

Factors Influencing Consumer Purchase Intention in the Indian Automobile Market

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Abstract: In highly competitive markets, businesses strive to anticipate the actions of their customers. When it comes to understanding consumer purchasing decisions, customer buying intention is of the utmost importance. The purpose of this study is to investigate the factors influencing Indian consumers' inclination to purchase Hyundai automobiles. Cars and other vehicles are high-involvement and useful due to their long lifespans and their use for many years. In the Indian automobile market, Hyundai, a foreign brand, has had tremendous difficulty maintaining its position. When it comes to increasing brand acceptance and market performance, it is essential to have a solid understanding of what Hyundai automotive purchasers want. The research found that price, quality, company image, social influences, and emotional factors, including trust, satisfaction, and perceived value, influenced client purchases. Two hundred Indians completed a quantitative questionnaire for an empirical study. This study examined the relationship between purchasing intention and its determinants using statistical analysis. The research suggests that external and emotional factors significantly impact Hyundai customers. Marketers and automakers can use the study's findings to improve customer engagement, brand impression, and purchase intention in India.

Keywords: Automobile Market; Perceived Value; Statistical Analysis; Automobile Buying Behaviour; External Influencing Factors; Emotional Decision-Making; Empirical Research Approach.

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1. Introduction

1.1. Background of the Study

Customer purchase intention plays a significant role in marketing and can be used to analyse customer buying behaviour. Considering this, the study analyses customers' purchase intention for Hyundai cars in India. Purchase intention is the customer's willingness or tendency to purchase a product or service [4]. Purchase intention refers to an individual's conscious plan to purchase a specific brand [27]. Since cars were considered the most valuable commodities, people might buy a car with the intention of keeping it for a long time. According to Korhonen et al. [28], people who want to buy a car take longer to decide. Buying a car is entirely different from buying other products [2]. For instance, people purchase groceries regularly, whereas cars cannot be purchased regularly. Hence, the customer needs to employ a variety of strategies to gather suggestions and ideas to make a car purchase decision. In most countries, customer intention to purchase a car can be influenced by major

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criteria such as income level, economic conditions, social factors, vehicle design and features, and gender. Moreover, in some countries, foreign car manufacturers were banned, and higher tariffs were imposed on imported vehicles to facilitate domestic car manufacturers' production.

In comparison, countries like India offer opportunities for both domestic and foreign car manufacturers to establish and expand their businesses. Even though India ensured liberalisation for foreign car manufacturers, domestic companies dominated the market through effective advertising, promotions, and efficient car sales and service within the country. However, car manufacturers worldwide were struggling to survive in a competitive business environment [3]. To achieve optimal growth, companies like Hyundai Motors were required to expand their operations across their nation's borders and seek the global market [36]. Due to intense competition among car manufacturers worldwide, they needed to improve their cars to achieve customer satisfaction.

In India, prominent car companies include Tata, Mahindra, Maruti Suzuki, Honda, Toyota, Mitsubishi, Mazda, Hyundai, Kia, Ford, Nissan, BMW, and Mercedes-Benz, among others. All of these brands manufacture cars in different sizes, qualities, and price ranges. Given existing technology and customers' perceptions of buying a car, most of these company's manufacture cars in different variants. For example, Hyundai Motors in India has started manufacturing and selling its brand cars in a range of variants, including diesel, petrol, hybrid, and electric, at competitive prices. Such product variants at fair prices have enabled Hyundai to achieve sustainable growth in its business over the past decade. Given the availability of eco-friendly cars and a wide range of options for customers to buy, Hyundai needs to engage in effective advertising to attract a large number of customers [11]. To encourage customers to make purchase decisions on Hyundai cars, stimulating customer intention would be the company's primary objective. Before buying a car, most customers seek advice, suggestions, and opinions from their friends, car experts, and existing users of a particular brand.

Therefore, effective decision-making regarding the purchase of Hyundai cars would help the company reach its target customers. Generally, there were no prior studies on the factors affecting customers' purchase intention for a foreign-brand car; this study, supported by existing literature, aimed to explore these factors. In addition, only a few studies have analysed customer purchase intention for buying foreign-brand cars. The literature found that certain characteristics underlie customers' purchasing decisions, stemming from social, economic, and product factors [1]. The study adds novelty by encouraging Hyundai Motors to induce customer intention by incorporating influencing factors. It also found that customer purchase intention depends greatly on the context of the desired country (India). Therefore, the factors affecting customer purchase intention in the Indian market would be more important for Hyundai Motors to achieve favourable business growth [26].

1.2. Aim of the Study

The aims of the study can be given as follows:

- The study sought to explore the factors influencing customer purchase intentions for Hyundai Cars in India.
- To make recommendations for the organisation (Hyundai) based on the results of the study.
- To contribute to the field of consumer behaviour by analysing factors influencing purchase intention towards vehicles.

1.3. Objectives of the Study

The following objectives can be achieved to frame the study's aim:

- To appraise the influence of external and emotional factors on customers' purchase intention of Hyundai cars.
- To determine whether emotional factors, such as trust, commitment, attitude, and perceived value, have a positive relationship with customers' purchase intention.
- To address the reliability of external factors such as brand image, product knowledge and e-word of mouth on customer purchase intention.
- To develop a conceptual framework to test the hypothesis of the study.
- To examine the moderating role of gender differences on customer purchase intention.
- To provide directions for future studies.

1.4. Rationale of the Study

As purchase intention precedes a purchase decision for a product or service, the study examines the factors influencing potential customers' purchase intentions for Hyundai brand cars in India. Therefore, the study has been undertaken to uncover the most

influential factors in customer purchase intention for a foreign-brand car (Hyundai Motors) [12]. As few studies have focused on predicting the purchase intention of potential vehicle customers, the study aimed to address an underdeveloped area.

1.5. Statement of the Problem

People in recent times have been living in a technologically developed era. Consumers have numerous opportunities to identify, select and purchase their desired products and services. With this consideration, the study examines the prediction of customer intention toward Hyundai cars in India. With reference to Chew et al. [16], several studies examined the factors influencing customer intention toward automobiles. Since purchase intention factors remain the major predictors of future purchase decisions, it is crucial to identify the factors that stimulate customers' purchase intention [14]. Therefore, the present study aims to identify the critical factors that influence customers' purchase intention for Hyundai cars in the Indian market.

