

## Antecedents of Customer Purchase Intention

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**Abstract:** Customer purchase intention serves as an early indication of the sales of the final products. The organizations try to uncover the customer purchase intention. Customer purchase intention consists of an amalgamation of various antecedents that build it up. The literature related to the antecedents of customer purchase intention is scattered and a properly organized and comprehensive study has not been done that highlights the relations between these antecedents and the customer purchase intention. In this paper, a comprehensive study is done related to the antecedents of the customer purchase intention. The research papers are arranged in the chronological order and they are analyzed based on various parameters. An attempt has been made to do the meta-analysis based on the subjective scores given to these antecedents. The result of the meta-analysis highlights the segregation of the antecedents based on consensus and non-consensus. The results of this paper are very useful to the organizations that are indulged in understanding customer purchase intention and might also serve as a base study to the researcher studying customer purchase intention. In the scenario of cut-throat competition an organization's goal is to earn profit. To achieve this goal, it is important to understand the customer behavior deeply. In the present paper an analysis has been done on one hundred papers that are published in different renowned journals related to customer purchase intention. It is found that there are various antecedents that are responsible for customer to purchase a particular product. Definitions of the different antecedents which directly affect customer purchase intention are also presented. The antecedents are classified in two different categories namely i) factors of consensus and ii) factors of non-consensus.

**Keywords:** Purchase Intention, Customer, Brand, Price, trust,

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### I. Introduction

Understanding the customer purchase behavior is vital for any organization. In the present business scenario, it is even more important as the customer brand loyalty is changing very fast and the customer switching behavior is increasing rapidly. Hence, it is imperative for an organization to find out the factors that influence customer purchase intention. In this paper, an exhaustive analysis is being done on one hundred relevant research paper published in the renowned journals. The customer is defined as an individual who purchases a particular product, whereas a consumer is a person who consumes or uses that product. Purchase intention means attempting to buy a product. (Dodd Monroe, 1991). Purchase intention is the implied promises to one's self to buy the product again whenever one makes next trip to a market. (Fandos & Flavian, 2006). Purchase intention means the likelihood that a consumer will buy a particular product; the higher the purchase intention, the greater the purchase probability. (Kotler, 1991)

### II. Literature Findings

It is desirable for any organization to know the customer purchase intention. Many researchers are continuously trying to design a model which can depict the customer purchase behavior. A lot of research is going on in this area. In the present paper, an exhaustive study has been done on one hundred papers that are published in different renowned journals. Purchase Intention (Black's Law Dictionary) is termed as the plan in which a person intends to buy particular goods or service sometime in the near future. The plan is to buy an item but the timing is left to the individual to plan. The antecedents which are considered commonly by many authors are factors of consensus whereas factors which are considered by some author but not considered by others are factors of non-consensus.

**Antecedents of CPI:** - A suitable way to present the CPI (Customer Purchase Intention) concepts is to logically group them into "antecedents". Table 1 describes the counts of antecedents as appeared in the literature review with proper references. Table 1 highlight that among all the important antecedents that has been considered in 100 papers, Attitude has maximum numbers of total counts [29], therefore in any purchase done by the customer, attitude can be the strongest antecedents followed by the price [20], Subjective Norms [14], Brand Image [13], Trust [12] and so on. There are various independent variables which are considered only in few studies or papers. These factors are categorized as Others Counts [26].

**Table 1:** Counts of Antecedents of CPI

S. No.	Antecedents of CPI	References	Total Counts
1)	Brand Image	[1,3,4,14,20,22,41,48,56,57,60,62,88,33,33]	[13]
2)	Price	[2,3,10,19,20,22,23,31,34,35,38,40,48,53,60,63,66,78, 84,98]	[20]
3)	Trust	[5,9,12,18,27,28,30,33,66,79,81,84]	[12]
4)	Attitude	[6,11,17,18,19,26,29,30,31,44,46,50,56,57,59,59,63, 67,68,70,72,74,75,90,93,94,95,96,97,100]	[29]
5)	Perceived Quality	[15,32,35,53,55,59,60,62,89]	[9]
6)	Perceived Value	[5,9,15,30,38,40,47,59,76,78,83]	[11]
7)	Demographic	[19,20,42,43,51,52,66,74,93]	[9]
8)	Normative Beliefs & self Efficacy	[18,62,72]	[3]
9)	Promotion	[20,35,38,53,59,64,76]	[7]
10))	Country of Origin (COO)	[2,24,25,57,86,88]	[6]
11)	Health Consciousness	[19,20,77,78,83]	[5]
12)	Customer Satisfaction	[15,71]	[2]
13)	Convenience	[10,12,13,20,48]	[5]
14)	Motivation	[20]	[1]
15)	Subjective Norms	[6,11,18,19,57,63,65,67,74,75,81,90,97,100]	[14]
16)	Perceived behavioral control	[6,11,19,29,57,63,65,74,75,90,97]	[11]
17)	Others	[7,8,21,32,36,37,39,45,49,51,52,54,58,61,62,69,71, 73,80,82,85,87,89,91,92,99]	[26]
	Total		[183]

**Note:** While 100 articles were reviewed, some articles involved more than one constructs and were, therefore, placed in multiple categories.

Antecedents which affect CPI cannot be measured directly. In literature it is found that some researchers have focused on single or less number of antecedents while other researchers have used collection of large number of antecedents. From the study of various CPI based papers, it has been decided to form a consolidated and reasonable list which consists of almost all the antecedents which have been focused in literature for different applications. The final list comprised of 17 antecedents which have discussed in the previous section. These 17 antecedents have been categorized into two broad categories: Consensus and Non-consensus. We have classified almost 100 research papers with respect to these antecedents and their counts are given in above table.

## 2.1 Factors of consensus

1) **Brand image:** The brand image is an important aspect towards purchase intention. It guides the consumers to consume more on the specific brand having a good brand image. Further, it helps consumers in taking a call on an important decision – that of ascertaining which brand is a more suitable option for them; also it induces the consumers to make purchase intentions. As per Keller (1993; 1998), a brand image is a manifestation of the perceptions – as brand associations – deeply ensconced in the consumers' memory. Kotler (2000) has a more generic definition for the brand in that he claims a brand to be a holistic whole resulting from the intertwining of attributes like name, symbol, design, or a combination of these; the idea being to distinguish one's products and services from those of the competitors. Brand name is the most important attributed considered by teenagers. In the words of Richardson et al. (1994), brand image is an agglomeration of attributes and associations; those with which consumers find a brand connect. Putting a bit differently, Bullmore (1984) comes up with a view which emphasizes that brand image oozes out of the thoughts and feelings of the consumers about the brand. White's (2003) take on brand image is that of a complete and succinct picture of the brand held by those who are aware about it.

2) **Price:** Kotler & Keller (2006) earmarks price as a key factor in stirring up the purchase intentions of the consumers. They opine that price consciousness goes a long way in establishing the purchase intention credentials. Broekhuizen and Alsem (2002) argue that customers would go on to pay even a premium for customized products because they view it as a better way for need fulfilment. Wind and Rangaswamy (2001) harp that price takes a backseat in a scenario when a company enables the co-production process and thereby tailoring the products as per the needs, which subsequently lends value to the product. A reasonable price and a good general outlook of the products is a reason enough to trigger a high level satisfaction and confidence for the consumers to purchase the product. In simple terms, price is the amount of money customers shell out in order to get a product. (Kotler, 2004). Having an utmost bearing on the profitability quotient of the company concerned, the price comes along as a significant variable in the scheme of things. There exists a thorough distinction between the price and the price deals. Some researchers like Aaker (1991) have gone on to the extent saying that there exists a negative effect of price deals on consumer's behavioural intentions. Though price deals

entices the customers in a retail store, it results in a trade-off between quality and internal reference price of the brand, thus leading to perceptions about low quality. This eventually is in stark contrast with the motive of price deals.

**3) Perceived quality:** Ultimately it boils down to the customers' perception about total excellence and superiority of the product and not the actual quality of the product per se (Zeithaml, 1988; Aaker, 1991). Olsen (2002) maintains that there is a strong relationship between consumers' perceived quality, satisfaction, loyalty and buying intention for foodstuffs. Lang and Crown (1993) stated that aspects like price, aesthetics and quality are important considerations when buying decision for clothing is made. Bernues et al. (2003) hold the view that the intrinsic attributes of the product are aspects such as flavour, colour, shape and appearance; extrinsic attributes comprise of non-physical features such as brand quality certificate, price, country or place of origin, packaging, product information, and the shop where it is displayed or eventually sold from.

**4) Demographic:** Based on a previous study by Park et al., (2008), this research will only focus on the demographic variables of age, income and purchasing frequency. Age differences were examined in various studies (Schmitt, 1997; Landry, 1998; Anderson and He, 1998). The findings of these studies indicated that younger consumers were more influenced by fashion; more drawn to famous foreign brands and were less sensitive to higher prices.

Of utmost significance are features such as age, gender and race (demographic) which have a bearing on the purchase intentions. The striking point is that consumers in different age groups have different choice behaviours. A nineteen year old may have a very contrasting buying appetite than a twenty-five year old. For example, some young consumers are more concerned on the labeled products than other young consumers (Nabil & Imed, 2010). The effect of gender depends on some factors. For example, females are more concerned about those kinds of products that are directly related to house because as housewives, the products quality is far more captivating for them. As such their buying drive is more inclined towards the label, brands and quality (Ahasanul; Ali & Sabbir, 2006; Safiek, 2009b).

**5) Perceived value:** In the assessment of Zeithaml (1988) perceived value is defined as the utility a product brings to the consumer basis the perception of what is received (e.g. quality, satisfaction) for what is shelled out (e.g. price, nonmonetary costs). Monroe and Dodds (1985) directly related perceived value to preferences or choice, whereby the larger the perceived value is, the more likely the consumer will express a willingness to buy or have a preference for the product. Perceived value has is the most important indicator to forecast purchase intentions and has been viewed is an important measures for gaining a competitive advantage (Zeithaml, 1988; Dodds et al., 1991; Cronin et al (2000).

Explicitly reflected through the literature review are four values which one associates with the purchase of virtual goods. The first in the line is the enjoyment value which increases the fun quotient one attaches with playing a game. The second is the character competency value which augments character strength and power in the game scenario. It explores the real character concealed inside. The third value is the visual authority value that emanates from the purchase of game items by gamers to fit into the beautification of their status in the social perspective of the game. The fourth and the last is the monetary value which rakes in the visual currency function for the game users and are, moreover cost effective and reasonably priced.

