AN EMPIRICAL EXAMINATION OF THE ANTECEDENTS OF PURCHASE INTENTION AND CUSTOMER BEHAVIORAL RESPONSES

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ABSTRACT

Purchase intention serves as a critical psychological construct that bridges consumers' perceptions, attitudes, and external influences with observable behaviors such as actual purchase, repurchase, loyalty, and word-of-mouth. Understanding why consumers intend to purchase and how those intentions translate into actual behavioral responses remains a central concern in marketing and consumer behavior research. The article empirically examines the key antecedents of purchase intention and analyzes their subsequent impact on customer behavioral responses. Drawing on established theories such as the Theory of Planned Behavior, the Technology Acceptance Model, and Stimulus–Organism–Response framework, the study conceptualizes purchase intention as a mediating variable between antecedent factors and behavioral outcomes. A convenience sampling technique was employed to collect data from respondents. The study offers important theoretical contributions and practical implications for marketers, policymakers, and researchers seeking to influence consumer behavior in competitive and dynamic markets. Overall, the findings underscore the importance of strategic e-marketing practices that prioritize engagement, relevance, personalization, and social validation to positively influence consumer purchase behaviour in the digital marketplace

Keywords: Purchase Intention, Consumer Behavior, Behavioral Responses, Perceived Value, Trust and Marketing Strategy
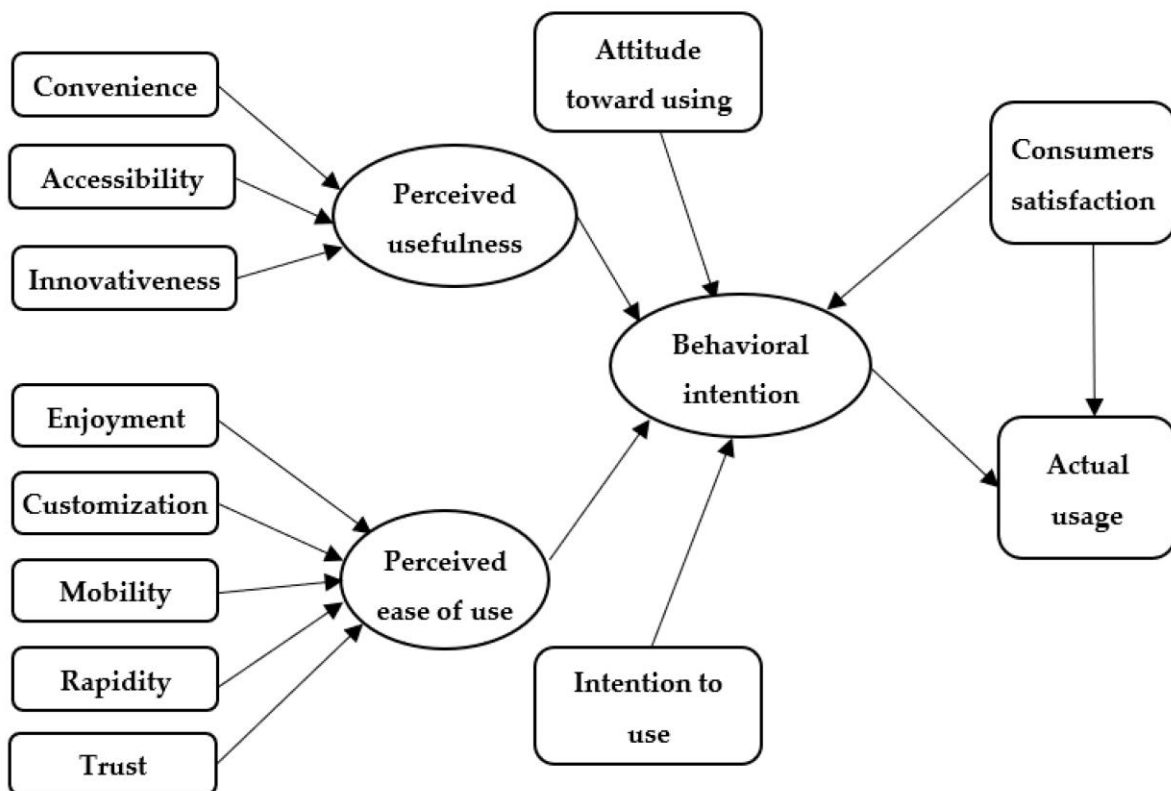
INTRODUCTION