1.6. Conceptual Framework of the Study

Figure 1 presents a conceptual framework that shows how emotional elements (such as trust, commitment, attitude, and perceived value) and external factors (such as brand image, product knowledge, and e-word of mouth) affect a customer's desire to buy [19]. It also shows that gender differences moderate how these parameters relate to purchasing intention.

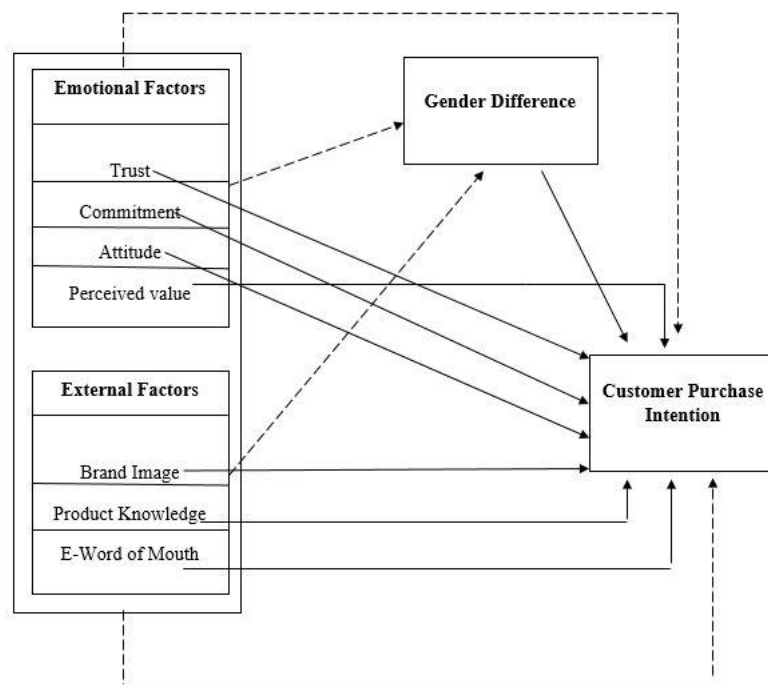


Figure 1: Conceptual framework

1.7. Purpose of the Study

Customers with a high degree of purchase intention are more likely to make purchase decisions [35]. Since customer purchase intention precedes a purchase decision, it is necessary to identify and evaluate the factors that influence it. Based on the facts, the current study examines how the two sets of factors (emotional and external) influence customer purchase intention [20]. To assess the relationship between the factors and purchase intention, a set of research questions was framed to examine the roles of emotional and external factors in the purchase intention for Hyundai cars in India.

1.8. Research Questions

The following research questions were framed based on the literature review on customer purchase intention:

- How did the emotional factors play a significant role in the purchase intention of customers towards Hyundai cars?
- How do the external factors play a significant role in the purchase intention of customers towards Hyundai cars?

- How gender differences played a moderating role in the relationship between customer purchase intention and influencing factors.

1.9. Hypotheses of the Study

Based on the research questions, the hypothesis can be framed as follows:

- **H1:** Trust positively affects customers' purchase intention for Hyundai Cars.
- **H2:** Commitment positively affects Hyundai Cars' customer purchase intention.
- **H3:** Customer Attitude positively affects customers' purchase intentions for Hyundai Cars.
- **H4:** Perceived value positively affects the customer purchase intention of Hyundai Cars.
- **H5:** Brand Image positively affects customers' purchase intentions for Hyundai Cars.
- **H6:** Product Knowledge positively affects customers' purchase intention for Hyundai Cars.
- **H7:** E-word of Mouth positively affects the customer purchase intention of Hyundai Cars.

1.10. Significance of the Study

The study was undertaken to identify the factors that influence customers' purchase intention for Hyundai cars in India. By understanding the factors that influence purchase intention, the organisation can more easily predict consumers' buying decisions for its products. Drawing on the supportive literature, the study demystifies the impact of external and emotional factors on Hyundai car purchase intention.

1.11. Limitations of the Study

Since the study is limited to the purchase intention of Indian customers for Hyundai cars, the use of cross-sectional data might not be able to predict customers' purchasing decisions, as changes in the patterns of purchase intention for Hyundai cars were observed over a long period [23]. As the study adopted a Judgement sampling technique, generalising about purchase intention limited the research's findings.

1.12. Organization of the Study

The study has been divided into two sections: the empirical and the theoretical. The theoretical section comprises a literature review, including a background study of customer purchase intention and the factors influencing it for Hyundai cars. The factors influencing purchase intention could be considered the major focus of this study [23]. The factors are external and emotional, as they lead to the purchase decision for Hyundai cars. The empirical section of this study, on the other hand, can be carried out using a quantitative research method [22]. The required data for this study can be collected using a questionnaire with an appropriate sampling technique. The results of the study have been drawn at the end of data collection; analysis and interpretation are now underway.

2. Review of Literature

The Literature Review examines the role of influencing factors in customers' purchase intention. Since emotional and external factors influence the customer's purchase intention for Hyundai Cars India, their significance is also examined in relation to that intention. In addition, the literature review part comprises relevant and supporting theories of customer purchase intention and its factors [29]. From this paper, researchers can understand the role and significance of the factors that influence customers' purchase intention towards a car brand, as there are few studies on car purchase intention. The study, with an extensive literature review, aimed to analyse the influencing factors of customers' purchase intention for Hyundai cars in India. Purchasing of cars is meant to be a high-involvement process which demands high cognitive commitment and financial resources and has social, financial and other implications [25].

Highly visible products, such as fashion and automotive products, have implications for customers' economic and social status, enabling them to convey statements about their wealth, personality, and other factors [5]. Being a conglomerate, Hyundai Motors established its automobile business in India in the early 2000s. The company has achieved the benchmark of selling the first Korean car in the Indian market. With its extensive feature set and cost-effective cars, Hyundai became more popular among Indian customers. Therefore, Hyundai requires an effective strategy to understand the characteristics that encourage customers to have a purchase intention towards its brand. Since the automobile industry was crowded with several brands, Hyundai must make its cars (products) distinctive and attractive to the customers [34]. Apart from customers' purchasing power, Hyundai should recognise which factors are required to influence customers' purchase intention in India.