**6) Trust:** Trust is defined as the trustee's appropriate performance to fulfill the trust or satisfaction. Mayer et al. (1995) also defined trust as a behavior of one person based on his/her beliefs about the characteristics of another person. Based on this definition, it is composed of three dimensions to represent the perceived trustworthiness of the trustee are ability, benevolence, and integrity (Gefen et al., 2003). In other words, if the trust or perceives a vendor's competence (ability), fairness (benevolence), and ethics (integrity) to be sufficient; consumers will develop the intention to purchase toward trustee. For example, trust illustrates the belief and expectation of consumers in the quality of manufacture, delivery, and warranty from the vendor. In essence, we can expect that an increase in trust will directly and positively have a bearing on the purchase intention.

**7) Attitude:** In order of influence, Attitude towards purchasing customized PC, followed by self-confidence, and subjective norm, have an influence on behavioral intention. Perceived knowledge has a resounding effect of self-confidence and attitude; subjective norm and perceived usefulness affects attitude in a positive way. In contrast a direct effect of perceived knowledge on behavioral intention is effectively ruled out. According to (Bagozzi & Dholakia, 2002) the world wide used definition of attitude conceptualizes of it's an assessment such

as spiritual predisposition that is communicated by assessing a specific object with some degree of positive or negative.

**8) Normative belief and Self efficacy:** Ajzen (1991) stresses that the theory of planned behaviour emphasises to put the constructs of self-efficacy belief or perceived behavioural control within a more generic framework of the relations among beliefs, attitude, intentions and behaviours. As per Badura (1986) Self-efficacy is closely related to beliefs and behaviours. Davis (1989) comes up with the ideation that self-efficacy also impacts decisions of computer usage and adoption. Extending further, it is explained that individuals who consider internet as too technical and complex and believe that they will never be able to size-up the internet technology, will prefer avoiding them and are less likely to use them. Gist (1989) posits that self-efficacy is an important motivational variable which has a distinct bearing on individual effect, persistence of efforts and motivation.

According to Bandura (1986), self-efficacy describes the confidence that individuals express in their ability to purchase Home-use BPM, not environmental or external obstacles. Since PBC had a positive influence in consumer purchase intention and self-efficacy is underlying dimension of PBC, so we can assume that there was a correlation between self-efficacy and intention to purchase Home-use BPM.

**9) Country of origin:** The COO concept evolved into a more complex notion as global production operations became increasingly diverse and new market opportunities emerged. Initially, the notion of the COO was perceived as analogous to the "made-in" country, Dichter (1962), (Nebenzahl et al., 1997). The large body of existing research has recognized the importance of Country of Origin (COO) effects on consumers' product evaluations and purchasing decisions, Bilkey and Nes (1982), Al-Sulaiti and Baker (1998). Murali (2005) found that consumers rely more on the COO cue when the product origin facets are perceived as congruent. Higher perceived product origin congruency increases the perceived reliability of the COO image held by consumers. The concept of COO involves the country where the brand originates or is manufactured (Ha-Brookshire and Yoon, 2012). Country of origin or the "made in" label is one of the essential evaluation criteria in the purchasing decision (Supanvanij and Amine, 2000; Abedniya and Zaeim, 2011). Many alternatives are for customer to purchase certain products as there are already many aspects that have an influence on choice of brand.

**10) Health consciousness:** The most frequent purpose to purchase organic food is due to consumer's perception that organic food is healthy, Davies et al (1995). Also, health consciousness is known to predict attitudes, intention and purchase of organic food. Fotopoulos and Krystallis (2002) have their own opinion on health consciousness that reflects the impact in purchase intention of organic food. Instrumental in influencing consumption choice, enhanced healthcare via proper nutrition has grabbed much attention. Health consciousness best describes those "consumers who are aware and concerned about their state of wellbeing and are motivated to not only enhance and / or maintain their health and quality of life, but also safeguarding against ill-health through engagement in health behaviours and remaining health conscious. A plethora of studies coming out in recent years have shed insights on potential health benefits (or risks as well) linked with coffee consumption; the results are contentious in that they remain inconclusive at large. Whilst coffee is reported to increase cardiovascular risk factors like high blood pressure, a slew of suggest contradictorily suggests coffee to have a protective effect on the heart and reduced risk of stroke. Some other studies have highlighted the protectiveness coffee imparts to health ranging from type 2 diabetes to Parkinson's disease, to liver disorders to obesity.

## **2.2 Factors of non-consensus**

**1) Promotion and Advertisement:** Purchase Intention is simply the extent to which consumers would go as far as the buying activity of a product or service is concerned. Normally what consumers do is that they make a thorough comparison about the differences amongst the alternative offerings and competitor promos- like redemption, discount, distribution or premium – including the location and condition of the purchased product (Zeithaml et al., 1985). Leveraging Advertising for product promotion is an immensely popular marketing strategy. It is the reach per se of advertising that makes it a viable option with TV, newspaper, magazine, or direct mail advertisements impacting our daily lives. The central idea behind advertising is to make use of the endorsers' fame to endorse a product and make consumers churn out reliability of the product. The researchers also found that the authenticity of advertising spokespersons / endorsers is one of the driving factors influencing purchase intentions, and the extent to which it goes up, the higher will be the brand attitudes and positive advertising (Laffery & Goldsmith, 1999). If the spokespersons showcase a positive attitude about the advertised product, it will translate into an overwhelming response of the consumers and will subsequently lead to consumers' connect of the product with the spokespersons (Chen & Chang, 2001).

**2) Convenience:** Convenience stores (c-stores) constitute a successful format in developed markets such as the U.S., Canada, Europe, and Japan. As an example, 7-Eleven became the largest worldwide convenience store

chain in March 2007, operating 34000 stores in 17 countries, even larger than the worldwide number of McDonald's stores (Planet Retail, 2007). Large multinational retailers are also opening convenience store formats in different markets. Only a few studies of convenience stores (c-stores) are found in the literature and they have all been held in a developed market context. In addition to a convenient location, other convenience incentives offered by retailers, such as longer operating hours or ample parking, can draw patrons to a store (Hansen and Deutscher, 1977).

**3) Motivation:** Consumer motivations are triggered by the many stimuli surrounding us in everyday life. We can find out consumer motivation through many factors surrounding us in daily life. These can be a myriad of triggers viz. ads in the grocery store, the speech of others, unconscious emotions, conscious feelings, colours, shapes, and news received (Simonson, 2005). The aforesaid motivations can be conscious as well as unconscious and is mainly affected by being ensconced in the cultural diversities of countries (Usunier et al, 2009). Since long, many big studies have worked around the idea of exploring thoughtful consideration or adjudication with regards to conscious decision making. A case in point is the gambling theories. (Bargh, 2002). Today, novel works in the ambit of consumer neuroscience, have unearthed the importance of gauging unconscious motivation factors as they are omnipresent in lives of consumers. Consumers in the real world have many other needs and goals to be met than conscious processing of advertising and product specific information.

**4) Consumer satisfaction:** High up the pecking order, customer satisfaction commands a central place in the ideation of consumer behaviour. The reasons for this are not far : it is defined as customers' feelings for a certain value of the product or service, resulting out of the usage of a specific entity's proposition in precise use situations that is absolutely necessary ( Woodruff, 1993). According to Olsen (2002) there exists a strong relationship between consumers' perceived quality, satisfaction, loyalty and buying intention of food items. Yearning for achieving customer satisfaction, companies must be competent enough to build and maintain lasting associations with the customers through a virtuous cycle of satisfaction of varied needs and demands, and subsequently customer loyalty with the company by doing business on an on-going basis (La Barbera, & Mazursky, 1983).

**5) Safety concern:** Henson (1996) opines that customers are more than willing to shell out for a value attached with improvements of food safety. The author elaborates further that young consumers and females are most willing to pay for a decrease in risk of food poisoning. The author pinpoints the factors, which have a bearing on the willingness to pay for decrease in risk of food poisoning, as: self-experiences of food poisoning, their respective attitudes towards food poisoning, perceived control over risk of food poisoning and finally the customers' distinguishing characteristics. Many authors (Padel and Foster, 2005; Schifferstein & Oude Ophuis, 1998) have posited food safety as a precursory motive for buying organic food. That said food safety's relationship with attitudes and intentions towards organic foods is still to be put into a model, formally though. Adding to the intrigue, Angulo et al. (2003) found that Spanish customers were duly worried over issues of food safety.

**6) Customer loyalty:** It is an important concept for both academics and marketers. The former develop theoretical frameworks about the antecedents, components, behavioral consequences and, in general, the psychological dynamics of customer loyalty. The latter intend to develop quality relationships with customers and hence increase business and customer retention. The interest in the loyalty topic is due to the firm belief in the profitability of loyal customers (Gupta et al. 2004; Reichheld et al. 2000). The most commonly used theoretical framework to predict customer behavior in repeat buying contexts is the satisfaction-profit chain (Anderson and Mittal 2000; Dick and Basu 1994): loyalty is built up of attitudinal loyalty (consisting of commitment, trust, and satisfaction, also called perceived relationship quality), which leads to repeat patronage intentions, which in turn lead to loyal behavior and, finally, to more profits (Reinartz and Kumar 2000).

**7) Perceived usefulness & Ease of use:** In yet another fascinating study, Davis (1989) presented an interesting fact: that of finding the relative strength of the usefulness to usage relationship, compared with, the ease of use to usage relationship. It was found that usefulness by all means was strongly related to usage than was the ease of the use. Another compelling study by Chin and Todd (1995) revealed that there was no empirical support or grounding reason for the split of significant constructs into two dimensions (read usefulness and effectiveness). Perceived Usefulness is the willingness of a person to transact with a particular system. The Technology Acceptance Model (TAM) describes Perceived Usefulness as a measure of how a person would think about using a particular system and how it would sustain his/her job. In an organization, people perform better to get raises, promotions, bonuses, and other rewards. A study by Tan and Teo (2000) shows that Perceived

Usefulness is one of the main factors in terms of adaptation of innovations (how people adjust to a change). Perceived Usefulness is the willingness of a person to transact with a particular system. The Technology Acceptance Model (TAM) describes Perceived Usefulness as a measure of how a person would think about using a particular system and how it would enhance his/her job. In an organization, people perform better to get raises, promotions, bonuses, and other rewards. A study by Tan and Teo (2000) shows that Perceived Usefulness is one of the major factors in terms of adaptation of innovations (how people adjust to a change).

