Influential Factors on Consumers’ Purchase Intention of Ethnic Music Performance Brand: A Case of Brand E, Guangxi, China

Jing-Yuan CUI

Guangxi Science and Technology Normal University, Music and Dance Academy, Guangxi, China, 530000

466567005@qq.com

Keywords: Brand Awareness, Consumers’ Purchase Intention, Eternal Love, Ethnic Music Performance.

Abstract. The objectives of this study were to find out the factors that influenced consumers’ purchase intention of ethnic music performance brand product, enhance the brand's competitiveness in the market, and increase the market share of cultural enterprises. This study took China's first Guangxi brand of Eternal Love as an example, survey questionnaire was used to collect the data from 400 consumers who had watched the Brand E using purposive sampling. Quantities methods were used to analyze the variable and to test hypothesis.

The results: demographic data, brand awareness, and marketing mixed factors (product, price, location, and promotion) have significant effects on purchase intention.

Introduction

With the vigorous development of global cultural industry, the number of ethnic music brands is also growing rapidly. Liu (2018) believed that nearly 300 ethnic music performance brands are registered and operated in China. However, under the influence of the new brand, some old brands with high brand awareness of the products run smoothly, such as Eternal Love, Impression Lijiang. Some formerly well-run brands were losing popularity, sales and market share. Many researchers try to find ways to improve the competitiveness of brand market. Aaker (2003) and Keller (2001) put forward that brand awareness is the most important factor to improve consumers' purchase intention. The higher the brand awareness is, the more consumers trust the product and the stronger the purchase intention is. McDonald's and sharp (2000) mentioned that brand awareness is an important influencing factor for consumers to buy again. Product quality, price, promotional tools, sales locations and channels verified by Padhy and Sawlikar (2018) all have a positive impact on consumers' purchasing intentions.

Literature Review

Purchase Intention

In marketing, consumer behavior is often immeasurable, so the willingness to buy is often used to measure the consumer's behavioral intention. Purchase intention is the behavioral tendency of consumers to purchase products (Monroe & Krishnan, 1985) and an important indicator of actual purchase decision (Tan, 1999).

Brand Awareness

Brand awareness refers to the ability of consumers to identify or recall a brand as a member of a product (Keller, 1993). Kanungo and Dutta (1966) first proposed the concept of brand awareness. In the brand awareness pyramid model proposed by Aaker (1991), brand cognition, brand recollection and top of mind are proposed. Keller (1993) defines brand awareness in detail and defines brand awareness as brand recognition and brand recall. Keller also emphasizes that when consumers buy products, they immediately remember the brand name they bought or heard. The willingness of consumers to recommend brands to others is very important. McDonald and Sharp (2000) mention that consumers tend to use brand awareness as a heuristic or product choice when purchasing.
Marketing Mixed Factors

The marketing mixed factors are a set of systematic science marketing mix tools that are designed to make it easier for companies to find the target customers. McCarthy (1960) gave a detailed definition of 4P theory in his book Basic Marketing. That is, the combination of Production, Place, Production, and Price becomes the 4P theory.

Demographic Factors

Demographic factors are important statistics that describe the population. Due to differences between individual consumers, some basic demographic factors may influence their willingness to purchase, such as gender, age, education level, income level and other factors that influence the likelihood of purchasing products.

Brand Awareness, Demographic Factors, Marketing Mixed Factors and Purchase Intention

Gupta (2015) studied the relationship between brand awareness and daily consumption in rural areas of Punjab, India, and found that in remote areas, people's daily consumption is mainly related to product prices and product demand, while brand awareness plays a role in people's daily consumption. The effect is not significant.

Mariam & Gulzar (2011) conducted a study to determine the impact of perceived quality, brand awareness and customer loyalty on distributors' willingness to purchase and brand profitability. The findings confirm that brand awareness has a positive impact on purchase willingness and brand profitability. (Sharp 2012) Researchers reviewed the importance of brand awareness in the minds of consumers. (Madani, 2013) Research shows that branding is an important business factor. This paper reviews the relationship between brand awareness and the quality of Iranian product brands. Koniewski (2012) found that brand awareness is considered low-level brand awareness. Brands are structured in the minds of consumers, and consumers must repeatedly purchase brands in order to form strong brand awareness.

Research Methodology

Research Design

The quantitative research method in this study is used to measure consumers' purchases intention for ethnic music performance products. This paper mainly discusses the influence factors of consumers' purchase intention on ethnic music performance brands. The researchers set the influence factors as brand awareness, demographic factors and marketing mixed factors to measure consumers' purchase intention.

Research Framework

The conceptual framework was developed from the literature review; the purpose of this study was to explore the influencing factors of consumers' purchase intention to ethnic performance brand products. The author has read a large number of books and academic journal articles and found that brand awareness, demographic factors and marketing mixed factors have a positive influence on consumers' purchases intentions. Therefore, the author selects three important factors as independent variables and proposes the following conceptual framework:
Research Hypothesis

Hypothesis 1: There is a significant relationship between the demographic factors and consumers' purchase intention of brand E.

