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# “Factors Influencing Consumer Purchase Intentions in buying Honda City in Karachi, Pakistan”

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## ABSTRACT

*The essential objective of this research is to demonstrate such factors that have adverse effect on consumer purchase intentions in buying Honda City and to analyze the consumer perceptions in considering alternate brands or imported cars. This research emphasizes the impact of seven independent variables acquire mainly from the literature which include brand loyalty, fuel efficiency, aesthetics, after sales service, attitude and perception, social image, and pricing. The consumer’s purchase intention towards buying Honda City in Karachi, Pakistan is the dependent variable. The following study used the questionnaire-based survey and the respondent’s point of view evaluated on the 5 points Likert scale ranging from 1 - strongly disagree to 5 - strongly agree. The questionnaire designed on google forms and filled online due to the issues related to the pandemic of covid-19. As the concerned issue for this research is the difficulty to reach Honda City users in Karachi, Pakistan which are the target audience of this study. There are 162 respondents who filled out the questionnaire for the following research. However, in this research we have used convenience-based sampling technique for analyzation of the research due to the limitation of time and resources. The questionnaire is filled out by the respondents having different age group and gender although they possessed the similarity in the behavior by analyzing their feedback from different factors and data collected from respondents review that the factors discussed in this research influence consumer purchase intentions. The key recommendation for the research is for the brand to keep building innovative techniques and providing its customer competitive advantage to standout in the market and evidently establish superior brand equity in the market.*

**Keywords:** Brand Loyalty, Fuel Efficiency, Aesthetics, After Sales Service, Attitude and Perception, Social Image, Pricing, Consumer Purchase Intentions.

## INTRODUCTION

In recent days, automobile industry in Pakistan is constantly growing as competition is growing and demand for vehicles are increasing rapidly over period. There are various brands in customer preference that have made their place in the Pakistani market over the tenure. Many brands have considered their options and started making different variants as per covering all type consumer segments which can suit the individual profile (Rajasekar & Rameshkumar, 2015). In general, the major brands in Pakistan market which have developed customer’s considerations include Honda, Toyota, Suzuki, Kia etc. However, they are some new emerging brands which are marking into customers’ consideration in 2021 are MG, Hyundai, Proton, Changan, Faw and some other local Chinese brands (Nisar, 2019). Automobile sector now focuses on technological advancements and enhancing local industry with minimizing cost as the price for imported cars have increased due to extra duty imposed by the government (Hanif, 2021). Recently it has been monitored that the automobile sector has maintained the steady growth, and Pakistan is now amongst the growth market where every individual has dream to acquiring their personal car. As per the current economic condition in Pakistan buying the house need the huge investment as

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compared to purchasing a new car. Considering this fact now manufacturers must meet standard quality in developing products and services which best meet and satisfies the customer needs and repurchase intention in future which can attract first time buyers. There are following categories in automobiles like SUV, Sedan and Hatchback which are popularly running in the Pakistani market.

As the market is getting emerged day by day and the demand for sedan cars is increasing in this regard, we have analyzed the consumer perception for buying Honda City in Pakistan. Honda City was previously a hatchback car in the Japanese sector. It was redesigned for the Asian market in 1996 as sedan version and became a popular version which attracts consumers with huge interest.

Consumer buying intention towards any product is analyzed through the brand or product reliability and reputation in the market. Whenever the consumer decides to purchase any automobile in his decision-making patterns the intensity of the factors increases. A of the customers buying decision are attracted for buying any automobile vehicle are based on the products reliability in the market. However, Honda automobiles is successful in maintaining that concern by providing its consumers quality products and which appeal brand loyalty to its customers. This study focuses on the trend that what impact the new upcoming brands create on most reliable brands. As the automobile market is emerging in future local production cars will surely increase dependability of the consumers, as it seen many upcoming brands are receiving appreciation and flourishing in the market. It can be seen in coming time we will encounter great competition in automobile market and many new models of cars will be on the road soon. As reviewing the literature, it can be seen we have focused to go in depth in the consumers mind analyzing the factors of brand loyalty, fuel efficiency, after sales services, aesthetics, social image, attitude and perception, and pricing are among top factors that influence the consumer purchase intention for a new Honda City. The key factors which we have analyzed to stand out in performance are after sales service and social image of the brand. As reviewing the brand, consumer behavior is more incline towards durability and reliability of the product (Blackwell et. al., 2001). And the brand Honda represent the social image of its customers more superior as the trend of Honda brand users observed in Pakistan. Thus, to understand the impact of the users of Honda City were targeted and the response got from them was far more reliable as their preference were more trustful towards the local assembled cars in compared to imported or other brand cars. In addition, the users of the Honda brand also preferred to purchasing brand new automobiles as we can monitor in the market Honda Cars are much lesser than Toyota in the number of imported cars. In the period of 2017-2018 the ratio of the imported cars was decline compared to previous years. The ratio gained importance due to revival of the upcoming automobile brands and better political and social situation. As the duty structure is stabilizing in parts it is observed that in future the price for automobiles will fall down a bit to maintain the pricing levels as per the government standards (Kundi, 2021). For instance, to study the influence of consumer purchase intention towards Honda City users in Karachi, Pakistan was done by examining the people from different age group and income level. Moreover, this research will help

in identifying the key factors that influence the purchase of local assembled cars and to analyze the relative advantage the local brands possess over the imported cars (Fred & Bhagaban, 2000).

Technology in motor vehicle manufacturing and performance is developing rapidly, focusing many of the latest innovations on automatic self-driving or autonomous cars. Many manufacturers of cars have been focusing their attention on developing different Advanced Driver Assistance Systems (ADAS) such as Adaptive Cruise Control (ACC), Intelligent Speed Adaptation (ISA), Collision Warning Systems, Assisted Parking Systems, Traffic Sign Recognition, Lane Keeping Assistance, etc. (Lin, 2015). Moreover, several car brands have already come up with test specimens or are researching vehicles matching the criterion of fully autonomous cars (ACs or self-driving cars) that can drive themselves on existing roads and can navigate many types of roadways and environmental contexts with almost no direct human input (Hussain & Zeadally, 2019). The advantages of such systems are vast, namely in the potential increase of road safety due to the elimination of humans as an influencing factor. The ACs are also predicted to improve productivity because they will enable people to focus their attention on things other than driving (Leicht et. al., 2018). Additionally, they will reduce fuel consumption, pollution effects and cost of living (Banerjee et. al., 2017). More on the advantages, disadvantages and challenges of autonomous vehicles as a concept and barriers to implementation can be found in existing literature (Bagloee et. al., 2016).