**Analysis of papers:** A total of 300 research papers were downloaded related to the customer purchase intention out of them a thorough study of 100 papers have been done. The papers which are published in renowned Journals between 2009 to 2016 have been analyzed and arranged in chronological order to understand Independent variables which affect customer purchase intention.

Table 2 is drawn which contains the details of paper along with the Sampling Techniques, factors affecting customer purchase intention and limitations as suggested by the researchers. Authors in those papers have used variety of samples and method/techniques to do analysis and have mentioned various variables. Authors also have mentioned various limitations which are properly tabulated in Table 2.

**Table 2:** Description of Papers in Chronological Order.

S.No.	Paper Description/ Year of Publication	Subject/ Title	Sample/Method	Factors affecting Customer Purchase Intention	Limitations
1)	Nor Asiah Omar et al (2016)	The effect of demographic factors on consumer intention to purchase organic products in the Klang Valley: An empirical study	A total of 150 completed questionnaires was collected via convenience sampling from customers of a shopping-mall in Malaysia's Klang Valley.	Demographic	<ul style="list-style-type: none"> <li>❖ First, it relies on a sample drawn from a limited geographical area in Malaysia.</li> <li>❖ The convenience sampling technique may not represent the entire population and therefore, requires replication.</li> <li>❖ Second, this study relies on survey-based, cross-sectional data, and thus causality of the relationships between predictor and criterion variables cannot be claimed.</li> </ul>
2)	S M SohelRana et al (2015)	Factors Affecting Purchase Intention of Customers to Shop at Hypermarkets	150 respondents who are the present customers of hypermarkets and convenience sampling were used for choosing the respondents.	Product Quality Brand Image Socio Economic condition Social Influence	<ul style="list-style-type: none"> <li>❖ Sample is very small, i.e. 150, and</li> <li>❖ The data collected from two states only which affect the representativeness of data.</li> </ul>
3)	Mahdi Borzooei& Maryam Asgari (2015)	Country-of-Origin Effect on Consumer Purchase Intention of Halal Brands	Convenience sampling was carried out to meet local and international Muslims students in University Technology Mara 35 people participated in the observation and interviews.	Taste Price Packaging Country of Origin	<ul style="list-style-type: none"> <li>❖ The study is restricted to qualitative method only and sample is very small which 35 Muslims respondents are.</li> <li>❖ Majority of students were single and young adults only.</li> </ul>
4)	Rabi Singh Thokchom (2015)	The Rise Of an Apparategist: factors affecting Bangkok based consumer purchase intention for Smartphone's	Descriptive Research 400 questionnaires were collected from selected outlets in Bangkok Metropolitan.	Perceived usefulness Perceived Ease of use Brand Image Price Product knowledge	<ul style="list-style-type: none"> <li>❖ Other major cities in Thailand and outside can be taken into consideration for study.</li> <li>❖ Design and features of the product has been ignored which can also be the subject of the study.</li> </ul>
5)	HsiaopingYe	Effects of	353 articles	Customer Value	<ul style="list-style-type: none"> <li>❖ The sample taken is not generalized.</li> </ul>

	h (2015)	ICT'S innovative applications on brand Image and customer's purchase intention	posted on the Consumer Lab. Data collection is at a computer lab in the author's college.	Brand Image Service Innovation Perceived Usefulness Perceived Ease of Use	
6)	Man-Lung Jonathan Kwok et al (2015 )	Examining How Environmental Concern Affects Purchase Intention: Mediating Role of Perceived Trust and Moderating Role of Perceived Risk	Online questionnaire 590 questionnaires 300 valid responses were collected, resulting in 50.8% response rate	Trust Perceived value Risk	❖ The personality of the consumers and the environmental conditions that are likely to encourage the risk-taking behavior has not been taken into consideration. ❖ It can assist marketers to target specific consumer in a better way.
7)	Tawfik Salah AL-Nahdi et al (2015)	Factors Influencing the Intention to Purchase Real Estate in Saudi Arabia: Moderating Effect of Demographic Citizenship	Empirical Research A total of 450 questionnaires were distributed to respondents in Jeddah.	Attitude Subjective norm Perceived behavior control Demographic citizenship	❖ As this research is was only organized in Jeddah, therefore it could not provide a general picture of all the customers in Saudi Arabia. ❖ Thus the result does not reflect real picture of customer purchase intention to purchase real estate.
8)	Shuo Zhang (2015)	A Study of Factors Affecting Purchase Intention of Tourism Related Products and Services of Taobao.Com	440 questionnaires were distributed by different ways. Of the ones which passed the reliable and content test, and 416 questionnaires were valid for this research	Perceived Price Perceived Ease of Use Time Saving Feedback rate Word of Mouth Informative privacy	❖ A comparative study between different customers online shopping habit has not been done. ❖ A study can add more variables which can influence the purchase intention of customer.
9)	ShailjaBhakar et al, Gwalior(2015)	Analysis of the Factors Affecting Customers Purchase Intention: The Mediating Role of Customer Knowledge and Perceived Value	The sample size was 150 respondents and the sample was identified through non probability quota Sampling technique	Celebrity endorser Product Packaging Customer Knowledge (Med. Var.) Perceived value (Med. Var.)	❖ The sample size is small. ❖ The result of the study can be generalized by widening or enlarging the sample size of the study.
10)	AzamSaeed kleshami et al (2015)	Antecedents factors affecting green purchase intention	384 samples were randomly selected and asked to answer the questions on the questionnaires in the city of Rasht, in Gilan province, Iran	Trust Perceived value Perceived Risk	❖ A demographic variable in the research model has not been taken into consideration and limitation in using other efficient variables in green purchase intention such as customer's personality attributes.
11)	Shahzad Ahmad Khan	An Empirical Study of	Empirical research A	Price	❖ Research was limited in four cities of China.

	et al (2015)	Perceived Factors Affecting Customer Satisfaction to Re-Purchase Intention in Online Stores in China	questionnaire survey, 302 usable Data are obtained and hypotheses are tested using multiple regression analysis	<ul style="list-style-type: none"> <li>Convenience</li> <li>Return Policy</li> <li>Financial risk</li> <li>Product risk</li> <li>Delivery risk</li> <li>Product information</li> </ul>	<ul style="list-style-type: none"> <li>❖ Factors affecting customer satisfaction to re-purchase intention in online stores in China has been examined, while other countries consumers may have distinct characteristics and satisfaction levels and re-purchase intention.</li> <li>❖ In this study, only seven factors were identified, there may be other factors affecting in online shopping stores.</li> </ul>
12)	Yun Wang (2014)	Consumers' Purchase Intentions of Shoes: Theory of Planned Behavior and Desired Attributes	A total of 450 convenience questionnaires were distributed outside department stores using Mall-intercept method in Kaohsiung, Taiwan	<ul style="list-style-type: none"> <li>Attitude</li> <li>Subjective norm</li> <li>Perceived behavior control</li> <li>Attributes</li> </ul>	<ul style="list-style-type: none"> <li>❖ This research is limited to female shoes category.</li> <li>❖ Findings may only be applicable to fashion merchandise categories; further study needs to obtain greater generalizability with variety of product categories.</li> <li>❖ Moreover, since mall-intercept method was used to collect survey data from Kaohsiung, a southern city in Taiwan.</li> <li>❖ The findings of this study may not be applicable to all consumers in Taiwan or elsewhere.</li> </ul>
13)	Min Chung Han (2014)	How Social Network Characteristics Affect Users' Trust and Purchase Intention	Convenience sampling, this research targeted young regular SNS users in China. The survey was conducted through e-mail. The respondents are all Chinese university students in their early 20's living in Nanjing, China.	<ul style="list-style-type: none"> <li>Interactivity</li> <li>In formativeness</li> <li>Convenience of use</li> <li>Trust</li> </ul>	<ul style="list-style-type: none"> <li>❖ A limitation to consider is that this study was conducted based on a fictional simulation that Weibo offers online commerce service.</li> <li>❖ It might be possible to derive different results when the social network site starts to provide an actual commerce service.</li> <li>❖ Therefore, caution should be exercised when applying the findings to general social network.</li> <li>❖ Other variables such as gender, age to explain how they affect trust and purchase intention on social network commerce.</li> </ul>
14)	Yapingchang et al (2014)	Influence of characteristics of the internet of things on consumer purchase intention.	A survey of 360 consumers showed that 6 dimensions of IOT product characteristics influence purchase intention	<ul style="list-style-type: none"> <li>Connectivity</li> <li>Interactivity</li> <li>Intelligence</li> <li>Convenience</li> <li>Security</li> </ul>	<ul style="list-style-type: none"> <li>❖ In this study an Experimental method is used and arranged a specific experiment scenario.</li> <li>❖ The internal validity was high, but the external validity was low.</li> <li>❖ A follow-up study using a social survey is required for an improvement of the method.</li> <li>❖ Moderating variables such as product involvement and personal openness has not been used.</li> </ul>
15)	Omer Torlak et al (2014)	The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: An Application Concerning Cell Phone Brands for Youth Consumers in Turkey	The sample of this study consisted of university students residing in Turkey. 248 questionnaires because 17 of them were either incomplete or contained or incorrect data.	<ul style="list-style-type: none"> <li>Brand Image</li> <li>Ewom</li> </ul>	<ul style="list-style-type: none"> <li>❖ The sample of this study consists of university students in a state university in Turkey.</li> <li>❖ This situation limits the generalizability of the findings.</li> <li>❖ Additionally, since this study was conducted on cell phone brand, the results cannot be generalized to other products.</li> </ul>
16)	Chun-Chen Huang et al	The relationship	This study released 420	Brand Equity	<ul style="list-style-type: none"> <li>❖ The sample of this study is set to the Pili Puppet Show fans, thus it is not</li> </ul>