2.1. Purchase Intention

A customer's preference to purchase a product or service is known as purchase intention. In other words, purchase intention has another aspect: the consumer will purchase a product after evaluation. Many factors affect the consumer's intention while selecting the product, and the ultimate decision depends on the consumer's intention, with large external factors [17]. Customers make purchase decisions as they become aware of a product, based on their intention to buy and consume it. Since the purchase decision is a complex process of buyer behaviour, the term 'customer purchase intention' seeks to provide a better understanding of consumer purchasing decisions. Purchase intention refers to customers' preferences for purchasing a product or service. The term 'Purchase Intention' can also be understood as the aspect that drives a customer to purchase a product or service after evaluation. According to Keller [17], customer purchase intention for a product can be influenced by several external factors. Since purchase intention lies at the foundation of the purchase decision, customers are influenced by the group of existing customers before purchasing a known brand product. In other words, customers select a brand based on the brand's group cohesiveness [31]. Purchase intention is a type of decision-making that examines the reasons a consumer chooses a particular brand [19]. Customer purchase intention is the likelihood that a customer will buy a specific product under specific conditions. The study examines two sets of factors (emotional and external) that influence customer purchase intention for Hyundai cars.

2.2. Key Indicators of Purchase Intention

The term 'Purchase Intention' can be measured by certain key indicators. According to the study, the three key indicators used to measure purchase intention for Hyundai cars may include private-label status, perceptions of quality, and perceptions of price. According to Kapferer [13], private label can be considered the branding strategy of the firm (Hyundai), referring to the variety of cars it manufactures and introduces to the market. Private label also refers to Hyundai's ability to promote, price, and design its cars to be competitive with local and domestic brands. Maisto et al. [33] stated that if a product or service meets customers' perceived quality, it will be considered a superior alternative. According to Peter and Olson [15], the price of the product determines the consumer's judgement, as they are emotionally attracted to the seller's fair pricing compared with competitors'. Based on the three indicators, the study measures Hyundai car customers' purchase intention in the Indian market.

2.3. Purchase Intention on Hyundai Cars

As a foreign car manufacturer, Hyundai Motors must identify the key factors influencing customers' purchasing intentions for its brand cars. According to Shah et al. [9], consumers' emotional factors may be more critical than their rational factors for the successful adoption of new products, as they decide to purchase a car. Nevertheless, customers' emotions may not be emphasised in most studies on car purchase intention. This study is significant for examining the factors influencing Hyundai car purchase intention among Indian customers. Therefore, Hyundai Motors must understand the emotional and external factors that influence customers' purchase intentions for Hyundai cars in the Indian market.

2.4. Factors Affecting Customer Purchase Intention

According to the study, there are two sets of factors responsible for Hyundai car purchase intention: external factors and emotional factors.

2.4.1. External Factors - Role of Brand Image

2.4.1.1. Influence of Social Comparison Theory on Brand Image and Product Knowledge

According to Witt [7], the information about the brand also affects the decision to skip the existing brand and move on to purchase the brand used by other group members. Therefore, a customer who wishes to buy a product or service could be influenced by other customers who use the same brand [8]. According to Festinger's Social Comparison Theory, customers who wish to buy a car need a drive to do so [21]. To validate the Brand, customers compare Hyundai Motors with others to gather both positive and negative opinions about Hyundai cars. The credibility of a corporate brand is a key factor in determining a firm's success. It is an important component of Hyundai's corporate reputation, reflecting how its past and future activities in India are perceived. Maisto et al. [33] explicitly define corporate credibility as "the degree to which consumers, investors and other constituents believe in the company's trustworthiness and expertise." Consistent with prior work on corporate credibility Keller [18], it is suggested that corporate-brand credibility refers to the extent to which consumers believe that a corporate brand can deliver its claimed benefits to satisfy their needs and wants. Morgan [6] stated that only a few studies have examined the impact of brand credibility rather than that of the entire organisation. In response to the contemporary financial crisis, corporate branding began to receive attention in the context of purchase intention. The present study addresses the need for corporate branding in shaping purchase intention for Hyundai cars.

2.4.2. Role of Product Knowledge

Social comparison theory suggests that customers can gain greater product knowledge by purchasing utilitarian products, such as cars. Witt [7] found, through their study, that customers' knowledge of the product (Hyundai cars) plays a vital role in purchase intention. Moschis [8] argued that knowledge about the product would be the key factor in customer purchase intention. In their research, they found that customers' feelings about product design and packaging affect purchase intention. Since the study is limited to Hyundai Motors India, efficient design and features or specifications of Hyundai cars might enhance the organisation's goodwill and represent the quality of the cars it manufactures.

2.4.3. Role of E-Word of Mouth

2.4.3.1. Social Learning Theory on E-Word of Mouth

Based on Social Learning Theory, the study argues that customers who intend to buy Hyundai cars can acquire relevant information about the brand from their peer groups [33]. In the contemporary situation, such sharing of information through the internet can be considered as 'E-Word of Mouth'. Consumers have traditionally relied on word of mouth (WOM) as a source of information. In today's modern world, there is a more advanced form of WOM that consumers can use before making a purchasing decision: e-Word of mouth (e-WOM). e-WOM is an electronic form of WOM that has broader coverage than WOM. The advancement of cutting-edge technology has added a new dimension to word-of-mouth communication. According to Harrison and Reilly [32], when products or services are difficult to evaluate, customers prefer to use e-WOM as the standard for their experience. There is a massive amount of feedback and suggestions online about Hyundai products. Current and former Hyundai car owners frequently share this type of information, and it is extremely useful for potential buyers.

Furthermore, e-WOM will be very beneficial to Hyundai Motors, as it will enable them to develop their products or services based on consumer feedback. Hyundai marketing professionals have widely used the concept of positive word of mouth because it can be used to measure the effectiveness of marketing tools, such as advertising, while also serving as a reliable source of vehicle information. Viewing online comments on Hyundai Cars would be helpful for consumers because it can make consumers feel more confident in their purchase decision, according to Shah et al. [9].

