

The Influence Of Consumer Perception On Purchase Intention On Customer Satisfaction In Jiangsu, China

¹LI ZHENGWEI, ²Rozaini binti Rosli

Cite this paper as: LI ZHENGWEI, Rozaini binti Rosli (2024). The Influence Of Consumer Perception On Purchase Intention On Customer Satisfaction In Jiangsu, China. *Frontiers in Health Informatics*, 13 (8) 3608-3614

ABSTRACT

The retail business has undergone a technological revolution, with the majority of consumers now preferring to purchase online over conventional brick-and-mortar establishments. Over the last ten years, this practice has gained traction, with many retail establishments using both tactics to increase earnings. The goal of the study is to investigate how customer satisfaction, purchase intentions, and perceptions relate to each other in the socio-cultural and economic setting of Jiangsu province, China. Through a comparative analysis of online and offline data, businesses may enhance their comprehension of client choices. Because the variables impacting both online and physical transactions are ever-changing, being ready is essential. Although many individuals like the more individualised shopping experiences in physical locations, many more people find internet shopping to be more convenient and user-friendly. This research looks into and analyses the phenomenon that males are more likely to purchase online than in physical stores. Online buyers place a high value on secure payment processing, which is closely related to retail sales. Many people still prefer to shop in physical shops because they can see the items in person and have confidence in the vendors, even if internet shopping is becoming more and more popular.

Keywords: *Consumer perception, Purchase intention, Customer satisfaction, Online shopping, Offline shopping.*

1. INTRODUCTION

Research into the connection between consumer perception, purchase intention, and customer happiness has become critically vital due to the dynamic nature of the economic environment in Jiangsu Province, China. This research is being carried out to get a better understanding of the market dynamics and to help reinforce the company's strategy. The coastal province of Jiangsu is not only historically important but also has a substantial economic influence. There is no better place than this modern economy to study these interconnected traits due to its strong consumer purchasing power, dynamic market movements, and modern economic infrastructure. They explored the intricacies of the feedback loop between consumer perception, purchase intention, and customer delight in this introduction. They also highlight how these connections are crucial for Jiangsu provincial businesses and their relationships with customers (Chopra & Ligaraba, 2020). The complex concept of customer perception includes all of these elements, as well as one's broad concepts, opinions, and attitudes towards brands, goods, and services. There is a strong correlation between how customers perceive their experiences in the market and the choices they make while shopping. Factors including as brand reputation, product quality, and marketing efficacy influence consumer sentiments in Jiangsu, a province famous for its abundance and fast urbanisation. Because of the province's advanced economy and familiarity with international trade regulations, Jiangsu's customers have become pickier. Their standards for the quality of the goods and services they get have now risen. Businesses should pay close attention to the aspects that affect perception if they want to attract and retain this kind of smart customer. The power of first impressions, positive and negative, to influence consumer behaviour is substantial (Aw et al., 2021). The term "buy intention" describes the potential for a customer to acquire a product or

service. Customers' opinions on the product or service's usefulness and comfort level determine this likelihood. Establishing a strong presence in the market in Jiangsu, a region that is both highly competitive and provides consumers with a wide range of alternatives, requires businesses to have a deep understanding of what influences customer purchase intent. Perceived value, brand loyalty, and the efficacy of marketing campaigns are some of the elements that influence a consumer's intention to buy. Customers are more likely to buy from a brand if they have a positive image of the value it offers and less likely to do so if they have a negative one. In addition, customers' evaluation criteria have changed due to the proliferation of digital channels. Businesses must therefore comprehend the impact of digital marketing campaigns, social media, and online evaluations on consumers' propensity to buy (Murshed, 2022).