Therefore, the research questions are given as under:

**Research Questions:**

The main research questions were:

1. What is the impact of brand loyalty on consumer purchase intentions in buying Honda City?
2. What is the effect of fuel efficiency on consumer purchase intentions in buying Honda City?
3. What is the impact of aesthetics on consumer purchase intentions in buying Honda City?
4. What is the effect of after sales service on consumer purchase intentions in buying Honda City?
5. What is the relationship of attitude and perception on consumer purchase intentions in buying Honda City?
6. What is the impact of social image on consumer purchase intentions in buying Honda City?
7. What is the effect of pricing on consumer purchase intentions in buying Honda City?

**Objectives of the study:**

This study was carried out under the following specific objectives:

1. To study the impact of brand loyalty on consumer purchase intentions in buying Honda City.
2. To analyze the effect of fuel efficiency on consumer purchase intentions in buying Honda City.
3. To determine the impact of aesthetics on consumer purchase intentions in buying Honda City.
4. To examine the impact of after sales service on consumer purchase intentions in buying Honda City.
5. To correlate the impact of attitude and perception on consumer purchase intentions in buying Honda City.
6. To identify the effect of social image on consumer purchase intentions in buying Honda City.
7. To understand the impact of pricing on consumer purchase intentions in buying Honda City.

**Hypotheses:**

H<sub>1</sub>: There is a significant impact of brand loyalty on consumer purchase intentions.

H<sub>2</sub>: There is a significant impact of fuel efficiency on consumer purchase intentions.

H<sub>3</sub>: There is a significant impact of aesthetics on consumer purchase intentions.

H<sub>4</sub>: There is a significant impact of after sales service on consumer purchase intentions.

H<sub>5</sub>: There is a significant impact of fuel efficiency on consumer purchase intentions.

H<sub>6</sub>: There is a significant impact of aesthetics on consumer purchase intentions.

H<sub>7</sub>: There is a significant impact of after sales service on consumer purchase intentions.

**LITERATURE REVIEW**

The automobile industry in Pakistan has been trending among top as the topic of interest for the people to talk about these days. For this reason, many researchers are adopting to analyze this study in the recent times. As the demand of automobiles has increase because of the rise in

demographic profiles of the individual in the country. It has made consideration of individuals to purchase of vehicles as their priority for people from different income levels. In near future the automobile industry in Pakistan will emerge as highly competitive market. The consumer perceptions towards the purchase of cars vary from their profile and choices available of different brands in the market (Girdhar et. al. 2015). Moreover, it includes the factor analysis that have made decision making more efficient for the consumers. These analyses include the following factors as: product strategy, technological knowledge, satisfaction levels, services adaptation, and workshop characteristics (Mccartt & Wells, 2010). These strategies analyzed that consumer were more attracted by product strategy, technological knowledge, and satisfaction levels assessment (William & Chang, 2011). Therefore, consumer needs a competitive advantage from the product to create difference for them (Peter & Olson, 2008). At the same time, some level of service adaptation attracts to consumers followed by the other factors. In last, most least factor which make influence in consumer preference was workshop characteristics (Brown et. al., 2007). These identifications and analysis of the factors in purchase decisions of consumers has made the automobile industry more competitive as now they have to build their operations and product development according to that level (Gautam, 2014). In other research, the consumer study was based on some priority factors for vehicles of a particular automobile brand which include factors like brand image, durability and repairability, performance and feel, technological advancements, fuel efficiency, pricing, after sales services, and effective resale assessment (Clement & Venkatapathy, 2009). This study analyze that the pricing and fuel efficiency were the most important factors in consumer purchase behavior, and technological advancements and the performance and feel were the least important factors for the consumers (Vikram, 2014). The research indicate that the concept of the study was dependent on the feedback of the consumers in that city which was related to fuel efficiency, durability and repairability, after sale services, pricing overview and source of information used before considering the purchase of the vehicle (Rana & Lokhande, 2015). Therefore, following factors which were added for these assessments, and these were the indicator of evaluating the high level of satisfaction for consumers. And the genre of the products and services were developed on having customer focused developments. As the theory of these factors was to develop satisfaction in customers, employees, and all stakeholders with having a common goal, which was to engage positive and enthusiastic image of the company to engage maximum customers. The result analysis showed the organizations the main factor that they must come up with is making an efficient mechanism of complains and queries solution department. Therefore, it was necessary for developing these elements to engage consumers and dealers in the conversation to receive their point of view as it can contribute well enough for effective product development (Veena & Venkatesha, 2008). In another research by Kusuma P (2015), the idea was to idealize the possible outcomes that can influence the consumer buying behavior patterns for the automobile industry. In consumer purchase patterns design of the car and after sale value was establish authoritative factor (Jason, 2007). In another study, customer point of view about the automobile brand and their awareness were analyzed to assess the customer satisfaction on the services provide by the brand (Akhila & Thayyullathil, 2015). Nowadays, the demand for the cars is at the inclining trend therefore the automobile brands must be on the proactive approach in providing their customers with safety, ease of use and performance efficiency which enable them to increase their brand image loyalty in terms of innovation and uniqueness. In another study, the idea was to find the approach of identifying the source of information used by the buyer while taking the purchasing decision for any product (Srivastava and Matta, 2014). The extent of the study was restricted to certain significant conduct analysis like data search and assessment, brand inclination and brand faithfulness and elements of inspiration. Customers conduct comprises of all human conduct that goes in settling on buying

choices. There are four significant classes of customer's conduct determinants and assumptions, culturally developed, socially developed, financial developed and psychologically developed. Customer's demands are always dynamic, yet the main thought is essential for each organization to make presence into the market. The other research approach assumed control over theory and the goal was to assess the financial status of buyers, satisfaction levels of customers with respect to different models of the automobile brands, for that exploration of different brand of automobile industry assessed the inclination and conduct relating to buying and acquiring of vehicles to the individuals, the components affecting the purchasing choices of different brand, distinguish the switch to other brand alternatives. It was additionally uncovered from this study that there was profoundly huge relationship among model and sources of advertisements of the brands (Balasubramani et., al. 2013).

The consumer purchase intentions depend on the customer purchase repetition for a specific product of the brand (Business Dictionary, 2019). The planning in the customer's mind develop way before the time of purchase as intention is the evaluation process of the purchasing time. Many of the organizations mark purchase intentions as the predictor of their brand selling position in the market. The intention to purchase thus relates to the possibility of the customers purchasing the products in the long run of the product lifecycle and the inclination of the customer is also assumed to be an anticipation of purchasing a brand's product. The technological evolution in the automobile industry has been developing by the advancement in the marketing and development platforms. There is a notable phase in the decision-making process of the consumers as the customer attitude and perception have been influenced (Mangold, 2009). Customer purchase intentions are considered as the decision-making process done by the customers regarding adopt products, as whether to purchase that or not (Wells, 2011). The customer purchase intention is the attitude which shows the choice of the customer while attaining that certain product from the market (Zeithaml, 1988). The buying pattern of the customer for the certain product are influenced through different factors such as value of the product and the result details shared by the company regarding its products, mostly through the digital marketing channels medium. Decision making process is the essential tasks of an individuals in the evaluation process and quality in an individual decision identifies the different actions such as buying patterns, product selection, service selection etc. (Javed & Liu, 2020). There are following phases in the buying decisions of the customers which need to be identified for the analysis of customers purchase intentions.

