



**Addis Ababa University
College of Business and Economics
Masters of Business Administration**

**FACTORS AFFECTING THE CUSTOMER'S INTENTION TO BUY
MEDICAL DEVICE IN ETHIOPIA.**

**A thesis submitted to Addis Ababa University in partial fulfillment of the requirements for
the award of a Master's Degree in Business Administration in management**

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DECLARATION

I, Hamdiya Khelifa hereby declare that this work entitled “*Factors affecting the customer's intention to buy medical devices in Ethiopia.*” is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

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This is to certify that the thesis is prepared by Hamdiya Khelifa, entitled; “**Factors affecting customer's intention to buy medical devices in Ethiopia**” in partial fulfillment of the requirements for the award of the degree of Masters of Business Administration in Management, with the regulation of the University and the accepted standard concerning to originality.

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Abstract

This academic work was aimed to investigate factors that affect purchase intention in medical devices specifically ultrasound. Four independent variables (brand name, price, perceived product quality, promotion) were used. The research is a Quantitative research in which 384 survey participant who are customers of ultrasound were chosen using a convenience sampling technique, and information was gathered using survey questionnaire with the goal of identifying respondents' intent to purchase ultrasound. The analysis was done using SPSS V20 using multiple regression, correlation and ANOVA. The result is that all the factors of purchase intention in this study are positively correlated while the three factors (brand name, perceived product quality, promotion) are positively related to purchase intention and significantly, while price was found to influence purchase intention negatively and significantly. Among independent variables, brand name has a strong influence on purchase intention of ultrasound followed by perceived product quality, price & promotion. Thus, it recommended to build a strong brand name first then work on the quality of our products so that sales will increase.

Keywords: Brand name, Perceived product quality, Price, Promotion, Purchase intention, Ultrasound

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List of Acronyms

ANOVA: Analysis of variance

EFDA: Ethiopian Food and Drug Administration

SPSS: Statistical Package for the Social Sciences

CHAPTER ONE: INTRODUCTION

Chapter one provides a recap of all research's components including problem statement, research objectives, significance, scope and limitation, and how this paper is organized.

1.1 background of the study

One of the fundamental disciplines in a company is marketing. Lots of research have been done in marketing. Marketing mix (Product, Price, Promotion, and Place) is employed by organizations to plan their marketing strategies. The product is like quality, features, packaging, brand name and others, while price is an amount that someone is prepared to pay to acquire a commodity. The aim of promotion is to persuade customers and bring interest. Promotion include sales promotion, personal selling, public relations and media strategy to introduce a commodity.

In order to determine whether product perceived quality would improve sales and profit, numerous academics examined the relationship between product perceived quality and market share. Different companies exercise combination of the various channels that can be utilized to spread the perceived value to customers. On the other hand many of researches has focused on how customers react to short term changes in advertising and promotion (Ailawadi et al., 2001).

There are different brands of medical devices in Ethiopia, there is a fierce competition between manufacturers of medical devices to maintain or increase their market share. It is clearly seen that some brands have higher market share than others. There are many different medical devices imported each year. Due to time and simplicity this research will only consider ultrasound of different brands rather than all medical devices. Ultrasounds are imported in large number due its importance in the medical diagnosis and is expected to represent most of the medical devices. There are more than ten brands of ultrasounds, one brand is significantly superior than other brands having different market share. Market share is a percentage of a company's total sales that it generates in a particular industry.

Competitiveness and being competitive is fundamentally required to upgrade the performance and to handle challenges within the profoundly competitive world (Kithsiri et al., 2020). Thus

identifying the factor that affects purchase intention of customers is necessary and important for companies.

A company's success depends on the preference of its products among consumers. A product can remain in the market for years and sell millions of copies if consumers generally like it. However, if a company can't figure out how to fix the issue and customers don't like a product, it might disappear very quickly. The underlying presumption is that relationships between consumer purchase intent and consumer preference for a product's features can be found(Wang et al., 2014).

Product attributes and price are used by marketers to understand how customers rate products. To efficiently make decisions Marketers are interested in learning how consumers understand marketing mix components when evaluating products in order to make decisions about these variables (Chang & Wildt, 1994).

Purchase intentions is an important phenomenon that should be studied. According to research, asking consumers about their future purchases has a big impact on those decisions. Purchase intentions are a common tool used by marketing managers to forecast sales. When managers and academic researchers rely on measures of purchase intentions, they implicitly and hope that these indicators will be able to predict future purchases (V. G. Morwitz et al., 2007). Purchase intentions are regularly assessed and used as a forecasting input by marketing professionals for sales or market share.(Hosein, 2016). Thus Market share is measured by purchase intension(N & S, 2018).The connection between purchase intentions and purchasing behavior is what piques the interest of marketing scholars(Tsiotsou, 2006).

1.2 statement of problem

It is evident that improved business performance is seen in some medical devices while others are not, some have impressive financial result and increasing market share while others are losing market share. Knowing the main reason why some are performing better than other will help others learn from it and adjust their marketing and management strategy.

There has been different researches done which explains what affects the purchase intention of a customer, but there is no much attention given to the factors that affect buying intent of medical

devices. So the purpose of this study is to identify which role of different factors of purchase intention, and which role has greater influence on purchase intention of medical devices.

In determining the elements influencing a customer's intention to buy, there is a need to take this issue seriously because there scarcity of studies in this matter(Mirabi et al., 2015). On the impact of perceived quality on buying intentions, there is conflicting findings(Tsiotsou, 2006).Some studies argue that intrinsic attributes of product quality do not have direct effect on purchase intension but through loyalty (Fandos & Flavián, 2006). Perceived quality reduced purchase intention, according to a study on US apparel brands among Japanese Generation Y consumers (Knight & Kim, 2007). While others suggest that the connection between perceived quality and buying intension could further examined by using other product categories (Tsiotsou, 2006).

Researchers determined how specific promotional attributes affect buying choices. (Qi, 2021), however, Research on the effects of promotion on performance is little (Mascaraque-ramı & Para-gonza, 2021). Systematic research is needed because studies have produced ambiguous and inconsistent findings regarding the effects of specific promotional attributes in various contexts. (Qi, 2021), while some recent studies describe how reduction in promotion will boost life market share(Fudholi & Krisnanto, 2020) in insurance companies'.

There is a contextual difference because numerous researchers have looked into how market mix affects demand growth for various companies as well as how it affects purchase intention. Previous research only focused on specific elements of the purchase intention and the variables used in those studies were segmented (Sallam, 2014).Regarding the study of marketing in medical device industry, there is very limited research on it. It is important to know how marketing mix affects it and how much it is significant in this area. While product perceived quality and promotion have been found to have effect on profitability but the potency of these two have not been compared directly.

1.3 Research Questions

The main aim of this study is to investigate factors affecting customers purchase intention. The following are the specific questions in this research.

a. how does brand name influence purchase intention of ultrasound customers?

- b. how does perceived product quality influence purchase intention of ultrasound customers?
- c. how does price influence the purchase intention of ultrasound customers?
- d. how does promotion influence the purchase intention of customers?

1.4 Research Objectives

1.4.1 General Objective

This study's objective is investigating different factors that affect the purchase intention of medical devices in Ethiopia

1.4.2 Specific Objective

This study attempts addresses the specific objectives below in line with the general objective.

- a. To identify effect of brand name on purchase intention of an ultrasound buyer.
- b. To identify effect of perceived product quality on purchase intention of an ultrasound buyer.
- c. To identify effect of price on purchase intention of an ultrasound buyer.
- d. To identify effect of promotion on purchase intention of an ultrasound buyer.

1.5 significance of the study

This research is crucial because the administration teams of medical device manufacturers will find this study to be particularly helpful in evaluating their current policies, organizational structures, and methods of operation and in determining the factors that influence customers' decisions to purchase ultrasound from them. It also helps them as to how they should build strong relationship with key suppliers, customers and community.