	(2014)	among brand equity, customer satisfaction, and brand resonance to repurchase intention of cultural and creative industries in Taiwan	questionnaires, 306 questionnaires were retrieved, after discarding 32 invalid questionnaires, there were a total of 274 valid questionnaires	Customer satisfaction Brand resonance Perceived quality Perceived value Perceived risk	possible to be conducted through random sampling. ❖ Also, because Yunlin is the origin of puppet theatre, most subjects live in Yunlin, thus limiting the ability of results of this study to be generalized.
17)	Muhammad Sirfraz et al (2014)	How Attitude Influences the Customers' Buying Intentions for Counterfeit Tablet PC: A Study of a Computer Market in Central Punjab, Pakistan	A survey of 200 customers of Tablet PC was conducted in Rex City, a computer market in Faisalabad, a hub in central Punjab, Pakistan.	Attitude	❖ This research study was done in Rex City, a computer market, Faisalabad-Pakistan which will limit the generalization of the study. ❖ Therefore, study can be conducted in different geographical pattern to investigate these factors in Pakistan with increase in sample size which may produce different results because of lifestyle and cultural differences. ❖ Other products such as Laptop, LED, LCD, Printer, and Scanner can also be considered.
18)	Ho NhutQuang et al (2014)	A study on factors affecting consumer purchase intention toward home-use Blood pressure monitor of Omron healthcare Vietnam in Ho chi minh city	Empirical research Quantitative approach with sample size of 392 OMRON (BPM)	Self-efficacy Controllability Attitude Trust Brand Image Subjective norm	❖ The research findings conducted in Ho Chi Minh City, so it may remain some bias conclusions to apply for whole population in Vietnam. ❖ In addition, the result of this study is only totally correct in case of OMRON Home-use Blood Pressure Monitor. ❖ In other fields of family medical equipment industry or medical equipment industry as the general, it just mentions some aspects from the result.
19)	SukanyaChotwanapanich and Sirion(2014)	Identifying factors influencing purchase Intentions of Non-Blackmores Users	Empirical research 410 Questionnaires were distributed to respondents at Boots pharmacy in Bangkok by using simple random sampling, quota sampling and convenient sampling technique.	Attitude Subjective norms Perceived behavior control WOM Price Brand Knowledge Demographic Health consciousness	❖ It should focus on other independent variables. ❖ Based on previous studies by many researchers, there are many other variables that have effect on the willingness to buy, for instance, availability of product information, organization's green image, and store type.

20)	Ying-Fang Huang & Hoang Sa Dang (2014)	An Empirical Analysis on Purchase Intention on Coffee Beverage in Taiwan	Empirical Research 260 respondents were analyzed by exploratory factor	Product Image Price Product Attributes Brand Atmosphere and Environment Taste Healthy benefits Motivation Promotion & Advertising Convenience Demographic	<ul style="list-style-type: none"> <li>❖ The sample population only included customers in Kaohsiung; therefore, it may not be suitable to apply the research results presented therein to other parts of Taiwan.</li> <li>❖ Different cities have different types of customers and different economic levels.</li> <li>❖ The empirical data for this study are only collected through the questionnaire method. Qualitative research can also be considered.</li> </ul>
21)	Rizwan Raheem Ahmed et al (2014)	Impact of Product Packaging on Consumer's Buying Behavior	Empirical research Primary research 150 respondent SPSS software used	Packaging color Packaging Material Design Wrapper Innovation	<ul style="list-style-type: none"> <li>❖ One should not consider the packaging, the solely factor for the success of any product.</li> <li>❖ Therefore, one should also take up other important factors of the marketing while they are launching new products or revitalize old products.</li> </ul>
22)	Muhammad Arslan & Rashid Zaman (2014)	Impact of Brand Image and Service Quality on Consumer Purchase Intention: A Study of Retail Store in Pakistan	Empirical research Sample of 301 consumers of large retail stores residing in Lahore and Islamabad of Pakistan. Data were collected for quantitative research.	Price Informative susceptibility Normative susceptibility Brand Image Service quality	<ul style="list-style-type: none"> <li>❖ The research was unable to prove a significant relationship of price.</li> <li>❖ Research can be conducted on the importance of store environment, which can generate satisfaction and satisfaction can generate brand loyalty.</li> <li>❖ Then customers move on repurchase of that particular brand.</li> </ul>
23)	Muhammad Waqas Tariq Chaudary (2014)	The determinants of purchase intention of consumers towards counterfeit shoes in Pakistan	Empirical research Total 180 participants out of 200 completed the questionnaire that contained two sections.	Value consciousness Social status Previous experience Low Price Easy access Attitude towards buying	<ul style="list-style-type: none"> <li>❖ This study was restricted to the examination of limited factors that had showed some kind of significant influence on the consumers' attitude and purchase intentions in past studies.</li> <li>❖ Ethical and moral values influenced by culture, nationality and other such factors may be included.</li> </ul>
24)	Zohreh Dehdashtishahrokh et al (2014)	The effect of country of brand and country of manufacture	Empirical research Sample size=586	Country of Origin Country of Manufacture	<ul style="list-style-type: none"> <li>❖ Current study limits its evaluation of the country image into two parameters which contains manufacture country image and brand countries image.</li> <li>❖ Furthermore some other components of</li> </ul>

		on brand loyalty and purchase intention		Brand Loyalty	<p>COO such as country of design and country of assemble are not considered in our model.</p> <ul style="list-style-type: none"> <li>❖ Price has not been included in the study, which is an important factor.</li> </ul>
25)	HosseinPour ahmadi&NargesDelafrooz (2014)	Investigating the country-of-origin image on willingness to buy foreign products	Empirical research sample, n = 400, Master's students from the University of Guilan in Iran, data was Collected via questionnaires	<p>Country of Origin Image</p> <p>Attitudes towards foreign products</p> <p>Evaluation of foreign products</p>	<ul style="list-style-type: none"> <li>❖ The selected sample had homogeneous characteristics, such as the Young and educated.</li> <li>❖ Various other factors, such as customer nationalism, political and economic relations with the country-of-origin were not examined.</li> <li>❖ Products could choose with either high involvement or low involvement to broaden the study area.</li> </ul>
26)	VahidNasehifar&Seyed Mohammad SadiqEs-haghi(2014)	Factors Affecting Consumer Attitudes and Their Impact on Purchase Intention of Leather Clothes	Empirical research The sample (n=398) include of purchaser of leather clothes at 6 shopping center in Tehran.	<p>Attitude</p> <p>Brand Consciousness</p> <p>Fashion Involvement</p> <p>Social comparison</p> <p>Fashion innovativeness</p> <p>Experiential need</p>	<ul style="list-style-type: none"> <li>❖ The research sample was selected random; it does not represent the general population of Iran.</li> <li>❖ Thus, the sample employed in this study limits the generalize ability of the 43 study.</li> </ul>
27)	Kaouther Ben Mansour et al (2014)	Online trust antecedents and their consequences on purchase intention: An integrative approach	Empirical Research PILOT SURVEY snowball sampling method was applied measurement of personality-based trust (credibility, integrity and benevolence)	<p>Online trust</p> <p>Perceived risk</p>	<ul style="list-style-type: none"> <li>❖ The study findings and implications are obtained from a single study that examined a particular website context.</li> <li>❖ Thus, additional research efforts, replicating the study using other websites in Indonesia as well as in other international contexts, are needed to evaluate the validity of the investigated model and to enhance the generalization of the findings.</li> </ul>
28)	Laura Salciuviene et al (2014)	Key Drivers Affecting Customer Intention to Purchase Financial Services Online	An online questionnaire was used to reach respondents in a transitional economy. The target audience was active Lithuanian Internet users of 18–65 years old.	<p>Perceived usefulness</p> <p>Perceived ease of use</p> <p>Trust</p> <p>Confidentially</p>	<ul style="list-style-type: none"> <li>❖ The sample is not a probability sample as the data are collected in one emerging market.</li> </ul>
29)	A. de Leeuw et al (2014)	Gender Differences in Psychosocial Determinants of University Students' Intentions to Buy Fair Trade Products	782 undergraduate, graduate, and postdoctoral students attending the University of Luxembourg (413 females, 369 males).All participants aged from 17 to 37years.	<p>Attitude</p> <p>Perceived Norms</p> <p>Perceived behavior control</p>	<ul style="list-style-type: none"> <li>❖ The behavioral, normative, and control beliefs underlying students' FT consumption intentions were not examined.</li> </ul>
30)	Waseem Akbar et al (2014)	Antecedents Affecting Customer's Purchase Intentions	Self-administered questionnaires we collected data from our 160	<p>Attitude</p> <p>Perceived value</p> <p>Perceived trust</p>	<ul style="list-style-type: none"> <li>❖ The existing study is limited to one city of Pakistan and it could not be the demonstrative of the all citizens of Pakistan.</li> <li>❖ Present study includes the very small</li> </ul>

		towards Green Products	respondents of Pakistan.	Ecological Knowledge	sample size; the follow up researches may increase the sample size and can collect the data from various major cities of Pakistan like Lahore, Karachi and Islamabad.
31)	XiziXie, and SirionChaipo opirutana (2014)	A Study of Factors Affecting Towards Young Customers' Purchase Intention of Domestic-Branded Smartphone in Shanghai, Republic of China	The target population is university students studying Bachelor, Master or Doctor degree who intend to buy Xiaomi smart phone in the eight national universities in Shanghai, Republic of China. A total of 400 data was tested	Consumer aspiration Social value Attitude Price consciousness Consumer uncertainty	❖ The research considered only four variables, thus, other variables which can influence purchase intention including consumer ethnocentric, price consciousness, symbolic value and need for uniqueness could be explored.
32) (13,8)	Jing Li, Jiang Li, YongbiaoZhe ng(2013)	Corporate Image Cognition Influence Perceived Quality and Purchase Intention Empirical Research	Empirical Research 250 Questionnaire	Corporate Image Cognition Perceived Quality	❖ This study only selected the telecom service providers 3 G service brand, and in real life different industry products are different, its consumer perception is differ-ant, and so the promoting significance of conclusion fell. ❖ Research should be expanded to the selection of the industry, covering more categories of products, such as clothing, fast consuming goods and other brands of product category.
33)	ArunThamiz hvanan& M.J. Xavier(2013)	Determinants of customers' online purchase intention: an empirical study in India	Empirical research Online survey based on 95 valid response	Online trust Prior online purchase experience Shopping orientation	❖ The convenience sample of 95 MBA graduates may not be representative. ❖ Hence the finding may not be generalizable though internet savvy students contribute to a major percentage of online shoppers in India.
34)	BengSooOng (2013)	Determinants of Purchase intentions and Stock-Piling Tendency of Bonus Packs	Students in two undergraduate marketing classes at a large university were assigned to distribute the questionnaires to consumers	Bonus Packs Coupons Price discounts Rebates	❖ Purchase intentions and stock-piling tendencies of bonus packs were each measured via a single item. ❖ Multiple- measures could be used for better result. ❖ The purchase intention models R square was fairly small. ❖ The findings may not apply to other types of bonus pack (e.g. buy- four- get- one- free).
35)	BahmanHaji pour et al (2013)	Effect of Marketing Factors on Brand Relationship Equity and Affects the Customers' Purchase Intention	Empirical research 522 consumers of Tehran, capital of Iran	Advertising Price Promotion Perceived quality Brand relationship	❖ This model could be investigated for the domestic market conditions in Iran or other countries. ❖ This study could be implemented in other cities and societies with different cultures. ❖ The current study is applicable for other product and industries.
36)	Jiyoung Kim & Sharron J. Lennon (2013)	Effects of reputation and website quality on online consumers' emotion, perceived risk and purchase intention	Empirical research 219 questionnaire SEM Model	Reputation Website quality Emotions Perceived risk	❖ The use of a convenience sample, which resulted in a majority of female respondents who identified apparel online stores as their most visited web site. ❖ This study did not differentiate multichannel retailers and pure online retailers in our research model. ❖ However, there might be a significant difference between the two types of retailers in terms of how consumers