Hypothesis 2: There is a significant relationship between brand awareness and consumers' purchase intention of brand E.

Hypothesis 3: There is a significant relationship between the marketing mixed factors and consumers' purchase intention of brand E.

Sampling and Data Collection

Population. When determining the sample size, the target population of the study was consumers who had watched the performance of Guangxi Eternal love.

Sample. This article chose consumers who have watched brand E as experimental samples. Our sample collection time was May 1 to June 9, 2019, during which there are three public holidays, working days, children's day and Dragon Boat Festival. As the number of consumers who watched the Eternal Love of Guangxi was uncertain, Cochran's (1977) uncertain sample size formula was adopted to calculate the sample size to be measured.

\[
 n_0 = \frac{Z^2 \cdot p \cdot (1 - p)}{e^2}
\]

Source: W. G. Cochran, Representative sample for proportions in large populations

n0 - the sample size,
Z2 - the abscissa of the normal curve that cuts off an area $\alpha$ at the tails,
e - The acceptable sampling error,
p - The estimated proportion of an attribute that is present in the population.

Thus, when $Z = 1.96$, $p = 0.5$, $e = 0.05$ using the above formula, the sample size to study is:

$$n_0 = \frac{(1.96)^2 \times 0.5 \times (1 - 0.5)}{(0.05)^2} = 384 \approx 400$$

The sample size is 384. However, for easy to collect and process the data, the researcher collect data from 400 samples.

The researchers adopted the principle of on-site distribution and on-site recycling. In order to stimulate the desire of the respondents to fill in the questionnaire, the respondents would have a small gift before filling in the questionnaire. In this study, 400 valid questionnaires were collected.

**Sampling.** Sampling methods of this study adopted purposive sampling. The purpose of targeted sampling is to collect the ideas and opinions of the subjects more purposefully, and the collected data can provide more information for research.

**Data Collecting.** Questionnaire is a simple and efficient way to collect primary data, which is one of the research methods commonly used by management scholars. The questions in the survey questionnaire are developed from the information based on the independent variables, and the relationships between independent variables and variables in the study.

**Reliability and validity.** The results obtained by using SPSS software showed that the alpha coefficient was greater than 0.9 and close to 1, indicating that the overall reliability of variables and questionnaires was relatively high. It lays a foundation for the follow-up analysis. The KMO and Bartlett test values of all variables are above 0.9, and the significance of the spherical test is less than 0.05, so the questionnaire has a good structural validity.

**Descriptive Analysis Results.** Through measurement, consumers believe that brand awareness has an impact on the purchase of national music performance brand products. Respondents thought product quality was important. Brand awareness in the three measurement dimensions and brand show the most important brand considered by national consumers. When referring to national music brand, brand $e$ ($X = 3.27$), product quality ($X = 3.27$) and the influence of product logo on brand awareness are immediately brought to mind, which are the least valued by consumers in the survey ($X = 3.10$). In the marketing mixed factors, Consumers think has the biggest influence on purchase intention is the product of the services ($X = 3.50$), the price of the product ($X = 3.46$), in the measurement category of purchase intention, it is mainly measured from the two aspects of satisfaction and repurchase and recommending others to buy. After watching the E brand most people recommend to others ($X = 3.59$), compared with other brands, consumers prefer brands $E$ ($X = 3.48$), the consumer will recommend E brand of other services for others ($X = 3.46$), and consumer satisfaction of brand $E$ ($X = 3.45$).

**Testing of Hypothesis.**

Inferential statistical and one-way ANOVA methods were used to find the relationship between the two factors. Questions numbered 1-5 were used to compare demographic variables (age, gender, educational background, salary, profession, and consumer purchase intention) between data variables demographic factors and consumer purchase intention Linear regression is used to test assumptions about brand awareness and marketing mixed factors and consumers’ purchasing intentions.
Table 1. Coefficients between Purchase Intention and Brand Awareness.

| Model  | Unstandardized Coefficients | Standardized Coefficients |
|--------|----------------------------|---------------------------|
|        | B  | Std. Error | Beta | t     | Sig.  |
| 1 (Constant) | 2.148 | .567 | -.003 | 3.790 | .000 |
| Q1     | -.019 | .359 | .946 | 7.356 | .000 |
| Q2     | 6.776 | .116 | .936 | 7.356 | .000 |
| Q3     | 2.309 | .471 | .025 | -4.95 | .621 |
| Q4     | -1.185 | .373 | .967 | 16.292 | .000 |
| Q5     | 4.451 | .273 | .828 | 29.045 | .000 |
| Q6     | 6.607 | .206 | .151 | 1.198 | .000 |
| Q7     | .429 | .283 | .936 | 16.292 | .000 |
| Q8     | .467 | .259 | .617 | 18.037 | .000 |
| Q9     | 5.505 | .220 | .828 | 25.072 | .000 |
| Q10    | 6.289 | .184 | .863 | 34.227 | .000 |
| Q11    | 6.248 | 1.182 | .863 | 34.280 | .000 |
| Q12    | 6.607 | .184 | .863 | 34.227 | .000 |

a. Dependent Variable: purchase intention

According to the above coefficient results, it can be seen that most factors in brand awareness have significant influences on the dependent variables to different degrees. However, the coefficient test results of Q1 and Q4 are not significant; In other words, consumers do not have a deep understanding of cultural brands. After investigation, many consumers pay little attention to cultural brands, so there is no comparison. So these two factors are excluded. All the others have a positive and significant relationship on purchase intention.

