

Influence of Brand Attitude on Purchase Intention of Modular Kitchen

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Abstract: The purpose of current study is to investigate the influence of brand attitude on customers' purchase intention. Population was customers of branded modular kitchen. Using a self-administrated questionnaire 115 respondents were asked to answer the survey employing convenience-sampling method. The results indicated that advertising on print media and social media have significant impact on brand attitude. Further, brand attitude has a significant influence on purchase intention of consumers. This study starts with the review of the literature in customer satisfaction. The study conducts a survey and a questionnaire among the customers and professionals in the modular kitchen sector. The aim of the study is to analyse the factors affecting customer satisfaction and finding out the ones related with the modular kitchen sector. After applying the survey, the relations between the inputs and outputs of the satisfaction are analysed with the overall satisfaction itself. The strong and weak factors are determined and a proper CRM tool is build-up to realize a decision-support and forecast tool in the study, which can be seen as a beginning for the companies in the real sector in this business to build a much more detailed and ERP integrated software and to use them. The results of the survey are compared with the similar studies from the literature.

Keywords: customer satisfaction, Correlation, critical factors affecting customer satisfaction, modular kitchen, Modular kitchen Sector.

INTRODUCTION

INDIAN MODULAR KITCHEN SECTOR

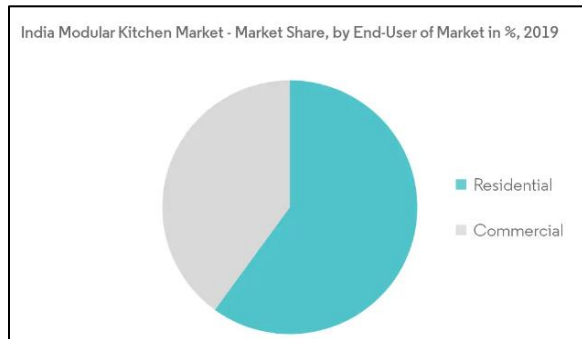
The India Modular Kitchen Market size is expected to grow from USD 3.67 billion in 2023 to USD 10.91 billion by 2028, at a CAGR of 24.36% during the forecast period (2023-2028). A modular kitchen encompasses a range of fixtures and cabinets assembled in a planned manner to facilitate effective usage of kitchen space. A modular kitchen normally consists of wooden cabinets, countertops, internal accessories including built-in covered baskets, and household and kitchen appliances such as a washbasin,

dishwasher, chimney, cooking range/stove, and microwave oven. It is custom designed, and customers can choose from a variety of options, features, colours, and patterns. Kitchens are gaining recognition in the home improvement category to augment both its functionality and decor. Either for homemakers or working professionals, restructuring and remodelling the kitchen to a more attractive one has become a trend. The modular kitchen market is driven by a rising middle-class population, decreasing household size, growing demand for premiumization, changing customer preference, growing partnerships between contractors and real estate project developers for designing modular kitchens. As many nuclear families are growing preference for small houses and space-saving ideas are giving growth to the modular kitchen market. Over the last few years, kitchen market in India witnessed an inclination towards modern designs and comfort. Among Indian consumers, kitchen is no longer considered as a separate unit, but a regular space for socializing, relaxation, and imaginativeness. With consumers showcasing inclination to experiment with design, textures, and adolescent colour combinations, manufacturers have been set free to offer consumers with world class products. Consumers are progressively looking at premium designs and features such as magic corners and kitchen island concepts to add more luxury touch to the cooking space.

INDIA MODULAR KITCHEN SEGMENTATION:

The report provides a deep-dive analysis of the India Modular Kitchen market. It also focuses on key segments in the market with developmental trends, opportunities in the market with market size and numbers. Competitive landscape of major players in the market is analysed thoroughly with detailed company profiles.

By Product	Floor Cabinet & Wall Cabinets Tall Storage Cabinets Others
By End-User	Residential Commercial
By Distribution Channel	Offline (Contractors, Builders, and Others) Online



Along with the rapid spread of real estate industry, the global housing market is entering a new phase. However, without an adequate supply of land, people will have to pay a high price for housing. The modern society has granted us a better and easier lifestyle to afford and adopt in what we have. Modular kitchen certainly offers the consumers' expectations while manufacturing and fitting of modular kitchen. Thus, the success of any enterprise is greatly dependent on consumer reaction and behaviour. In today's competitive market, brands have to make the product stand out the competition. Thus, it is vital to show up brands for good reasons to make the consumers feel to purchase. The idea of the kitchen is itself a transformation that it is becoming a social space for family and friends and a marker of your personal growth and status. On the basis of sales marketing and retail sales, the retailer or dealer dominating the modular kitchen market in India is for 76% of the total market size, while project sales constitute the rest of the 24%.

