kotler, et al., 2011). Quality is the capacity of a product to satisfy some specific wants of the customers. It is one of the important factors that can makes the customers have feeling to a product. Quality also become an important thing in affecting people buying decision.

Promotion is one of the key factors in the marketing mix and has a key role in market success. Promotion is used to ensure that customers are aware of the products that the company is offering. The promotional mix is the combination of the different channels that can be used to communicate the promotional message to the customers. The channel to be used are advertising, direct marketing, public relation, personal selling, and sales promotion. One of most important channel is sales promotion.

Not only by the price discount, social influence also become an important thing for customer to buy a product. Social influence refers to actions, feelings, thoughts, attitudes or behaviors of individual change through interaction with other individuals or groups. It can be seen in socialization, friend and family pressures. In social psychology, it is often related to the impact of social norms toward the changing of individual behavior and attitudes. Most customers do not shop alone. Friends, family members and other groups exert strong influence on the buying decision of individuals. These reference groups do the word of mouth marketing. They can play an active role in influencing the opinions of others. Sometimes people wants to buy a product based on other people opinions.

Research Objectives

The objectives in this research are to find out the effect of:

1. Product Quality on Customer Purchase Intention in Bellagio Shoes Store in Manado.
2. Sales Promotion on Customer Purchase Intention in Bellagio Shoes Store in Manado.
3. Social Influence on Customer Purchase Intention in Bellagio Shoes Store in Manado.
4. Product Quality, Sales Promotion and Social Influence on Customer Purchase Intention in Bellagio Shoes Store in Manado.

THEORITICAL FRAMEWORK

Theories

Marketing

Marketing means selling goods and services that have been produced. Thus, all those activities which are concerned with persuasion and sale of goods and services, are called marketing. This concept of marketing emphasises on promotion and sale of goods and services and little attention is paid to customer satisfaction. Marketing is a total system of business activities designed to plan, price, promote and distribute goods and services to satisfy the desires of both to consumers and potential consumers at this time. Marketing is about identifying and meeting human and social need. Marketing has been defined as an organizational function and set of processing for creating, communicating and delivering value to customer and for managing customer relationship in ways that benefit the organization and its stakeholders (Kotler and Keller, 2013).

Purchase Intention

Purchase intention is the preference of consumer to buy the product or service. Traditionally, the term intention is defined as the antecedents that stimulate and drive consumers' purchases of products and services. According to Shah, et al., (2012), purchase intention is a kind of decision-making that studies the reason to buy a particular brand by consumer. Customers purchase decision is a complex process. Purchase intention usually is related to the behavior, perceptions and attitudes of consumers. Purchase behavior is a key point for consumers to access and evaluate the specific product. Ghosh (1990) in Mirabi, Hamid and Hamid (2015) states that purchase intention is an effective tool to predict buying process. There is a difference between the actual purchase and purchase interest. When the actual purchase is the purchase of the right – actually done by the consumer, then the interest in the purchase is the intention to make a purchase on future occasions.

Product Quality

Quality is defined as the interaction between the customer and the service provider, since the customer sees the service quality through comparing his expectations of this service with the actual performance. According to Kotler, et al., (2011), product quality perception is reflecting the product's ability to carry out their duties which include durability, reliability or progress, strength, ease of packaging and product repair and other characteristics. Based on this idea that the quality of goods is determined by the valuation yardstick. The more in accordance with the standards set assessed the quality.

Sales Promotion

Sales promotion consist of promotional activities other than advertising, personal selling, and publicity, which stimulate purchases. It normally involves a direct inducement (such as money, prizes, extra products, gifts, or specialized information) that provides extra incentives to buy now or buy more, visit a store, request literature, display a product, or take some other action. It is designed to change the timing of purchase or shift inventory to others in the channel. Sales promotion activities occur simultaneously with and utilize advertising and publicity.

Sales promotion is a way to attract consumer's interest so it can raised the attention about the product (Darmadi, 2013). According to Kotler and Keller (2013) sales promotion is a key ingredient in marketing campaigns, consist of collection incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade. Whereas advertising offers a reason to buy, sales promotion offers an incentive to buy.