In competitive and continuously changing marketplaces, comprehending consumer decision-making processes has grown more intricate and essential. Contemporary consumers encounter a plethora of options, information channels, and persuasive stimuli that influence their preferences and behaviours. Purchase intention has emerged as a primary predictor of actual buying behaviour among the different variables used to elucidate consumer decision-making. Purchase intention is a consumer's deliberate intention or readiness to acquire a specific product or service and is commonly utilised as an indicator of future consumption behaviour.

Prior research has demonstrated that purchase intention is not generated in isolation; instead, it is shaped by an interplay of psychological, social, and situational elements. The factors, known as antecedents of purchase intention, encompass perceived value, trust, attitude

toward the product or brand, social impact, and perceived risk. Although a considerable amount of literature has investigated these antecedents in isolation, there is still a necessity for comprehensive empirical research that explores the collective impact of these determinants on purchase intention and the following effects of purchase intention on consumer behavioural responses.

Customer behavioural responses encompass more than the original purchase, including real buying behaviour, recurrent purchases, customer loyalty, positive word-of-mouth, and advocacy. These behaviours are essential for organisational sustainability, as retaining current consumers is frequently more economical than obtaining new ones. Consequently, comprehending the relationship between purchase intention and behavioural responses is crucial for both theoretical and practical applications. This article aims to experimentally investigate the antecedents of purchase intention and assess their influence on customer behavioural responses. This study seeks to enhance the consumer behaviour literature and offer practical insights for marketing professionals by constructing and testing a comprehensive conceptual model.

Figure: 1

Research Background and future Agenda

Purchase Intention

Purchase intention refers to the probability that a consumer will acquire a specific product or service in the future. It signifies a motivating condition that encompasses the cognitive and emotional assessments of customers before executing a buying decision. The Theory of Planned Behaviour posits that intention is the primary determinant of behaviour, serving as a robust predictor of actual consumer actions. Empirical studies consistently demonstrate a

robust positive correlation between purchase intention and actual purchasing behaviour. Nonetheless, experts observe that this association may be affected by contextual limitations and personal variances. Notwithstanding these constraints, purchase intention continues to be one of the most prevalent constructs in marketing research owing to its predictive validity and measuring simplicity.

Antecedents of Purchase Intention

Perceived Value

Perceived value denotes a consumer's comprehensive evaluation of a product's utility, grounded in the comparison of what is received against what is expended. A high perceived value, either from advantageous price-quality ratios or exceptional perks, has been shown to positively affect purchase intention. Consumers are more inclined to intend to purchase when they see a product as providing good value for money.

Confidence

Trust is especially crucial in situations marked by uncertainty, such as online retail and service utilisation. It signifies a consumer's trust in the dependability, honesty, and proficiency of a brand or supplier. Multiple studies demonstrate that trust diminishes perceived risk and amplifies buy intention by cultivating a sense of confidence in the transaction process.

Attitude towards the Product or Brand

Attitude denotes a consumer's comprehensive evaluative assessment of a product or brand. Favourable attitudes, influenced by prior experiences, marketing, and brand perception, are significantly correlated with increased purchase intention. Attitude is frequently seen as a critical mediating variable in consumer behaviour models.