The low-end modular kitchen market is in the hands of local small producers, and the high-end products are controlled by the foreign brands, especially the brands from like *Bulthaup, Franke, Häfele, Lignum Pro Industries, Miele, Neoperl, Nolte, Peka, Poggenpohl, Veneta Cucine CC India, Häcker and Hettich etc.* In

this situation, the Indian market for modular kitchen is highly competitive between the multinationals and local Indian counterparts, (i.e.) the branded and unbranded products. To overcome this situation, one need to understand and identify their target customer. The most successful companies will have their hands on information that identifies and explains the needs and behaviour of their target customers. According to Ubilava et al., the behavior of consumers cannot easily be schematised, given the specific characteristics of each individual, it is proved that the consumer's preference for either branded or unbranded goods decided the process of choosing a product also argued that brands serves as a primary way for customers to identify and recognize goods and their manufacturer. Consumer preference on brand is a key factor in consumer decision making process, involving elements of choice. According to Mitchell and Olson describing attitude with a more specific reference to brands as 'an individual's internal evaluation of an object such as a branded product (Mitchell AA, Olson JC 1982). Brand attitude is made up of the overall evaluation of the brand, which encompasses factors such as brand awareness, brand image, and brand based associations of attributes and benefits. (Fishbein M 1980) Also, Jalil and & Samiei discussed that brand attitude is affected by brand awareness and brand image. Brand attitudes are also important to marketers as they provide a summary of a consumer's evaluation of the product/service/brand (Jalilvand MR, Samiei N 2012). Furthermore, Brand attitudes impact on the ultimate goal of creating a purchase intention among consumers (Sicilia M, Ruiz S, Reynolds N 2006). Therefore, the present study takes up brand attitude as an independent variable and purchase intention as a dependent variable to measure the influence of brand attitude which is measured by the strength of positive or negative (like/dislike) associations that a consumer experience with regard to a particular brand; on consumers purchase intention.

Scope of the Study

The study can be expressed in 4 main sections.

- Firstly, a literature survey to gain necessary information about customer satisfaction, customer satisfaction methods and models will be carried out.
- Secondly, selection of the proper customer satisfaction measurement method and tool and the

application of them among the customers and professionals in the modular kitchen sector.

- Then, a statistical analysis of the study to investigate the factors affecting customer satisfaction and also to find the correlations among them.
- Lastly, a conclusion and discussion chapter to evaluate the findings of the statistical research.

LITERATURE REVIEW

Past researches support that there is a significant influence of brand attitude on consumer purchase intention. Brand attitude is made up of the overall evaluation of the brand, which encompasses factors such as brand awareness, brand image, and brand based associations of attributes and benefits. Also, Fazio, Russell H. suggests demographic factors can form of brand attitude, consumer behavior. Earlier studies showed that consumers tend to adopt a decision rule to purchase familiar and well-known brands. Consumers purchasing behavior is linked to an understanding of consumer behaviour. The new empowered medium currently available and has been recognised as the most potentially powerful medium in business practice is social media. The emergence of social media has facilitated communication of consumer to each other. Godes and Mayzlin showed that social media are cost effective and they are suitable option to access and collect information from other consumers. Chevalier and Mayzlin found that increasing visits of a particular book lead to increasing sale of the book. Dellarocas et al., added online ranking of a certain film to their model and revealed that this factor has a strong predictive power of company income. Bruyn and Lilien studied the effect of consumer communications to each other in the process of decision making in the context of viral marketing. Simon and Sullivan asserted that marketing communications should be considered as an important determinant of brand attitude and equity. Yoo et al., indicated that print advertising have a positive influence on brand equity, brand loyalty, brand awareness and brand attitude.

METHODOLOGY

After reviewing the related journals, the next step is to define the limits of the study and build the

questionnaire of the survey. The sample frame, the study groupings, the parts of the questionnaire will be discussed in the following pages. To find the most related questions to assess the customer satisfaction of the participants, similar studies from the literature will be investigated.

Parameters used in the study

The interviews were held between June 2023- august 2023 and the data collection period took around 2 months. The geographic area of the study was metropolitan cities in India where the use of the modular kitchens was thought to be more widespread because of the population and overall income of these cities. The sample frame was those individuals who reside in the coverage area for the modular kitchen sector.