2. BACKGROUND OF THE STUDY

Organisations in China's Jiangsu Province who want to thrive in the fiercely competitive market must understand the complex interplay between happy customers, purchase intent, and brand impression. Located on China's eastern coast, the province of Jiangsu is known for its booming economy, diverse industries, and growing middle class. The Jiangsu area is known for all of these things. One of China's most economically dynamic regions, Jiangsu, offers an intriguing setting for research into the effects of consumers' views on their buying behaviour and happiness (Wang et al., 2020). The economy of Jiangsu has seen a dramatic shift in the last several years. From an agriculturally focused area to a major economic and industrial hub, the province has changed dramatically over the last several decades. Both the purchasing power and the expectations of consumers have grown substantially due to this change. A growth in sensitivity to international brands, product quality, and service standards is one distinguishing aspect of Jiangsu's increasing middle class. This means that firms have to deal with a complicated environment where consumer tastes are always changing due to factors like regional trends and worldwide standards (Schulze, 2019). Here, the idea of customer perception is crucial. The term "consumer perception" may be defined as how people interpret and rank brands and goods about their own unique set of beliefs, priorities, and values. The advertising message, societal influences, and Jiangsu's image as a maker of high-quality products are a few of the elements that impact how shoppers perceive these commodities. The importance of the customer's perception has grown due to the meteoric rise of social media and other forms of digital communication. Consumers increasingly rely on internet reviews, social media comments, and digital ads to establish opinions about businesses and items. Businesses also must keep up a good reputation online, in addition to producing high-quality items and using efficient marketing methods. Since this is the case, consumers' opinions of them have changed (Durvasula et al., 2021). A consumer's purchase intention is a behavioural outcome that represents the probability that the customer was chosen to acquire a product or service as a consequence of their intentions. Without it, there is no obvious connection between consumers' emotions and the things they choose to buy. Despite the intense competition in the Jiangsu market, companies that want to succeed need to know what makes people want to buy from them. A consumer's intent to buy is affected by several factors, including the product's perceived value, its qualities, the consumer's devotion to the brand, and advertising tactics. When consumers place a high value on a product—whether that value is derived from the product's price, quality, or the brand's reputation—they are more inclined to want to buy it. Businesses must meet the expectations of their consumers, especially because consumers may find more information online and use it to make better purchases (Le et al., 2021).

3. PURPOSE OF THE RESEARCH

The goal of the study is to investigate how customer satisfaction, purchase intentions, and perceptions relate to each other in the socio-cultural and economic settings of Jiangsu province, China. The research focuses on the intricate relationship that exists between customers' perceptions and their purchase intentions, considering elements like product quality, price, brand reputation, and local cultural influences. The main objective is to investigate consumers' decision-making processes to determine the crucial elements that either encourage or dissuade them from making a purchase. The

link between customers' inclination to buy and their level of satisfaction after a purchase is also investigated in this research. Product performance, service quality, and post-purchase experiences are all factors that affect total satisfaction. Jiangsu businesses may use the research's useful insights to inform their strategic decision-making around marketing, product development, pricing, and customer relationship management. For businesses to succeed in the cutthroat business environment of today and attract devoted clients, they must possess this information. The study advances our understanding of consumer behaviour in a particular geographic context, strengthens theoretical models, and has applications for similar markets in other parts of the globe.

4. LITERATURE REVIEW

Customers' subjective impressions of the product—including its value, perceived simplicity of use, consumption risk, and customer service quality—have a significant impact on their level of satisfaction with cross-border online stores. The concept of "buyer's value" is used to measure customer value, and customers can distinguish between international e-commerce sites (Lee et al., 2022). Cross-border e-commerce has grown rapidly due to the digital economy's explosive growth, international trade promotion, and governmental regulations. Cross-border e-commerce platforms provide consumers with more direct information about connected items, allowing them to form specific opinions based on their assessment of the purchase and the quality of customer service. Companies can react quickly and efficiently to customer demands, reducing consumption risks while enhancing customers' perceptions of their utility and involvement with products. This effectively raises customers' purchase intentions (Podsakoff et al., 2021). Nevertheless, due to the low technical requirements of cross-border e-commerce, clients can feel very accessible and get clear product information with relative ease. This can increase customers' inclination to buy. However, certain circumstances may negatively affect customer perception, such as inadequate customer service, overstated items, or subpar product quality. A strong relationship exists between customer impression and buy intention. Consumer perception also impacts customers' trust and attitude, according to the theory of consumer behaviour. Word-of-mouth and customer evaluations can impact customers' faith in items and shops, and businesses with better ratings can be more likely to trust the target product. Customers' good attitudes and level of trust are reinforced by their perspective, as they can converse with customer care in real-time and foster a positive, engaging environment (Pinto, 2022). However, a consumer's degree of trust decreases as their sense of consumption risk increases. Increased hazards associated with consumption would reduce customers' faith in international e-commerce sites. Conversely, customers' favourable opinion of cross-border e-commerce platform purchasing would increase if they show a high level of confidence in this kind of shopping (Lutkevich et al., 2022). When it comes to cross-border e-commerce platforms, customers' attitudes and trust levels have a significant role in their tendency to make purchases. Favourable customer sentiments increase the likelihood that customers use the platform to make purchases. Customers can better comprehend the product's features and specifications thanks to the comprehensive and well-organised product descriptions offered by cross-border e-commerce platforms. Trust plays a major role in enhancing customers' desire to buy, and their general buy intents are also impacted by their opinions of the shopping channels available on international e-commerce platforms (Meyer et al., 2022).