					process the two different stimuli (reputation and web site quality) in their decision making process.
37)	Amir Nasermoadei et al (2013)	Evaluating the Impacts of Customer Experience on Purchase Intention	Empirical research 330 respondents	Emotional experience Social experience Sensory experience	❖ The adoption of cross-sectional data may not be able to explain the customer experience according to the observed changes in pattern and the causality of the purchase intention across a long period of time. ❖ The adoption of judgmental sampling method in this research has also limited the generalizability of the research findings.
38)	Chieh-min chou et al (2013)	Factors Affecting Purchase Intention of Online Game Prepayment Card – Evidence from Thailand	Empirical research 335 Respondents data from Thailand	Perceived value Price Promotion	❖ The research hypotheses were only tested by Thailand data. ❖ In order to extend the external validity of this study, other country's data should be collected for testing and comparison.
39)	Sathiswaran Uthamaputharan, and Muslim Amin (2013)	Green Product Positioning And Purchase Intention in Malaysia	This paper constitutes the quantitative results of customers through questionnaires with the size of 400 respondents	Product Attributes Functional attributes Emotional benefits	❖ A major limitation of this study is respondent's lack of green knowledge and awareness of the green products. ❖ Different knowledge of the green concepts among the respondents affects the questionnaire that answered. ❖ Another limitation of the study is the effectiveness of emotional benefits which is not completely tested in this research as Malaysia is a multicultural country having vast ethnic citizen.
40)	Carmen Adina Pastiu (2013)	Green Purchase intentions of Romanian consumers	The study on a sample of 110 persons led to the identification of key factors influencing the GPI and the dividing population variables under investigation were age, gender and education.	Perceived Product Price Perceived Product quality Organization's Green Image Environmental Knowledge	❖ The limits of this study are related to the sample size and the sampled population.
41)	Prof. Dr. Muhammad Ehsan Malik et al (2013)	Importance of Brand Awareness and Brand Loyalty in assessing Purchase Intentions of Consumer	Empirical research 350 questionnaire in different cities of Punjab (clothing customer of fabrics)	Brand Awareness Brand Loyalty	❖ The paper mainly focuses on clothing industry. So the findings are limited to clothing sector. ❖ Therefore it is obvious that researchers didn't have the access to top management which could identify the type of strategies adopted by the companies to enhance the purchase intention of their brands
42)	Dina Gamal El Din and Farid El Sahn (2013)	Measuring the factors affecting Egyptian consumers' intentions to purchase global luxury fashion brands	385 questionnaires were used in the statistical analysis. Convenience and snowball sampling is used.	Personal values Demographic Age Self-Image	❖ The sample was selected from 2 regions in the country (Cairo and Alexandria) and the number of participants was low which would influence the generalizability of the results to the whole country. ❖ Therefore study should focus on the demographic and geographic attributes to improve the validity of the results. ❖ The study should be replicated in different countries to check if the results from different cultures are the same.
43)	Wasim	Antecedents	Empirical	Ethnocentrism	❖ Small sample size and confined area

	Ahmad et al (2013)	of Purchase Intention for Foreign Apparel Products among Pakistani University Students: Implications for Market Entry Strategy	research Data from young university students N= 162) through questionnaire using stratified random sampling technique.	Materialism Conformity Need for Uniqueness Vanity Social recognition Demographics	<ul style="list-style-type: none"> <li>❖ compel limitations on generalizability of findings.</li> <li>❖ The model is based on past verified theories rather than exploring other determinants.</li> <li>❖ The qualitative approach with interview technique can be considered for better result.</li> </ul>
44)	Mary G. Roseman et al (2013)	A Study of Consumers' Intention to Purchase Ethnic Food When Eating at Restaurants	The total number of households contacted was 2,662 yielding 825 interviews for a total response rate of 31.0%. UKSRC conducted a formal pretest of the questionnaire on the "population" prior to administering the survey.	Cognitive Evaluation Attitude	<ul style="list-style-type: none"> <li>❖ The limitation may be associated with the measurement tools.</li> <li>❖ Although the modified scale was adopted from the literature review and other empirical studies, it might not construct the context of the proposed model perfectly.</li> <li>❖ Another limitation is that focus group interviews, due to cost constraints, were not conducted prior to the survey.</li> </ul>
45)	Rajshankar (Raj) G. Javalgi et al (2013)	Antecedents of Taiwan Chinese Consumers' Purchase Intentions Toward U.S.- and Japanese-Made Household Appliances	Several focus group sessions were conducted—using trained interviewers (research professionals and graduate students from China and Taiwan)—with Taiwanese students at a major university in the United States	Consumer nationalism Cultural values orientation Openness to foreign culture	<ul style="list-style-type: none"> <li>❖ Limitation to the study is generalizability of these results.</li> <li>❖ Another limitation of this study is the cross-sectional nature of its data collection and analysis.</li> <li>❖ In the current study, only one of the constructs was unique to Taiwan Chinese consumers. Even the "tradition possible Chinese cultural values orientation" construct can be modified meaningfully to be applicable to other cultures.</li> </ul>
46)	Archana Kumar & Avinandan (2013)	Shop while you talk: Determinants of purchase intentions through a mobile device	Exploratory Research This study uses a survey methodology to test the research hypotheses .Focus group interviews.	Personality Perception Attitude	<ul style="list-style-type: none"> <li>❖ The study uses a student---sampling approach that limits the generalizability of the findings. , the study does not measure the intention to purchase any particular product category through the mobile device.</li> <li>❖ This is a limitation as we cannot generalize the results of this study across various product categories.</li> </ul>
47)	Bidyut Jyoti Gogoi (2013)	Study of Antecedents of purchase intention and its effect on brand loyalty of private label brand of apparel	Descriptive Research Consumers in Pune Sample Size: 300 Non-probabilistic Judgmental Sampling	Store Brand quality Perceived value Social risk Functional risk Brand Loyalty Financial risk	<ul style="list-style-type: none"> <li>❖ In the present study sampling universe taken is only one city i.e. Pune.</li> <li>❖ Moreover for result to be generalized more than one city should be taken and other factors should also be considered which effect purchase intention.</li> </ul>
48)	Karen Lim Lay-Yee et al	Smartphone purchase	A total of 125 samples was	Brand Concern Convenience	<ul style="list-style-type: none"> <li>❖ The findings of this study are limited by the number of respondents, area and</li> </ul>

	(2013)	Factors affecting smartphone purchase decision among Malaysian generation Y	collected from Klang Valley, Malaysia. 150 questionnaires are distributed. The respondents consist of students from the Asia Pacific University of Technology and Innovation (APU) and Technology Park Malaysia college (TPM)	Dependency concern Price concern Product feature Social influence	location, and the absence of other methods to obtain the results other than secondary research and questionnaire.
49)	Donghun Lee, and Linda J. Schoenstedt (2013)	Exploring Factors that Affect Purchase Intention of Athletic Team Merchandise	Three graduate students were recruited for data collection and took research-training sessions. The time to complete the questionnaire was approximately 15 minute	Personal values Team Identification Brand/product attitude Expectancy Previous purchase	<ul style="list-style-type: none"> <li>❖ This study fails to provide quantifiable information that systematically explains what triggers individuals to consume athletic team merchandise.</li> <li>❖ More specifically, those studies tended to focus on narrow topics by accounting for only a few constructs, which often resulted in explaining only a small amount of variance.</li> <li>❖ For example, personal values are a common construct used to explain consumption behavior because they are central to one's thought processes and are typically enduring.</li> </ul>
50)	Wei-Li Wu et al(2012)	The Effect Of Blog Trustworthiness, Product Attitude, And Blog Involvement On Purchase Intention	Empirical Research 430 valid questionnaire	Blog trustworthiness Blog Involvement Product attitude	<ul style="list-style-type: none"> <li>❖ In this study students and workers (21-30 years old) constituted the majority of the respondents, and the research result can merely be representative of young people's viewpoints on purchase intention through blog information, rather than representing the purchase intention across all ages.</li> <li>❖ Furthermore, this study believes that an individual's behavior is subject to a number of factors, and this study took into account merely blog trustworthiness, product attitude and blog involvement.</li> </ul>
51)	Abdolrazagh Madahil &IndaSukati(2012)	The Effect of External Factors on Purchase Intention amongst Young Generation in Malaysia	Empirical Research 325 participants. Young generation of Malaysia SPSS software is used	Demography Geographical Group	<ul style="list-style-type: none"> <li>❖ In this research study, we have not measured the effect of culture on PI as a significant factor.</li> <li>❖ Previous research demonstrated that consumers behave differently with different culture.</li> <li>❖ Some of the items of PI might have higher dependability in some cultures and lower dependability in other cultures.</li> </ul>
52)	Ping Qing et al (2012)	The impact of lifestyle and ethnocentrism on consumers' purchase intentions of fresh fruit in China	A survey instrument was developed using established scales and focus groups. Data were collected in the city of Wuhan through structured intercept interviews with consumers at major supermarkets and fruit stores.	Life Style Customer Ethnocentrism Demographic	<ul style="list-style-type: none"> <li>❖ This study is confined to only one city, i.e Wuhan. It might be worthwhile to explore consumers' purchase behavior of fresh fruit in other major cities like Beijing, Shanghai and Guangzhou.</li> <li>❖ The study failed to shed light on the intended use of imported fruits, e.g. for gifts, self consumption, children, aged parents and ill patients.</li> </ul>
53)	SushilRaturi and Vikram	The Impact of National	Empirical Research	Quality	<ul style="list-style-type: none"> <li>❖ As far as National Apparel Brand is concerned dependent variable like</li> </ul>