Social Influence

Social impact denotes the degree to which customers' choices are shaped by the opinions and actions of others, such as family, friends, peers, and online reviewers. In the era of social media and digital communities, social influence has emerged as a significant precursor to purchase intention, especially for experiential goods and high-involvement items.
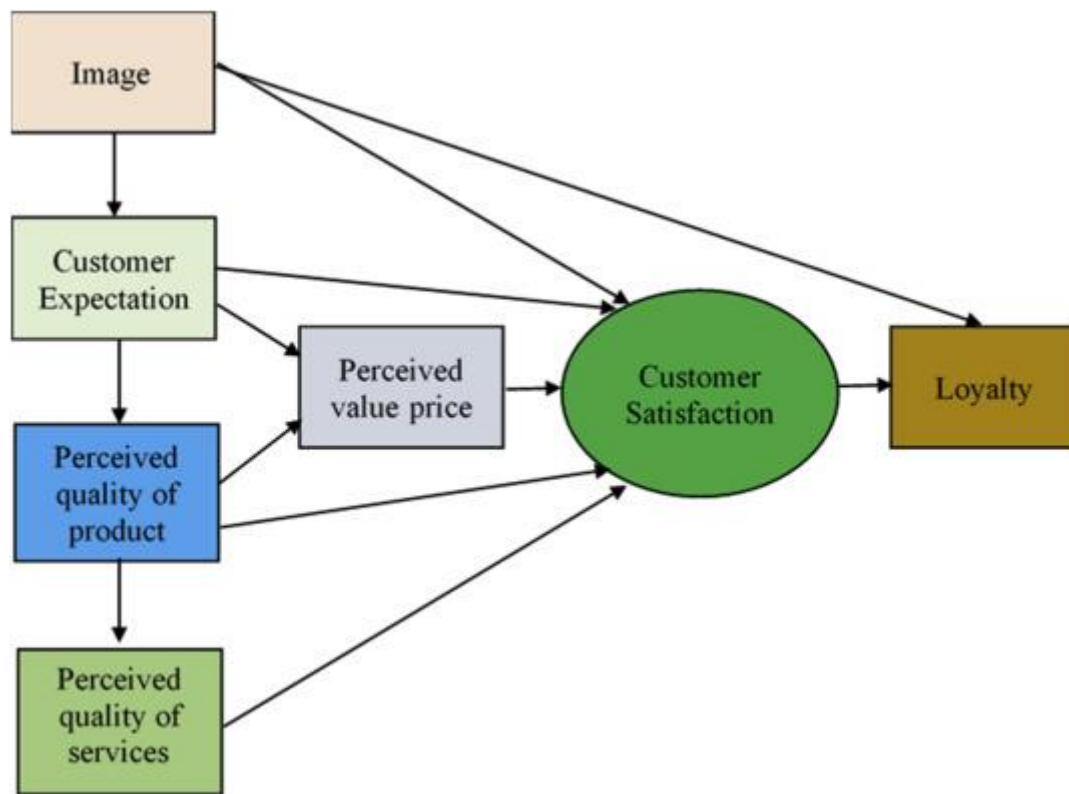
Assessed Risk

Perceived risk encompasses consumers' perceptions of uncertainty and possible adverse consequences related to a transaction. Financial, performance, social, and psychological risks may inhibit customers from developing robust buy intentions. Research often identifies an inverse correlation between perceived risk and purchasing intention.

Responses of Customers' Behaviour

Customer behavioural responses denote the observable actions executed by consumers subsequent to their purchase intentions. These answers encompass real purchasing behaviour, recurrent purchases, consumer loyalty, satisfaction-driven retention, and word-of-mouth communication. Positive behavioural responses enhance long-term profitability and competitive advantage for companies. Purchase intention is frequently seen as a mediator between antecedent circumstances and behavioural outcomes. When purchase intention is robust, consumers are more inclined to convert their assessments and views into tangible actions.