Consumer buying intentions evaluates to build on the factors which are related to following considerations as targeting individuals or the selected group, usage/disposal of products, customer experiences and ideas, and services (Altaf & Hashmi, 2018). These were the factors build which tend to satisfy the need and wants of the customer (Soloman, 2013). In consumer purchasing behaviors the decision of the customers is exerted by the culture background of the individual, social factors, and psychological needs of the customers (Lui & Bai, 2008). Moreover, the effect of the demographic factors in consumers purchase intentions for products or services are also the important one such as assessment of the consumer's age, gender, occupation, income level, area of living, education, and preferences (Kotler, 2012). It is important to build the team to meet the need of the customer and satisfy it. However, it is the most difficult job because it's not easy to predict and satisfy the customers. As every consumer differ in culture, lifestyle, personal, social, and psychological factors. The lifestyle pattern of the consumer involves the individual interest, opinion, and activities. It reflects the element in consumer spending in his money and time allocation for the thing. If customers are satisfied with goods and services of the brand then there is a definite chance of the customer repurchase of the item and spread word of mouth to

friends and family members (Perreau, 2014). The customer will also consider repurchase of the product or services when they are satisfied with the quality of the product (Kotler, 1997). Following are some key factors to better explain the customer purchase intentions.

In the buying process the first phase is the customer awareness for the need or problem of the product. Then the customers analyze the difference in the actual state and desirable state before buying the product. The needs of the customers are vitalized by the internal and external influences of the brands product. The companies should analyze the buyers need and provide situation for solution which led consumer effectiveness from the product as it is meeting their complete need and demands. Once the consumer is getting the positive feedback after then they search for the available information from the marketing channels and the customers upheld by the brand in the market to derive effectiveness.

Nowadays there numerous of sources on which the customer depends heavily and obtain the information which include information gathered by the family, friends, neighbors, peers, and acquaintances; in the trade sources they depend on the advertising data, salespeople information, dealers, and packaging evaluation and display centers (Dodds et. al., 1991). In the community sources they depend on automobile reviews and trade shows; and in the electronic sources they heavily depend on Facebook reviews, Instagram followers and WhatsApp. Therefore, it is the job of the marketing managers to identify every channel and gather information from them and then evaluate the factors to furthermore develop the product strengths in the future (Greuner et. al., 2000).

There are certain basics developed on which we can determine the automobile buyer evaluation process:

- 1) The consumer knows the tangible and the intangible element of the product attribute such as the pricing, quality, brand loyalty, model, and the fuel economy. On these factors the consumer analyzes that which of the company's product fit them the best.

- 2) The consumers allocate different extent of the importance to the different factors in the evaluation by analyzing each attribute of the product in the detail. Every attitude of the brand carries the brand image of the car's convenience in his or her mind, as Honda in the drive pleasure and the comfort ability and Toyota friends with the environment.

- 3) The customers come at the attributes of the products while differentiating the car's brand in the market through the evaluating the stages in the automobile decision making process depending on the different types of the customers and model of the car's brand buying decision (Gupta, 2013).

Brand loyalty assumes that there was an emotional bond, trust and satisfaction from the brand. Brand Loyalty is the factor which is based on the repetitive purchase decisions and behavioral action of the customer (Ciftyıldız & Sututemiz, 2007). Brand Loyalty concept is directed towards the brand concept which comprises on relevancy in the product (Ozbek & Kulakli, 2016). It is expected that the satisfied consumers will bring the loyal customers regularly and will develop rational and emotional connectivity with the brand (Erk, 2009). Brand loyalty is also considered as the frequency of consumers paying more for the brand one prefers over the others. Due to competition arises the number of companies within the same sector, quality preferences and best price with more beneficial choice have increased. And if the people do not find the complete package in the product, they need then they are open to adapt change and easily switch to find better options (Unal et. al., 2008). Brand loyalty association is of utmost importance to increase



the value of the brand. It is said that as loyalty level of consumers increased, the value of the brand also gets increased. Brand loyalty is considered as the positive attitude associate by the consumers towards a specific brand where the desire is shown to pursue the single brand in post purchase. Brand Loyalty engages the emotional connection process such as choosing the brand among other options, purchasing the same brand products in future and making evaluation of the brand (Tosun, 2014). Honda is one of the popular brands with having most loyal customers as they focus in making long term relationship with the customer. The reason behind the success is the company focuses on the major strengths tend to develop them strong according to that feasibility. In Pakistan market that haven't focused in bringing small hatchback cars due to focusing on the minimum models in this region like Honda Civic and Honda City are most popular models by the company here other than that recently some new model they also develop like Honda BRV.

In the recent times, the average fuel efficiency has been increasingly improving day by day in the cars. Fuel efficiency started to gain consumer awareness after the development of global fuel economy initiative for the period of 2005-2017 (BenDor, 2012). The demands for the fuel-efficient cars have been increased as the hybrid and eco-idle technology is being idealized (Hong, 2013). Honda focuses on providing their customers pleasure in drive and comfort in their travelling. However, as the customer demands are emerging day by day the company has started build on environmentally friendly production and fuel efficiency element in their different variants (Carlos, 2008).

Aesthetics in the automobile industry links with objects provided in the product and the kind of attitude and experience one is getting in terms of the value (Shelley, 2017). As the market is emerging many of the organization have started building based on the quality and the standard the company is giving to its customers. Aesthetics has become the essential motive for the brand like giving innovation in the car's interior, providing with led and fog lamps, using latest technology and design up to the perfection also many other options are now the consideration of the customers. The customers are now enough aware with the availability of social media and digital marketing channels now if the company will provide with value to customers and provide with best possible functionality than only customer can be retained or else, they will opt to the better option available in the market.

After sales service is the critical analysis factor for customer evaluation of the product. These factors can be analyzed by seeking quality; price and services seek from the product. Most of the organizations strive hard for their customers in the market based on taking effective care, providing superior quality in product and service, and meeting the quality standards in their production. Previously the strong competition for brands would compare on basis of quality and price but now after sale service has become the vital differentiator for the organization to stand out in the market. After sales service describe the strengths of the products after it is delivered to the customers. The elements of after sales service is considered as the firm's competitive advantage over the other brands available to serve in the market. The organizations in the automobile industry offered customers with maintenance and repair of equipment's to feel comfortable as parts are under the warranty period. This is the reason why the customers are likely to engage with the brand and consider repurchase from the same company with having trust and reliability in the company's products and services thus also recommend to the people in their friends and the family circle. In this regard, the consumers give extra value to the brand and spend an extra amount for the convenience and trust ability in the brand's product.