	Parekh(2012)	Apparel Brand attributes on customer Purchase Intention	A questionnaire of 50 respondents across five cities	Celebrity endorsement Price Physical appearance Perceived prestige	Celebrity Endorsement has no significance. ❖ Some of the study and papers contradict this statement. ❖ Moreover it has been surveyed in 2012, Now Celebrity Endorsement play a vital role in CPI.
54)	Samithamby Senthilnathan and Uthayakumar Tharmi (2012)	The Relationship of Brand Equity to Purchase Intention	Among 7830 families in these Niladhari Divisions, about 200 families have been identified as a mixture of initially stratified sampling and then convenient random sampling techniques	Brand Equity	❖ This study focuses on only one independent variable, Brand Equity to explain the PI and to explore the relationship between them. ❖ However, it is explicit that there may be other variables to be considered to explain the variation of PI.
55)	Lucia gatti et al. (2012)	The role of corporate social responsibility, perceived quality and corporate reputation on purchase intention. Implication for brand management	The role of corporate social responsibility, perceived quality and corporate reputation on purchase intention. Implication for brand management	Perceived quality Perceived CSR	❖ The limitation of the study relates to the convenience sampling employed to select respondents. ❖ Therefore, while steps were taken to achieve reasonable degrees of randomness in the collection of the data, convenience samples are not necessarily fully representative of the target population.
56)	Syed SaadHussain Shah et al (2012)	The Impact of Brands on Consumer Purchase Intentions	Sample size = 150 respondents of the vicinity of Rawalpindi town in Pakistan	Core brand Image Brand Attitude Brand Attachment Environmental consequences	❖ In this it is better to use environmental consequences as a mediating or moderating variable. ❖ Its impact can also be seen through Core Brand Image. ❖ Core brand image and environmental consequences can also be used as sub variables of brand attitude.
57)	Mr.BiaoXie (2012)	Factors affecting purchase intention of electric cooking appliance in thailand.	Empirical research The sample sizes are of 400 respondents of the consumer in two cities.	Attitude Subjective norm Perceived behavior control Country of origin Brand Image	❖ The data collection only focuses on Bangkok and Chiang Mai. ❖ There is boundedness in the data collection; it could not distribute the questionnaires to other consumer areas, such as the northeast and south. ❖ It would influence the accurate of study and cannot represent the actual attitude of the whole Thai consumer.
58)	ArashNegahban (2012)	Factors Affecting Individual's Intention to Purchase Smart phones from Technology Adoption and Technology Dependence Perspectives.	Empirical research 203questionnaire were complete and valid, yielding a response rate of 96%.	Exposure Enjoyment Dependence	❖ First, the respondents were college students from the same university which may result in a sampling bias. ❖ Second, about 66% of the respondents were female which may also cause sampling bias. ❖ Third, the responses were all self-reported which may weaken results accuracy.
59)	SitiNurafifah Jaafar et al (2012)	Consumers' Perceptions, Attitudes and Purchase	Empirical research All responses	Attitude Perceived Price Packaging	❖ The study could be conducted to a different segment of consumers or expanded to a larger sampling size or geographical area so that the result may



		Intention towards Private Label Food Products in Malaysia	were collected by using questionnaire through convenience sampling (n=100).	Advertisement Store Image Perceived quality Perceived risk Perceived value	be reflective of the actual buying pattern of consumers in Malaysia.
60)	Mohammadk arimBahadori et al (2012)	Priority of Determinants Influencing the Behavior of Purchasing the Capital Medical Equipments using AHP Model	Empirical research 31 managers of hospitals medical equipments in Tehran University of Medical Sciences' hospitals were selected using census method, data Gathering a researcher-made questionnaire was used.	Quality After sales service Brand Price	❖ The limitation of the paper is that the sample of only 31 managers has been taken into consideration which is less in number and only one city has been taken into account for better result.
61)	Dr.kennethN. Wanjau et al (2012)	Factors Affecting Provision of Service Quality in the Public Health Sector: A Case of Kenyatta National Hospital	Empirical research A total of one hundred and three respondents, comprising; sixteen doctors, thirty two nurses, twenty nine clinical officers, fourteen laboratory technologists and twelve pharmacists	Employee's capacity Technology Communication channels Financial resources Service quality	❖ This study may be generalized, expanding the canvas of population type and size.
62)	Syed Iqbal Shah et al (2012)	Factors affecting Pakistan's university students purchase intention towards foreign apparel brands	Empirical research A total of 315 participants completed a self-administered questionnaire during scheduled class of major cities of Pakistan (Islamabad & Rawalpindi)	Normative Influence Brand consciousness Consumer confidence Emotional values Perceived quality	❖ This paper studies the factors affecting the purchase intention of one segment of society i.e. students. ❖ Thus, its findings cannot be generalized to the whole society. ❖ All segments of society such as children, professionals, etc. should be taken into account
63)	Dr. Catherine Bachleda (2012)	Sunscreen Purchase Intention amongst Young Moroccan Adults	Empirical research 10 largest metropolitan areas in Morocco (Casablanca, Rabat, Fes, Marrakech, Agadir, Tangier, Meknes, Oujda, Tetuan, Kenitra) 380 distributed questionnaires resulted in a sample of 268	Attitude Subjective norms Perceived behavioral control Price	❖ The key limitation is the use of a computer literate, well-educated convenience sample all of whom had an email address. ❖ Given there is still a high illiteracy rate amongst Moroccans (Moroccan High Commission for Planning, 2010), it would be desirable to include respondents from the broader Moroccan community, perhaps using a face to face survey method. ❖ An additional limitation was the relatively small sample size.
64)	Uchenna	Purchasing	Questionnaire	Parents	❖ This study did not cover the whole of

	Cyril Eze et al (2012)	Designer Label Apparels: The Role of Reference Groups	survey 248 valid responses generated through personal administration.	Peers Celebrities Siblings	<ul style="list-style-type: none"> <li>❖ Malaysia.</li> <li>❖ Other variables that may be considered as moderators include Perceived risk, prior knowledge and other attitudinal or socioeconomic variables.</li> <li>❖ Moreover, in this study terms siblings and parents has been used, which may appear less scientific.</li> <li>❖ In addition, most of the participants in this study were students, whose purchasing power may be weak.</li> </ul>
65) (12,6 5)	Seok Kang (2012)	The Influence of Multimedia Exposure on Purchase Intention of Sponsored Products: The Case of the 2010 FIFA World Cup	Empirical Research Sample size ,n = 241	Multimedia exposure Attitude towards brands Subjective Norms Perceived behavior control Past experience	<ul style="list-style-type: none"> <li>❖ Sample size is not appropriate.</li> <li>❖ A cross-cultural study might need to be conducted to know how the FIFA World Cup and its sponsors influence on the target market in different cultures with different generations to persuade their attitude, subjective norm, and perceived behavioral control.</li> <li>❖ The low response rate is another limitation of the study which limits the generalization of the study results</li> </ul>
66)	Nguyen ThanhHuong (2012)	Key factors affecting consumers purchase intention A study of safe vegetable in Ho Chi Minh City, Vietnam	The survey in the form of questionnaire was delivered to the consumers by both Electronic survey and handout survey The sample size used for data analysis is 412 samples in which 27,4% is male and 72,6% is female.	Trust Price perception Appearance Demographic	<ul style="list-style-type: none"> <li>❖ In the study there could be other major factors which could place high impact on consumer purchase intention such as store, origin of safe vegetable, price premium of safe vegetable compared to conventional vegetable, and brand.</li> </ul>
67)	Zhongjun Tang et al,(2011)	Antecedents of intention to purchase mass customized products	Empirical Research Sample size = 779 respondents	Attitude Self- Attitude Subjective Norms	<ul style="list-style-type: none"> <li>❖ This study focused on factors influencing intention to purchase customized PC and their effect levels, but excluded relationship between intention and actual purchase.</li> <li>❖ Other constructs should be added because 49.5 percent variance of endogenous construct is unexplained.</li> </ul>
68)	AnantSaxena (2011)	Blogs and their impact on Purchase intention: A structural Equation Modelling Approach	Empirical research Survey data Of 290 questionnaire was collected from MBA students of Delhi and NCR, 230 says yes.	Credibility Attitude Social Norm Intention	<ul style="list-style-type: none"> <li>❖ The sample is self-selected as convenience sampling is employed.</li> <li>❖ Moreover, as the subjects are blog users in India, their culture, lifestyle; and purchase behavior may differ from other countries.</li> </ul>
69)	Ho HuyTuu&Sv einOttar Olsen (2011)	Certainty, risk and knowledge in the satisfaction-purchase intention	Empirical Research 120 participants	Satisfaction Manipulated Knowledge	<ul style="list-style-type: none"> <li>❖ This study used only one new food product and university students for the experiment, which may generate limitations to research.</li> <li>❖ Therefore the study should extend the model to include more moderators as well as use an experimental design</li> </ul>