Social Influence

According to White, et al., (2009) in Rana, Osman and Othman (2015), social influence refers to actions, feelings, thoughts, attitudes or behaviors of individual change through interaction with other individuals or groups. It can be seen in socialization, peer and family pressures. In social psychology, it is often related to the impact of social norms toward the changing of individual behavior and attitudes. Buying decision is related to having social values that derived from a need to be respected and to acquire desirable social status. It is found in some observations that most consumers do not shop alone. Peers, family members and other groups exert strong influence on the buying decision of individuals. These reference groups do the word of mouth marketing. They can play an active role in influencing the opinions of others. That influential impact sometimes goes against or in favor of the interest of a particular organization.

Previous Research

Mirabi, Hamid and Hamid (2015), examined A Study of Factors Affecting on Customer Purchase Intention – Case Study: the Agencies of Bono Brand Tile in Tehran. This study examine the five factors of brand name, product quality, price, packaging and advertising as independent variables on customer purchase intention. The results of this study indicated that this hypothesis is supported. According to the results of multiple regressions, brand name was the third factor affecting customers' purchase intention and indicates that the company should invest more on its brand name in order to increase customers' brand awareness. Another hypothesis was related to the impact of product quality on customers' purchase intention. This hypothesis was supported and revealed a significant and positive impact of product quality on customers' purchase intention. According to the results of multiple regressions, product quality was the first factor affecting customers' purchase intention and this reveals that product quality is a key factor in the purchase intention of customers.

The final hypothesis was the impact of advertising on the purchase intention of customers. This hypothesis was supported too. Also, in this study, packaging and price were investigated, but these hypotheses were rejected.

Rana, Osman and Othman (2015), examined Factors Affecting Purchase Intention of Customers to Shop at Hypermarkets. The authors explains the factors that affecting customer purchase intention when they shop at hypermarkets. This research gave emphasis on some factors that are overlooked in consumer researches. The research findings indicate that customers not only consider the conventional criteria like, price, product quality, location and others while taking purchase decision. The influence of their reference group and the brand image are also important to the customers for taking purchase decisions. The identification of the significant influence of product quality, social influence and brand image has confirmed the casual relationship between these factors and purchase intention. The previous findings suggest that hypermarkets focus on product quality, brand image and social influence. The present study showed that brand image had the highest impact on purchase intention of customers followed by the quality of products sold at the stores and social influence.

Shaharudin, et al., (2011), examined The Relationship Between Product Quality and Purchase Intention: The Case of Malaysia's National Motorcycle/Scooter Manufacturer. The authors explains the relationship between the quality of the product and customer purchase intention on Malaysia's National motorcycle/scooter manufacturer. It can be concluded that customers are looking at other elements beyond quality perceptions on their purchase decision and only they themselves understand what they are actually looking for. In general, customer's perception on Modenas product quality was positive. However, despite this positive perception, it neither encourages nor discourages customers in making decision to purchase Modenas products. Prior to purchasing any product including motorcycle/scooter, a buyer may decide based on certain factors of preferences or priorities that are different among individuals. Customers may not rely on the perceptions of quality alone in deciding to buy or not to buy any product in the market. A study has discovered that there are many factors that could contribute to the customer buying decisions' besides the quality. Although the basic quality dimensions are identical and acceptable to customers but the priorities among them are totally different between one another. In some studies, perceived quality has been found to have a positive direct effect on purchase intentions.