5. RESEARCH QUESTION

- How do consumer perceptions of product quality and brand image influence their purchase intentions in Jiangsu, China?

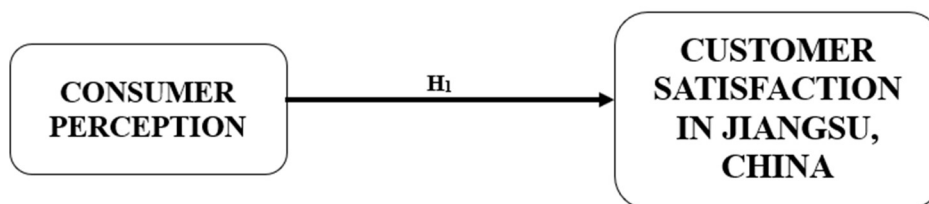
6. METHODOLOGY

- **Research design:** One low-cost and fast point-in-time data collection was required per the study design. The researcher used a quantitative technique due to the restricted time and resources available. Each respondent was contacted at one of the aforementioned locations using convenience sampling. Participation in a factory-based

monitoring plan was requested of respondents. Researchers briefed potential participants about the study and were available to answer their queries while they awaited the completion of their monitoring program. If a respondent could not read or write, or if they were wheelchair-bound, the researcher would read the survey questions and answer categories out to them and then enter their answers on the survey form according to what was said. Some locations required respondents to fill out and submit their surveys simultaneously.

- **Sampling:** A convenient sampling technique was applied for the study. The research relied on questionnaires to gather its data. The Rao-soft program determined a sample size of 1500. A total of 1600 questionnaires were distributed; 1563 were returned, and 63 were excluded due to incompleteness. In the end, 1500 questionnaires were used for the research, comprising 855 females and 645 men.
- **Data and measurement:** A questionnaire survey was used as the main source of information for the study (one-to-correspondence or Google-form survey). Two distinct sections of the questionnaire were administered: Both online and offline channels (a) demographic information, and (b) replies to the factors on a 5-point Likert scale. Secondary data was gathered from a variety of sites, the majority of which were found online.
- **Statistical Software:** SPSS 25 was used for statistical analysis.
- **Statistical tools:** To get a feel for the data's foundational structure, a descriptive analysis was performed. A descriptive analysis was conducted to comprehend the fundamental characteristics of the data. Validity was tested through factor analysis and ANOVA.

6.1 Conceptual Framework



7. RESULTS

• Factor Analysis

Factor analysis (FA) is used to validate the foundation of a measurement battery, aiming to identify latent characteristics and measurement inaccuracies. The Kaiser-Meyer-Olkin (KMO) Test is used to determine data suitability for factor analysis, ensuring sufficient data for all model variables and the whole model. KMO values range from 0 to 1, with an adequate sample size between 0.8 and 1.0. Large-scale correlations pose a significant challenge for component analysis. Kaiser's minimum and maximum requirements range from 0.050 to 0.059.