		relationship in a new product experiment		Manipulated Risk	with a variety of new different products, brands and services in the representative sample context of real consumers across different areas to gain a more comprehensive understanding of the formation of purchase intentions.
				Certainty	
70)	Rajagopal (2011)	Consumer culture and purchase intentions toward fashion apparel in Mexico	Empirical Research 217 respondents Within the age of 18-45 yrs in Reference to 35 Variables on 11 Fashion apparel Brands in Mexico.	Determinants of consumer behavior	<ul style="list-style-type: none"> <li>❖ In this study the limitations are there in reference to sampling, data collection and generalization of the findings.</li> <li>❖ The samples drawn for the study may not be enough to generalize the study results. The findings are limited to Mexican consumers and convenience sampling.</li> <li>❖ Other limitations include the qualitative variables used in the study, which might have reflected on making some causal statements.</li> </ul>
				Socio-cultural values	
				Personal values	
				Attitudes	
				Product attractiveness	
				Store & Brand preference	
71)	Huam Hon Tat et al (2011)	Consumers' Purchase Intentions in Fast Food Restaurants: An Empirical Study on Undergraduate Students	Empirical research 358 questionnaire Out of total 380 Undergraduate Students had been Collected.	Service quality	<ul style="list-style-type: none"> <li>❖ In this study probability sampling methods such as stratified sampling or cluster sampling has not been used which are more generalizable or to conduct a nationwide study.</li> </ul>
				1)Tangibility	
				2)Reliability	
				3)Assurance	
				4)Responsiveness	
				5)Empathy	
				Customer satisfaction	
72)	Yuliharsi, et al. (2011)	Factors that Influence Customer's Buying Intention on Shopping Online	Empirical research	Ease of Use	<ul style="list-style-type: none"> <li>❖ Limitation of this study is the respondents, all of them from the university community and so the results may not reflect the full diversifies of beliefs, attitude and intention towards Internet shopping</li> </ul>
				Usefulness	
				Compatibility	
				Security	
				Self-efficacy	
				Privacy	
				Normative beliefs	
				Attitude	
73)	Jason A. Gabisch (2011)	Impact of virtual brand experience on purchase intentions: The role of multichannel congruence.	300 respondents Penang, Malaysia Empirical research 209 Online survey received and 158 of those surveys contained complete and usable data.	Perceived Diagnosticity	<ul style="list-style-type: none"> <li>❖ The limitation of the study is that the results may not generalize to other populations or virtual environments, as users of Second Life may differ from other consumers in terms of online shopping goals and experience.</li> <li>❖ The use of a brand elicitation technique and single-wave data may be inadequate for demonstrating causality.</li> </ul>
				Self Image Congruence	
				Behavioral Consistency	
				Brand Attitude	
74)	BaruaPromot osh Islam Md. Sajedul(2011 )	Young Consumers' Purchase Intentions of Buying Green	A quantitative approach was adopted. Using a sample of 282 young people, a	Attitude towards the behavior	<ul style="list-style-type: none"> <li>❖ The quantitative research method is used to examine the relationship between variables and purchase intention of buying green products.</li> </ul>
				Subjective norms	

		Products A study based on Theory of Planned Behaviour	survey was developed and conducted in Umeå University, Sweden.	Perceived behavior control Demographic	<ul style="list-style-type: none"> <li>❖ This method is lack of identifying the underlying reasons to justify the phenomenon.</li> <li>❖ The use of triangulation method can give a complete picture and a better understanding of young consumers' green purchase behavior.</li> </ul>
75)	Shih-I Cheng et al (2011)	Examining Customer Purchase Intentions for Counterfeit Products Based on a Modified Theory of Planned Behavior	Research was conducted students in Vietnam universities. Each of the 400 subjects was given a questionnaire to fill out in January 2009. A total of 328 questionnaires were returned. Out of those, 97% was valid (318 out of 328).	Attitude toward Purchasing Counterfeits Subjective norms Perceived Behavior Control Perceived Financial control	<ul style="list-style-type: none"> <li>❖ Apart from SEM (Structural Equation Model Technique) other methods can also be used to test other factors also to generalize the result.</li> </ul>
76)	Rashid Shafiq et al (2011)	Analysis of the factors affecting customers' purchase intention: The mediating role of perceived value	Empirical research Sample size of this study is220.	Customer Knowledge Product Packaging Perceived value Celebrity Endorsement	<ul style="list-style-type: none"> <li>❖ This study may be generalized, expanding the canvas of population type and size.</li> </ul>
77)	MusdianaMohamadSalleh et al, (2010).	Consumer's Perception and Purchase Intentions Towards Organic Food Products: Exploring Attitude Among Academician	Empirical research population size of 863, the response of 265 is justified to have a reliable and valid sample	Environmental concerns Health consciousness	<ul style="list-style-type: none"> <li>❖ The limitation of this study is that the sample was restricted to a single geographic area in Northern Malaysia.</li> <li>❖ Further, the numbers of respondents may not portray the population of academician from Malaysia with regard to organic food consumption.</li> <li>❖ Therefore additional studies will be necessary to better discriminate between consumer group to determine which segments of consumer are most appropriate to market and to promote organic food as a way of building sustainable consumption pattern.</li> </ul>
78)	MohdRizaimyShaharudin, et al, (2010 ).	Factors Affecting Purchase Intention of Organic Food in Malaysia's Kedah State	Empirical research 150 respondent's towns of Sungai petani and AlorSetar in Kedah state of Malaysia.	Health Consciousness Perceived value food safety concern Religious factors Price	<ul style="list-style-type: none"> <li>❖ Additional variables such as freshness, presentation, taste and innovativeness of organic food products have not been considered as it can increase the accuracies and effectiveness of the study findings.</li> <li>❖ Less importance is being placed on the factors of food safety concern and religion.</li> <li>❖ This is because the consumers could be leaving the responsibility to the respective government enforcement agencies/local authorities to look on food safety and 'Halal' matters.</li> </ul>
79)	Lloyd C. Harris & Mark M.H. Goode , (2010)	Online servicescapes, trust, and purchase Intentions	Empirical research (in total 52 items)	Aesthetic Appeal Layout & functionality Financial Security Trust in the Website	<ul style="list-style-type: none"> <li>❖ A key limitation of the current study emanates from the conceptualization developed.</li> <li>❖ The findings and contributions of this study are also limited by the restricted range of service variables included in the research.</li> <li>❖ A productive research avenue could focus on modeling the dynamics</li> </ul>

					between servicescapes and other key service variables.
80)	Marie Helene de Canniere, et al (2010).	Relationship Quality and Purchase Intention and Behaviour: The Moderating Impact of Relationship Strength (Springer)	Empirical research 634 customers of a Belgian apparel retailer considered to be a sample.	Perceived relationship quality Relationship Strength. Stronger relation with the retailer.	<ul style="list-style-type: none"> <li>❖ Measuring antecedents of intentions (such as perceived relationship quality) and intention by means of the same questionnaire may have hidden certain relationships.</li> <li>❖ For instance, customers having a strong relation with the retailer may at the same time have had a homogeneously positive perception of relationship quality and buying intentions as a result of which all these variables may have gone hand in hand.</li> <li>❖ Experimental manipulation may be used to disentangle these effects.</li> </ul>
81)	Ming-Tien Tsai et al (2010)	The Effect of trust belief and salespersons expertise on consumer's intention to purchase nutraceuticals :Applying the theory of reasoned action	Empirical research	Trust belief Salesperson's expertise Subjective norm	<ul style="list-style-type: none"> <li>❖ The sample was drawn from the east of Taiwan, and a sample from elsewhere might yield different results.</li> <li>❖ Thus the generalization of the results to other populations in different areas may be limited.</li> <li>❖ Moreover there are several factors that can affect the subjective norm and trust, but in this research we focused on trust belief and salesperson's expertise, so that the application of the results is limited to the two constructs.</li> </ul>
82)	Kun-Huang Huarng et al (2010)	The impacts of instructional video advertising on customer purchasing intentions on the Internet	Empirical research	Interaction 1)Human-message 2)Message-message Perceived playfulness Perceived usefulness	<ul style="list-style-type: none"> <li>❖ This study conducted a survey by posting questionnaires on a web site.</li> <li>❖ However, most of the respondents were from Taiwan.</li> <li>❖ Hence, the results may tend to be district-oriented.</li> <li>❖ This study can be extended by trying different countries and then comparing the findings.</li> </ul>
83)	MohdRizaimyShaharudin et al (2010)	Purchase Intention of Organic Food in Kedah, Malaysia; A Religious Overview	Descriptive study Probability sampling 150 organic food customers respondents responded to the research Survey.	Health consciousness Perceived value Food safety concern Religious factor	<ul style="list-style-type: none"> <li>❖ It is important to look at the factors such as health consciousness and perceived value in order to obtain the trust and confidence to purchase organic food products.</li> <li>❖ An effort to relate these factors with religion should be carried out by the respective government or religious organizations in order to promote the quality offered by the organic foods.</li> </ul>
84)	Richard Croome Meredith Lawleyand Bishnu Sharma (2010)	Antecedents of Purchase in the Online Buying Process	Empirical Research A mail survey was used to collect data from one hundred and forty six Australian consumers.	Product Content Price Trust	<ul style="list-style-type: none"> <li>❖ The original mail out survey had a low response rate and a subsequent top up survey was required.</li> <li>❖ However, the initial mail out sample was probability based and appears representative of the population and variation between the two field samples is generally within acceptable limits.</li> </ul>
85)	Long-Yi Lin	A study on the	The travelers on		❖ Measurements of customer satisfaction

	and Yeun-Wen Chen (2009)	influence of purchase intentions on repurchase decisions: the moderating effects of reference groups and perceived risks	Taiwan tourist trains were surveyed. Convenience Sampling was used to collect primary data. A total of 1,200 questionnaires were distributed and 1,155 effective sample were taken.	Reference Groups  Perceived Risk	<ul style="list-style-type: none"> <li>❖ and behavioral consequences are complicated and often controversial.</li> <li>❖ May employ multiple dimensions instead of a one-dimensional approach to yield more fruitful results.</li> <li>❖ Similarly, price sensitivity can be measured in a more deliberative way by employing multi-dimensional measures, such as price consciousness and price search effort.</li> </ul>
(86)	JyothsnaPriy adarsini K and Goodwin D R, (2009)	Brand Evaluation and Purchase Intention The Impact of COO of Luxury Cars on Indian Metro Customers	Cluster sampling technique was adopted to select the respondents for answering the questionnaire.	Country of Origin (COO)	<ul style="list-style-type: none"> <li>❖ The study was conducted through online survey.</li> <li>❖ Hence there was no chance to observe the respondents in person.</li> <li>❖ Some of the luxury brands had been excluded from the study.</li> <li>❖ The study is generalized to COO, ignoring the sub-factors like Country-of-Design (COD), Country-of-Assembly/Manufacture (COA) and Country-of- Parts/Components (COP).</li> </ul>
87)	Miguel Moital et al, (2009)	Determinants of Intention to Purchase Over the Internet	the sample contains individuals who had never used computers, as well as individuals who had purchased travel over the Internet before. A total of 228 usable questionnaires were used as the basis for data analysis in this paper.	Attributes  Involvement  Stage in the e-commerce adoption path	<ul style="list-style-type: none"> <li>❖ The respondents were relatively young (the majority were less than 40 years old).</li> <li>❖ Respondents more than 40 yrs can also be considered for the result to be more accurate.</li> </ul>
88)	Xuehua Wang & Zhilin Yang (2008)	Does country-of-origin matter in the relationship between brand personality and purchase intention in emerging economies? Evidence from China's auto industry	Chinese middle class auto consumers. The sample respondents were recruited using random sampling by a large research agency in China.	Brand personality  Country of Origin  Innovativeness	<ul style="list-style-type: none"> <li>❖ Price and word-of-mouth has not been included in the study.</li> <li>❖ Price is a very important aspect when consumers engage in auto purchase. Moreover, word-of-mouth might also exert influence in the buying process. For instance, an individual's decision making could be influenced by his/his friends who already own cars.</li> <li>❖ Therefore, price and word-of-mouth effects should be examined in future research.</li> </ul>
89)	Espejel-Blanco et al (2008)	Perceived quality as a antecedent for buying intention of the olive oil from bajo Aragon with protected designation of origin	Empirical Research 223 valid questionnaires. Convenience sampling procedure.	Perceived quality of intrinsic attributes  Perceived quality of extrinsic quality	<ul style="list-style-type: none"> <li>❖ Variables like loyalty and buying intention are not the only variables that make up customer behavior.</li> <li>❖ Therefore it would be necessary to add others such as the satisfaction, trust, commitment, perceived risk, willingness to pay a premium price or moderating variables, like involvement or familiarity and experience and so be able to follow a more global and complete research about consumer</li> </ul>