Attitude and perception are two elements which relate to feelings and kind of thinking that leads to an individual's behavior. This element is developed through strong brand values imposed by the organization in eyes of the customer which led to build positive mindset and greater intention to purchase company's products. Perception leads to retention of the customer in the long run which also constructs positive word of mouth of the product in the market (Oliver, 2010). Most of the research treat attitude and perception differently but in the automobile industry they both play different part but in the similar way which leads to imposed gaining the competitive advantage over the other brands in the market (Schiffman & Kanuk, 2007).

Social image of the brand represents the perception and the feelings of consumers towards the product and in exchange customers perceived image of the brand in the market. The social image of the brand not only link with the name and symbol of the brand, in fact it is linked with the product in a physical or emotional connection developed with the brand. Some authors have stated that social image consist of the 3 components which is the image of the product, reputation in the society and competitor's assessment of the brand (Hu et. al., 2009). Social image of the brand plays such a vital role that attraction of the brand leads the customer to purchase the product of the brand. Therefore, this is the organization responsibility to maintain effective image of the brand as well as its products so that it will help the brand grow in the future.

Pricing is considered as the value or amount one is willing to spend in acquiring the product they wanted. It is considered as the exchanging process that is expected to be paid is return of product or services. The increase in price affects the consumer buying intentions to purchase a particular product. Also, it is stated if price of a products increases it is more likely that the customers will lose interest in the purchase intent of that product (Kordnaeij et. al., 2013). However, if the price of any product is higher than the other products than there should be a reason for the customer of uniqueness or competitive advantage factor for that product, then it is considered that there is a value in decision of customer when the relationship in the product is significant between the pricing and the consumer buying intention.

## **METHODOLOGY**

The essential focus of the following research study is to assess the factors of consumer purchase intentions in buying the Honda City for the automobile sector in Pakistan. In this research, we have conducted the survey through questionnaire which will be given to the Honda City consumers and assess the factors that influence the consumer purchase intentions in buying that vehicle. The questionnaires were designed on Google forms and were close ended. The data provided and collected from the Honda City consumers were only based in Karachi as it was convenient for the researcher. And the current situation not allowed us to meet people physically due to the covid-19 restrictions, so we reach out the audience with questionnaires to be filled online.

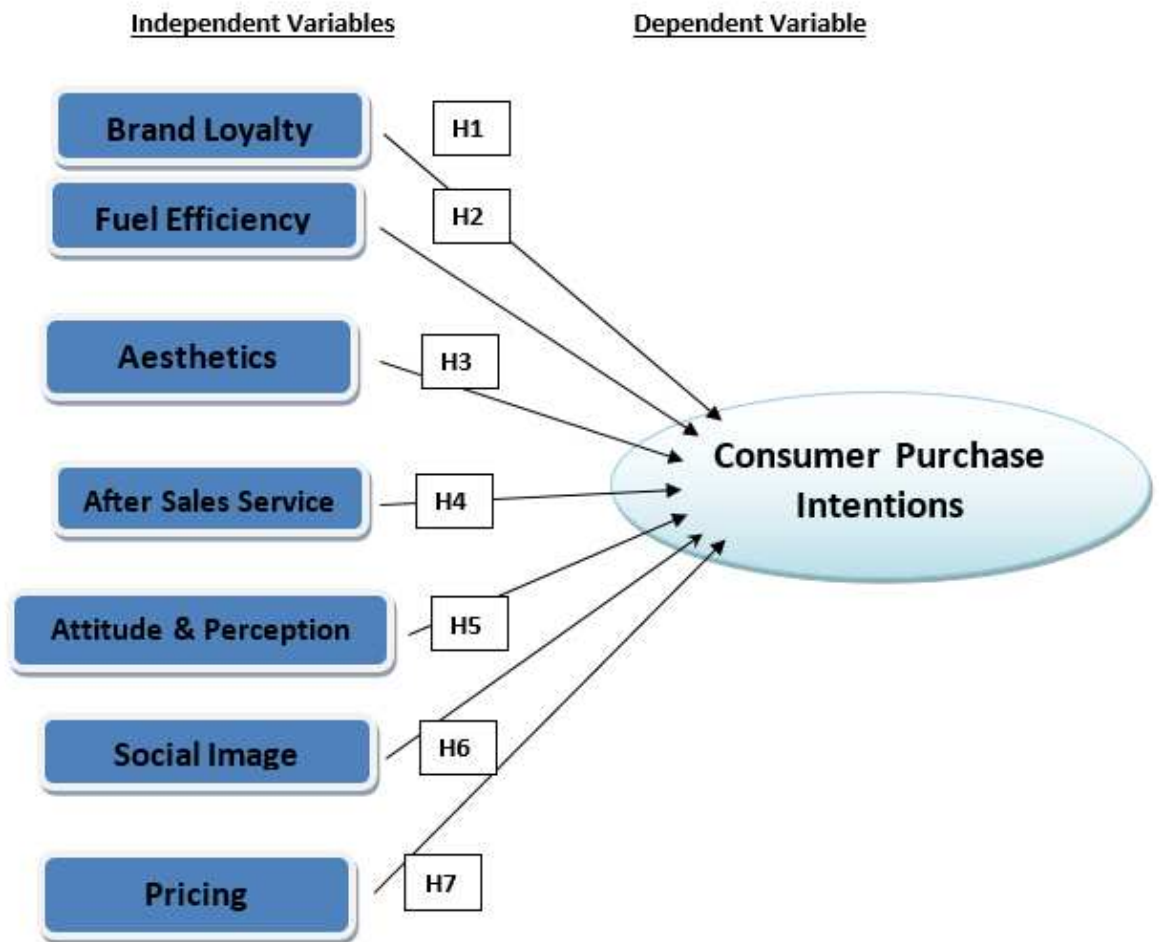
Demographic Distribution is based only on the Honda City consumers in Karachi, Pakistan. Therefore, the consumers are targeted on basis of their age, gender, occupation, income level, area of living and usage of information source for the consideration of purchase of this car. The profile that we have targeted focuses on adult consumers only who have purchased Honda City in 2020. The responses feedback was collected from male and female both for this research. Therefore, different consumers who filled out the response of questionnaire had different education level, preferences, occupational background, and household income.