2.5. Emotional Factors

2.5.1. Role of Trust

Trust can be defined as an individual's anticipation that the other person in the relationship will act as expected. It is very easy to trust a working engine or machine, but much more difficult to imagine a product and then trust it. Similarly, in the UK market, people have more faith in technology than in vehicles. Trust is an important dimension that must be built up over time, but if it is broken, Hyundai will lose market share and will be unable to recover. Trust is also regarded as the foundation of the relationship between customers and organisation (Hyundai), according to Ajzen [10]. As Hyundai Motors builds relationships with customers who intend to behave positively toward one another, focusing on maintaining the relationships the company has invested in, trust can be vested in integrity and certainty.

2.5.1.1. Social Support Theory on Trust

The study includes Social Support Theory, which highlights one psychological aspect: trust [37]. Trust is also crucial in the context of intangible services, which are frequently marketed to customers. Although many dimensions of trust have been identified, several authors agree that two key dimensions of trust exist: credibility trust and benevolence trust. Credibility and trust imply that the leading car manufacturer, Hyundai Motors, is capable of meeting customer expectations. In contrast, benevolence trust implies that the organisation (Hyundai Motors) has the best interests of Indian customers at heart [30]. This study takes into account both credibility and generosity trust.

2.5.2. Role of Customer Commitment

In the context of customer purchase intention for cars, commitment can be considered a crucial factor in developing a valuable relationship between customers and the organisation (Hyundai). Customer commitment can be conceptualised as the customers' and organisations' intentions to act and their attitude towards interacting with each other. Morgan [6] views commitment as a belief held by customers and/or organisations that the relationship between the parties is so important that they work to maintain it. Ajzen [10] adds that commitment involves a customer's ultimate relationship disposition, encapsulating their beliefs, attitudes, and behaviours. Given this definition, it is only logical that commitment is a multidimensional construct

encompassing normative, affective, and calculative commitment. Therefore, achieving a positive customer attitude would be one of the key factors in Hyundai car purchase intention.

2.5.2.1. Customer Attitude Towards Hyundai Cars

Attitudes are perceptions that affect customers' purchase intentions. They are the outcome of an intrinsic evaluation and affiliation methodology, and they play a direct role in the formation of either positive or negative intentions [10]. Research on purchase intention towards automobiles and customer attitude has consistently identified these as crucial antecedents of purchase intention. Several researchers have substantiated the impact of customer attitudes on the intention to buy automobiles in developed countries. The existing literature clearly examines the impact of customer attitudes on the purchase intention for Hyundai cars in India.

2.5.2.2. Customer Perceived Value on Hyundai Cars

The present study reports that it is among the few studies to explore the impact of perceived value on purchase intention for a foreign-brand car. Sari and Asral [11] argued that several customers prefer economical and eco-friendly cars, as Hyundai has been manufacturing such cars in recent years. Such improvements attracted customers to make purchasing decisions about Hyundai cars. Considering the government's terms and policies on economic cars, customers have ensured the flexibility to purchase foreign-brand cars. Therefore, Hyundai's economical and eco-friendly cars developed a positive relationship with perceived value and purchase intention. Purchase intention refers to customers' preferences for purchasing a product or service. The term 'Purchase Intention' can also be understood as the aspect that drives a customer to purchase a product or service after evaluation. According to Keller [18], customer purchase intention for a product can be influenced by several external factors. Since purchase intention lies at the foundation of the purchase decision, customers are influenced by the group of existing customers before purchasing a known brand product. In other words, customers select a brand based on the brand's group cohesiveness [31]. According to Jaafar et al. [36], customer purchase intention can be influenced by perceived value, which implies a relationship between the product and the customer. Hair et al. [12] concluded that a higher perceived value of Hyundai cars leads to a higher purchase intention among customers. Kapferer [13] suggested that customer purchase intention can be both tangible and intangible. Customers with higher perceived value may make purchase decisions for products or services.

2.6. Role of Gender Differences

Gender differences have indeed been widely examined in several marketing studies. Still, very few studies have been conducted in India on the effects of gender differences on car purchase intention (Hyundai) and the desire to pay more for Hyundai cars. The role of gender differences appears important to comprehend because men and women act differently due to their distinct structural positions in the labour market and their different socialisation processes in how they assume, react to, and behave in the caregiver role. Sheth et al. [14] suggested that the theory of gender socialisation refers to the process by which males and females learn different social values and perceive different expectations of them from early childhood. According to Crosby et al. [20], heterogeneous groupings (including individuals and latent groups) have a positive effect on mobility tool purchases, particularly car purchases, which influence households' future technology adoption in relation to energy equipment preferences. Based on the literature on gender differences, the study suggests that there is a clear difference in purchase intention between female and male customers across national contexts.

In developing nations such as India, both men and women have reached a level where they can start caring for their families; thus, the study suggests that gender differences play an important role in Hyundai car purchase intentions. As a result, men become more competitive and insensitive, whereas women who were raised to care for others become more cooperative and empathetic. According to Peter and Olson [15], previous research has shown that females are more concerned about car purchases than males and therefore have a quite positive attitude toward Hyundai because it produces environmentally friendly vehicles. The study analysing the purchase intention of Indian customers for cars finds that female customers have a higher purchase intention than male customers. Such variation ensured the variable 'gender differences' to play a moderating role in the relationship between the influential factors (emotional and external factors) and the purchase intention for cars.

3. Research Methods

This paper discusses the methodologies that can be used to conduct the study accurately. Research Methods encompasses major sub-chapters such as research design, questionnaire design, sampling process, data collection methods, and measurement of variables (dependent, independent, moderating, and control variables). Hyundai Motors, one of the premium car manufacturers in India, used to facilitate its customers with a variety of brand cars. From petrol and diesel engines to EVs (electric vehicles) and Hybrid cars, Hyundai played a significant role in the Indian automobile industry. Due to increased competition among key players in the automotive industry, customers can find numerous opportunities to select and purchase their desired cars at the

right time. As a foreign brand, Hyundai Motors faced a significant challenge in building customer loyalty to gain a competitive advantage. Therefore, the study emphasises the factors that shape customers' purchase intention for Hyundai cars in the Indian market. In this methodology section, the study justifies the mediating role of gender differences, through which the independent variables (external and emotional factors) develop a cause-and-effect relationship with the dependent variable (purchase intention).

