

The Role Of Customer Perception In Inducting Purchase Intention And Success In Jiangsu, China

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ABSTRACT

Most customers today choose to shop online rather than at traditional brick-and-mortar stores, a result of the technological revolution that has occurred in the retail industry. This strategy has grown in popularity over the past decade, and many stores now use it in conjunction with other methods to boost profits. This research aims to examine the socio-cultural and economic context of Jiangsu province, China, to conclude the relationships between consumer happiness, purchase intent, and perceptions. Businesses may get a better understanding of customer decisions by comparing physical and online data. Being prepared is key since the factors influencing both online and offline transactions are always evolving. Internet shopping is more convenient and user-friendly for many people, even if many others prefer the more personalised experiences in physical stores. The occurrence that men are more inclined to shop online rather than at brick-and-mortar establishments is investigated and analysed in this study. Secure payment processing is very important to online shoppers since it is directly tied to retail sales. Despite the growing popularity of online shopping, many people still prefer to purchase in physical stores. This is because they can personally inspect the products and have faith in the sellers.

Keywords: *Consumer perception, Purchase intention, Customer satisfaction, Online shopping, Offline shopping.*

1. INTRODUCTION

Customer satisfaction, the ultimate goal of any purchase, is highly dependent on the buyer's outlook and motivation to make use of the product or service in question. What this debate means by "reflects" is how well a service or product satisfies or surpasses consumer expectations. If you want to stay ahead of the competition in Jiangsu, where customers are picky about quality and service, you need to make sure your customers are happy. Customers who are pleased with what they get are more likely to return for future purchases, tell their friends about it, and demonstrate brand loyalty. Prolonged economic success might be aided by all of these things. Conversely, if customers are unhappy with a company's offerings, they may stop being loyal customers and leave negative reviews. If this happens, the company's image and bottom line can take a hit. Consequently, having a thorough grasp of the aspects that affect consumer satisfaction is crucial for organisations aiming to build and keep a strong client base in this highly competitive market. Among these considerations are the product's and service's quality as well as the purchase's overall worth (Truong & Truong, 2022). Examining the complex interplay between consumer perception, purchasing intent, and customer happiness within the setting of Jiangsu, China is the primary goal of this research. The study's overarching goal is to shed light on how consumers' impressions impact their propensity to buy and their overall happiness with a product or service in the area. Due to the high degree of customer awareness and the ever-changing nature of the industry, firms in Jiangsu face both possibilities and problems. The research will help firms improve their market performance and align their strategy with customer expectations by analysing consumer attitudes, behaviours, and levels of satisfaction (Omar et al., 2021). To rub salt in the wound, this study's importance goes much beyond the theoretical advances it makes. Gaining a deeper knowledge of how perception influences purchase intention

and user satisfaction may help organisations design better marketing strategies, increase product offers, and improve customer service. Businesses may be able to use the study's findings to better position their goods in the market, craft more relevant marketing messages, and develop customer interaction techniques that resonate with local consumers. The results may also be useful in determining what factors are most important for consumers to be satisfied. According to (Beckers et al., 2021), this would help enterprises in Jiangsu enhance their competitive position by addressing possible areas for development. To sum up, business strategy in the Chinese province of Jiangsu hinges on the relationship between consumers' product perceptions, their propensity to buy, and their degree of customer happiness. A thorough familiarity with the province's ever-changing economy and its picky customers is crucial for commercial success. This research aims to shed light on the complicated relationship between consumer perceptions and their buying behaviours and satisfaction levels. Helping firms succeed in the complex Jiangsu market is our aim. The research will deepen our comprehension of these connections in this high-pressure setting, allowing businesses to gain an advantage in the market and strengthen relationships with consumers (Lee et al., 2022).