The population of our research study will be the Honda City Users in Karachi, Pakistan for the year 2020, and we will estimate the results and give assumptions for the next year. Subsequently, Honda City is the most popular sedan car and being used in the entire country. Therefore, the population taken for the consideration was on larger scale (above 50,000). Sample size has approximately 162 respondents after taken the 95% of confidence interval and 5% left for leaving the margin of error (Creswell, 2011). All the consumers who own this product, Honda City in Pakistan were taken into consideration as the population of the research. Since there were too many consumers who were the consumers of the product, but it was impossible to contact everyone and have response filled. Therefore, we were able to collect 162 respondents survey who were using the Honda City, and they will be considered as our sample frame. As per that evaluation, we will focus and collect our data from the customers of the Honda South region in the Karachi. The data available at Honda south office was limited to the customers who have purchased new vehicles from them in recent time. Also, there were restrictions to reach out people due to covid-19 pandemic, so we have request them to fill out the survey online by coordinating with them on phone or email. After contacting sending them the questionnaire link to fill out their response. As per the current scenario and limitation of time and resources we have chosen the convenience sampling technique. The respondents will be contacted as per the convenience of the researcher in the automobile industry and through online surveys. The primary purpose for selecting the 162 respondents is that the information collected from them is reliable enough to pursue the study.

The research we have conducted is quantitative in nature. According to the topic, literature review and the discussion held in this research, the framework has been developed and it explains the relation with all the research factors. For audience input we have use structured questionnaires in the study. As we have selected the variables to get to know the relationship between every variable and get valuable results from the input, we will get from the data collected. The data for this research will be collected using questionnaire over Google forms. As items, independent of its inclination and size, are really getting more deft, dubious, and unpredictable, the need for better and more powerful plans and procedures for overseeing them and their relations with its end-clients is getting more genuine (Burgess, 2001). Subsequently, this examination utilized quantitative strategy, which is identified with business information that is dissected by utilizing factual methods. With view to manage the issues and discover the sensible answers for explicit examination problem, the quantitative strategy is generally fit and very much coordinated with the wonder. This investigation proposed a few targets and speculation to look at a specific issue. The quantitative research configuration is a phenomenal method to finishing result and demonstrating and negating a theory (Mohd Hafzi et. al., 2010). As per the plan for activity clears route for the more prominent lifetime utilization of an item and thus is fundamental for monetary concerns. The primary target of current investigation is to perceive the variables that influencing the purchaser buy aim towards electric vehicles. Because of the expense and time limits, the information of current study applied basic irregular to get the respondents where the populace is separated into six purchaser gatherings as indicated by their identity and the research traditions (Yilmaz, 2013).

The following research explore the relationship between Consumer Buying Intentions which is considered as the dependent variable in the study and Brand Loyalty, Fuel Efficiency, After Sales Service, Aesthetics, Attitude and Perception, Social Image, and Pricing are the independent variables in the research. The objective of this research is to analyze the factors that affect consumer buying intentions.

Figure 1: Conceptual Framework



The source instrument of the data collection used in this research was the structured questionnaires. The structured questionnaire comprises of the close ended questions based on the 5 Point Likert scale. However, this questionnaire includes separate parts comprising of the questions related to the dependent and the independent variables. The questionnaire designed for the study is self-administered. The data utilized from the survey was downloaded from the Google Forms spreadsheet and then coded in the MS excel sheet. After that, the coded data was run on the SPSS software to run statistical tests like, Cronbach's Alpha, Regression Analysis and Pearson's Correlation. For checking the reliability of the data Cronbach's Alpha test was run overall on the study and separately for each variable. The value of the Cronbach's Alpha calculated for each variable is required to be higher from 0.6, which tends to be accepted. For assessing the link between the relationships of the dependent and independent variables for this research regression analysis test was examined. Furthermore, the Pearson's correlation test tends to identify the relationships between the two variables. The following tests tend to be implemented for getting the insights of the audience for accepting or rejecting the hypothesis in the research study. These tests will be able to decide the factors that have an influence in consumer purchase intentions in buying Honda City in Karachi, Pakistan.

The methods of data collection are dependent on the primary and secondary data collection. Data for the study will be collected using questionnaire that will be sent out using Google forms to the data of the consumers that is shared by Honda South Office and after the process of Data collection has been completed then we will run the data for test using SPSS version 25. This research will be distributed around 500 questionnaires to the respondents and collect 162 valid questionnaires from all of them. The questionnaires will be divided into demographic questions followed with the eight parts as the separate analysis will be given to every part in the study which will be evaluated in the consumer purchase intentions in buying the Honda City in Karachi, Pakistan and followed by the variables as the brand loyalty, fuel efficiency, aesthetics, after sales service, attitude and perceptions, social image, pricing, and consumer buying intentions.

For examining the reliability of the data, the study will apply the use of Cronbach's Alpha coefficient on all the constraints and the scores on all the variables will indicate the survey having the high level of reliability in the data. To conclude, the possibility to analyze the reliability of the research instruments will be done for assessing the internal consistency of the variables with satisfaction level of the consumers. In the validity part, as entire variables selected in this study were carefully picked by assessing the previous research studies, one thing can be claimed that the contents of the individual contract are justifiable. Furthermore, exploratory factor analysis (EFA) was done to analyze the constricted validity, for providing exact means of internalize unnoticeable constructs, and the capability of the group item of factors that show stats of extremely correlated variables, also the factors have capability to differ from each other as well.

Reliability and validity and the essential instruments in research data collection as it examines the quality of the research. Firstly, reliability of the data identifies the accuracy of instruments in the quantitative research. Another test, used to analyze the data is the validity test. The validity test calculates the data to the extent that it is measured correctly. The data selected from variables is calculated through conventional ways in checking the reliability. However, the data calculated in the reliability phase does not provide accurate calculation of the data, yet it gives an estimate that is achieved through transformation of different methods (Heale & Twycross, 2015). The data in the reliability analysis is measured from using the Cronbach's Alpha analysis on the 8 variables which are used in the study. In Cronbach's Alpha analysis the higher reliability of the factors illustrates the finer objects in the study.

## **DATA ANALYSIS, FINDINGS, AND DISCUSSION**

### ***Reliability Analysis***

Reliability test is conducted to check the consistency of data. In this study, the researcher used Cronbach's Alpha to measure the internal consistency.