Research questions

1. What are the general critical factors affecting the customer satisfaction?
2. How is it possible to build a comprehensive customer satisfaction survey in modular kitchen sector? Which topics should be included in the survey?
3. Which factors have significant effects on customer satisfaction in modular kitchen sector?

Statistical tool: SPSS

Study groupings

The study includes four different sub groups: Buyers for existing houses, non-buyers for existing houses, Buyers for new houses and lastly Non-Buyers for new houses. The reason for that is the changing satisfaction level between the people who live in the same house during the decoration period and who do not live. This difference in the satisfaction level is caused by changing importance and priorities for two different groups. Normally, it is a more complicated and tiring period, if someone lives in the same house, while his/her home is getting decorated. And this automatically affects the expectations, importance and priorities. For example, the delivery lead time and assembly phases of buying new kitchen is expected to be more important for this group, since the people want to have their decoration finished as soon as possible to return their daily life.

	Buyer	Non-Buyer
Existing houses	People, who have bought modular kitchen for their existing houses.	People, who will buy a modular kitchen for their existing houses.
New houses	People, who have bought modular kitchen for their new houses.	People, who will buy a modular kitchen for their new houses.

Source: Özer, Semih Yüksek Lisans, Industry Mühendisliği Bölümü Tez Yöneticisi: Doç.Dr. Tayyar Şen Haziran 2009, sayfa

Survey questions

Survey Questions consists of from 7 different variables which are as follows: Brand Image, Showroom, Sales Personnel, Customization, Purchase Procedure, Delivery and Assembly for the customer satisfaction level.

Brand can be classified in Image of the seller group of Kotler’s factors. Akyüz (1998) stated the brand is one of the factors, which is effective in furniture purchasing procedure. Moreover, in the study of Kösali (2006), it was stated that brand is one of the most effective factors in purchasing procedure of the consumers in the modular kitchen sector.

Showroom Showrooms are the places, where the companies show off their goods. The modular kitchen companies prefer to have as big as possible showrooms in the main streets of that area to be able to present as much as various models and modules. Akyüz (1998) concluded that one of the factors affecting peoples buying decision on furniture sector is the feature of the furniture showrooms. Moreover, Toksarı (2004) also showed the showrooms one of the distribution channels of the furniture companies.

Sales Personnel During the interviews with the professionals from the sector, it was observed that the sales personnel in modular kitchen companies consist of mainly from architects, civil engineers and designers, because of the fact that the sales personnel have also to do the necessary design tasks during the purchasing procedure. When the factors affecting purchasing in Kotler’s (1984) study were investigated, it is possible to comment that the sales personnel is effective on Image of the seller, Communication and Psychological and Sociological Factors. The Communication meant in Kotler’s (1984) study is the communication between the sellers and consumers,

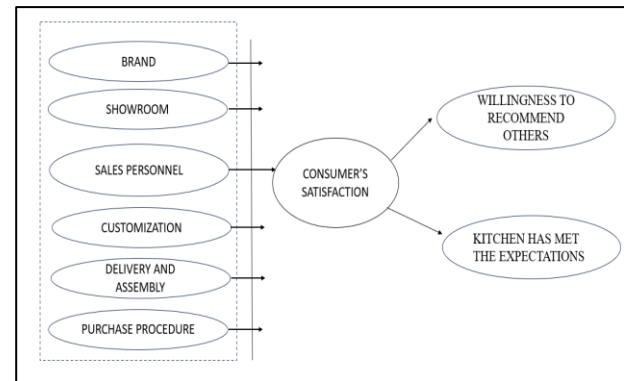
which show the importance of the sales personnel in purchasing decision.

Customization The design phase in the modular kitchen sector is a complex procedure because of the fact that the spaces of the kitchens are usually very different from each other. This brings out the fact that modular kitchen product is a tailor-made product and should be designed according to the physical feature of the space.

Purchase Procedure The professionals in the sector explained that the contract and printed project supply is one of the important tools of the purchasing in the modular kitchen. Another important factor is the payment alternatives offered. Akyüz (1998) stated that %74.2 of his study participants prefer to buy their furniture with hire-purchase.

Delivery The delivery phase in the modular kitchen sector was also shown as one of the major phases in purchasing a modular kitchen by the professionals from the sector. The standard delivery time is changing between 4-8 week

Assembly One of the facts differentiating the kitchen furniture from other furniture’s like chairs, tables, sofas etc. is the need to the assembly the modules of a kitchen. The modules of the modular kitchen are arriving as disassembled packages. This makes the assembly part in this sector important.