2. BACKGROUND OF THE STUDY

The ultimate indicator of a product or service's ability to meet or surpass consumer expectations is the level of customer satisfaction it delivers. Perception and the desire to buy are the two most important factors. Customers in Jiangsu have high expectations; therefore, businesses need to meet or exceed them. When customers are happy with their purchases, they are more inclined to buy from the firm again, recommend it to others, and stay loyal. But a company's image and cash line could take a hit when unhappy customers don't buy from them and post unfavourable reviews online. Consequently, companies must have a strong grasp of what makes their consumers happy if they want to earn and keep their loyalty. Among these factors are perceived value, service excellence, and product quality (Tsotsou & Goldsmith, 2020). Businesses can't succeed until they masterfully navigate the intricate feedback loop that comprises happy customers, positive brand image, and intent to buy. The region's booming economy and the ever-changing market are making an already difficult situation much worse in Jiangsu. A thorough understanding of these connections is crucial for companies striving to adjust to shifting customer tastes and intense competition. Research like this aims to shed light on how customers' impressions affect their propensity to buy and their overall happiness with a product or service so that businesses may better their strategy and compete in the market (Chavda, 2021). This study is quite relevant at the moment because of the great economic growth in Jiangsu and the rising level of consumer awareness. A deeper knowledge of the impact of customer perceptions on purchase choices and satisfaction might be useful for firms in today's fast-paced industry. Using the research's practical findings, businesses can better match their offerings with customer expectations, strengthen their competitive position, and establish lasting connections with customers by addressing these crucial issues (Day & Wagner, 2019). As a conclusion, this study's setting of Jiangsu, China, makes it imperative to examine the connections between consumer perception, purchase intention, and customer happiness. It is critical for companies to fully grasp these difficulties because of the shifting market dynamics, the more discerning clientele, and the growing provincial economy. This study adds to what is already known about the Jiangsu market and how firms can use that information to better understand and meet client desires (Chen & Chang, 2021).

3. PURPOSE OF THE RESEARCH

In the social, cultural, and economic setting of Jiangsu province, China, this study intends to investigate the connection between consumers' views, their purpose for buying, and their level of satisfaction with the end product. Factors like product quality, company reputation, pricing, and regional cultural influences are among the many that the research identifies as having a role in customers' impressions and their intentions to purchase. Digging into consumers' decision-making processes is key to identifying the crucial aspects that encourage or discourage purchases. Furthermore, the research delves into the correlation between customers' desire to buy and their level of satisfaction post-purchase. How the product performs after purchase, the quality of the service, and the overall satisfaction all play a role. This study helps businesses in Jiangsu make better

marketing, product, price, and CRM-related strategic decisions by providing real-world information. Companies can't survive in today's cutthroat business environment and hope to retain clients without this information. The study helps fill gaps in our understanding of consumer behaviour in a particular location, strengthens theoretical frameworks, and has real-world applications in other parts of the globe with similar markets.

4. LITERATURE REVIEW

There is a strong correlation between branded items and consumers' inclinations to buy. Customers form emotional connections with the branded items' attributes and, in the end, influence other customers to buy the brand products by recommending them. Customer input and reaction are the sources of brand equity when talking about the brand concept. The benefit of preserving favourable brand equity is that consumers are more likely to choose an expanded version of an existing, well-known brand over a newly introduced one because the latter does not yet have any associations in their minds. The brand's name, logo, and package design eventually won over several consumers. Researchers have shown that customers take the brand's reputation into account. When they are building the brand's decision set before making the final purchase. Despite the high pricing, people preferred branded items over non-branded ones. Researchers also argued that consumers should choose branded products because they make them feel better about themselves. According to the research, consumers prefer name brands due to the higher quality and better performance of these items (Deng & Lu, 2020). When given several options, customers tend to go with the companies they are already acquainted with and disregard those about which they have heard nothing positive, according to the research. Due to the quality and confidence that branded goods provide, buyers choose branded apparels over non-branded ones, according to researchers studying the influence of brands on fashion items. The effect of age on the quotient for branded items decreases with age, suggesting that younger consumers are more brand-conscious, and vice versa, according to research that examined the relationship between age and branded product awareness. The factors that influence customers' preference for branded products were investigated by researchers. The findings revealed that customers preferred branded products due to the comfort that branded apparel provides, the trust that branded products inspire, and the perceived superior quality of branded products compared to non-branded alternatives. To better understand the aspects of branded items that influenced customers' participation in fashionable branded products, researchers look at how brands affect customers' purchasing behaviour (Dhawal et al., 2021). The study shed light on the brand aspects that significantly impact customer involvement in product acquisition and added to our knowledge of customer buying behaviour about the Indian context. Researchers showed that Gujranwala teens were more concerned with their social standing, which explains why they shopped more for name brands and responded favourably to advertisements. "Intention represents a person's immediate behavioural orientation towards engaging in a given behaviour and it reflects the person's motivation towards that behaviour," the authors of the aforementioned work argue. The literature considers and analyses purchase intention in many ways, and it is an essential marketing topic. Researchers found that to predict actual purchase behaviour, buy intention is included with other attitude indicators. When it comes to choosing a product to buy, studies say that the most important factors are the product's worth and the suggestions that customers might acquire from ads or other users. According to researchers, purchase intention is a powerful tool for predicting the purchasing process since it is a complicated process linked to customers' behaviour, perceptions, and attitudes. Further, studies show that consumers formulate their purchasing intentions before making a final purchase choice. Because the writers in question had varying perspectives on what constitutes buying intention. A customer's propensity to make a purchase depends on their level of comfort with the product or service under certain circumstances. Price, perceived quality and value, and other internal and external variables are said by researchers to influence consumers' intentions to purchase (Fleetwood, 2021).