Table 1: Reliability Statistics

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	162	100.0
	Excluded <sup>a</sup>	0	.0
	Total	162	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.901	24

Table 2: Cronbach's Alpha for Variables

Variables	Items	Cronbach's Alpha
<b>1. Brand Loyalty</b>	<b>4</b>	<b>0.678</b>
<b>2. Fuel Efficiency</b>	<b>2</b>	<b>0.346</b>
<b>3. Aesthetics</b>	<b>4</b>	<b>0.705</b>
<b>4. After Sales Service</b>	<b>4</b>	<b>0.813</b>
<b>5. Attitude &amp; Perception</b>	<b>2</b>	<b>0.531</b>
<b>6. Social Image</b>	<b>2</b>	<b>0.818</b>
<b>7. Pricing</b>	<b>3</b>	<b>0.623</b>
<b>8. Consumer Purchase Intentions</b>	<b>3</b>	<b>0.867</b>
<b>ALL VARIABLES</b>	<b>24</b>	<b>0.901</b>



	Sig. (2-tailed)	0.008	0.000	0.000		0.000	0.033	0.211	0.009
	N	162	162	162	162	162	162	162	162
Attitude & Perception	Pearson Correlation	.481**	.635**	.447**	.516**	1	.314**	.473**	.246**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000	0.000	0.002
	N	162	162	162	162	162	162	162	162
Social Image	Pearson Correlation	.457**	.249**	.724**	.168*	.314**	1	.669**	.383**
	Sig. (2-tailed)	0.000	0.001	0.000	0.033	0.000		0.000	0.000
	N	162	162	162	162	162	162	162	162
Pricing	Pearson Correlation	.621**	.659**	.677**	0.099	.473**	.669**	1	.540**
	Sig. (2-tailed)	0.000	0.000	0.000	0.211	0.000	0.000		0.000
	N	162	162	162	162	162	162	162	162
Consumer Purchase Intentions	Pearson Correlation	.334**	.467**	.397**	.204**	.246**	.383**	.540**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.009	0.002	0.000	0.000	
	N	162	162	162	162	162	162	162	162

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

This table shows the results of Pearson's correlation analysis performed using SPSS software. According to the results, the correlation coefficient of "Brand Loyalty" on "Consumer Purchase Intentions" is 0.334 with a p-value of 0.000, indicating that there is a significant positive association between the two variables of 33.4%. The correlation coefficient of "Fuel Efficiency" on "Consumer Purchase Intentions" is 0.467 with a p-value of 0.000, indicating that there is a significant positive association between the two variables of 46.7%. The correlation coefficient of "Aesthetics" on "Consumer Purchase Intentions" is 0.397 with a p-value of 0.000, indicating that there is a significant positive association between the two variables of 39.7%. The correlation coefficient of "After Sales Service" on "Consumer Purchase Intentions" is 0.204 with a p-value of 0.009, indicating that there is a significant positive association between the two variables of 20.4%. The correlation coefficient of "Attitude & Perception" on "Consumer Purchase Intentions" is 0.246 with a p-value of 0.002, indicating that there is a significant positive association between the two variables of 24.6%. The correlation coefficient of "Social Image" on "Consumer Purchase Intentions" is 0.383 with a p-value of 0.000, indicating that there is a significant positive association between the two variables of 38.3%. The correlation coefficient of "Pricing" on "Consumer Purchase Intentions" is 0.540 with a p-value of 0.000, indicating that there is a



significant positive association between the two variables of 54.0%. Based on these results all alternate hypotheses (H1, H2, H3, H4, H5, H6, and H7) are accepted.

**Regression Analysis: Model Summary**

Regression analysis is a statistical method to check the relationships between variables. Regression analysis is conducted to check the influence of independent variables on dependent variable in this study.

Table 4: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.601 <sup>a</sup>	0.361	0.332	2.57313

a. Predictors: (Constant), Pricing, After Sales Service, Brand Loyalty, Social Image, Attitude & Perception, Aesthetics, Fuel Efficiency

The model summary describes the strength of the model. It shows the accurateness of regression line representing the actual results in the scatter diagram. The R-square value shows the ability of the regression line to interpret the total variation in the dependent variable. According to the Model Summary, R value of .601 indicates that there is strong correlation between the independent variables and dependent variables. R Square value of .361 describes that 36.1% changes in Consumer Purchase Intentions can be explained by the changes in the predictor variables. The R-value of 0.601 shows that there is a high correlation between the observed and the predicted values in the dependent variable.

**Regression Analysis: ANOVA**

Table 5: ANOVA

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	575.477	7	82.211	12.417	.000 <sup>b</sup>
Residual	1019.634	154	6.621		
Total	1595.111	161			

a. Dependent Variable: Consumer Purchase Intentions

b. Predictors: (Constant), Pricing, After Sales Service, Brand Loyalty, Social Image, Attitude & Perception, Aesthetics, Fuel Efficiency

The ANOVA table stands for “Analysis of Variance”. The ANOVA Table represents a higher F-value of 12.417 with a p-value of 0.000. The regression mean square is 82.211 and is calculated by dividing the regression sum of squares by the degrees of freedom. According to the results above, the F-value is 12.417 it is suggested that the analysis is statistically significant because F-value is greater than 4 is statistically significant and p-value is 0.000 which is less than 0.05 in this table. The statistics shows in the table that the data is significant.

## Regression Analysis: Coefficients

Table 6: Coefficients Analysis

		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	T	Sig.
1	(Constant)	2.522	2.009		1.255	0.211
	Brand Loyalty	-0.077	0.132	-0.052	-0.584	0.560
	Fuel Efficiency	0.724	0.250	0.330	2.889	0.004
	Aesthetics	-0.138	0.151	-0.103	-0.912	0.363
	After Sales Service	0.239	0.098	0.200	2.446	0.016
	Attitude & Perception	0.638	0.253	0.240	2.527	0.013
	Social Image	0.365	0.244	0.171	1.495	0.137
	Pricing	0.473	0.150	0.404	3.149	0.002

a. Dependent Variable: Consumer Purchase Intentions

The Coefficients Table shows the regression coefficients of each independent variable with the Consumer Purchase Intentions. According to the results, Brand Loyalty has a regression coefficient of -0.077 with Consumer Purchase Intentions. This means that an increase of 1 unit in Brand Loyalty will decrease -0.077 units in Consumer Purchase Intentions. The t-value associated with this relationship is -0.584, which is less than 2, with a p-value of 0.560, which is greater than 0.05. This indicates that Brand Loyalty has a significant impact on Consumer Purchase Intentions. Fuel Efficiency has a regression coefficient of 0.724 with Consumer Purchase Intentions. This means that an increase of 1 unit in Fuel Efficiency will bring about an increase of 0.724 units in Consumer Purchase Intentions. The t-value associated with this relationship is 2.889, which is greater than 2, with a p-value of 0.004, which is less than 0.05. This indicates that Fuel Efficiency has a significant impact on Consumer Purchase Intentions. Aesthetics has a regression coefficient of -0.138 with Consumer Purchase Intentions. This means that an increase of 1 unit in Aesthetics will bring about a decrease of -0.138 units in Consumer Purchase Intentions. The t-value associated with this relationship is -0.912, which is less than 2, with a p-value of 0.363, which is greater than 0.05. This indicates that Aesthetics has a significant impact on Consumer Purchase Intentions. After Sales Service has a regression coefficient of 0.239 with Consumer Purchase Intentions. This means that an increase of 1 unit in After Sales Service will bring about an increase of 0.239 units in Consumer Purchase Intentions. The t-value associated with this relationship is 2.446, which is greater than 2, with a p-value of 0.016, which is less than 0.05. This indicates that After Sales Service has a significant impact on Consumer Purchase Intentions. Attitude & Perception has a regression coefficient of -0.638 with Consumer Purchase Intentions. This means that an increase of 1 unit in Attitude & Perception will bring about a decrease of -0.638 units in Consumer Purchase Intentions. The t-value associated with this relationship is -2.527, which is less than 2, with a p-value of 0.013, which is less than 0.05. This indicates that Attitude & Perception has a significant impact on Consumer Purchase Intentions. Social Image has a regression