3.1. Research Design

Due to the causal nature of the study, a survey method has been used. Since gender differences mediate this study, a standard relationship between emotional and external factors and customers' purchase intention for Hyundai cars can be identified. By demystifying the hypothesis-setting and literature review, this study has enhanced the descriptive research design. Given the research design, the study adopts a quantitative research method to attain the expected results. Specifically, the survey method has been used to collect data. The study has been conducted using the quantitative research method, in which the results are primarily based on the number of participants involved rather than predetermined groups. Quantitative methods emphasise measurable units of analysis, which may include participants' personal views and opinions. This method can be employed, as the study's measurable population is large and has several subgroups. For instance, the population in India has different social classes and groups, which can be generalised using this method. Therefore, a random selection of participants was considered the best approach for defining consumer behaviour and related issues. According to Chew et al. [16], quantitative research focuses on using statistical procedures to measure attitudes and on post-positivist knowledge claims to test a hypothesis with a set of variables specified before the research. Qualitative research uses unbiased approaches, with very little chance of interviewers' own perceptions, and relies solely on the collected data.

3.2. Design of the Questionnaire

Questionnaires that participants complete themselves are among the main instruments for collecting social data. It means that the questionnaire was used to collect data in this study. In this study, the questionnaire section has been categorised into two parts (Part A and Part B). Part A of the questionnaire relates to emotional factors (Trust, commitment, customer attitude, and perceived value). In contrast, Part B relates to external factors (Brand Image, product knowledge, and e-word of mouth). The Part A questions address respondents' emotional experiences regarding their purchase intentions for Hyundai cars. Similarly, the Part B questions address external factors that influence participants' purchase intentions. The crucial items of the questionnaire, such as emotional factors, external factors, gender differences, and customer purchase intention, were adopted from Keller [17]. In line with Keller [17], a 5-point Likert scale is being used. The questions of the study are aligned from strongly disagree (1) to strongly agree (5), to measure the purchase intention of customers on Hyundai cars.

3.3. Sampling

In most exploratory and descriptive research studies, survey techniques were widely used to collect data from respondents. To conduct the research study economically, questionnaires and survey strategies were used. The survey technique enables data collection through a quantitative method. Since the study population is known, a probability sampling technique can be used to generate results that are statistically representative of the whole population with respect to purchase intention. On the other hand, if the study population is unknown, a non-probability sampling technique can be used to obtain results through a questionnaire survey. To appropriately measure people's attitudes, views, and opinions, the survey technique has been incorporated. In this study, Non-probability sampling has been drawn from the sampling frame. It also generalised that results can be generated from market surveys through other methods. Researchers who wish to achieve pure coincidence in their contact with people may use convenience sampling. According to Festinger [21], convenience sampling is a very common method. Still, it may introduce bias and influences that the interviewee cannot control, and it can only be used to depict the attitudes of people who intend to buy Hyundai cars. Festinger [21] also stated that convenience sampling methods with flaws can, to some extent, meet research goals. As an alternative to achieve appropriate results for the study, the 'Judgment sampling method' is being adopted. Given the study's focus on the large Indian population, a cross-sectional study has been conducted. The targeted sample size will be 200, and hence, the judgmental sampling method will be incorporated in this study.

3.4. Data Collection

The primary data for this study were collected through a survey, with participants' responses recorded online. Since it is hard to identify which respondents to select, non-probability sampling is efficient for quantitative research. The questionnaire was circulated among the customers through e-mail and other online applications such as WhatsApp, Facebook and Gmail. In addition, a printed questionnaire was distributed to gauge people's interest in Hyundai cars. In the questionnaire, a 5-point Likert scale was used to measure Indian customers' purchase intention for Hyundai cars. The questions were framed based on influencing factors, including external and emotional factors. The primary data were collected through online and offline

channels, enabling people with an intention to purchase Hyundai cars to be easily identified. Secondary sources, such as literature on purchase intention, guided the study in conducting it properly. To maintain the sample distribution, the questionnaire was distributed across different cities in India.

3.5. Measurement of Variables

The questionnaire for the study consists of three major variables: a dependent variable, independent variables, and a mediating variable. However, the respondents were permitted to answer the corresponding questions using the 5-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree).

3.6. Dependent Variable

The dependent variable in this study is customer purchase intention for Hyundai cars in the Indian market. Therefore, four questions were designed to test the dependent variable (purchase intention). The questions on the dependent variable were designed to examine participants' intention towards Hyundai cars. These four questions were designed to determine whether the customer would purchase a Hyundai car in India. The questions on the dependent variables were addressed in two aspects, as per customer preferences in India. In the first stage, the respondents were provided with dependent-variable questions in both printed and text form via mail and other online media. The respondents at this stage were directly guided to answer the questions on the given topic and to assess their willingness to purchase Hyundai cars. Based on this, researchers can assume that consumers have several plans to purchase Hyundai cars in the near future [38]. In the second stage, consumers' purchase intention can be understood by comparing their intentions toward other vehicles similar to Hyundai cars (Table 1).

Table 1: Dependent variable

Purchase Intention	WTI1: I am willing to show intention towards Hyundai cars.
	WTI2: I plan to buy a car in the near future.
	WTI3: On consideration and comparison with similar products, I intend to purchase a Hyundai car.
	WTI4: By comparing features and specifications with competitors, I will show my intention to purchase Hyundai cars.

3.7. Independent Variables (Emotional and External Factors)

The independent variables of this study were examined as (1) Emotional factors and (2) External factors. With extensive literature support, the emotional factors can be categorised into four factors: Trust, Commitment, Customer attitude, and Perceived value. Whereas, external factors may include Brand Image, Product knowledge, and E-word of mouth. All of these factors were measured using 3 questions to test the hypothesis. The seven items in this segment were used to assess whether emotional and external factors positively influence purchase intention for Hyundai cars. The following Table 2 presents the four items related to emotional factors in purchase intention.

Table 2: Independent variable - emotional factors of purchase intention

Emotional Factors	T1: Trust positively affects customers' purchase intentions for Hyundai cars.
	C1: Commitment positively affects customers' purchase intentions for Hyundai cars.
	CA1: Customer Attitude positively affects customers' purchase intentions for Hyundai cars.
	PV1: Customer Perceived Value positively affects the customer purchase intention of Hyundai cars.

Emotional Factors positively influence Customer Purchase Intention.

Apart from emotional factors, external factors also play a significant role in shaping customers' purchase intentions for Hyundai Cars. Table 3 presents the three external factors used to measure purchase intention.