Table 1: KMO and Bartlett's Test

KMO and Bartlett's Test ^a		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.918
Bartlett's Test of Sphericity	Approx. Chi-Square	7212.127
	df	190
	Sig.	.000
a. Based on correlations		

The study used the KMO test for sample adequacy, resulting in a KMO value of .918, and a significance level of 0.00,

indicating the data is suitable for exploratory factor analysis.

- **Test For Hypothesis**

- a. Dependent Variable: Customer Satisfaction in Jiangsu, China**

A high level of customer satisfaction (CSAT) indicates that the goods and services provided by a business are up to par with what the client was expecting. Surveys, feedback analytics, and other similar techniques are often used by businesses to gauge consumer satisfaction. When customers are happy, they are more likely to be loyal, buy from you again, and spread the word positively; when they aren't, they are more likely to complain, write bad reviews, and even stop buying from you. Consumer satisfaction in Jiangsu, China, like in many other parts of China, is defined as the degree to which a company's offerings fulfil or surpass consumer expectations. It is a critical aspect of business operations, influencing customer loyalty and overall business success. In Jiangsu, factors such as e-loyalty, e-service quality, and social networks significantly impact customer satisfaction, especially in the online shopping sector. Additionally, the quality of customer experience has been improving, although there are still areas that need attention, such as information security and privacy protection (Wu & Liang, 2022).

- b. Independent Variable: Consumers' Perceptions**

Consumers' perceptions of marketing stimuli about their product or brand, as well as any components of the marketing mix, are organised, interpreted, and given meaning via the process of consumer perception. To make sure they are cognisant of the marketing tactics and items they encounter, it incorporates their sentiments, ideas, and views regarding a brand or organisation (Verhoef et al., 2021).

- **Relationship between Consumers' Perceptions and Customer Satisfaction in Jiangsu, China**

In Jiangsu, China, local market dynamics are shaped in great part by the interaction between consumer happiness and impressions. Consumers are becoming more discriminating as the area sees fast urbanisation and economic development, giving product quality, brand reputation, and quality even more importance. Effective marketing and prompt customer service help to create positive impressions that are very important for raising customer satisfaction among Jiangsu's varied clientele. On the other hand, bad impressions resulting from variable quality of goods or services could cause discontent and hence endanger brand loyalty. This interaction emphasises the need for companies in Jiangsu to realise and control customer impressions so that their products fit local expectations. Through this, businesses may increase levels of satisfaction, which will eventually translate into ongoing competitive advantage in this active market (Tang et al., 2021).

Based on the above discussion, the researcher formulated the following hypothesis, which was to analyse the relationship between Consumers' Perceptions and Customer Satisfaction in Jiangsu, China.

"H₀: There is no significant relationship between Consumers' Perceptions and Customer Satisfaction in Jiangsu, China."

"H₁: There is a significant relationship between Consumers' Perceptions and Customer Satisfaction in Jiangsu, China."

Table 2: H₁ ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	65692.704	854	5474.392	2829.974	.000
Within Groups	168.296	645	1.934		
Total	65861.000	1499			

In this study, the result is significant. The value of F is 2829.974, which reaches significance with a p-value of .000 (which is less than the alpha level). This means the “*H₁: There is a significant relationship between Consumers' Perceptions and Customer Satisfaction in Jiangsu, China*” is accepted and the null hypothesis is rejected.

8. DISCUSSION

A complex phenomenon, consumer perception affects purchase intention and customer happiness in Jiangsu, China, highlighting the close interaction between how customers see a brand or product and their consequent purchasing actions. Factors like quality, brand reputation, and cultural values are very important in determining customer impressions in a fast-changing market. Positive impressions usually translate into increased buy intent because customers are more inclined to choose companies they trust and relate with. Moreover, these purchase intents greatly affect customer satisfaction; when expectations are satisfied or surpassed, consumers are more likely to become loyal and make return visits. On the other hand, bad impressions could discourage potential consumers and lower satisfaction, therefore fostering a cycle that might compromise the success of the brand. Therefore, companies in Jiangsu have to deliberately control consumer impressions using good marketing, quality assurance, and attentive customer service to improve general contentment as well as buy intention, promoting long-term success in the competitive market.