coefficient of 0.365 with Consumer Purchase Intentions. This means that an increase of 1 unit in Social Image will bring about an increase of 0.365 units in Consumer Purchase Intentions. The t-value associated with this relationship is 1.495, which is less than 2, with a p-value of 0.137, which is greater than 0.05. This indicates that Social Image has a significant impact on Consumer Purchase Intentions. Pricing has a regression coefficient of 0.150 with Consumer Purchase Intentions. This means that an increase of 1 unit in Pricing will bring about an increase of 0.150 units in Consumer Purchase Intentions. The t-value associated with this relationship is 3.149, which is greater than 2, with a p-value of 0.002, which is less than 0.05. This indicates that Pricing has a significant impact on Consumer Purchase Intentions.

### Hypotheses Testing Results

Table 7: Result of Hypotheses

Hypothesis	Path	Co-efficient	t-value	p-value	Accept/Reject
H <sub>1</sub>	Brand Loyalty – Consumer Purchase Intentions	-0.077	-0.584	0.560	Accept
H <sub>2</sub>	Fuel Efficiency – Consumer Purchase Intentions	0.724	2.889	0.004	Accept
H <sub>3</sub>	Aesthetics – Consumer Purchase Intentions	-0.138	-0.912	0.363	Accept
H <sub>4</sub>	After Sales Service – Consumer Purchase Intentions	0.239	2.446	0.016	Accept
H <sub>5</sub>	Attitude & Perception – Consumer Purchase Intentions	0.638	2.527	0.013	Accept
H <sub>6</sub>	Social Image – Consumer Purchase Intentions	0.365	1.495	0.137	Accept
H <sub>7</sub>	Pricing – Consumer Purchase Intentions	0.473	3.149	0.002	Accept

Table 7 shows the summary of Regression analysis and provide the details between the accepted or rejected hypothesis. According to results shown in table, hypotheses (H1, H2, H3, H4, H5, H6, H7) have been accepted since their t-values are greater than 2 and p-values are less than 0.05.

## CONCLUSION

The purpose of the research conducted is to analyze the effect of factors influencing consumer purchase intentions in buying Honda City in Karachi, Pakistan. This study has assessed the factors of consumer purchase intentions such as brand loyalty, fuel efficiency, aesthetics, after sales service, social image, attitude & perception, and pricing. The essential objective of this research is divided into two parts which are defined as the main objectives and sub-objectives. The main objective is to measure the factors that influence consumer purchase intentions in buying Honda City. Although, the sub objective includes analyzing the influence of brand loyalty on consumer purchase intentions, assessing the impact fuel efficiency on consumer purchase intentions, analyzing the influence of aesthetics on consumer purchase intentions, analyzing the influence of after sales service on consumer purchase intentions, understanding the impact of attitude & perception on consumer purchase intentions, analyzing the impact of social image on consumer purchase intentions and in last calculating the impact of pricing on consumer purchase intentions. The research which we have conducted is quantitative in nature and is adopted by analyzing the hypothesis testing and deductive approach. The sample size for this research was 162 Honda City consumers in the year 2020 from Karachi, Pakistan. The respondents who were the consumers of the Honda City were well-familiar with the brand Honda and automobile industry. Although, there is a huge number of Honda City users across the country, but the study only includes the people from Karachi, Pakistan. The data collection for the research was formed by administered and structured close ended questionnaire. The data from the questionnaires were obtained from the Google spreadsheet. The data was coded into numbers and values were coded in SPSS 25 statistical software and were later run to analyze the reliability and validity. The Honda City was chosen for the study as it is the most economical and popular in Sedan cars in the automobile industry of Pakistan. It is also concluded from the findings of the research that due to the Covid-19 Pandemic; the existing behaviors of customers and structures of E-commerce business are being questioned. During this specific time of the COVID-19 pandemic, this crisis is highly capable of triggering the necessary changes in the economy and society. However, the trends that have been developed during the pandemic could remain stable in future, which will impose consequences on the brick-and-mortar stores because of the rapid development in the E-commerce business. Moreover, it is also summarized that during the COVID-19 crisis, the customers prefer and are spending more time online; therefore, it is found that the intention regarding shopping online has been significantly increased within the customers. In addition, it is also concluded from the findings that the external normative pressures impact the purchasing intention of the customers. It is suggested by the researcher that the E-commerce businesses can highly induce the purchasing behavior by strategically binding the normative impact, and thus, the sophisticated online websites and transparent communication consist of great significance during the COVID-19 pandemic.

Consumer purchase intentions represent the perception the consumers tend to hold for the brand. Moreover, it states what image the product/service possess in customer's mind. It is necessary for the brand to maintain the positive and favorable image of the brand throughout the

engagement of customers for attaining organizations success. In this study, the relationship between the different components of consumer purchase intentions is evaluated for the significant impact of the independent variable, brand loyalty, fuel efficiency, aesthetics, after sales service, attitude & perception, social image and pricing. The automobile companies can maintain steady growth while maintaining the satisfaction of the consumer from the factors of consumer purchase intentions to market their product according to customer needs and demands.