Table 3: Independent variable – external factors of purchase intention

External Factors	BI1: Brand Image of Hyundai cars positively affects customers' purchase intentions.
	PK1: Product Knowledge positively affects the customer purchase intention of Hyundai cars.
	EWM1: E-Word of Mouth positively affects the customer purchase intention of Hyundai cars.

External factors positively influence customer purchase intention.

3.8. Gender Difference (Moderating Variable)

According to this study, gender differences serve as a moderator between the dependent variable (purchase intention) and the independent variables (emotional and external factors). Considering the past and existing literature, both males and females had a positive influence on vehicle purchase intention. In the present study, gender can be classified as Male (Value = 1) and Female (Value = 2) (Table 4).

Table 4: Gender difference

Gender Difference	GD1: Gender Difference positively affects the relationship between purchase intention and influencing factors
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3.9. Control Variables

According to the study, participants' background information can be considered control variables. The control variables used in this study may include respondents' age, income, geographical location, education, and social status. Since gender differences serve as a moderator in this study, it is unnecessary to include them as a control variable.

4. Results of the Study

This paper presents the study's results and findings. The subdivisions include a demographic profile, reliability testing, measurement model, path analysis, and hypothesis testing. To obtain accurate and expected results, the study conducted SEM (Structural Equation Modelling) via path analysis to test whether the developed hypotheses support the relationship with the study's outcome.

4.1. Demographic Profile

To achieve the study's goal, 200 questions were distributed to the respondents. For these 200 questions, 180 genuine responses were recorded with a response rate of 90%. The remaining 10% of respondents had fault, missing, or blank statements. To have a clear view of respondents' rates, demographic representation can be shown in Table 5.

Table 5: Demographic profile

No.	Variable	Number	Percentage
1	Gender		
	Male	81	40.5
	Female	99	49.5
2	Age		
	Below 25	22	11.0
	26 – 35	58	29.0
	36 – 45	30	15.0
	46 – 55	23	11.5
	56 – 65	43	21.5
	Above 65	4	2.0
3	Marital Status		
	Married	112	56.0
	Unmarried	68	34.0
4	Educational Qualification		
	High School – Junior level	17	8.50
	High School – Senior level	21	10.50
	Undergraduate	83	41.50
	Postgraduate	59	29.50
5	Level of Income		
	0 – 2500	27	13.50
	2500 – 5000	63	31.50
	5000 – 7500	41	20.50
	7500 – 10000	32	16.0
	10000 and above	17	8.50

6	No. of Cars Owned by the Respondents		
	0	61 (Male – 27, Female – 34)	30.50
	1	77 (Male – 32, Female – 45)	38.50
	2	32 (Male – 18, Female – 14)	16.0
	3 and above	10 (Male – 6, Female – 4)	5.0

4.2. Reliability Test

The reliability test was conducted on the purchase intention, emotional factors, and external factors sections of the questionnaire (Table 6).

Table 6: Reliability analysis of study variables (Cronbach’s Alpha Values)

No.	Variables	Alpha Value	No. of Items
1	Trust	0.791	2
2	Commitment	0.865	2
3	Attitude	0.765	2
4	Perceived Value	0.876	2
5	Brand Image	0.875	2
6	Product Knowledge	0.803	2
7	E-Word of Mouth	0.863	2
8	Purchase Intention	0.863	4

As the reliability value can be considered good, the constructs are considered reliable if their values exceed the mean of 0.5. From the Table, it was observed that Cronbach’s Alpha reliability was higher for all variables included in this study. Thereby, the variables such as trust, commitment, attitude, perceived value, brand image, product knowledge, e-word of mouth, and purchase intention in the study’s questionnaire were found to be reliable for conducting the study. Face validity of the variables was assessed using a 5-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5). From the reliability test, it was observed that the eight variables were intended to measure

4.3. Measurement Model

The Confirmatory Factor analysis has been carried out to test the relationship between the constructs, and the respective measurement item are consistent with the proposed relationships in the present study. Confirmatory Factor Analysis (CFA) is used to examine the validity of the relationships between the dependent and independent variables. The study conducted a preliminary first-order CFA analysis of the measurement items and the influencing factors (Emotional and External factors) of purchase intention. Table 7 presents the test results for the measurement model.

Table 7: Measurement model results

No.	Constructs	Indicators	Factor Loadings	Cronbach’s Alpha	Composite Reliability	Average
1.	Trust	My trust in the brand influences my decision to purchase Hyundai cars.	0.854	0.791	0.80	0.575
		Trust developed from the views and opinions of existing users of Hyundai cars.	0.812			
2.	Commitment	A cognitive approach to comparing Hyundai vehicles with those of other brands leads to commitment.	0.665	0.865	0.855	0.492
		I have strong loyalty towards Hyundai vehicles.	0.637			
3.	Attitude	Driving a car meets daily life needs.	0.534	0.765	0.786	0.542
		Being pleasant while driving the car.	0.779			
4.	Perceived value	It is economical to purchase Hyundai cars.	0.752	0.876	0.878	0.644
		If I bought a Hyundai car, people would appreciate it.	0.821			

5.	Brand Image	Driving a Hyundai will improve my social status.	0.867	0.875	0.877	0.641
		Hyundai cars have novelty and reliability.	0.742			
6.	Product Knowledge	I am aware of the latest designs and specifications of Hyundai cars.	0.777	0.803	0.806	0.581
		I am familiar with the Hyundai cars and their different variants.	0.709			
7.	E-WOM	Reviews and ratings about Hyundai cars on social media and the internet.	0.659	0.863	0.859	0.607
		Recognition from friends and family members.	0.798			
8.	Purchase Intention	Do you show intention towards Hyundai cars?	0.833	0.863	0.873	0.694
		I feel obligated to improve my social status by adopting Hyundai cars.	0.804			
		No matter what other brands offer, I intend to buy Hyundai cars.	0.869			
		I consider the impact of the Hyundai brand cars on existing users.	0.807			