Figure: 2

Research Gap

Despite comprehensive studies investigating the influence of e-marketing on customer purchasing behaviour, significant gaps persist in the current literature. Previous research has predominantly concentrated on discrete e-marketing components, including online advertising, social media marketing, or promotional incentives, without providing a holistic evaluation of various e-marketing attributes within a unified empirical framework. Moreover, several research predominantly focus on structural models that highlight purchase intention, but fewer examine how consumers evaluate and perceive the relative impact of various e-marketing attributes on actual purchasing behaviour through non-parametric statistical methods. A significant contextual disparity exists, since research from industrialised economies predominates the literature, constraining the applicability of findings to rising and digitally advancing markets. Moreover, swift transformations in consumer digital engagement—especially the increasing significance of social media interaction, mobile accessibility, and tailored advertising—have not been well addressed in recent empirical research. Current research frequently regards mobile optimisation and targeted advertising as homogeneous factors, neglecting differences in customer perception and behavioural reaction. Consequently, a systematic and data-driven analysis is essential to rank significant e-marketing attributes according to customer perceptions and to statistically validate their varying effects on purchasing behaviour. This study aims to fill these gaps by utilising the Friedman test to detect significant differences across e-marketing attributes affecting customer purchasing behaviour.

Significance of the Research

This study is significant for its contributions to academic research and practical decision-making in digital marketing. As e-marketing increasingly prevails in modern business strategies, comprehending the digital attributes that most significantly affect customer purchasing behaviour has become essential for organisations aiming for competitive advantage. This study delivers empirical information regarding the significance of essential e-marketing aspects, allowing marketers to allocate resources to high-impact techniques such as social media participation, promotional offers, and content quality. The study enriches consumer behaviour literature by consolidating several e-marketing characteristics into a unified analytical framework and substantiating their impact through non-parametric statistical techniques. The findings are pertinent for policymakers and digital platform designers as they underscore consumer expectations and behavioural motivators in online settings. Furthermore, the study is especially significant within the framework of swiftly expanding digital markets, where consumer preferences and technology adoption trends may diverge from those in industrialised economies. The research provides a rated assessment of e-marketing features, so facilitating evidence-based marketing decisions and assisting organisations in formulating consumer-centric digital strategies. This study enhances the comprehension of how digital interactions influence purchase behaviour, thereby fostering sustainable customer connection and promoting long-term corporate growth.

Articulation of the Issue

Despite the extensive use of e-marketing tactics by organisations, numerous businesses still have difficulties in effectively shaping customer purchasing behaviour in digital contexts. The proliferation of online adverts, promotional messaging, and digital content has intensified competition for customer attention, complicating marketers' ability to identify which e-marketing elements effectively influence purchasing decisions. Despite substantial investments by corporations in digital platforms, social media campaigns, and targeted advertising, there is insufficient information concerning the comparative effectiveness of these elements from the consumer's viewpoint. Furthermore, divergent results from previous studies and the lack of comparison assessments exacerbate the challenges of strategic decision-making. Consumers may regard specific e-marketing attributes as fundamental expectations rather than incentives, leading to a reduced behavioural effect. The absence of scientific information ranking e-marketing attributes according to consumer impact generates ambiguity for marketers seeking to enhance digital tactics. As a result, organisations jeopardise the effective allocation of marketing resources and diminish return on investment. This issue underscores the necessity for methodical research that discovers and statistically corroborates the varying impact of essential e-marketing attributes on customer purchasing behaviour. This study aims to empirically evaluate and rank e-marketing features based on consumer answers, offering clear insights into which digital marketing elements most significantly influence purchasing behaviour.

Research Methodology

Research Design

The study adopts a quantitative, cross-sectional research design to empirically test the proposed hypotheses. Data were collected using a structured questionnaire administered to consumers with prior experience in purchasing branded consumer products. A convenience sampling technique was employed to collect data from respondents.

Measurement of Variables

All constructs were measured using multi-item scales adapted from prior validated studies. Responses were recorded on a five-point Likert scale ranging from strongly disagrees to strongly agree. Purchase intention and customer behavioral responses were measured using reflective indicators capturing likelihood of purchase; repurchase intention, and word-of-mouth behavior.

