

FACTORS INFLUENCING CONSUMER PURCHASE INTENTIONS FOR FRUIT PRODUCTS: A LITERATURE REVIEW

Fei Yang¹, Nittaya Wongyos² and Phahol Sakkat³

¹Lampang Rajabhat University, THAILAND

²Maejo University, THAILAND

nitaya.w@g.lpru.ac.th

ARTICLE HISTORY

Received: 17 August 2024

Revised: 26 August 2024

Accepted: 26 August 2024

ABSTRACT

This study aims to explore the literature on factors influencing consumer purchase intentions for fruit products, specifically focusing on marketing strategies such as brand awareness, perceived quality, brand associations, and brand loyalty. It analyzes the comprehensive impact of these factors on purchase intentions. The review's findings indicate that marketing strategies related to brand awareness, perceived quality, brand associations, and brand loyalty all significantly and positively affect consumer purchase intentions. This research provides theoretical support for marketing strategies aimed at enhancing brand competitiveness in the fruit industry.

Keywords: Brand Awareness, Brand Associations, Perceived Quality, Brand Loyalty, and Consumer Purchase Intentions,

CITATION INFORMATION: Yang, F., Wongyos N., & Sakkat, P. (2024). Factors Influencing Consumer Purchase Intentions For Fruit Products: A Literature Review. *Procedia of Multidisciplinary Research*, 2(8), 35

INTRODUCTION

With rapid development and improving living standards, consumer demand for healthy foods has significantly increased, with fruit becoming a key component of this demand. Research indicates that enhancing Marketing Strategy is crucial for increasing the market competitiveness of local fruits. Additionally, branding for economic fruits must focus on improving brand equity, particularly by enhancing brand awareness, perceived quality, brand associations, and brand loyalty. These factors not only directly influence consumer purchase intentions but also help products stand out in a highly competitive market. Furthermore, understanding and addressing consumers' personal traits and socio-cultural backgrounds is also essential in developing effective branding strategies that can foster brand loyalty and drive purchase intentions.

REVIEW OF RELATED LITERATURE

Brand Awareness

Brand awareness is recognized as a fundamental component of brand equity, reflecting the extent to which consumers can identify or recall a brand. Aaker (1991) conceptualized brand awareness as including both brand recognition, which refers to the consumer's ability to confirm prior exposure to the brand, and brand recall, which involves the consumer's ability to retrieve the brand from memory when given a product category. Keller (1993) argued that high brand awareness can lead to increased consumer preference and choice, as it strengthens the brand's position in the market and contributes to brand loyalty. Moreover, Rossiter and Percy (1987) suggested that brand awareness is a prerequisite for all other brand-related behaviors, as it enables the brand to be included in the consumer's consideration set. Yoo, Donthu, and Lee (2000) found that high brand awareness often translates into a stronger competitive advantage, as consumers are more likely to purchase brands they recognize and trust. This is supported by Hoyer and Brown (1990), who noted that even in low-involvement purchase situations, brand awareness alone can significantly impact consumer choice. Additionally, Aaker (1997) emphasized that brand awareness serves as the foundation for developing a strong brand image and brand personality, which are critical for fostering consumer loyalty and attachment to the brand.

Table 1: Summary of literature on brand awareness

Researcher	Year	Brand Awareness	Brand Associations	Brand Loyalty	Other Concepts
Aaker	1991	✓			Brand Recognition, Recall
Keller	1993	✓		✓	Market Performance
Rossiter & Percy	1987	✓			Consumer Consideration Set
Hoyer & Brown	1990	✓			Low-Involvement Purchase
Yoo et al.	2000	✓		✓	Market Competitiveness
Aaker	1997	✓	✓	✓	Brand Image, Personality

Brand Associations

Brand associations are the mental connections that consumers make between a brand and various attributes, emotions, or experiences. Keller (1993) categorized brand associations into three types: attributes, benefits, and attitudes. Attributes can be product-related or non-product-related, benefits refer to the functional or emotional value derived from the brand, and attitudes represent the consumer's overall evaluation of the brand. Aaker (1991) highlighted that strong, favorable, and unique brand associations can differentiate a brand from its competitors, thereby enhancing brand equity. Kotler and Keller (2006) noted that brand associations are critical for creating a positive brand image, which can lead to higher brand loyalty. For example, brand associations related to quality and reliability can make a brand more appealing to consumers, thereby increasing their likelihood of repeat purchases. Keller (2001) also argued that brand

associations play a pivotal role in building brand equity by influencing consumer perceptions and purchase decisions. Furthermore, Park, Jaworski, and MacInnis (1986) discussed the concept of brand concept management, where brand associations are strategically managed to align with the brand's intended positioning in the market. This strategic alignment helps reinforce the brand's identity and strengthens consumer loyalty. More recently, Chen (2021) explored the relationship between brand associations and consumer trust, finding that positive associations can significantly enhance consumer trust and commitment to the brand.

