



## EFFECT OF PRODUCT KNOWLEDGE ON PURCHASE INTENTION TOWARDS ONLINE PURCHASE IN CHENNAI

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### **Abstract**

*The current study is an effort to explore the influence of the product knowledge over the purchase intention of the consumers. The study has been performed among the consumers in Chennai. The respondents for the study are selected through convenience sampling and the number of respondents so selected is 100. The questionnaires are used as a tool for the purpose of data collection and the analytical instrument used for analysis of the collected data is Regression. The findings of the study express that the purchase intention of online buyers' was highly influenced by the product knowledge.*

**Keywords: Product Knowledge, Online Purchase Intention.**

### **Introduction**

The concept of product knowledge can be defined as the awareness of the consumers regarding the specific data about a specific product. The experience of the consumers with the product as well as the advertisements done to influence the decision of selecting the product by the consumers prove to be the main sources of the product knowledge. As far as purchase behaviour is concerned, the concept of product knowledge turns out to be the first influencing factor, in the words of Burton et al., (2009). On the basis of the knowledge about the product, the determinations regarding the purchase risk and the product value can be arrived at. The measurement of product knowledge is done based on the objective and subjective knowledge and these two forms of knowledge are sometimes hard to distinguish from each other. The subjective knowledge can be attained through experience of the consumers by making use of the focal product.

### **Purchase Intention**

Before the purchase of a product, the consumers start to collect information about the product on the basis of external environment and personal experience. When the consumers get a required amount of information, they start the process of evaluation and assessment and then decide to purchase a product after comparing with other products. Hence, the purchase intention is mostly utilized for analysing the behaviour of consumers, as per many research studies. The term purchase intention refers to the subjective inclination which the consumers possess regarding the specific product. It is also referred to as the main factor for predicting the behaviour of the consumers.

### **Effect of Product Knowledge on Purchase Intention**

Several techniques are adopted by the consumers for assessing a specific product. The consumers who have higher level of product knowledge do not generally use the pre-conceived notion for judging the quality of a product as they know the significance of the product knowledge. In the words of Wang & Hwang (2001), the consumers who possess a higher level of product knowledge assess the products on the basis of the product quality as such consumers are more confident about their product knowledge. Hence, such consumers develop their purchase intention by knowing the product value. On the contrary, the consumers with low level of product knowledge get influenced by the environmental factors like the persuasion of the salesperson and accordingly change themselves as per their acceptance of the product information.

### **Statement of Problem**

Lack of product knowledge makes the consumers confused to decide about which product to purchase. Hence their purchase intention also turns out to be low. The firms also sometimes fail to provide necessary information about their product and hence the sale of their product goes down.

### **Objectives**

The purpose of this study is to recognize the influence of product knowledge on the purchase intention of consumers.

### **Need For the Study**

This study sheds light on the importance of product information for boosting up the product sales. If the consumers come to know about the product alone, will the product be high in sales. In other words, product knowledge increases the awareness of the consumers about a product and consequently, this will enhance the purchase intention of the consumers towards that product.



**Review of Literature**

PriscilliaElsya & RatihIndriyani (2020) examined the effect of product involvement and product knowledge on the intention of the consumers to repurchase the Tupperware Products. The study was performed among the housewives residing at Surabaya in Indonesia. The authors had stated that the tool for measuring the sales success of a company can be the count of consumers using that product. The intention of repurchasing the product is a reflector of the consumer’s requirement in repeating the patterns of purchase. The involvement of consumers with the product and the product knowledge are the factors which improve the repurchase intention of the consumers. The knowledge about a product increases the repurchase intention of the consumers as the repeated purchase intention gets enhanced by the information regarding the product quality. Repurchase intention gets increased by the product involvement as the consumers can assess the particular product directly and also decide to buy the products which satisfies their needs. The current study had been done for measuring the impact of product involvement on the repurchase intention regarding the Tupperware products in the Surabaya market. Quantitative approach was used in the study. The respondents of the study were the housewives residing at Surabaya. Questionnaires were distributed for data collection and the sample size of the study was 150. Data processing was done through SPSS. the findings revealed that the repurchase intention was affected by product knowledge as well as product involvement towards the Tupperware.

Wang, Yacanand Hazen, Benjamin (2015) examined the way in which the re-manufactured product knowledge affected the risk perception and value perception of the consumers towards the purchase of re-manufactured products, in the context of green attributes, quality and cost. The authors had also examined the way in which these perceptions affected the purchase intention of the consumers. The study was done with reference to the consumers in China. On the basis of the prospect literature and theory regarding the perceived risk and perceived value of the consumers, the authors had used 2x2x2 inter-group experiment for assessing the intention of the consumers in purchasing the remanufactured products. The findings of SEM showed that perceived value had a positive influence over the purchase intention and perceived risk had a negative influence over the purchase intention.

Pang, Chen and Ji, Xiaofen (2007) studied the effect of the product knowledge on the Online Purchase Intention of the Creative Products. As the popularity and explosion of online buying has improved a lot, it is essential to understand the type of consumers who use the novel channel of distribution for purchasing the creative products. On the basis of empirical literature, the authors had developed new model through the usage of product knowledge. The authors had focused on the model validity as well as the inter-relations and the impacts of the variables of the study.

BaiqVidia Khairunnisa & Achsanina Hendratmi(2019) aimed to explore the impact of the product knowledge on the attitude as well as purchase intention with reference to the mudharaba financing of Islamic bank of Mataram. The authors had adopted quantitative approach with the use of test path analysis. Primary data for the study was collected through questionnaires. The respondents of the study were the customers of the Islamic bank of Mataram. The sample size of the study was 250. The respondents were selected through probability sampling. On the basis of the study findings, it had been revealed that the attitude and the purchase intention were affected by the product knowledge. It was also shown that purchase intention got affected by the attitude of the consumers.

**Research Methodology**

The study has been done among the consumers who lived in Chennai. The respondents are selected through convenience sampling and the sample size is 100. The tool used for data collection is a questionnaire and the technique used for analysis is Regression.

**Analysis and interpretation**

R	R Square	Adjusted R Square	F	Sig.
.910(a)	.827	.816	74.199	.000(a)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.462	.173		2.668	.009



Online review regarding usage of a product seems better	.246	.046	.362	5.328	.000
The price mentioned in the online store for a product is less than the conventional store price	.468	.062	.478	7.523	.000
The benefits of product as mentioned by online purchase of that product are found to be satisfactory	.120	.034	.198	3.526	.001
The knowledge given by online purchase regarding the feature of product helps meet to purchase it	.076	.037	.153	2.022	.046
The online stores give me the information regarding the varied availability of the product	-.125	.049	-.231	-2.554	.012
The knowledge that, guarantee available for an online product makes me to go for the online purchase	.080	.028	.166	2.879	.005

a Dependent Variable: Purchase Intention

The above table revealed a positive coefficient, which means that among all the statements, were influence on the purchase intention of online buyers in Chennai (F value 74.199; P value 0.00). There was a positive relation found between product knowledge and purchase intention. R value of this study was 0.827 and significant value of the study was 0.00. Findings show that the purchase intention of online buyers' was highly influenced by the product knowledge.

### Conclusion

The knowledge about a product existing in the product helps to boost up the sales of that product, as the consumers come to know about the features, benefits and cost of that specific product. In other words, the knowledge of the product promotes the purchase intention of the consumers towards that product. In this context, this study was conducted. Findings show that the purchase intention of online buyers' was highly influenced by the product knowledge.

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