Analysis and Findings

The swift proliferation of electronic marketing (e-marketing) has profoundly altered customer interactions with brands and influenced purchasing decisions. As digital platforms become ubiquitous, marketers increasingly depend on content-driven strategies, social media interaction, targeted advertising, and promotional instruments to shape customer purchasing behaviour. Comprehending the e-marketing elements that most significantly influence consumers is crucial for formulating efficient digital marketing strategies and enhancing client engagement results. The study analyses the principal characteristics of e-marketing that affect consumer purchasing behaviour by evaluating respondents' perceptions across various dimensions, including content quality and relevance, advertisement frequency and timing, mobile optimisation, promotional incentives, social media interaction, social proof, and targeted advertising. Descriptive statistical metrics, including mean, standard deviation, and mean rank, are employed to evaluate the relative significance and consistency of these aspects.

Table.1

Factors influencing e marketing on consumer's purchase behaviour

Factors	Mean	Std. Deviation	Mean Rank
Content Quality and Relevance	2.14	.631	4.33
Frequency and Timing of Ads	1.38	.662	3.65
Mobile Optimization and Accessibility	2.63	1.282	2.37
Promotional Offers and Discounts	2.53	.601	4.86
Social Media Engagement	1.86	.705	5.20
Social Proof and Online Reviews	2.07	.720	3.57
Targeted Advertising	1.93	.701	4.03

The increasing reliance on electronic marketing (e-marketing) has fundamentally reshaped consumer purchase behaviour by enabling firms to reach, engage, and persuade consumers through multiple digital touchpoints. Features such as content quality, social media interaction, promotional strategies, and targeted advertising play a crucial role in shaping consumers' perceptions and purchase-related decisions. Identifying the relative influence of these features is essential for understanding how e-marketing strategies translate into consumer purchase behaviour.

The present analysis evaluates key e-marketing features influencing consumer purchase behaviour using descriptive statistics, including mean, standard deviation, and mean rank. The results reveal noticeable variations in how consumers perceive the effectiveness of different e-marketing features. Among the factors examined, social media engagement emerged as the most influential variable, recording the highest mean rank (5.20) with a mean score of 1.86 and a standard deviation of 0.705. This indicates that interactive

communication, user-generated content, and engagement on social media platforms strongly shape consumers' purchasing decisions.

Promotional offers and discounts also ranked highly (mean rank = 4.86; mean = 2.53; SD = 0.601), suggesting that price incentives and value-based promotions remain powerful motivators in the digital purchasing process. Similarly, content quality and relevance achieved a high mean rank of 4.33 with a mean score of 2.14, highlighting the importance of informative, engaging, and relevant digital content in influencing consumer behaviour.

Targeted advertising (mean rank = 4.03; mean = 1.93; SD = 0.701) and frequency and timing of advertisements (mean rank = 3.65; mean = 1.38; SD = 0.662) showed moderate influence, indicating that while personalization and optimal ad exposure are important, their effectiveness depends on consumer receptiveness and contextual relevance. Social proof and online reviews recorded a mean rank of 3.57 with a mean value of 2.07, reflecting the role of peer opinions and online credibility in reducing uncertainty during purchase decisions.

In contrast, mobile optimization and accessibility reported a comparatively lower mean rank (2.37) despite a higher mean score (2.63) and greater variability (SD = 1.282). This suggests that consumers may perceive mobile-friendly interfaces as a basic requirement rather than a distinguishing factor influencing purchase behaviour.

Overall, the data indicate that engagement-oriented and value-driven e-marketing features, particularly social media engagement and promotional strategies, exert a stronger influence on consumer purchase behaviour than purely technical or exposure-related factors. These findings underscore the need for marketers to focus on interactive, relevant, and consumer-centric e-marketing strategies to effectively influence purchasing decisions in the digital environment.