Theoretical model of customer satisfaction in modular kitchen sector

DATA ANALYSIS

SECTION A. DEMOGRAPHIC PROFILE OF THE RESPONDENTS

The consumer’s demographic details were profiled based on their Age, Gender, perception, Income, and buying behavior. The demographic profile of organic food consumers and their purchase pattern are presented in the below table:

Gender		Are you aware Modular kitchen? Crosstabulation			
Count		Q1.) Are you aware of organic food products?			Total
		Maybe	No	Yes	
What is your gender?		1	0	0	1
	Male	0	5	11	62
	Female	0	9	15	77
Total		1	14	26	140

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	140.647 ^a	6	.000
Likelihood Ratio	12.526	6	.051
N of Valid Cases	140		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .01.

		CUSTOMER SATISFACTION	SHOWROOM	BRAND	SALES PERSONNEL	CUSTOMIZATION	PURCHASE PROCEDURE	DELIVERY AND ASSEMBLY
Pearson Correlation	(D) CUSTOMER SATISFACTION	1.000	.561	.683	.587	.624	.553	.623
	SHOWROOM	.561	1.000	.542	.398	.564	.563	.557
	BRAND	.683	.542	1.000	.618	.620	.570	.600
	SALES PERSONNEL	.587	.398	.618	1.000	.783	.653	.618
	CUSTOMIZATION	.624	.564	.620	.783	1.000	.769	.680
	PURCHASE PROCEDURE	.553	.563	.570	.653	.769	1.000	.747
	DELIVERY AND ASSEMBLY	.623	.557	.600	.618	.680	.747	1.000
Sig. (1-tailed)	(D) CUSTOMER SATISFACTION	.	.000	.000	.000	.000	.000	.000
	SHOWROOM	.000	.	.000	.000	.000	.000	.000
	BRAND	.000	.000	.	.000	.000	.000	.000
	SALES PERSONNEL	.000	.000	.000	.	.000	.000	.000
	CUSTOMIZATION	.000	.000	.000	.000	.	.000	.000
	PURCHASE PROCEDURE	.000	.000	.000	.000	.000	.	.000
	DELIVERY AND ASSEMBLY	.000	.000	.000	.000	.000	.000	.
N	(D) CUSTOMER SATISFACTION	109	109	109	109	109	109	109
	SHOWROOM	109	109	109	109	109	109	109
	BRAND	109	109	109	109	109	109	109
	SALES PERSONNEL	109	109	109	109	109	109	109
	CUSTOMIZATION	109	109	109	109	109	109	109
	PURCHASE PROCEDURE	109	109	109	109	109	109	109
	DELIVERY AND ASSEMBLY	109	109	109	109	109	109	109

The above table shows the gender wise distribution of Consumers of which 62 (44.6%) respondents are male and remaining 77 (55.4 %) respondents are female hence, the majority of the female respondents were more engaged in the modular kitchen industry. The attitude of females and their role in decision-making are much stronger the male. The study has undertaken to identify the behavior relating to purchase decision of the consumers. Majority of the respondents belong to higher income levels and have higher level of awareness related to ongoing trends in sector.

CORRELATION:

VARIABLE	CORRELATION VALUE	RANKING
SHOWROOM	.560**	
BRAND	.683**	High correlation
SALES PERSONNEL	.587**	
CUSTOMIZATION	.550**	Low correlation
PURCHASE PROCEDURE	.551**	
DELIVERY AND ASSEMBLY	.623**	

CONCLUSION

Results of present study are useful for the retailers or dealers of modular kitchen industry in India. As social media forms a positive brand attitude and influences customers' intention to purchase modular kitchen. Thus they should try to encourage customers to speak each other about the products and services. These conversations can be face-to-face or virtual through social media such as chat rooms in Facebook. This focus on the improvement of product and service quality of modular kitchen and also make possible in providing them fair prices to the customers in an attempt to satisfy them. Satisfied customers would have positive attitude towards the brand and they would disseminate positive word of mouth in social media. In terms of print media, consumers showed positive attitude in terms of content, colour, size and quality etc. Thus the marketers need to focus on these elements while designing print media advertising contents. At last, psychographic variables namely, lifestyle and personality showed positive effects on branded modular kitchen purchase intention. Therefore, engaged on content of communication and adopting new reliable technologies like mobile advertising to propagate information regarding modular kitchen brands will provide more positive attitude and results over brands and sales to the marketers.

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