Table 2: Summary of literature on brand associations

Researcher	Year	Brand Awareness	Brand Associations	Brand Loyalty	Other Concepts
Keller	1993	✓	✓		Attributes, Benefits, Attitudes
Aaker	1991	✓	✓	✓	Brand Differentiation
Kotler & Keller	2006		✓	✓	Brand Image, Positioning
Park, Jaworski & MacInnis	1986		✓		Brand Concept Management
Keller	2001		✓		Consumer Perceptions
Chen	2021		✓		Consumer Trust

Perceived Quality

Perceived quality refers to a consumer's judgment about the overall excellence or superiority of a product or service. Zeithaml (1988) described perceived quality as a key determinant of consumer satisfaction and purchase intentions, emphasizing its importance in brand positioning and pricing strategies. Garvin (1984) identified eight dimensions of product quality, including performance, features, reliability, and conformance, which collectively influence consumers' perceptions of quality. Dodds, Monroe, and Grewal (1991) suggested that perceived quality is influenced by extrinsic cues such as price, brand name, and store reputation. Higher perceived quality often leads to a premium price for the brand and enhances brand equity. Aaker (1996) also highlighted the role of perceived quality in brand extensions, noting that brands perceived as high quality are more successful in launching new products under the same brand name. Recent studies, such as that by Putri et al. (2021), have shown that perceived quality is directly linked to brand loyalty and consumer purchase intentions. Consumers are more likely to remain loyal to a brand and make repeat purchases if they perceive the brand's products or services as high quality.

Table 3: Summary of literature on perceived quality

Researcher	Year	Brand Awareness	Brand Associations	Brand Loyalty	Perceived Quality
Zeithaml	1988				✓
Garvin	1984				✓
Dodds, Monroe & Grewal	1991		✓		✓
Aaker	1996				Brand Extensions
Putri et al.	2021		✓	✓	✓

Brand Loyalty

Brand loyalty is defined as a consumer's consistent preference for and repeated purchase of a particular brand. Aaker (1991) identified brand loyalty as a core element of brand equity, which contributes to sustaining market share and reducing marketing costs, as loyal consumers are more likely to make repeat purchases and recommend the brand to others. Oliver (1999) conceptualized brand loyalty as a multi-dimensional construct, including cognitive, affective, conative, and action loyalty, which develop sequentially over time. Chaudhuri and Holbrook (2001) argued that brand loyalty has a significant impact on market competitiveness and long-term profitability, noting that loyal consumers are less sensitive to price changes and more resistant to competitive actions. Dick and Basu (1994) proposed that brand loyalty results from

a combination of high attitudinal attachment and repeat purchase behavior, both of which are influenced by perceived quality and brand associations. Putri et al. (2021) emphasized that brand loyalty is a crucial factor influencing consumer purchase intentions, particularly in highly competitive markets. Their research suggests that increasing brand loyalty through enhanced brand equity can give companies a significant competitive advantage.

Table 4: Summary of literature on brand loyalty

Researcher	Year	Brand Awareness	Brand Associations	Brand Loyalty	Other Concepts
Aaker	1991	✓		✓	Brand Equity
Oliver	1999		✓	✓	Loyalty Dimensions
Chaudhuri & Holbrook	2001		✓	✓	Market Competitiveness
Dick & Basu	1994		✓		Attitudinal Attachment
Putri et al.	2021		✓	✓	Consumer Purchase Intentions

RESEARCH FRAMEWORK

This case study indicates that there were four variables such as Brand Awareness, Brand Associations, Perceived Quality, Brand Loyalty, that influencing consumer purchase intentions for fruit product.