The other is for distributors it helps distributor to choose the best type of medical device both for their business and for the country since low quality medical devices brings economy loss.

This study adds knowledge concerning the factors affecting purchase intention in Ethiopia and that some concerned people are expected to have awareness and understanding of promotion, brand name, product quality and price, and also how it affects business performance of medical device brands.

It is also expected to benefit governmental organization like EFDA which manage medical device using this knowledge to further ensure the quality and safety of medical devices.

1.6 Scope of the study

The study's area is on medical devices, while there are different types of medical devices, the research focuses only on ultrasound because there will not be enough time to study all types of medical devices and it will be complex to include all types of medical devices. Additionally, a convenience sampling method will be used due to time and cost restrictions.

Geographically, the scope of this study is Ethiopia, specifically in Addis Ababa, this place is selected for convenience to collect data for the researcher. Thus, the study's findings were based on the opinions expressed by customers in a particular region.

There are many factors that affect purchase intention of customers, however this study focuses only on four factors which are brand name, price, perceived product quality and promotion after examining related literature and identifying an empirical gap in the field.

1.7 Limitation of the study

The research focuses only on ultrasound because there will not be enough time to study all types of medical devices and it will be complex to include all types of medical devices, there should be a research done on other medical devices too. The researcher used only close ended questions, open ended questions should be raised too to have a wider insight about the study. The study is done in a particular region Addis Ababa, therefore other researches should be done which includes other regions of the country. Also, some respondents demonstrated an unwillingness to cooperate for a variety of reasons, including lack of interest and being busy.

1.8 Organization of the paper

The paper will have five parts. part one gives background information of the research. The second part reviews the literature on prior study in this area, which is presented in three section: theoretical literature, empirical literature and conceptual framework. The third part covers the procedures used in the study. The fourth part presents result and discussion. The last part presents summary and conclusion.

CHAPTER TWO: LITERATURE REVIEW

This chapter gives readers the theoretical summary and empirical studies done on the subjects being studied. It includes concepts related to customers purchase intentions and factors that affect it in accordance with the study's goal.

2.1 Theoretical foundation of the study

The most important thing in the business world is profitability, which is used to measure a company's effectiveness and financial stability. Companies must be aware of the variables affecting profitability and base their goal-setting on these variables if they are to succeed. Gaining market share is one of the things that many businesses are constantly looking for in order to be profitable (Sabbaghi, n.d.). While low market shares involve little to no monopoly power, high market shares always give more of it. In classical and neo-classical literature, the significance of market share has been acknowledged, primarily as a source of profits for the company, this is the rationale behind the association between market share and profit rates found in nearly all studies using firm-level data (Sharp et al., 2002). Sales growth can have an impact on market share growth (Fudholi & Krisnanto, 2020).

There are few marketing studies done on medical devices. Among them one study identifies various methods by which multinational corporations enter the Indonesian medical device market, including contractual purchases, non-contractual collaboration, non-equity collaboration, and equity alliance (Pratono & Ratih, 2019). While some of the studies focus on how to innovate so that they can capture the market's attention and so that they can have competitive advantage and be successful. Some studies done by Davey et al., (2011) by gathering and analyzing the different perspectives from key executives within healthcare organizations, this study used the six different components of the open innovation business model giving small medical device companies an open innovation solution to their business problems which enables them to concentrate on future expansion.

Many medical businesses including pharmaceuticals, medical devices, in vitro diagnostics, medical and equipment have poor marketing strategies, which means that their survival depends on their rivals having even worse ones. However, businesses that make drugs and medical devices frequently show that they understand how social psychology influences behavior and use

these concepts in their marketing. Despite the great importance of marketing strategy in medical devices, there is insufficient research based knowledge in this area (Smith, 2003).

Marketing professionals use consumer behavior research to shape the characteristics of a company because it aids to develop strategies for the more effective use of resources in marketing. Additionally, it aids in more efficient problem-solving for marketing management issues (City et al., 2016).

The most rational way to forecast whether or not consumers will make purchases is to measure their purchase intentions(Howard et al., 1997). Companies administrators use purchase intention to know their sales in the future and study consumers purchasing behavior to know their purchase intention (V. Morwitz, n.d.). Purchase intention is the willingness to have a good or service. It is to a customer's readiness to purchase a specific offering over different alternatives (Shahid et al., 2017).

Purchase behavior is the consumer ability to evaluate and contrast various goods, brands, and services. These conclusions are reached through a procedure in which few or every of the different pieces of knowledge related to the good, service, or brand are identified, assessed, and combined to create a composite conclusion (Szybillo & Jacoby, 1974)

Purchase intentions are typically based on the anticipation of a upcoming transaction. Value perceptions can be developed separately even if you engage in a specific transaction. Thus, purchase intentions most of the time are recognized as a significant indicator real purchase. Perceived value is directly related to purchase intention, however they measure different aspects perceived value is anticipated to be a significant factor influencing the latter(Chang & Wildt, 1994). Therefore, if the perceived value of a product is low in value because of several factors, purchase intention is also expected to be low; while if perceived value of a product is high, this purchase intention is expected to be high.

Similar to this, the idea of buying intentions reflects how consumers are expected to behave when making short-term purchasing decisions (such as what brand or product they will purchase on their subsequent shopping trip)(Fandos & Flavián, 2006). according to Snoj et al., (2004) "The logical and basic rule, which adheres to each and everyone in the role of a customer is that the motive of an exchange is satisfied by a product's expected value."

In this competitive world and dynamic business environment, and where the level of consumer demand are rising, building long-term relations with clients is crucial. Price has a great impact in consumers' purchase intention. The quality of the product and services have also significant impact (Giovanis et al., 2013).

A variety of factors, such as price of a product, packaging, familiarity with the product quality, celebrity endorsements, fashion and occasionally family ties as well can affect a consumer's decision to buy a particular product.

Advertising is one of the factors that can affect customers choice (Municipal & Bungoma, 2011). Customers choices are the tastes or affinities which consumers exhibit for specific goods at any situation (Samuelson & Nordhaus, n.d.).

There are different studies done on customers' purchase intention of a product and the factors that influence it. Mirabi et al.,(2015) discussed about the factors influencing customers who buy bono brand tile. The study found that product quality, brand name, and advertising had effect on customers' purchase intentions, but packaging and price had no discernible effect on customers' purchase intentions.

Feng et al., (2010) assumes that the quality of a product has high impact on the consumers decision to buy it . Saleem et al., (2022) also share the belief that a product's perceived quality affects a consumer's decision to buy. Customers form opinions about a product's price, quality, as well as designs before making a purchase. After using a product, one's purchase intention changes since there are close links between them that affect one another. If the quality is high, customer is likely to buy.

Price may not always take precedence over a product's quality. As it is mentioned by Maria et al., (2011) despite being very important in the retail of frequently bought products, price is not equally significant in all markets and sectors. Market share of the district of Central Tapanuli's is influenced positively by product and distribution strategy, and promotion strategy, and negatively by pricing strategy (Pasaribu & Astuty, 2021).

Consumer behavior is also influenced by the kind of item being sold and the kind of retail establishment where sales are made. Customers, for instance, show greater price sensitivity for

food stuffs (Attributes et al., 2001) than for higher end electrical and electronic goods (Economics, 2012).

Demand is thought to decline as prices rise, but this isn't always the case. McCarthy & Perreault, (2013) explain the pricing of luxury products as follows: Setting a relatively high price to imply high status or high quality is known as prestige pricing. Some target customers will pay a high price because they want the best. But if the cost seems low, they hesitate to buy out of concern for the product's quality.