9. CONCLUSION

In Jiangsu, China, consumer perception ultimately drives purchase intention and customer happiness very significantly. The interdependence of these elements emphasises the need of comprehending and controlling customer impressions in an atmosphere of a changing market. Good impressions improve not only the possibility of purchase but also greatly increase client happiness and loyalty. Businesses have to give tactics that build trust, and fit customer values top priority as they negotiate this terrain, always delivering excellence. By doing this, businesses may start a virtuous cycle wherein better impressions result in higher purchase intentions and more customer satisfaction, therefore strengthening their competitive edge in the area.

1. REFERENCES

- Aw, E.C.X., Basha, N.K., Ng, S.I., Ho, J.A., 2021. Searching online and buying offline: understanding the role of channel-, consumer-, and product-related factors in determining web rooming intention. J. Retailing Consum. Serv. 58, 102328.
- Chopra, K., & Ligaraba, N. (2021). Consumer Shopping Evaluation in New Normal Using Grounded Theory Approach. Solid State Technology, 64(2), 1362-1367.
- Durvasula, S., Lysonski, S., & Mehta, S. C. (2021). Global consumer culture, social identity, and the determinants of purchase intention. Journal of Business Research, 79, 83-95. <https://doi.org/10.1016/j.jbusres.2017.05.024>
- Le, H. T., Carrel, A. L., & Shah, H. (2021). Impacts of online shopping on travel demand: a systematic review. Transport Reviews, 1-23.
- Lee, C., Holroyd, T. A., Gur-Arie, R., Sauer, M., Zavala, E., Paul, A. M., ... Rupali, J. L. (2022).

- COVID-19 vaccine acceptance among Bangladeshi adults: Understanding predictors of vaccine intention to inform vaccine policy. *Plos One*, 17(1), e0261929.
7. Lutkevich, B., Chai, W., & Holak, B. (2022). E-commerce. CIO; TechTarget. <https://www.techtarget.com/searchcio/definition/e-commerce>
 8. Meyer, B. H., Prescott, B., & Sheng, X. S. (2022). The impact of the COVID-19 pandemic on business expectations. *International Journal of Forecasting*, 38(2), 529-544.
 9. Murshed, S. M. (2022). Consequences of the Covid-19 pandemic for economic inequality. In *Covid-19 and international development* (pp. 59-70). Springer. https://doi.org/10.1007/978-3-030-82339-9_5
 10. Pinto, M. (2022, May 10). Online vs Offline Shopping: Advantages of Online and Offline Shopping. Eat My News, Blogger. <https://www.eatmy.news/2022/05/online-vs-offline-shopping-advantages.html>
 11. Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2021). Common method biases in behavioural research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879-903. <https://doi.org/10.1037/0021-9010.88.5.879>
 12. Schulze, J. (2021). Online and Offline Shopping in the UK: The Impact of COVID-19 on Consumer Buying Behaviour and the Digitalization Process (Doctoral dissertation, Bournemouth University).
 13. Tang, H., Rasool, Z., Khan, M. A., Khan, A. I., Khan, F., Ali, H., Khan, A. A., & Abbas, S. A. (2021). Factors Affecting E-Shopping Behaviour: Application of Theory of Planned Behaviour. *Behavioural Neurology*, 2021, 1–15.
 14. Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2021). Customer experience creation: Determinants, dynamics and management strategies. *Journal of Retailing*, 85(1), 31-41. <https://doi.org/10.1016/j.jretai.2008.05.001>
 15. Wang, Y., Lo, H. P., & Hui, Y. V. (2020). The antecedents of service quality and product quality and their influences on bank reputation: Evidence from the banking industry in China. *Managing Service Quality*, 22(4), 399-421. <https://doi.org/10.1108/09604521111135443>
 16. Wu, C. H., & Liang, R. D. (2022). The effects of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal (AMJ)*, 30(3), 307-316. <https://doi.org/10.1016/j.ausmj.2022.05.003>