Conceptual Framework

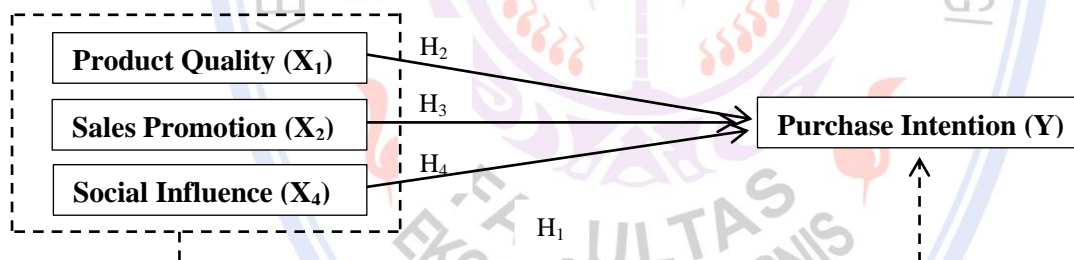


Figure 1. Conceptual Framework

Research Hypotheses

- H1 : Do Product Quality, Sales Promotion, Social Influence affecting Customer Purchase Intention in Bellagio Manado simultaneously?
- H2 : Does Product Quality affecting Customer Purchase Intention in Bellagio Manado partially?
- H3 : Does Sales Promotion affecting Customer Purchase Intention in Bellagio Manado partially?
- H4 : Does Social Influence affecting Customer Purchase Intention in Bellagio Manado partially?

RESEARCH METHOD

Type of Research

This research is quantitative research and uses Causal type of research where it will investigate the Effect of Product Quality (X₁), Sales Promotion (X₂) and Social Influence (X₃) on Customer Purchase Intention (Y) in Bellagio Manado.

Place and Time of Research

This research object is Bellagio Store Manado which conducted from end of August until end of September 2017.

Population

The population refers to the entire group of people, events, or thing of interest that the researcher wished to investigate (Sekaran and Bougie, 2013). The population in this research is a customer of Bellagio Manado.

Sample

According to Sekaran and Bougie (2013) sample is a subset of a population, it compares some members selected from it. Non-probability sampling technique that is convenience sampling was applied in this research regarding to obtain information quickly and efficiently. Convenience sampling is a sampling technique that obtains and collects the relevant information from the unit of study or sample that are easily available (Zikmund, 1997 in Akhter, et al., 2014). Convenience sampling is generally used for collecting a large number of completed surveys efficiently, speedily and with economy (Lym et al., 2010 in Akhter, et al., 2014). And the sample of this research is 60 respondents.

Data Collection Method

This research used several methods to collect data, which are primary and secondary data. On primary data, questionnaire were distributed to the customers of Bellagio Shoes Store in Manado, respectively 60 sheets. On secondary data, data collection by studying the relevant literature in order to obtain a theoretical overview from books, journals, and relevant literature from library and internet of the concept of The Effect of Product Quality, Sales Promotion and Social Influence on Customer Purchase Intention.

Data Analysis Method

Validity and Reliability Test

According to Sekaran and Bougie (2013), reliability is a test of how consistently a measuring instrument measure whatever concept it is measuring. Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure. The reliability of a measure is established by testing for both consistency and stability. Consistency indicates how well the items measuring a concept hang together as a set, Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another.

Multiple Regression Analysis Model

Multiple Regression Analysis the appropriate technique to use when there are several independent variable that need to be examined for their influence on a dependent variable. The formula of multiple regression models in this research:

$$Y = \alpha + \beta X_1 + \beta X_2 + \beta X_3 + \varepsilon$$

Whereas:

Y	: Purchase Intention
β	: Beta
ε	: error
X_1	: Product Quality
X_2	: Sales Promotion
X_3	: Social Influence

RESULT AND DISCUSSION

Result

Validity and Reliability Test

All the indicators of independent variables are stated as valid, the validity test indicates that all of the questionnaire item are recognized as valid. The score of Corrected Item-Total Correlation is above 0.25 for each item. The result shows product quality (X1) 0.314, sales promotion (X2) 0.445, social influence (X3) 0.490 and

purchase intention (Y) 0.336. The reliability test in this research using Alpha Cronbach, which will show the instrument, is reliable if the coefficient is more than 0.6. The SPSS results of reliability test shows that for all item, the Cronbach's Alpha score is 0.672. This means that the items are reliable.

Test of Classical Assumption

Normality

Table 1. Normality Test

		Unstandardized Residual
N		60
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.88950654
Most Extreme Differences	Absolute	.185
	Positive	.125
	Negative	-.185
Kolmogorov-Smirnov Z		1.432
Asymp. Sig. (2-tailed)		.033

Source: Data Processed 2018

Table 1 shows the results of One-Sample Kolmogorov-Smirnov Test, which serves as the indicator of normality test. If the result of significance (Sig.) value is below 0.05, the data considered to be normally distributed. If the Sig. value is above 0.05, then the data is not normally distributed. Table above indicates that the Sig. value is below 0.05, which is 0.033. This means that the data is normally distributed.