A customer may also take into account other factors (such as brand, price, risk, and location) when making a purchase. According to the product category and customer personality, those consideration factors are also different from one another. For instance, when buyers choose an automobile, quality and price are the two most crucial considerations. While price and features are crucial factors for delicate electronic products(Sata, 2013). Even for a customer it is not easy to choose a product. For instance, a client needs to purchase a computer. He has a variety of options in the marketplaces from where to purchase the computer. Customers therefore have some factors at their disposal, Among the factors that make this task easier for them when choosing their product are price, brand, uncertainty, place, and others.

In most cases, distribution plays a significant role in consumers' purchase intentions, as accessibility and availability of products are crucial factors. However, there are a few exceptions where distribution may have a lesser impact on purchase intention. Some specialty products cater to a specific audience with a dedicated following. These products often have a customer base that actively seeks them out through specialized channels. The distribution of such products may not be as critical to purchase intention since consumers actively search for them. Ultrasound is thought to be a specialty product thus distribution factor was dropped.

Brand name

Brand name is a powerful tool that companies use to differentiate their products from competitors and increase customer loyalty. The brand name can convey the quality, reliability,

and reputation of the product to customers. This paragraph below discusses recent theoretical studies.

A study by Chae et al., (2020) proposed a conceptual model that explains the effect of brand trust on purchase intention. The authors argue that perceived value can influence purchase intention through brand trust. The evaluation of a consumer's utility for a specific product is known as perceived value. Brand trust refers to the customers' belief in the brand's reliability and competence. The authors suggest that companies should focus on building a strong brand image and trust to increase purchase intention.

One of the primary goals of salespeople is to establish and maintain a favorable perception of a particular brand in the opinions of client in order to influence their decision-making and purchase intention (Roozy et al., 2014).

The first thing that attracts a consumer to a brand is its name. If the company has a memorable brand name, customers will be encouraged to buy the product. When a customer is making a purchase and can immediately name the brand, it shows that they are knowledgeable about that particular brand. Customers who are pleased with the product and are committed to the products not only remain but also help it spread by letting others know about it. Undoubtedly, a product with greater brand awareness will do better on the market and help the company turn a profit. Thus it can be concluded that as brand recognition or customer numbers rise, the market share and profits will eventually follow (Shahid et al., 2017).

The reason why companies or consumers are willing to spend so much money on brand names is because brand names increase value (Cobb-Walgren et al., 1995). If the consumer is knowledgeable about a brand, he will have more opportunities to make purchases and will make better financial decisions. A company's top priority should be developing a strong brand because it often affects short-term earnings but also has long-term advantages (Shahid et al., 2017).

Customers are more likely to buy products from brands they are familiar with. A buyer never feels confident making a new product purchase. Before making any purchases, a wise customer will always do some market research or check with a trustworthy source. Following thorough research on what, how, and where to buy? He'll buy the thing. If a person knows something

unpleasant about a product, he won't buy it. Therefore, companies must put in a lot of effort to build a positive perceptions of their brand. An organization needs to keep triggering its brand and advertise more and more to spread the word about it to the vast audience in order to maintain its customer base (Shahid et al., 2017).

The decisions that consumers make regarding their purchases is affected by a variety of factors, including their financial situation, expectations, the environment in which they live, their preferred way of life, and preferences from their surroundings. The brand of the product is another element that affects consumer decision-making (Valjaskova & Kral, 2019).

A study conducted in Nigeria revealed that factors like the product's brand acceptance and perceived quality, which increase the company's market share, have a significant impact on the level of performance of distributors in Flour Mills of Nigeria PLC (Abba Boman, 2019).

Brand equity increases both consumer preferences and purchase intentions(Cobb-Walgren et al., 1995). Four categories brand awareness, perceived quality, brand loyalty, and brand associations—can be used to categorize brand equity. They all significantly contribute to the firm's brand as equity (Wang et al., 2014).

Positive word-of-mouth spreads when customers are attracted to a company's strengths and fall in love with its brand, which encourages others to choose the company's products and services for purchase. (Sallam, 2014).

In conclusion, brand name is an important factor that can influence purchase intention. The theoretical literature suggests that brand name can influence purchase intention through various mechanisms, such as product quality, brand trust, brand prestige, brand identity, and brand personality. Companies should focus on building a strong brand image, trust, and loyalty to increase purchase intention.

Price

Price is the term used to describe the monetary value or total value given to a good, service, or commodity. It stands for the cost that customers must pay in order to buy or use the offered goods or services. Price is an essential factor that influences the purchase intention of consumers. In this competitive business environment, pricing strategy is crucial for companies to attract and retain customers

There are different views that are said on the relationship between price and purchase intention. Price reduction had a favorable impact on the perception of the store's image, and purchase intention directly correlated with the store's image (Faryabi, 2012). The price of a product has no impact on customers' intention to buy (Mirabi et al., 2015). There was discovered to be significant correlations between perceived price and perceived value, as well as between perceived value and purchase intention (Beneke et al., 2013).

Perceived product quality

There are different definitions that are said regarding perceived product quality. Quality means different things for different products for instance quality for food products can have search quality, store quality in what you eat and credence quality (Fandos & Flavián, 2006). While Durana et al., (2019) defines the term "quality" as a crucial attribute of the product. Although meeting or exceeding expectations is the most common definition of quality, there is no one accepted definition of quality that applies to all circumstances (Snoj et al., 2004).

The extent to which a brand meets the expectation of its consumers is referred to as perceived quality. It isn't a reflection of the real quality of the goods; rather, it's a customer's subjective opinion of a particular item. As quality has increasingly come to be driven by consumers, because of how important this phenomenon is, businesses are working hard to capitalize on it so that to have a competitive advantage. This is because a product's perceived quality also depends on its overall public perception. This helps companies in gaining dependable and devoted clients (Shahid et al., 2017).

The idea of quality is divided into two main categories, intrinsic qualities that make it possible to measure quality objectively. These characteristics relate to the product's physical characteristics and give it its functionality. Extrinsic attributes, include things like name of the product or brand image are attributes that have connection to the product but are not a physical component of it. These are also known as image variables. Although they are different from the product, they are strongly linked to it and should be considered when evaluating its qualities (Fandos & Flavián, 2006).

Quality is a subjective matter; this leads to a paradoxical situation where the same product that we consider to be of high quality may be viewed as having low quality by someone else. In this

way, it is very difficult to define a quality product. A brand is one way to distinguish products from one another and, at the same time, it can make it easier for customers to decide which product is best for them. For many customers, the brand can be considered a synonym for quality (Durana et al., 2019).

The idea of quality differs depending on a number of variables, including the time the customer purchases or used an item and the location where it is purchased or enjoyed (Fandos & Flavián, 2006).

Performance, features, conformance, dependability, durability, serviceability, and "fit and finish" are various dimensions of perceived product quality. Therefore, all marketing managers should be aware of the concept of perceived quality and ensure that consumer perceptions of quality are consistent with actual quality (Vantamay, 2007).

The quality of the product is typically one impression that the consumer attaches significant weight to. Price, product composition traits like flavor, aroma, color, fashion, and size of the packaging, the manufacturer, the reputation of the store, and word-of-mouth recommendations and prior purchasing history are all cues that can affect how well something is perceived as quality. Price does indeed influence perceived quality when other cues are held constant (Jacoby et al., 1971).

Product quality is a major factor in determining how competitive a company is (Hidalgo-Baz et al., 2017). Product quality is found to be influenced by price and brand reputation (Jacoby et al., 1971). Understanding how information about product attributes and prices affect quality perceptions and purchase intentions is important (Chang & Wildt, 1994). Perceived product quality was positively correlated with product involvement, consumer overall satisfaction was a direct result of perceived product quality, and purchase intentions were positively correlated with perceived quality (Tsiotsou, 2006).

Extrinsic cues did not have as much of an impact on quality perception as intrinsic cues did. Extrinsic cues are things like price or store image, whereas intrinsic cues are things that, if changed, would result in a change in the actual product itself. (Szybillo & Jacoby, 1974).