The major purpose of this research is to conduct an inquiry regarding consumer purchase intentions towards economical sedan cars in Pakistan, for assessing that we have taken Honda City into our consideration as it is the most popular economical sedan car in our country. It is difficult to understand consumer purchase intentions and analyze decision making of the consumer to actual consumption. The results of this research reveal interesting findings as all independent variables- brand loyalty, fuel efficiency, aesthetics, after sales service, attitude & perception, social image, and pricing have a positive significant relationship with consumer purchase intentions towards buying Honda City in Karachi, Pakistan. The results of the study showed interesting facts that around 70 percent of the consumers preferred to purchase local assembled cars over imported cars as they are brand new. The consumers were willing to pay extra for the local assembled cars even its prices were higher. In pricing standards for Honda City around 70 percent of the consumers were satisfied with the pricing standards of the company. In social image of the Honda City, more than 60 percent of the consumers preferred the product in social image and acceptance of the product according to social environment. The Attitude and Perception for the product was exceptional as more than 80 percent of the consumers preferred the vehicle based on market value of the brand and the product resale in the market. In the after sales service more than 80 percent of the consumers preferred the product in terms of product durability, spare parts availability, technical support, and services provide by the company. In aesthetics around 80 percent of the consumers liked the product in design, interior and features provided in the vehicle. Around 85 percent of the consumers were satisfied with fuel efficiency of the vehicle. Around 70 percent of the consumers were brand loyal to the vehicle as per the image of the brand. All these findings from the research have conclude that these factors are of utmost importance to consumer and if any factor is not according to customer requirement so they will consider alternate factors. As the competition in the automobile market is emerging many of the automobile companies have introduced new models of cars this year which may affect the Honda City because their prices are considerably low. In the upcoming time various researchers may find this research helpful in idealizing the preference of the customers for the automobile industry in Pakistan. The most important task for the marketers is to build factors that will influence the satisfaction of the customers. The automobile companies can revise their strategies in launching of the new products and also in existing products. This research can provide giving assistance to the officials for making an effective design during development of the Auto Policy (Kockelman, 2015).

This study includes the factors of consumer purchase intentions such as brand loyalty, fuel efficiency, aesthetics, after sales service, attitude & perception, social image, and pricing, and it measures the impact on purchase of the Honda City. Therefore, consumer purchase intention is the dependent variable in this research whereas brand loyalty, fuel efficiency, aesthetics, after sales service, attitude & perception, social image, and pricing are the independent variables of this research. The Cronbach's Alpha test was measured in the study for analyzing the reliability of this research. To assess the data to be assumed as reliable the Cronbach Alpha values were essential to be greater than 0.6. The Cronbach's Alpha values in this research study were Brand Loyalty to 0.678, Fuel Efficiency to 0.346, Aesthetics to 0.705, After Sales Service to 0.813, Attitude & Perception to 0.531, Social Image to 0.818 and in last, Pricing to 0.623. As the Cronbach Alpha values for Brand Loyalty, Aesthetics, After Sales Service, Social Image and Pricing are greater than 0.6 so the five variables in this research are or considered as reliable and other 2 Fuel Efficiency to 0.346 and Attitude & Perception to 0.531 is not considered to be reliable.

Other than that, the Pearson's correlation test was conducted as well, the aim of that is to measure the linear relationship between the two variables. Moreover, the regression analysis was conducted as well to test the hypothesis of this study as it was the quantitative research with a deductive approach and theory-testing approach. The hypothesis of this research study which was accepted were based on their p and t values.

In last, the correlation matrix showed that the backing results are of the relationship between the variables. As per the correlation matrix, the Brand Loyalty has a correlation coefficient of 33.4% with Consumer Purchase Intentions at a p-value of 0.000, which shows that Brand Loyalty has statistically significant relationship with the Consumer Purchase Intentions. Fuel Efficiency has a Correlation Coefficient of 46.7% with the Consumer Purchase Intentions at a p-value of 0.000 which indicates that Fuel Efficiency has a significant relationship with the Consumer Purchase Intentions. Moreover, Aesthetics has a Correlation Coefficient of 39.7% with Consumer Purchase Intentions at a p-value of 0.000 which shows that Aesthetics has a statistically significant relationship with Consumer Purchase Intentions. The After Sales Service has a correlation coefficient of 20.4% with consumer purchase intentions at a p-value of 0.009, which shows that After Sales Service has statistically significant relationship with the Consumer Purchase Intentions. Attitude & Perception has a Correlation Coefficient of 24.6% with the Consumer Purchase Intentions at a p-value of 0.002 which indicates that Attitude & Perception has a significant relationship with the Consumer Purchase Intentions. In addition, Social Image has a Correlation Coefficient of 38.3% with Consumer Purchase Intentions at a p-value of 0.000 which shows that Social Image has a statistically significant relationship with Consumer Purchase Intentions. In last, Pricing has a Correlation Coefficient of 54.0% with Consumer Purchase Intentions at a p-value of 0.000 which indicates that Pricing has statistically significant relationship with the Consumer Purchase Intentions.

This research has identified the factors that influence the consumer purchase intentions in buying Honda City in Karachi, Pakistan. The factors used in this study were constrict to seven most significant variables namely brand loyalty, fuel efficiency, aesthetics, after sales service, attitude

& perception, social image, and pricing which were picked from analyzing previous studies. Furthermore, the future research in the automobile consumer purchase intentions can also be conducted on including variables like product quality, brand image, comfortability, etc. In addition, the influence of personality and cultural background can also be assessed by the researcher in their framework to further analyze the study. The key recommendations for the accepted hypothesis of factors are as follow:

**Fuel Efficiency:** The customers were satisfied with the fuel efficiency of Honda City but were inclined towards continuous development from the company as developing fuel economy more efficient or to also introduce in the hybrid version (Turrentine & Kurani, 2007).

**After Sales Service:** In after sales service consumer preferred Honda City due to the product durability, spare parts availability and the technical support and services provided by the company.

**Social Image:** In terms of social image the consumers were well pleased as the product reputation in social environment and social status were highly commendable for Honda City.

**Pricing:** In terms of pricing customers were satisfied as Honda City provide value for money in the current scenario but were not inclined to purchase the product if company increase its price.

The following research gives detailed insight information about the understanding and how the comprehending factors used in this research affects consumer purchase intentions for buying Honda City in Pakistan. The following factors used in this study were Brand Loyalty, Fuel Efficiency, Aesthetics, After Sales Service, Attitude & Perception, Social Image and Pricing. The factors were analyzed in consumer purchase intentions to analyze which factor plays important part in consumer perception and preference before considering the purchase of the vehicle. This research provides with the notable benefits to the individuals conducting academic research, market research or development, developing consumer insights, etc. Therefore, Honda Automobile can draw valid conclusions from this study about their major strengths and which factor they need to focus more to gain competitive advantage. Moreover, if Honda Automobile manage to satisfy their consumers in the factors implemented in the study, they may receive a positive feedback and increase their brand image in the eyes of consumer. In addition, the company can also gain advantages such as getting increase in sales and profitability, as increased consumer loyalty can contribute to overall organizational growth to a great extent. This research will surely provide with many opportunities to researchers, market practitioners and academic scholars to expand their study on the topic which may be benefit greatly in getting more clarity in Sedan Cars research and able to grasp customer mindset more accurately in Pakistan.

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