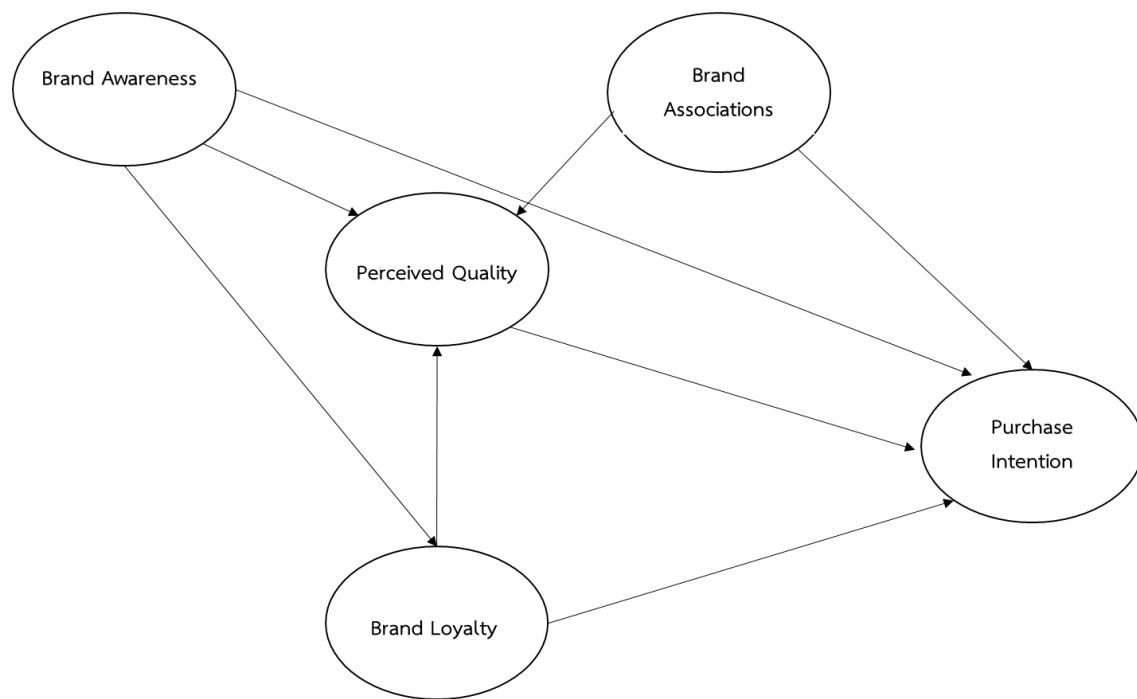


Figure 1: Research Framework

CONCLUSION AND DISCUSSION

The findings of this study underscore the critical importance of value-adding marketing strategies, including brand awareness, perceived quality, brand associations, and brand loyalty, in shaping consumer purchase intentions in the fruit market. These factors are essential for enhancing competitiveness and fostering consumer loyalty, as they significantly influence consumer decisions by

increasing brand recognition and recall. The ability of consumers to recognize and recall a brand has a notable impact on their purchasing behavior. The insights from this study can serve as a foundation for developing hypotheses, conceptual frameworks, and effective marketing strategies tailored to the fruit market in Guilin, Guangxi. By focusing on these strategies, Guilin's fruit market can strengthen its position and ensure sustained growth and competitiveness in the future.

REFERENCES

- Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. Free Press.
- Aaker, D. A. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34(3), 347-356. <https://doi.org/10.2307/3151897>
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99-113. <https://doi.org/10.1177/0092070394222001>
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), 307-319. <https://doi.org/10.2307/3172866>
- Garvin, D. A. (1984). What does "product quality" really mean? *Sloan Management Review*, 26(1), 25-43.
- Hoyer, W. D., & Brown, S. P. (1990). Effects of brand awareness on choice for a common, repeat-purchase product. *Journal of Consumer Research*, 17(2), 141-148. <https://doi.org/10.1086/208544>
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22. <https://doi.org/10.1177/002224299305700101>
- Keller, K. L. (2001). Building customer-based brand equity: A blueprint for creating strong brands. *Marketing Science Institute*, 1-31.
- Kotler, P., & Keller, K. L. (2006). *Marketing management* (12th ed.). Pearson Prentice Hall.
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(4_suppl1), 33-44. <https://doi.org/10.1177/00222429990634s105>
- Park, C. W., Jaworski, B. J., & MacInnis, D. J. (1986). Strategic brand concept-image management. *Journal of Marketing*, 50(4), 135-145. <https://doi.org/10.2307/1251291>
- Putri, E. K., Widayati, C. C., & Nugroho, S. P. (2021). The impact of perceived quality and brand loyalty on consumer purchase intention. *Journal of Marketing Research and Case Studies*, 2021, 1-9. <https://doi.org/10.5171/2021.495212>
- Rossiter, J. R., & Percy, L. (1987). *Advertising and promotion management*. McGraw-Hill.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22. <https://doi.org/10.1177/002224298805200302>

Data Availability Statement: The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

Conflicts of Interest: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Publisher's Note: All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers. Any product that may be evaluated in this article, or claim that may be made by its manufacturer, is not guaranteed or endorsed by the publisher.



Copyright: © 2024 by the authors. This is a fully open-access article distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0).