Since, there are many well-known universal brands, so in order to compete in these markets, producers must understand consumer attitudes, their purchase intentions, and the impact of

perceived quality from the customer's point of view. They can then use this important information to their advantage (Roozy et al., 2014).

promotion

Promotion is a set of activities used to inform, educate, and persuade people about a product so that they understand its value. Using and purchasing the product also helps people develop a sense of loyalty to the product (Fudholi & Krisnanto, 2020). Promotion is crucial in determining a product's future. It voices the quality of the product and induces prospective buyers to buy. Every customer in today's diverse markets has unique needs and preferences (Manik et al., 2015).

Many of researches has focused on how customers react to short term changes in advertising and promotion (Ailawadi et al., 2001). despite investing a large portion of their marketing budget in trade promotions, manufacturers lack the decision support tools necessary to handle the dynamics and complexity of promotion planning (Silva-Risso et al., 1999). Promotional marketing communication system should not be limited to the market found to be potential but this should also be applied to markets found to competitive (Kithsiri et al., 2020).

The company typically implements its promotional strategy using a variety of methods and a combination of them. The most effective mix of advertising elements, sales promotion, public relations, and other marketing tactics is called a promotional mix, and it is intended to achieve the goals of a sales program. The amount of promotion budget, the market for the product, the product being promoted, and the phases of the product life cycle will all have an impact on how the promotional mix strategy is designed (Pasaribu & Astuty, 2021). While some research found that reduction in a promotion by mediating sales will increase the market share of life insurance companies (Fudholi & Krisnanto, 2020).

Promotion "P" has six main themes which are: Personal sale, Sales promotion, Sponsorship, Advertising, Public Relations and Direct Marketing techniques. Additionally, mass advertising is used to advertise products in order to have a broad effect on wider markets and market groups. The research that is currently available on promotion resource allocation optimization avoids making a difference between the two different types of promotion techniques when allocating resources and largely concentrates on either of them statically. (Manik et al., 2015).

According to a research done in industry of processing seafood in District of Central Tapanuli The findings demonstrated that while the price strategy had a negative impact on market share, Implementing the marketing, distribution, and product strategies resulted in some beneficial outcomes. Small businesses in North Sumatra that make processed seafood products typically haven't decided on a budget for this advertising effort. This is due to the fact that a large portion of their production is constantly sold out and that most business owners do not understand the value of promotional initiatives for their goods. Knowing the processed fish products that consumers have bought from a small businessman fish processor helps spread the use of processed fish products from small industries (Pasaribu & Astuty, 2021).

Mass promotion plans are a type of promotion strategy that is created for the whole market. Mass advertising targets the whole market and has a spectrum effect on each section. In order to have an impact on both the current and future prospective markets for a product, it concentrates on the typical behavior of the complete population of potential consumers. Firms try to widen their potential base using mass promotion. However, the impact of widespread advertising is only marginal. In order to make the most of their limited resources, businesses promote their goods both differently and broadly, using buyer-driven promotion to reach their current customer base and broad marketing to reach a wider market. (Manik et al., 2015).

Every company strives to use the best marketing mix, or combination of marketing communication tools, in order to maintain or grow market share (Valjaskova & Kral, 2019). Each company wants to make sure that consumers are aware of their product brand and that they associate it with particularly favorable memories (Valjaskova & Kral, 2019). Thus it is important how ones company be superior and powerful than others so that it can achieve market power and be as profitable as possible. This can be done by identifying the factors that affects it and which factor has higher influence in it so that they can work on the strongest point.

2.2 Empirical review of Literature

Brand name

Empirical literature has consistently demonstrated that brand name has a significant impact on consumers' purchase intentions. Consumers make purchase decisions based on the brand name

rather than the actual product features or attributes (Keller, 1993). Therefore, creating a strong brand name is essential for businesses to succeed in today's highly competitive marketplace.

Several studies have investigated the relationship between brand name and purchase intention across different product categories and contexts. For instance, studies have examined the impact of brand name on purchase intention for products such as smart phones (Rahim et al., 2016a), cosmetics (Maharani & Ali, 2019a), and clothing (Knight & Kim, 2007).

The study by Rahim et al.(2016)investigated the effect of brand name on purchase intention for smart phones among university students.367 questionnaires were distributed. The study found that a brand name positively and significantly influences consumers' purchase intention although the relationship between brand name and purchase intention was weak. the findings suggest that for their existing consumers, brand managers may design a successful loyalty program in order to keep them.

Similarly, a study by Maharani & Ali(2019) examined the effect of brand name on purchase intention for cosmetics. The study found that brand name awareness positively influences consumers' purchase intention. The study also suggested that consumers are more likely to buy cosmetics with a well-known brand name as they perceive it as a symbol of status and prestige.

Furthermore, a study by Knight & Kim(2007)examined the impact of brand on purchase intention for clothing. The study found that a strong brand name positively influences consumers' purchase intention. The result suggest that customers are willing to pay more for clothing with a well-known brand name, as they perceive it as a symbol of fashion and style.

In addition to these specific product categories, studies have also investigated the impact of brand name on purchase intention in general. For instance, a study by Keller (1993) examined the impact of brand name on customer behavior and found that brand name familiarity and brand name quality positively affect purchase intention. The study also suggested that a strong brand name can influence consumer perceptions, attitudes, and behavior.

Another study conducted where two brands were tested for comparative purposes, the first from service category with a relatively large financial risk and the other from a product category with a lower risk. Two brands from each set were objectively comparable, but they invested noticeably different amounts in promotion over the past ten years. The brand with the larger

promotion budget generated noticeably higher levels of brand equity across both categories. Each category's brand with the highest equity yielded significantly greater preferences and buying intent. (Cobb-Walgren et al., 1995)

Overall, the empirical literature suggests that a strong brand name can significantly impact consumers' purchase intention. Consumers tend to perceive a well-known brand name as a symbol of quality, reliability, status, and prestige, which positively influences their purchase intention. Therefore, creating a strong brand name is crucial for businesses to succeed in today's highly competitive marketplace. By investing in building a strong brand name, companies can create positive associations and perceptions of their products, leading to increased sales and revenue.

In conclusion, the empirical literature provides strong evidence for the impact of brand name on purchase intention. The study suggests that consumers' purchase intention is positively influenced by brand name familiarity, brand name quality, and brand name awareness. These findings are consistent across different product categories and contexts, highlighting the importance of creating a strong brand name to succeed in today's highly competitive marketplace.

Price

Price is an essential factor that affects the buying intention of consumers. In this competitive business environment, pricing strategy is crucial for companies to attract and retain customers. The impact of price on purchase intention has been extensively studied in empirical literature.

A study conducted by Purnami & Agus (2020) investigated the effect of perceived price on purchase intention in the context of mobile game apps. The authors conducted an online survey and perceived product price were discovered to have significant positive influence on in-app purchase intention.

Another study by Mbete & Tanamal (2020) explored the effect of price on purchase intention in the context of e-commerce. The authors conducted an online survey of 155 respondents and found that price has a significant positive effect on purchase intention. The study also revealed that brand image, trust, and variable service quality have a positive impact on purchase intention.

A study by Kim et al., (2005) says for repeat customers, perceived price does significantly and negatively affect purchase intention. Data was collected to 352 repeat customers. the study also revealed that perceive price does not have significant effect on purchase intention for potential customers. the study suggests that internet vendors need to increase service quality, convenience, and pleasure and reduce price and risk.

Moreover, a study by Zhang et al.(2018) investigated the effect of price on purchase intention in the context of buying safe vegetables. The authors observed that price had a substantial negative impact on purchase intention in their online survey of 840 valid questionnaires from sixteen districts. The study also showed that economic status, knowledge and understanding, safety awareness, nutritional health, labeling, and online shopping experience had a favorable impact on consumers' intentions to buy safe veggies.