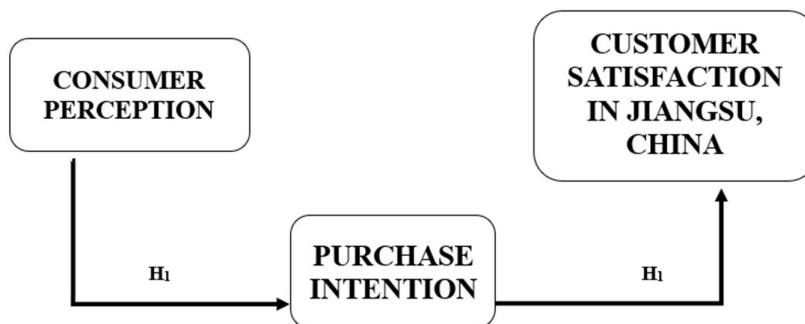
5. RESEARCH QUESTION

- What role do cultural factors play in shaping consumer perceptions and purchase intentions in Jiangsu, China?

6. METHODOLOGY

- **Research design:** One low-cost and fast point-in-time data collection was required per the study design. The researcher used a quantitative technique due to the restricted time and resources available. Each respondent was contacted at one of the aforementioned locations using convenience sampling. Participation in a factory-based monitoring plan was requested of respondents. Researchers briefed potential participants about the study and were available to answer their queries while they awaited the completion of their monitoring program. If a respondent could not read or write, or if they were wheelchair-bound, the researcher would read the survey questions and answer categories out to them and then enter their answers on the survey form according to what was said. Some locations required respondents to fill out and submit their surveys simultaneously.
- **Sampling:** A convenient sampling technique was applied for the study. The research relied on questionnaires to gather its data. The Rao-soft program determined a sample size of 1500. A total of 1600 questionnaires were distributed; 1563 were returned, and 63 were excluded due to incompleteness. In the end, 1500 questionnaires were used for the research, comprising 855 females and 645 men.
- **Data and measurement:** A questionnaire survey was used as the main source of information for the study (one-to-correspondence or Google-form survey). Two distinct sections of the questionnaire were administered: Both online and offline channels (a) demographic information, and (b) replies to the factors on a 5-point Likert scale. Secondary data was gathered from a variety of sites, the majority of which were found online.
- **Statistical Software:** SPSS 25 was used for statistical analysis.
- **Statistical tools:** To get a feel for the data's foundational structure, a descriptive analysis was performed. A descriptive analysis was conducted to comprehend the fundamental characteristics of the data. Validity was tested through factor analysis and ANOVA.

6.1 Conceptual Framework



7. RESULTS

• Factor Analysis

Factor analysis (FA) is used to validate the foundation of a measurement battery, aiming to identify latent characteristics and measurement inaccuracies. The Kaiser-Meyer-Olkin (KMO) Test is used to determine data suitability for factor analysis, ensuring sufficient data for all model variables and the whole model. KMO values range from 0 to 1, with an adequate sample size between 0.8 and 1.0. Large-scale correlations pose a significant challenge for component analysis. Kaiser's minimum and maximum requirements range from 0.050 to 0.059.

Table 1: KMO and Bartlett's Test

KMO and Bartlett's Test ^a		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.918
Bartlett's Test of Sphericity	Approx. Chi-Square	7212.127
	df	190
	Sig.	.000
a. Based on correlations		

The study used the KMO test for sample adequacy, resulting in a KMO value of .918, and a significance level of 0.00, indicating the data is suitable for exploratory factor analysis.