Table 2

Friedman Test

N	200
Chi-Square	286.277
Df	6
Asymp. Sig.	.000

Table 2 presents the results of the Friedman test conducted to examine whether there are statistically significant differences among the e-marketing features influencing consumers' purchase behaviour. The Friedman test was considered appropriate as it is a non-parametric alternative to repeated-measures ANOVA and is used to compare ranked responses across multiple related factors.

The results indicate that the Friedman test is highly significant (χ^2 = 286.277, df = 6, p < 0.001), based on responses from 200 participants. This statistically significant result suggests that there are meaningful differences in the perceived influence of the selected e-marketing features on consumer purchase behaviour.

Since the null hypothesis—which assumes no difference in the influence of e-marketing features—is rejected, it can be concluded that consumers do not perceive all e-marketing features as equally influential. Instead, certain features exert a significantly stronger impact on purchase behaviour than others. When interpreted alongside the mean ranks presented in

Table 1, the findings reveal that social media engagement, promotional offers and discounts, and content quality and relevance are perceived as the most influential e-marketing features, while mobile optimization and accessibility and frequency and timing of advertisements exert comparatively lower influence.

Overall, the Friedman test results statistically validate the ranking pattern observed in the descriptive analysis and confirm that e-marketing features differ significantly in their ability to influence consumer purchase behaviour. These findings provide empirical support for prioritizing high-impact digital marketing strategies that emphasize engagement, value creation, and content relevance.

Results and Discussion

The empirical results indicate that perceived value, trust, attitude, and social influence have a significant positive effect on purchase intention, while perceived risk has a significant negative effect. These findings are consistent with prior research and reinforce the importance of both cognitive and social factors in shaping consumer intentions.

Furthermore, purchase intention was found to have a strong positive effect on customer behavioral responses. This confirms the mediating role of purchase intention in translating consumer perceptions into actual behaviors such as purchase, repeat purchase, and positive word-of-mouth.

The results suggest that consumers, who perceive high value, trust the brand, hold positive attitudes, and experience favorable social influence are more likely to form strong purchase intentions, which subsequently lead to desirable behavioral outcomes.

Implications

Theoretical Implications

The study contributes to the consumer behavior literature by empirically validating an integrated model that links antecedents of purchase intention with customer behavioral responses. It reinforces the central role of purchase intention as a mediator and extends existing theories by incorporating multiple antecedents in a single framework.

Managerial Implications

For practitioners, the findings highlight the importance of enhancing perceived value, building trust, and leveraging social influence to strengthen purchase intentions. Reducing perceived risk through transparent communication and reliable service delivery can further encourage positive consumer behavior. Marketers should focus on strategies that not only attract consumers but also foster long-term behavioral loyalty.

CONCLUSION

The article empirically examined the antecedents of purchase intention and their impact on customer behavioral responses. The findings demonstrate that purchase intention plays a pivotal role in converting consumer perceptions and evaluations into tangible behaviors. By understanding and managing the key antecedents of purchase intention, organizations can effectively influence customer behavior and achieve sustainable competitive advantage. Future research may extend this study by using longitudinal designs, alternative analytical techniques such as structural equation modeling, or by exploring specific industry contexts. The results indicate that social media engagement holds the highest mean rank, suggesting it is the most influential e-marketing feature affecting consumer purchase behaviour. This

highlights the growing role of interactive platforms, user engagement, and brand–consumer communication in shaping purchasing decisions. Promotional offers and discounts and content quality and relevance also demonstrate high mean ranks, emphasizing that value-driven incentives and meaningful content continue to play a crucial role in attracting and persuading consumers. Conversely, mobile optimization and accessibility and frequency and timing of advertisements show comparatively lower mean ranks, indicating that while these factors remain important, they may be perceived as baseline expectations rather than differentiating influences. The relatively moderate standard deviations across variables suggest a reasonable level of agreement among respondents regarding the impact of these e-marketing features.

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