Multicolinerity

Table 2. Multicolinerity Test

Variable	Tolerance	VIF
X1	0.974	1.027
X2	0.861	1.162
X3	0.841	1.190

Source: Data Processed 2018

One to determine the presence/absence multicollinearity is to use variance Inflation Factors and Tolerance Multicollinearity test output is interpreted through the Tolerance Score and the VIF score. If the Tolerance score is greater than 0.10 and the VIF score is lower than 10.00, then there is no multicollinearity. In this research, for all variable, the tolerance score is greater than 0.10 and the VIF score is below 10.00. It can be concluded that multicollinearity does not occur in the regression model.

Heteroscedasticity

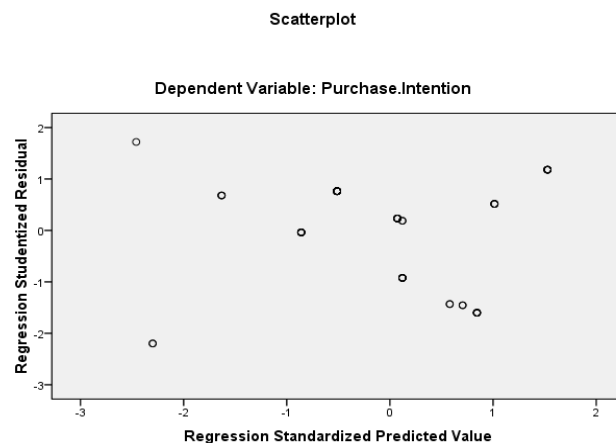


Figure 2. Heteroscedasticity Test

Source: Data Processed 2018

Based on the scatterplot figure 2, it is shown that the dots are spreaded randomly and there is no certain pattern formed in the scatterplot. This could conclude that there is no heteroscedasticity that occurs in this regression model.

Autocorrelation

Table 3. Autocorrelation Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.675 ^a	.455	.426	.913	2.304

a. Predictors: (Constant), Social.Influence, Product.Quality, Sales.Promotion

b. Dependent Variable: Purchase.Intention

Source: Data Processed 2018

The Durbin Watson value in this result is 2.304. This value is greater than dU value (from Durbin Watson table) which point to 1.689. This value is also lower than 2.311 (came from 4-dU). This means that there is no autocorrelation in this regression model.

Regression Result

Significant Test Result

Table 4. Simultaneous Test

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.051	3	13.017	15.615	.000 ^a
	Residual	46.682	56	.834		
	Total	85.733	59			

a. Predictors: (Constant), Social.Influence, Product.Quality, Sales.Promotion

b. Dependent Variable: Purchase.Intention

Source: Data Processed 2018

Table 4 shows SPSS Results for ANOVA test and the hypothesis of this test is as below:

H0 = There is no significant influence from Social influence, Product Quality and Sales Promotion towards Purchase Intention, simultaneously.

H1 = There a significant influence from Social influence, Product Quality and Sales Promotion towards Purchase Intention, simultaneously.

As it explained by the theory, if the p-value (sig.) is lower than 0.05 ($p < 0.05$), it means that H0 (Null hypothesis) is rejected. In other words, there is a significant influence, simultaneously.

Partial Test Result

Table 5. Partial Test

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	9.012	2.539		3.550	.001
	Product.Quality	.070	.100	.070	.699	.488
	Sales.Promotion	.364	.078	.497	4.675	.000
	Social.Influence	.111	.040	.296	2.753	.008

a. Dependent Variable: Purchase.Intention

Source: Data Processed 2018

The results in table 5 show varied results in each variable relationship. Product Quality does not give any significant influence toward Purchase Intention, based on its p-value ($0.488 > 0.05$), while Sales Promotion gives significant influence towards Purchase Intention, based on its p-value ($0.000 < 0.05$). Social Influence also gives significant influence towards Purchase Intention, based on its p-value ($0.008 < 0.05$).