Specifically, from the measurement model, the factor loading for the gender difference value was 0.361. Since the value of the mediating variable remains lower than the standard value '0.5', it can be negligible. Even though the mediator variable was neglected, it plays a vital role in understanding the purchase intention for Hyundai cars among male and female customers. The table showed that Hyundai cars were owned and used by female customers more than by male customers. In addition, the combined value obtained from the correlation test of each item and the overall fitting indexes was found to be lower than the standard value. So those correlated items can be neglected. The redefined model was analysed for future use using the First-order Confirmatory Factor Analysis (CFA). The results from the first-order CFA are shown in Table 7. From the first-order CFA analysis, the standardised factor loadings ranged from 0.534 to 0.869, indicating satisfactory model fit for the items. This process indicates that the study's conceptual framework aligns with the data collected from respondents. To ensure the study's survey was rational, reliability and validity tests were conducted across different cities in the United Kingdom, as shown in Table 6. The reliability test was conducted on the study variables, including trust, commitment, attitude, perceived value, brand image, product knowledge, e-word of mouth, and purchase intention. Internal consistency reliability tests assess whether the measurement model's internal constructs are reliable and whether they measure the same content or characteristics. The higher the Cronbach's alpha, an index of internal consistency reliability, the higher the internal consistency. As shown in Table 7, Cronbach's alpha for each construct exceeds the 0.7 threshold, indicating strong internal consistency.

4.4. Path Analysis and Hypothesis Testing

To analyse the proposed model of this research, the Structural Equation Model (SEM) was adopted. The path analysis results provided a good fit for the study. To test the study's hypothesis, a t-test was conducted.

Table 8: Path analysis and hypothesis testing

Hypothesis Developed in the Study	Paths	Path Coefficient (β)	t-value	Result
1	Trust → Purchase Intention	0.56	7.612**	Supported
2	Commitment → Purchase Intention	0.47	3.236*	Supported
3	Attitude → Purchase Intention	0.67	7.346**	Supported
4	Perceived Value → Purchase Intention	0.34	7.920**	Supported
5	Brand Image → Purchase Intention	0.63	4.154*	Supported
6	Product Knowledge → Purchase Intention	0.54	2.080**	Supported
7	E-WOM → Purchase Intention	0.28	2.243**	Supported

Note: * indicates the level of significance is at 0.05.

** indicates the level of significance is at 0.01.

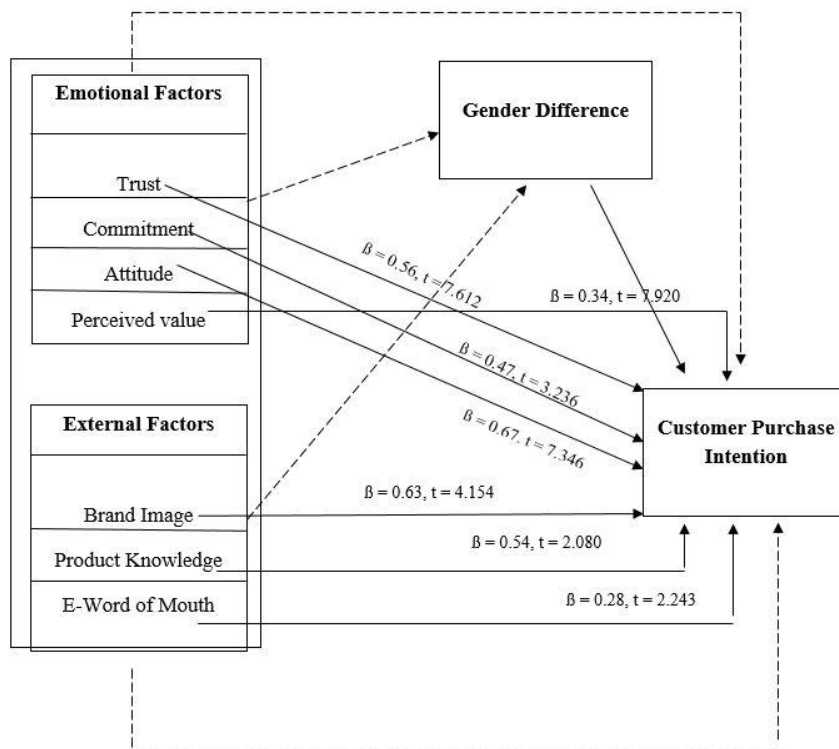
- To carry out the study and test the proposed hypothesis, SEM was used to validate the results. Therefore, a Structural Equation Model (SEM) has been used to test all the hypotheses, which direct to the dependent variable Purchase

Intention. From Table 8, the path analysis model shows that the first hypothesis, trust positively affects the customer purchase intention of Hyundai Cars, indicating that trust has a significant relationship with purchase intention. Since $\beta = 0.56$ and $t = 7.612$ at the 0.05 level, the first hypothesis is supported.

- To test the second hypothesis, Commitment positively affects Hyundai Cars' customer purchase intention; therefore, SEM was adopted. The analysis results show that commitment is significantly related to purchase intention. Since $\beta = 0.47$ and $t = 3.236$ at the 0.01 level, the second hypothesis is supported.
- To test the third hypothesis, that Attitude positively affects the customer purchase intention for Hyundai Cars, a SEM was adopted. The analysis results show that attitude is significantly related to purchase intention. Since $\beta = 0.67$ and $t = 7.346$ at the 0.05 level, the third hypothesis is supported.
- To test the fourth hypothesis, that perceived value positively affects the customer purchase intention for Hyundai Cars, a SEM was adopted. The analysis results show that customer-perceived value is significantly related to purchase intention. Since $\beta = 0.34$ and $t = 7.920$ at the 0.05 level, the fourth hypothesis is supported.
- To test the fifth hypothesis, Brand Image positively affects the customer purchase intention of Hyundai Cars, a SEM was employed. The analysis results show that brand image has a significant relationship with purchase intention. Since $\beta = 0.63$ and $t = 4.154$ at the 0.01 level, the fifth hypothesis is supported.
- To test the sixth hypothesis, Product Knowledge positively affects the customer purchase intention of Hyundai Cars, SEM was adopted. The analysis results show that product knowledge is significantly related to purchase intention. Since $\beta = 0.54$ and $t = 2.080$ at the 0.05 level, the sixth hypothesis is supported.
- To test the last (seventh) hypothesis, E-Word of Mouth positively affects the customer purchase intention of Hyundai Cars, SEM was adopted. The analysis results show that e-word of mouth is significantly related to purchase intention. Since $\beta = 0.28$ and $t = 2.243$ at the 0.05 level, the last hypothesis is also supported for the study.