The following findings are the outcome of an empirical study looking at how price and product attribute affect purchase intention through a number of variables. First, perceived price was shown to have a positive connection with objective price and a negative association with reference price. Second, studies have shown a positive association between price and perceived quality. They also demonstrate that when there is clear information about a product's intrinsic attributes, the influence of objective price on perceived quality is less pronounced. Third, a trade-off exists between perceived quality and perceived price, which results in perceived value and buying intention.(Chang & Wildt, 1994).

On a study conducted on beer taste-testing study 136 male volunteer who over 21 years it was found that when price was the only cue available, it was discovered that price could indicate the quality of a product, but not when it was included in a multi cue environment. Quality perception was more strongly influenced by brand image, especially for brands with strong positive images. Additionally, it was discovered that, with the exception when it was permitted for the parameters of product composition to differ across product samples., neither price nor brand name had a significant impact on perceived quality(Jacoby et al., 1971).

The majority of empirical literature supports the relationship between price and purchase intention, there are some studies that suggest otherwise. A study done by Gunawan et al.,(2019)

and Mirabi et al., (2015) found that price does not have a significant influence on the purchase decision.

In conclusion, the empirical literature suggests that price is a significant factor that influences purchase intention. However, the impact of price on purchase intention varies depending on the product category and the context. Companies should focus on providing high-quality products at a reasonable price to enhance customer satisfaction and loyalty. Moreover, companies should focus on promoting their brand image, social and environmental responsibility, trustworthiness, and convenience to enhance customer loyalty and satisfaction.

Perceived product quality

The effect of perceived product quality on purchase intention has been extensively studied in consumer behavior research. Empirical literature suggests that perceived product quality plays a significant role in shaping consumers' purchase intentions. Here are some key findings from empirical studies discussed below.

A survey was conducted in 2018 to learn more about Slovak consumers' perceptions of branded goods, in particular, their actual perceptions of the quality of branded sporting goods, automobiles, banks, and soft drinks in general. They chose a random sampling for their investigation. As a result, the expected and perceived quality were found to have a moderately strong correlation that was statistically significant (Durana et al., 2019).

A product being researched in a study of sport shoes, which was done using a survey questionnaire. 197 students who responded anonymously to a survey made up the sample. Four of the five hypotheses that were tested had their predictions supported by the data. Purchase intentions were affected by perceived quality both directly and indirectly (through overall satisfaction), overall satisfaction directly affected purchase intentions, and involvement indirectly affected purchase intentions via overall satisfaction and perceived quality (Tsiotsou, 2006).

A study conducted by Fandos & Flavián, (2006) looks at the connections between loyalty, buying intent, and intrinsic and extrinsic quality attributes. To enable the creation of scales to quantify the various concepts, data from an initial qualitative approach based on group dynamics

was obtained. On the basis of a structured questionnaire, 251 consumers were then personally interviewed. According to the study, there is a strong and positive correlation between a traditional food product's extrinsic qualities and consumer loyalty. It also demonstrates how purchasing intentions are positively and significantly influenced by the perceived quality connected to the product's inherent qualities.

A 25-question researcher-made questionnaire was used in a study to look into the factors influencing the purchase intentions of Bono tile customers. Customers of the Bono brand of tile made up the statistical population, and 384 of them were chosen at random to take part in the research project. The factors of product quality, brand name, and advertising had the biggest effect on customers' purchase intentions, according to the study's findings. Packaging and pricing, on the other hand, had no obvious influence on customers' purchase intentions (Mirabi et al., 2015).

These are just a few examples of empirical studies that have demonstrated the positive impact of perceived product quality on consumers' purchase intentions. The findings consistently suggest that when consumers perceive a product to be of higher quality, they are more likely to express purchase intentions towards that product

Promotion

Promotions are widely used by companies to increase sales and attract customers. here are the recent empirical studies that examine the effect of promotions on purchase intention

A study done by Chi, H., Yeh, HR. & Tsai, (2011) investigated how endorsement from an advertiser affects perceived value and purchase intent. A total of 450 copies of the questionnaires were distributed, and 90% of them were actually answered. The findings indicate that endorsement from advertising significantly influences purchase intention. the study also found that perceived value significantly influences endorsement from advertising.

Another study done by Bhatti Scholar, (2018) investigates the effects of different promotional factors on purchase intention, 250 questionnaires was distributed. The findings showed that social media and sales promotion had a notable and favorable impact on consumers' purchase intentions. Discount, on the other hand, had no impact on consumers' purchase intentions.

The impacts of distribution channels and advertising expenses, as mediated by sales, on the market share of life insurance products in Indonesia were studied using a sample of 10 insurance firms. The results reveal that distribution channels mediated by sales have a considerable influence, implying that increasing the number of distribution channels would likewise increase market share. Conversely, advertising expenses mediated by sales have a large negative influence, indicating that a cost-cutting program will enhance life insurance firms' market share in Indonesia.(Fudholi & Krisnanto, 2020).

Two mobile phone manufacturers, Nokia and HTC, were chosen to study among 248 university professors, staff members and students. A questionnaire was used to gather the necessary data. Additionally, for data analysis and hypothesis testing, AMOS Graphics software and Structural Equation Modeling (SEM) were employed. The results indicated that price reduction has a positive impact on how customers perceive a store, which in turn influences how likely customers are to make a purchase.(Faryabi, 2012)

In conclusion, promotions are an effective tool to increase purchase intention. The empirical literature suggests that sales promotions, price promotions, coupon promotions, and loyalty programs can increase customer satisfaction, perceived value, trust, and loyalty, which can in turn increase purchase intention. Moreover, companies should focus on enhancing perceived value, customer satisfaction, and loyalty to increase purchase intention through promotions.

2.3 conceptual frame work

A conceptual framework outlines the critical step, which is helpful in demonstrating the study's direction. The conceptual framework is adapted from Mirabi et al.,(2015). In this research five factors were examined which are brand name, product quality, price, packaging and advertising as independent variables to see their effect on customers' purchase intention. Purchase intension is used as an indicator for market share thus the independent variables are affecting it. Since there is no a different special packaging for different ultrasounds and because packaging did not have a significant impact on customers' purchase intention, on the other hand Customers make their selections after viewing the products without packaging when they visit the shops (Mirabi et al., 2015). As a result, consumers are less concerned with packaging, thus the independent variable packaging is dropped. The other thing Mirabi et al.,(2015) used advertising as one of the

determinants but here promotion is used because it is more general that it includes all other forms of promotion like sales promotion, thus it is not limited to advertising.

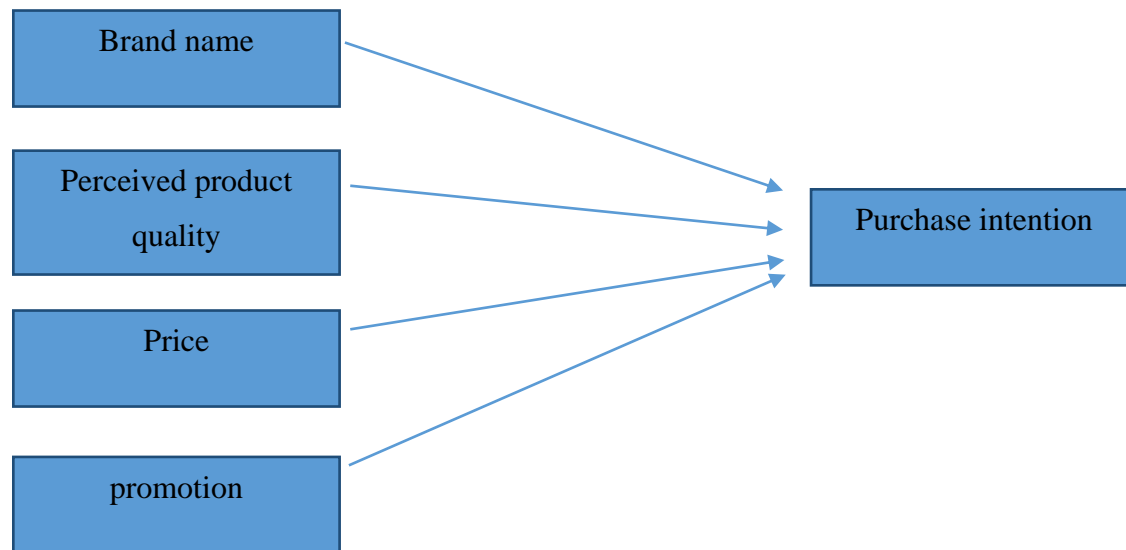


Figure 1: conceptual model

Source: Mirabi et al., 2015

As a result, four hypotheses are offered to consider the study topic in light of the review of the literature and these earlier studies.