- **Test For Hypothesis**

a. Dependent Variable: Customer Satisfaction in Jiangsu, China

Customer satisfaction (CSAT) is a metric that measures how well a company's offerings fulfil customer expectations. Various technologies, such as surveys and feedback analytics, are used by businesses to gauge consumer satisfaction. Low customer satisfaction may lead to complaints, bad reviews, and even company loss, while high customer satisfaction usually results in client loyalty, repeat business, and good word of mouth. Like in many other parts of the world, customers in Jiangsu, China are considered satisfied when they feel that their expectations have been met or exceeded by a company's offerings. It is a critical aspect of business operations, influencing customer loyalty and overall business success. In Jiangsu, factors such as e-loyalty, e-service quality, and social networks significantly impact customer satisfaction, especially in the online shopping sector. Additionally, the quality of customer experience has been improving, although there are still areas that need attention, such as information security and privacy protection (Wu & Liang, 2022).

b. Independent Variable: Consumers' Perceptions

Consumers' perceptions of marketing stimuli about their product or brand, as well as any components of the marketing mix, are organised, interpreted, and given meaning via the process of consumer perception. To make sure they are cognisant of the marketing tactics and items they encounter, incorporate their sentiments, ideas, and views regarding a brand or organisation (Verhoef et al., 2021).

c. Mediating Variable: Purchase Intention

A customer's propensity to make a purchase is known as their purchase intention. Several internal and external variables influence consumers' desire to buy a dependent variable. The degree to which a responder plans to buy a product or use a service is indicated by their purchase intentions (Ford et al., 2021).

- **Relationship between Consumers' Perceptions and Customer Satisfaction in Jiangsu, China through Purchase Intention**

Purchase intentions in Jiangsu, China, are strongly influenced by the interaction between consumer satisfaction and perceptions. Consumers' impressions formed by elements like product quality, brand reputation, and customer service directly affect their total pleasure as they negotiate a fast-changing market. Positive impressions lead to high degrees of customer satisfaction, which increases customers' propensity to recommend businesses throughout their social networks and make returning purchases. On the other hand, bad opinions could cause discontent, therefore reducing purchase intentions and weakening brand loyalty. This dynamic underlines the need of companies in Jiangsu to develop strong customer impressions using constant quality and interaction. Companies may greatly increase buying intentions by matching their products with customer expectations and improving satisfaction, therefore guaranteeing long-term success in a competitive climate (Hu et al., 2020).

Based on the above discussion, the researcher formulated the following hypothesis, which was to analyse the relationship between Consumers' Perceptions and Customer Satisfaction in Jiangsu, China through Purchase Intention.

“H₀₁: There is no significant relationship between Consumers' Perceptions and Customer Satisfaction in Jiangsu, China through Purchase Intention.”

“H₁: There is a significant relationship between Consumers' Perceptions and Customer Satisfaction in Jiangsu, China through Purchase Intention.”

Table 2: H₁ ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	65131.762	937	9304.537	1173.851	.000
Within Groups	729.238	562	7.927		
Total	65861.000	1499			

In this study, the result is significant. The value of F is 1173.851, which reaches significance with a p-value of .000 (which is less than the alpha level). This means the ***“H₁: There is a significant relationship between Consumers' Perceptions and Customer Satisfaction in Jiangsu, China through Purchase Intention”*** is accepted and the null hypothesis is rejected.

8. DISCUSSION

Businesses trying to survive in a competitive environment should give customer impression priority as it determines purchase intention and drives success in Jiangsu, China. In this area, where fast economic development and cultural changes define consumer behaviour, knowing how consumers see goods and brands may greatly affect their purchase choices. Positive impressions resulting from things like company reputation, quality, and cultural fit operate as strong motivators for increasing purchase intention. Customers who interact with companies that fit their beliefs and expectations are more likely to be loyal and convert. On the other hand, poor impressions may rapidly discourage potential consumers, which emphasises the significance of businesses actively controlling their brand image and customer experiences. Leveraging insights into customer perception not only promotes immediate sales development but also helps firms to be positioned for long-term success by creating strong, enduring connections with customers, therefore preparing a market as dynamic as Jiangsu for continuous prosperity.

9. CONCLUSION

In Jiangsu, China, purchase intention and general company performance are driven in great part by the consumer perspective. Positive impressions become critical for inspiring purchases as people search for goods and brands that fit their beliefs and expectations more and more. Companies that successfully build trust, show quality and fit consumer tastes are more likely to find increased buy intentions and long-term client loyalty. In a competitive market, knowledge of and use of consumer perception not only promotes instant sales but also creates the foundation for long-term success, therefore helping businesses to flourish in an always-changing economic environment.

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