4.5. Path Analysis Result on the Tested Hypothesis

The results of the tested hypothesis were obtained using SEM via path analysis and a t-test. The hypothesis value can be plotted on the conceptual framework shown below (Figure 2).



Note: β = path coefficient value, t = t -test value.

Figure 2: Path analysis result on the tested hypothesis

5. Discussion and Conclusion

The study aimed to examine the factors that affect customers' purchase intention for Hyundai Cars in the Indian market. Drawing on extensive literature on purchase intention, the study identified two sets of factors (Emotional and External factors) that significantly influence customers' purchase intention for automobiles. With trust, commitment, attitude, and perceived value as emotional factors, and brand image, product knowledge, and e-word of mouth as external factors, the study examined the relationships among these factors and customer purchase intention, which leads to the purchase decision for Hyundai Cars in the Indian context. Therefore, the present provides its contribution to the literature on purchase intention by evaluating the factors through empirical testing of the developed hypothesis. The results of the study indicate that the targeted outcome (dependent variable), purchase intention, was positively influenced by seven factors: trust, commitment, attitude, perceived value, brand image, product knowledge, and e-word of mouth. Furthermore, the study found that gender differences significantly mediated the relationship between the dependent and independent variables. The study found that females show a higher level of intention than males. The results indicate that trust, commitment, attitude, perceived value, brand image, product knowledge, and e-word of mouth play a vital role in purchase intention and encourage customers to purchase Hyundai cars. The study's research questions indicate that Indian customers' purchase intention adds value to their decision to buy Hyundai cars. While making a purchase decision, consumers value the products they are considering.

Therefore, customer-perceived value became a major concern in the purchase decision for Hyundai cars. The study found that customer-perceived value positively affects purchase intention, leading to a purchase decision. According to Schniederjans et al. [24], perceived value is the most important factor in purchasing foreign-brand cars, ahead of native car brands. With more than 20 years of experience, Hyundai has built trust among its prime customers, which influences the purchase intentions of new and existing customers to consider Hyundai cars as their first choice. In fact, the other factors include customer attitude, e-word of mouth, brand image, product knowledge, and commitment. Moreover, the present study has undertaken a survey among Indian customers from different cities to evaluate their purchase intention for a foreign-brand car (Hyundai). Using analysis results, the study provides evidence of a stronger association between emotional and external factors and purchase intention for Hyundai Cars in India. The results of the present study will help consumers identify valuable cars and guide Hyundai Motors in manufacturing its products with higher quality. This study concluded that trust, commitment, attitude, perceived value, brand image, product knowledge, and e-word of mouth were significant contributors to customer purchase intention and decision for Hyundai cars. Results from the path analysis model confirm that all the listed factors in the study are positively related to the outcome variable 'purchase intention'. The study found that spending on the best brand can increase consumer value and improve customer satisfaction.

5.1. Recommendations of the Study

5.1.1. Recommendations

The findings of the research showed that customer purchase intention for Hyundai cars depends entirely on the extent to which customers can be satisfied with the constructs of emotional and external factors (H1 to H7). The findings of the study were consistent with previous studies exploring the influential factors of customer purchase intention for cars. From the hypothesis test results, it has been observed that all the factors have a positive relationship with customer purchase intention. As a result, it appears that to gain from long-term relationships with engaged, willing customers who are willing to invest in Hyundai vehicles, it would be essential to continue providing quality services and to demonstrate that the Hyundai brand can be recognised. Thus, the developed relationship between customer purchase intention with emotional and external factors proclaims that customer would be willing to display their intention on Hyundai cars as they satisfied with trust development, influenced by positive attitude about the product, committed to show importance to Hyundai products, developing value of the products, attractive brand image, gathering required knowledge and information about the Hyundai cars, and recommendations about the Hyundai products in the online world, according to this study. However, the relationships developed with the hypotheses H1 (trust) and H3 (commitment) reinforce the findings of past studies that customers who develop trust and commitment in Hyundai cars will form a long-term relationship with the company; this, in turn, will increase purchase intention for Hyundai cars. Remarkably, a direct relationship between trust and purchasing intention was discovered.

These findings contradict previous research, which supports the study's relevant hypotheses. One possible explanation is that, in the context of vehicles, trust serves as the foundation for establishing a strategic alliance with the service provider through commitment. This finding suggests that, in certain markets, such as the Hyundai motor vehicle segment, purchase intentions are not independent of the extent to which customers are convinced that the service provider can be relied upon. Rather, perceptions of a reliable service offering would need to be managed to convince customers that it would be worth the maximum effort to remain committed and maintain the relationship with the service provider [6]. Taking gender differences as a moderating variable, it appears that the relationships between emotional and external factors and purchase intention may be strengthened by customers' willingness to remain loyal to Hyundai. These findings support the notion that customer

commitment is critical to understanding consumer behaviour in the vehicle segment and the development of customer relationships, according to Prieto and Caemmerer [25]. Customer commitment is regarded as the most important driver of customer intentions, and it is essential for strengthening customer relationships.

Another significant finding is that the research provides further insight into the extent to which relationship quality constructs may influence consumers' purchasing intentions toward Hyundai. In relationship marketing literature, trust, commitment, and customer-perceived value are regarded as fundamental constituents of relationship quality. To encourage favourable purchase intentions, Hyundai Motors must improve relationship quality. Hyundai must ensure that the post-purchase service and repairs provided to owners meet customer expectations. As a result, Hyundai should continuously assess customer satisfaction by comparing customers' experiences with their expectations when they bring their vehicles in for service or repairs. The research findings are based on participants' responses to one automobile manufacturer (Hyundai) in India, but they can be applied to other regions. Customers across India make decisions and take action based on their ethnic context, and since the country is so diverse, predicting the behaviour of the larger population would be difficult. As a result, the study should be repeated on a larger scale to better understand Hyundai vehicle concepts in other regions of the country. Long-term metrics are also related to the quality of the relationship between emotional and external factors and the constructs of purchase intention investigated in this study. Future studies should examine longitudinal data to determine how the interdependencies among the constructs examined in this research differ over time. A comparative study could also be conducted to investigate the effect of relationship quality factors on purchase intent toward a vehicle manufacturer. Despite the limitations highlighted in this section, the current study should be seen as a step forward in addressing a gap in marketing research on the Indian motor vehicle segment, and it may serve as the foundation for future research on the subject.

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