H1: Brand name has a positive and significant effect on purchase intention of a customer.

H2: Perceived product quality has a positive and significant effect on purchase intention of a customer.

H3: Price has a negative and significant effect on purchase intention of a customer.

H4: Promotion has a positive and significant effect on purchase intention of a customer.

CHAPTER THREE: RESEARCH METHODOLOGY

The research methodology used to tackle the research problem is described in this chapter. The research design and approach, sampling, data collection techniques and procedure, data analysis strategy, reliability and validity, and research ethics are included in this chapter.

3.1 Research approach

There are two approaches to research qualitative and quantitative research approach (Conger, 2013). A crucial step in the research process is choosing a research strategy (Hair & Brunsveld, 2019). Quantitative data are in a form of numbers that are often acquired through organized surveys, and qualitative data are data in the form of words. Quantitative or qualitative data are generated from general responses to questions in interviews, or responses to open-ended inquiries in a questionnaire, or by observation, or from previously collected data from numerous sources, such as the Internet. (Space, 2013) The majority of qualitative research is "grounded," meaning that the conclusions are drawn based on the data gathered rather than on preexisting hypotheses. Quantitative data are measurements in which numbers are used to convey the characteristics of phenomena directly (Hair & Brunsveld, 2019).

The main difference between qualitative research and quantitative research is that qualitative research purpose is to develop hypothesis and the responses are undetermined while quantitative research purpose is to test hypothesis and the responses are predetermined (Salkind, 2018), having said that the appropriate research approach for this study is quantitative research because this study is designed to test a hypothesis.

Ultrasounds are one of the most frequently sold medical devices in Ethiopia. However, there are some brands that are superior than others, some brands have significantly higher sales than others, thus the best way to know what is the main factor affecting it is using a quantitative research method. An examination of ultrasound customers is part of the quantitative technique. questionnaires are provided for ultrasound customers. Typically, the purpose of questionnaires is to gather a large number of quantitative data. They can be sent to the respondents via mail, email, or personal administration. Compared to interviews and observation, questionnaires are typically less expensive and time-consuming. Data coding in quantitative research entails giving participant responses a number so they can be entered into a database (Space, 2013).

3.2 Research design

A research design is a plan or method for collecting, measuring, and analyzing data that was created to answer your research questions (Space, 2013). research designs are grouped them into three types causal, descriptive and exploratory research design. Exploratory research is performed to gain a deeper understanding of a business opportunity or challenge. Descriptive research describes a situation. This is done by providing measures of an event or activity like Frequency counts (how many), measurements of central tendency like the mean, median, or mode, or a measure of dispersion (variance) like the standard deviation are examples of common descriptive statistics. Causal design with experimentation is useful when the research question focuses on cause and effect (Hair & Brunsveld, 2019).

Explanatory(causal) research design was used because this study is being done to determine the extent and type of cause-and-effect relationships. This is appropriate for the dependent variable because this study aims to investigate the impact of independent variables. Explanatory analysis was also used to examine the relationship between the study's dependent and independent variables and test the hypothesis. Questionnaire was distributed using random sampling for people who are customers of ultrasound.

Multiple research designs are frequently used by researchers in a single project. To determine whether primary data must be gathered, it is common practice to gather secondary data. Comparably, before beginning quantitative research with descriptive designs, we frequently conduct exploratory research using qualitative methods (Hair & Brunsveld, 2019). Exploratory research type was used to explore what are the factors that affect the purchase intention of customers.

This study also uses a descriptive study on the base of data collection method, for frequencies and statistical calculations. The primary information about the demographic profile of respondents that was gathered through questionnaires was described through descriptive analysis.

3.3 Variables, Data Sources and Data Collection Methods

3.3.1 variables

The two types of variables that you will deal with most frequently throughout Exploring Research are independent and dependent variables. A dependent variable is a measurement that captures the findings of a study. The treatments that the researcher has direct or indirect control over in order to test their effects on a specific outcome are referred to as independent variables.(Salkind, 2018). Purchase intention was measured as dependent variable while the independent variables were price, brand name, promotion and perceived product quality.

3.3.2 Data Sources

Data sources is divided into two primary data and secondary data sources. Primary data collection techniques involve gathering information from original sources specifically for the study's purpose. Secondary data is information collected for purposes other than the current research. Examples of secondary data sources include government publications, public or non-public information accessible inside or outside the organization, corporate websites, and the Internet. .(Hair & Brunsveld, 2019)

Throughout this research data sources used are both primary and secondary sources. Primary sources were customers that are directly related to ultrasound since they are the ones determining purchase intention they are thought to be reliable sources. while the secondary resource used were articles, journals and research studies as data sources.

3.3.3 Data Collection Methods

Questionnaire was given for ultrasound customers. the characteristics of customer that were considered in this research are educated people who are thought to have experience regarding different brands of ultrasound.

Data was collected through questionnaire. The majority of the time, questionnaires consist of a set of organized, targeted questions on paper and pencil. Because people can complete questionnaires without the researcher's direct help or involvement, they save time. They cost a lot less than one-on-one interviews. Because their anonymity is essentially guaranteed, people might be more willing to tell the truth (Salkind, 2018). The questionnaire was distributed to them using close ended questions adapted from review of related literature.

Data collection involved the use of three sections of questionnaire. The first part of the questionnaire asked about the respondent's socio-demographic situation while the second part of the questionnaire asked inquiries regarding the independent variables (brand name, price, perceived product quality and promotion) the third section inquired regarding the dependent variable purchase intention using five-point Likert scales. A Likert scale seeks to measure attitudes or beliefs. It frequently uses a five-point scale to determine how strongly a statement is agreed upon or disagreed upon. You can create a label to express the degree of the respondent's feelings for each point on the scale. (Hair & Brunsveld, 2019) the Likert scale used in this study is five-point Likert scale ranging from 5 to 1, while 5 being strongly agree and 1 being strongly disagree.

3.4 population and sample

3.4.1 Population of the study

The term "population" refers to the entire set of the people, occasions, or interesting objects that the researcher wants to study (Hair & Brunsveld, 2019). The population included respondents that are related to ultrasound. Thus the intended population of the study were customers of ultrasound.

3.4.2 sampling technique

Sampling is the process of choosing sufficient components from the population so that the findings of the analysis of the sample can be applied to the entire population. The benefits of using a sample are obvious. It would be virtually impossible to gather data from every element in a study with hundreds or even thousands of components. Even if it were possible, the time, money, and other resources required would make it prohibitive. (Hair & Brunsveld, 2019).

There are generally two sampling strategies probability and non-probability sampling (Salkind, 2018). In Probability sampling there is a known but not necessarily equal probability that each member of the population will be chosen for a sample. While in Non-Probability sampling due to the researcher's discretion in deciding which elements to include or exclude from a sample, not every member of the target population has a chance of being chosen. It is frequently used in exploratory research, entails choosing sample components based on convenience, judgment,

referral, or quotas rather than assigning probabilities to the constituents of the target population.(Hair & Brunsveld, 2019).