Table 2. Coefficients between Purchase Intention and Marketing Mixed Factors.

| Model  | Unstandardized Coefficients | Standardized Coefficients |
|--------|----------------------------|---------------------------|
|        | B  | Std. Error | Beta | t     | Sig.  |
| (Constant) | .691 | .199 | .132 | 3.474 | .001 |
| Q13    | 1.036 | .189 | .936 | 5.485 | .000 |
| Q14    | 3.555 | .482 | .343 | 7.951 | .000 |
| Q15    | 2.510 | .316 | .251 | 7.235 | .000 |
| Q16    | 1.942 | .268 | .856 | 32.989 | .000 |
| Q17    | 6.542 | .198 | .887 | 38.331 | .000 |
| Q18    | 6.583 | .172 | .933 | 38.331 | .000 |
| Q19    | 6.680 | .129 | .871 | 51.588 | .000 |
| Q20    | 6.338 | .179 | .888 | 35.076 | .000 |
| Q21    | 6.338 | .179 | .919 | 46.601 | .000 |
| Q22    | 6.993 | .117 | .948 | 59.418 | .000 |
| Q23    | 2.523 | .294 | .932 | 51.494 | .000 |
| Q24    | 6.821 | .132 | .895 | 39.94 | .000 |
| Q25    | 6.570 | .164 | .895 | 39.94 | .000 |
| Q26    | 1.367 | .241 | .184 | 5.672 | .000 |
| Q27    | 7.131 | .104 | .960 | 6.841 | .000 |

a. Dependent Variable: purchase intention.
Based on the above analysis results, it can be seen that the significance is less than 0.01 at the level of 99.99%, indicating that there is a significant influence between various factors in the market and purchase intention.

**Conclusion and Suggestion**

Results descriptive analysis, t-test, one-way analysis of variance and multiple regression analysis found that the proportion of consumers seeing brand E was not very different, with females accounting for 52% and males for 48%, among which the majority of consumers who were interested in brand E were highly valued by 83.2%. The higher the education level is, the higher the degree of pursuing cultural products is, and the influence of occupation and income on the purchase of e-brand products is not significant. After investigation, consumers believe that brand awareness has a greater impact on the choice of national performance products. The higher the brand awareness, the more likely the choice is. Marketing mix is an important factor that affects consumers' buying intention. Especially for price, promotion and product, the more popular the consumer is, the better the quality of the product. Fourth, we should make use of network resources and communication platforms to expand sales channels, increase the scale of advertising channels, and improve consumers' awareness of ethnic cultural products. Finally, this study found that demographic data (age, gender, and education level), brand awareness, and marketing mix (product, price, location, and promotion) had an impact on purchase intention.

**References**

[1] Aaker, D.A. (2009). Managing Brand Equity [M]. *The Free Press, New York: Simon & Schuster Inc.* pp. 74-75.

[2] Ajzen & Fishbein (1980). Understanding Attitudes and Predicting Social Behavior [M]. *Prentice-Hall Press, Englewood Cliffs.* pp. 56-71.

[3] Bennett, A. R. (1997). The Five Vs—A Buyer’s Perspective of the Marketing Mix. *Marketing Intelligence & Planning, 15*(3), pp. 151-156.

[4] Chai, L (2009). A Review of Marketing Mix: 4Ps or More? [J]. *International Journal of Marketing Studies, Malaysia* (5): pp. 2-15.

[5] Dodd’s, W. B., Grewal & Monroe, K. B., (1991). Effects of price, brand and store information on buyers’ product evaluation [J]. *Journal of Marketing Research, 28* (11): pp. 45-56.

[6] Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention, and behavior: An introduction to theory and research [M]. *Reading, MA: Addison-Wesley*, 1975, pp. 23-33.

[7] Grewal, D., Krishnan, R., Baker, J., & Borin, N., (1998). The effect of store name, brand name, and price discounts on consumer’s evaluations and purchase intentions. [J] *Journal of Retailing, 74*(3), pp. 331-352.

[8] Holbrook, M. B., & Corfman, K. P. (1985). Quality and value in the consumption experience: Phaedrus rides again. In J. Jacoby, & J.C. Olson (Eds.), Perceived Quality: How Consumers View and Merchandise pp. 31-57. *Lexington, MA: Lexington Books.*

[9] Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing, 57*(1), pp. 1-22.