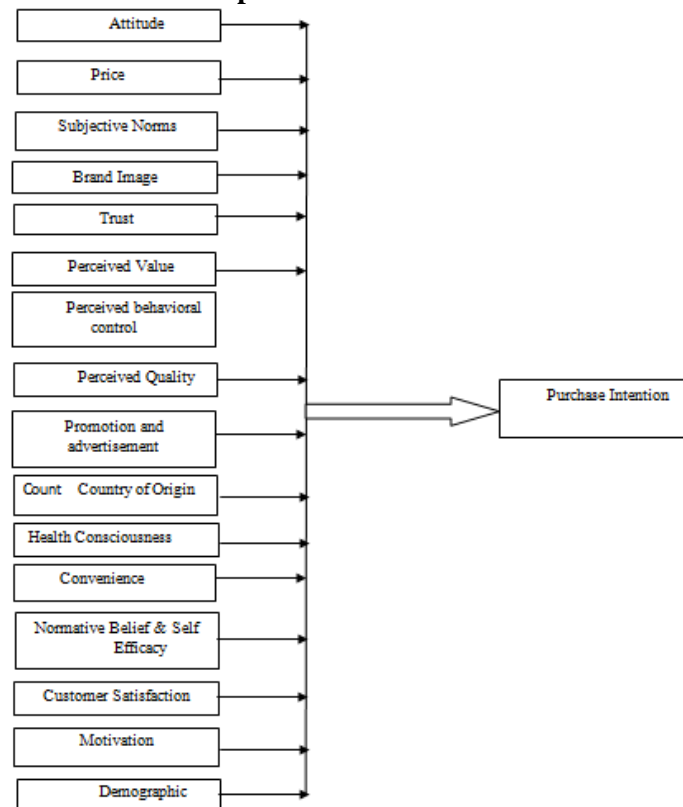
				Consumer Loyalty	behavior.
90)	Amit S. Patel (2007)	Antecedents of Consumers' Intentions Regarding the Purchase of Prescription Drugs via the Internet: An Examination of Two Different "Unlawful" Consumer Behaviors	A sample size of about 600 panel members was deemed appropriate to test the proposed model using structural equation modeling (SEM).	Perceived Moral Obligation Attitude Subjective norm Perceived behavioral control Perceived unfairness	❖ One of the limitations of this study was it used an online consumer panel due to which results of this study should not be generalized. ❖ This study did not specifically examine consumers' intentions to physically import medications from neighboring countries (e.g., Canada and Mexico).
91)	Douglas Amyx et al, (2007)	Attorney ads and consumer purchase intentions: the effects of certification claims and sex of source	Experimental research A sample of 309 consumers viewed the ads.	Attorney certification credentials Attorney sex i) Male ii) Female	❖ The first limitation concerns sample. ❖ Second there was no control treatment in the experiment that omitted information about board certification. ❖ Comparison was made only between ads containing board certified and non-board certified statements.
92)	Do- Hyung Park et al (2007)	The Effect of On-Line Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement	Empirical Research	Perceive in formativeness Perceived popularity Review quality	❖ First, purchasing intention was measured with only two items. ❖ Second, the study did not adequately control other variables that can influence the effect of on-line consumer reviews. ❖ Negative reviews and mixed-quality reviews were neglected in order to create a simple research design.
93)	James O. Bukenya & Natasha R. Wright (2007)	Determinants of Consumer Attitudes and Purchase Intentions With Regard to Genetically Modified Tomatoes	Survey questionnaire administered in spring 2003 among food shoppers in one of Alabama's biggest metropolitan areas Huntsville	Perception Attitude Socio-demographic High Income	❖ The coefficient for the knowledge variable was not statistically significant, and the magnitude of this variable's influence was roughly one-fifth of those of GM attitude and perception variables.

94)	Jeremy J. Sierra and Shaun McQuitty (2007)	Attitudes and emotions as determinants of Nostalgia Purchases: An application of social identity theory	Students in an upper-level undergraduate marketing course at a medium-sized university in the southwest United States were asked to solicit five adult, nonstudent consumers to complete a questionnaire. Sample size =198	<p>Yearning for the past</p> <p>Attitude about past</p>	<ul style="list-style-type: none"> <li>❖ Sample was taken from the southwest United States and further research is needed to establish external validity across different regions.</li> <li>❖ Second, the three scales used in the study may not be equally valid across all samples and nostalgia settings.</li> <li>❖ This issue can affect the measurement properties of the constructs and their relationships with one another.</li> </ul>
95)	Mohamed M. Mostafa, (2006)	Antecedents of Egyptian consumers Green Purchase Intentions: A Hierarchical multivariate regression model	A total of 1500 questionnaire were distributed. Almost 22 per cent of the students were seniors, 17 per cent juniors, 25 per cent sophomore, 27 per cent freshmen, and 9 per cent graduate students.	<p>Knowledge</p> <p>Concern</p> <p>Attitude</p> <p>Perceived consumer effectiveness</p> <p>Altruism</p> <p>Skepticism</p>	<ul style="list-style-type: none"> <li>❖ In particular, socially desirable past behaviors and intentions are usually over reported and less desirable past behaviors are underreported.</li> <li>❖ Second, using only one method of data collection in evaluating a complex purchase decision where emotions may be strongly involved is particularly prone to mono-method bias.</li> <li>❖ The use of quantitative methods alone is valuable in establishing relationships between variables, but is considered weak when attempting to identify the reasons for those relationships.</li> </ul>
96)	W.C.May So et al, (2005)	Factors affecting Intentions to Purchase via the Internet.	Target sample size is 1,082. From which 213 useful responses were received. University, undergraduates, graduates and postgraduates in technical fields of engineering were chosen.	<p>Attitude</p> <p>Web shopping Experience</p> <p>Web Search</p> <p>Adoption Decision</p>	<ul style="list-style-type: none"> <li>❖ The probability sampling methods could not be used in the survey and had to be abandoned.</li> <li>❖ The link between behavioral intentions and actual behavior has not been considered in current study.</li> </ul>
97)	Soyeon Shim et al, (2001)	An online Prepurchase Intentions model: The role of Intention to search	The sample of 2000 households with personal computer owners in 15 U.S. metropolitan areas	<p>Product information Search</p> <p>Attitude</p> <p>Perceived behavioral control</p> <p>Purchase Experience</p> <p>Subjective norms</p>	<ul style="list-style-type: none"> <li>❖ In this study, encompassing the nature of the sample, data collection procedures, and the identification of factors related to Internet search and purchasing, should be considered when interpreting the study results and developing future research to extend and expand its scope.</li> <li>❖ Secondly consumer's past behaviors were collected on a self-report basis.</li> </ul>



98)	BengSooOng (1999)	Determinants of Purchase Intentions and Stock- Piling tendency of Bonus Packs	Sample size was 340. 78% were females and 71% are regular buyer.	Price discount Other offers as-coupons & bonus packs	<ul style="list-style-type: none"> <li>❖ The purchase intention model's R-square was fairly small.</li> <li>❖ Other factors should also be considered.</li> <li>❖ Secondly this study used only one product thus limiting the generalizability of the results.</li> <li>❖ Another limitation centers around our method of data collection.</li> </ul>
99)	Raymond R. Burke et al (1990)	The Impact of Product-Related Announcements on Consumer Purchase Intentions	First-year MBA student enrolled in a core marketing management course at a major business school participated in the study.	Announcements i) product-related announcements ii) Industry-level announcements iii) Negative Announcements	<ul style="list-style-type: none"> <li>❖ The first limitation is the study's sample of MBA students.</li> <li>❖ A second limitation regards the short time interval between consumers' exposure to announcements and their brand judgments.</li> </ul>
100)	Lawrence M. Bellman et al (2009)	Fashion Accessory Buying Intentions Among Female Millennial	The main study comprised female millennial (young women born between 1982 and 2001) frequenting the huge Mall of America shopping complex in Minneapolis. Sample size =100	Attitude towards behavior Relative importance of behavior Subjective norms	<ul style="list-style-type: none"> <li>❖ The findings from this study may not generalize well to the entire millennial population.</li> <li>❖ There may be significant regional or national differences in purchasing power, lifestyles, and media usage and consumption patterns.</li> </ul>

**III. . Proposed Research Framework**



**Research Framework**

#### **IV. Conclusion and Future Scope/Limitation**

This paper focuses on the study of various antecedents which directly or indirectly affects the purchase intention. In the present paper exhaustive study has been done on one hundred papers that are published in different renowned journals. Several factors play vital role namely Brand, Price, Promotion & Advertisement, Convenience, Attitude, Perceived Value, Demographic, Country of Origin, Perceived Quality, trust. Motivation, Normative belief and Self Efficacy etc while considering the purchase intention. Some of the antecedents are common for all the products and are used as antecedents by most of the researchers. Some antecedents differ based on the type of product considered. It has been classified in two categories, namely i) Factors of consensus and ii) factors of non consensus. On the same basis research framework has been framed which is given in section 3. Authors in this paper have focused on the antecedents in general. Further study can be done on finding the antecedents for different products. Product based study will be targeted in near future.

Like others papers it has also some limitations. Although the present findings provide valuable insights several suggestions for future research are made due to the study's limitations. We could have gone through many more research papers which can assist to analyze more antecedents, meaning there by the numbers of research paper studied could be increased. There is scope of improvement in research framework also that can only be done by increasing the numbers of research paper to be studied.

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