This research used non probability sampling technique specifically convenient sampling method. Convenient sampling involves choosing sample components that can participate in the study and provide the necessary information as readily as possible. They are used because they make it possible for the researcher to efficiently and affordably conduct a large number of interviews (Hair & Brunsveld, 2019).

3.4.3 Sample size determination

The sampling method that was used is random sampling. The end user and supplier were the population of the study. In this case the population size is unknown, thus it is difficult to determine the size of the population. Sample size can be derived by calculating the minimum sample size required to accurately estimate the proportion with the standard normal deviation set at 95% confidence level (1.96), percentage picking a choice or response (50% = 0.5) and the confidence interval (0.05 = ± 5) The z-value is found in a Z table is 384)(Cochran ,1997). thus 420 questionnaires were distributed among them 403 was returned and 384 was used for analysis.

3.5 Method of Data Analysis

The study to be conducted is exploring the cause and effect relationship between variables, for this reason regression analysis was used to analyze the data. Two main factors led to the selection of this analysis: first, it examines the relationships between variables; and second, it is simple to implement and can be used in a variety of contexts. The software used for data analysis and data management is SPSS version 26. In addition to regression analysis, demographic analysis, descriptive analysis and correlation analysis was used.

3.6 instrument of reliability and validity

3.6.1 reliability

The consistency of respondents' responses to every item in a measure was tested using the consistency reliability. Items were be correlated with one another to the extent that they are separate measures of the same concept. Cronbach's coefficient alpha is the most common consistency reliability test (Space, 2013).

Coefficient alpha, also known as Cronbach's alpha, is a scale reliability indicator that enables researchers to evaluate how well a collection of items collectively measures a construct. Cronbach's values less than 0.6 are considered poor, reliabilities within 0.7 ranges are considered good and those coefficients over 0.8 are considered very good (Hair & Brunsveld, 2019).

Cronbach's Alpha reliability coefficient was calculated based on this criterion to determine how reliable the data collection instrument was

3.6.2 validity

The degree to which a construct measures what it is intended to measure is known as validity. (Hair & Brunsveld, 2019). The questionnaire was created after reading an extensive amount of literature review. In order to ensure that respondents would read and respond to the question consistently on different occasions in the same context, ambiguous or vague wordings were avoided when creating the questionnaire. The questionnaires were partially taken from previous research work done by (Nugroho & Irena, 2017) and (Widyastutir & Said, 2017).

3.7 ethical issue

The questionnaire used to gather the data from the samples does not require respondents to provide their names and other personal information, thus this research insures confidentiality of questioner, thus the respondents were assured that their responses will be kept secret and confidential which will only be used for academic purposes. It was with the full consent and based on honest opinion of the respondent of the questionnaire.

The researcher analyzes the data provided without making any changes. Additionally, because the researcher respects the work of earlier studies, the works that served as the foundation for this study are properly cited.

CHAPTER FOUR: RESULTS AND DISCUSSION

This chapter deals with the findings of the research, data processing and interpretation of the collected data. The first part starts with the socio-demographic analysis of the participants. Then descriptive analysis, correlation analysis and regression analysis. This chapter concludes with interpretation of results and discussion.

The data was collected from ultrasound customers using questionnaire. From 420 questionnaires distributed 403 was returned and 19 were incomplete and 384 questionnaires were used for final analysis. The information gathered through the questionnaire was processed through SPSS V20.

4.1 Demographic Analysis of respondents

The demographic parameters are gender, age, educational level, occupation and income. Demographic variable frequency statistics are below as follows.

Table 1 demographic information

Demographics		Frequency	Valid percentage
Gender	Male	288	75%
	Female	96	25%
Age	below 20	0	0
	21-30	312	81.3%
	31-40	65	16.9%
	41-50	7	1.8%
	Above 50	0	0

Demographics		Frequency	Valid percentage
Education level	less than grade 12	0	0
	Diploma	23	6%
	Bachelor degree	281	73.2%
	Master degree	80	20.8%
	PhD	0	0
Occupation	Self-employed	55	14.3%
	permanent employee in organization	273	71.1%
	temporary employee in organization	48	12.5%
	Other	8	2.1%
Monthly income	below 2,000	0	0
	2,001-5,000	20	5.2%
	5,001-10,000	200	52.1%
	10,001 and above	164	42.7%

Source: data result

Referring to the table 1, the majority of the participants are male holding a 75% of the total participants. While the age of participants is mostly from 20-30 which is 81.3%. Followed by age group of 30-40 with 16.9%. This implies that most of the sample respondents are youngsters. Most of the respondent's education have a bachelor degree which accounts for 73.2% of the total sample used and 20.8% have master degree the rest have diploma. This shows that the participants have knowledge. The largest group of the participants are permanent employee in an organization with 71.1% then followed by self-employed with 14.3%. When we look at the monthly income of the respondent almost half of the respondents have monthly income between 5001-10000 which is 52.1% while 42.7% have income above 10000, the rest have income between 2001-5000.

The majority of the respondents are educated. Higher education may have given some individuals a better understanding of research design, sample techniques, survey creation, and other critical elements of data gathering. This knowledge might improve the quality of the information obtained, which would then affect the analysis. However, the findings' generalizability may be impacted by the sample's age distribution. The sample is not representative of the target population across all age groups since most of them are youngsters, the analysis may not correctly reflect the traits or behaviors of the full population. To obtain accurate and dependable findings, it is essential to have a sufficient sample of individuals from different age groups.

4.2 Reliability Assessments

Cronbach's Alpha coefficient measures reliability. most researchers use it. It assesses the internal consistency or reliability of a scale or a collection of related items which are intended to measure identical underlying variable.(Space, 2013). Its value is from 0 to 1. Cronbach's Alpha value greater than or equal to 0.70 is tolerable in research (Field, 2013).

Table 2 Reliability Analysis

Variables	Cronbach's alpha coefficient	Number of items
Brand name	0.814	5
Price	0.585	6
Perceived product quality	0.903	6
Promotion	0.581	4
Purchase intention	0.890	4

Source: data result

Table 2 shows that most of the Cronbach's alpha coefficients to be greater than 0.7, except the variables price and purchase intention. This shows that the measures used to measure the construct is not consistent.

4.3 Descriptive analysis

Descriptive analysis focuses on summarizing and describing the main features of a dataset. It involves the use of numerical measures and graphical representations to gain insights into the characteristics, distribution, and patterns of the data. They provide overview of the data, enabling researchers to understand and communicate key aspects of the dataset in a concise and meaningful way.

The researcher used descriptive statistics using the mean of all the dimension in each factor, the average scores for all five factors have been calculated. The mean shows how much, on average, the sample group agrees or disagrees with the alternative statement. More respondents disagree with the statement, the lower the mean. More respondents concur with the statement, the higher the mean. for each variable, participants were required to rate their thoughts on a Likert scale ranging from 1 to 5. The mean of the likert is considered low if it is less than 3.39 and is considered moderate if it is between 3.40 and 3.79 and is high when it is above 3.80 (Bagheri & Lope Pihie, 2014), thus according to this scale the descriptive data was analyzed.

Table 3 Descriptive statistics of Brand name

Brand name					
	N	Min	Max	mean	Standard deviation
I feel more secure when buying a product with a well-known brand name.	384	1	5	3.8021	.99208
When buying ultrasound I consider the brand name.	384	1	5	3.7161	1.11019
When buying ultrasound, it must be well known brand.	384	1	5	3.5208	1.11696
Well-known brand name is trust worthy.	384	1	5	3.3880	1.17767
Well-known brand name product is worth paying the price.	384	1	5	3.3568	1.20500
Average	384	1	5	3.5568	.85007

Source: data result

As indicated in the table no 3, the mean is 3.5568 which is moderate while the standard deviation is .85007. The first question which is security due to known brand name has the highest value which implies that people trust a brand name that they are familiar with.