Coefficient of Determination Test Result

Table 6. Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.675 ^a	.455	.426	.913

a. Predictors: (Constant), Social.Influence, Product.Quality, Sales.Promotion

Source: Data Processed 2018

The results show that R-square coefficient of determination score 45.50 %. In simpler explanation, the movement of the Y variable (Capital Structure) is contributed more or less 45.50 % by the X1 and X2 variable as long as the significant influence is occurred in the regression.

Discussion

The results shows that product quality of this store does not have role in determining purchase intention. In other words, when customers buy product in Bellagio, the variation or material of the shoe product is not the primary factor. There are other factors. Evans (1997) in Attiyah (2016) sees quality as the mark for using any product or service that has to meet the consumers' expectations. In this case, in Bellagio Manado this refers to whether the physical material of the product, product variation and fitness of the shoe product is suitable with customer's expectation.

In this research, the sales promotion efforts of Bellagio impacts their customer purchase intention significantly. It means, the sales discounts, events and display of promotional materials determines the intention of the customers whether they wanted to purchase the Bellagio products or not. This finding is supported by several previous related research, Akhter, et al., (2014), shows that there is a positively significant relationship between sales promotion and purchase intention especially for ladies shoes (In this case, Stylo Shoes), because when the respondents were asked about the impact of sales promotion on their purchase intention, most of the

respondents replied that promotional activities motivates them to make purchases. They often make purchase when they see promotional activities even they had no prior intentions of buying.

In this case of Bellagio, social influence takes a significant role in determining purchase intention of their product. When consumers need to make an informed choice, they perceive the opinions or usage of products by others as credible proof of a product's quality or characteristics. As such, they are influenced in their purchase decision through the opinions of others. Social influence is also more likely to have a larger effect through informational influence. It means, friends or families could be as a source of information in buying a certain product, since friends or families (part of social circle) are the most trustable and closest people whose opinion are more likely to convince one to buy a product.

Research statistics result in the previous subchapter indicates that simultaneously, Product Quality, Sales Promotion and Social Influence produce significant impact towards Purchase Intention. This statement is supported by the ANOVA table results that point the significance value at 0.000, which means it is statistically significant. Research statistics result also shows how much the three variables influences purchase intention in Bellagio Manado. Based on the finding, Product Quality, Sales Promotion and Social Influence can explain 45.5% change of Purchase Intention in Bellagio Manado. In other words, the Purchase Intention is determined only 45.5% by the combination of those three variables. The other 54.5% are the variables that is not being used in this research. It could be brand image, store location, or price factors. Those factors should be addressed in other coming research.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Overally and simulteanously the findings of this research concluded that Product Quality, Sales Promotion and Social Influence have significant influence towards Purchase Intention in Bellagio Manado. It means the three variable collectively produce significant impact in determining the customer's purchase decision.

Partially, Product Quality has no significant influence towards Purchase Intention in Bellagio Manado. This is caused by the fact that Bellagio Manado as store, could be considered as a middle level store, which means there are more expensive shoe store that provide higher quality products and targets higher class consumer, so the consumer will not expect much of a quality product

Partially, Sales Promotion has a significant influence towards Purchase Intention in Bellagio Manado. Social influence between the members of a group can trigger individuals to revise their estimations and affect the wisdom of the crowd. In the case of Bellagio Manado, social influence performs a significant role in determining purchase intention of their product. When consumers need to make an informed choice, they perceive the opinions or usage of products by others as credible proof of a product's quality or characteristics. As such, they are influenced in their purchase decision through the opinions of others.

Partially, Social Influence has a significant influence towards Purchase Intention in Bellagio Manado. In this research, the sales promotion efforts of Bellagio impacts their customer purchase intention significantly. It means, the sales discounts, events and display of promotional materials determines the intention of the customers whether they wanted to purchase the Bellagio products or not.

Recommendations

Based on the results, the recommendation given are as follows:

1. Further research should be conducted in order to explain the reason why Product Quality to does not give any significant influence towards the Purchase Intention in fashion industry, especially local fashion industry and shoes/clothing industry.
2. This research also could be used as a proof to assert that in some cases, Product Quality does not have any role in determining the customers' purchase intention especially in fashion industry where product quality is assumed to be a dominant factor.
3. This research should be used as later comparison with other research in the same problem, especially in local fashion industry, to compare the results and as references to explain other research results related to this issue.

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