Table 4 Descriptive statistics of price

price					
	N	Min	Max	mean	Standard deviation
I prefer buying a relatively low price ultrasound.	384	1	5	2.9271	1.35381
I prefer buying an ultrasound which have relatively low maintenance cost.	384	1	5	4.0625	1.04031
When buying ultrasound I prefer if its resale value is attractive.	384	1	5	3.7656	1.07050
When shopping for ultrasound I compare the price of different brands to ensure I get the most of my money.	384	1	5	3.8646	1.09944
Ultrasounds price should be appropriate with its benefits.	384	1	5	4.2161	.85359
The price of ultrasound should be appropriate to its quality.	384	1	5	4.2630	.89155
Average	384	1	5	3.8498	0.60676

Source: data result

As indicated in the table no 4, the mean is 3.8498 which is high while the standard deviation is 0.60676. price appropriateness to quality and benefit have the highest mean value. Thus we understand that customers judge a product based on the benefits they expect receiving relative to the price they are willing to pay. While the lowest mean value is of low priced with mean value of 2.93, the researcher believe that this is true because some people associate low prices with lower quality.

Table 5 Descriptive statistics of perceived product quality

perceived product quality					
	N	Min	Max	mean	Standard deviation
When buying ultrasound, I consider its performance.	384	1	5	4.3333	.85401
When buying ultrasound I consider its features.	384	1	5	4.2396	.90539
When buying ultrasound I consider its conformance with specification(zero defect).	384	1	5	4.1094	.95787
When buying ultrasound I consider its durability.	384	1	5	4.2005	.93881
When buying ultrasound, I consider its reliability (performing consistently well).	384	1	5	4.3359	.86060
When buying ultrasound, I consider its serviceability.	384	1	5	4.2526	.88282
Average	384	1	5	4.2452	0.73948

Source: data result

As indicated in the table no 5, the Mean is 4.2452 which is high while the standard deviation is 0.73948. All of the statements have close mean which is above 4 while question about reliability scored the higher value.

Table 6 Descriptive statistics of promotion

Descriptive statistics of promotion					
	N	Min	Max	mean	Standard deviation
I believe that sales promotion plays an important role in the buying process of ultrasound.	384	1	5	3.6875	.92894
Promotion has influence on brand preference.	384	1	5	3.5625	.89457
I believe that advertising plays an important role on the buying process of ultrasound.	384	1	5	3.6536	1.05084
An involvement in charitable donation improves the brand's image.	384	1	5	3.8932	.88595
Average	384	1	5	3.6992	0.62714

Source: data result

As indicated in the table no 6, the Mean is 3.6992 which is moderate while the standard deviation is 0.62714. The last question has the highest mean value which indicates that public relation and publicity is an effective way for the improvement of brands image.

Table 7 Descriptive statistics of purchase intention

purchase intention					
	N	Min	Max	mean	Standard deviation
I would consider purchasing ultrasound.	384	1	5	3.6120	1.07813
I desire to buy ultrasound.	384	1	5	3.5130	1.02442
I plan on buying ultrasound and I am interested in testing this product.	384	1	5	3.4453	1.10405
I would definitely intend to buy ultrasound.	384	1	5	3.1875	1.07000
Average	384	1	5	3.4395	0.92792

Source: data result

In purchase intention four questions are used to measure the construct. As indicated in the table no. 7, the mean is 3.4395 which is moderate while the standard deviation is 0.92792. the last question has the lowest mean value.

Table 8 Descriptive statistics of the variables

All of the variables					
	N	Min	Max	mean	Standard deviation
Brand name	384	1.00	5.00	3.5568	.85007
Price	384	1.83	4.83	3.8498	.60676
Perceived product quality	384	1.00	5.00	4.2452	.73948
Promotion	384	1.00	5.00	3.6992	.62714
Purchase intention	384	1.00	5.00	3.4395	.92792

Source: data result

When we see the descriptive statistics of the variables perceived product quality have the highest mean value which is 4.2452 while standard deviation is .73948, while purchase intention have the lowest value with mean value of (mean=3.4395) with standard deviation of (.92792).

4.5 Correlation analysis

Correlation analysis determines to what extent a change in one variable is associated with changes in another variable. It tells the strength and direction of the relationship, so as to better understand the connections between different phenomena. Correlation coefficient is used as measure which ranges from -1 and +1. A positive correlation coefficient indicates a positive relationship. whereas, a negative correlation coefficient indicates an inverse relationship. A correlation coefficient of 0 suggests that no relationship is found (Hair & Brunsveld, 2019).

Correlation between dependent variable and the independent variable was analyzed by SPSS V 20 using Pearson correlation coefficient which measures relationship between two continuous

variables. It quantifies the strength and direction of the association between the variables, ranging from -1 and +1. The correlation coefficient denoted by r , can take values between -1 and +1. The interpretation of the coefficient is as follows: If $r = +1$, it shows perfect positive linear relationship. A correlation coefficient closer to +1 shows a strong positive linear relationship between the variables. If $r = -1$, it shows a perfect negative linear relationship. A correlation coefficient closer to -1 indicates a strong negative linear relationship between the variables. If $r = 0$, it suggests no linear relationship between the variables. A correlation coefficient close to 0 suggests a weak or no significant relationship.(Hair & Brunsveld, 2019)

The correlation matrix below uses a Pearson correlation coefficient to display the relationship between the questionnaire's variables.

1. Relationship between brand name and purchase intention

Table 9 Pearson Correlation Matrix between brand name and purchase intention

		Brand name	Purchase intention
Brand name	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	384	
Purchase intention	Pearson Correlation	.937**	1
	Sig. (2-tailed)	.000	
	N	384	384

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

Source: data result

Table 9 shows correlation between the two variables with ($r = 0.937$, $p < 0.01$), which indicate there is significant and strong positive relationship between brand name and purchase intention.

2. Relationship between price and purchase intention

Table 10 Pearson Correlation Matrix between price and purchase intention

		Price	Purchase intention
Price	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	384	
Purchase intention	Pearson Correlation	.224**	1
	Sig. (2-tailed)	.000	
	N	384	384

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

Source: data result

Table 10 shows correlation between the two variables with ($r = 0.224$, $p < 0.01$), which indicate there is moderately positive and significant relationship between price and purchase intention.

3.Relationship between perceived product value and purchase intention

Table 11 Pearson Correlation Matrix between Perceived product quality and purchase intention

		Perceived product quality	Purchase intention
Perceived product quality	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	384	
Purchase intention	Pearson Correlation	.114*	1
	Sig. (2-tailed)	.026	
	N	384	384

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

Source: data result

Table 11 shows the correlation between the two variables with ($r = 0.114$, $p < 0.01$), which indicate there is weak positive and significant relationship between perceived product quality and purchase intention.

4.Relationship between promotion and purchase intention

Table 12 Pearson Correlation Matrix between promotion and purchase intention

		Promotion	Purchase intention
Promotion	Pearson Correlation	1	.589**
	Sig. (2-tailed)		.000
	N	384	384
Purchase intention	Pearson Correlation	.589**	1
	Sig. (2-tailed)	.000	
	N	384	384

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

Source: data result

Table 12 shows correlation between the two variables with ($r = 0.589$, $p < 0.01$), which indicate there is positive and significant relationship between promotion and purchase intention.

4.6 Regression analysis

Regression is a widely used modeling technique that aims to understand and quantify the relationship between variables. It is used to analyze the impact of causal variables on the explained variable.(Salkind, 2018)

Multiple regression analysis is a type of regression which involves two or more explanatory variables to predict or explain the variation in the explained variable. It allows for examining the combined effects of multiple predictors on the outcome variables. It is used to predict the values of the explained variable based on the values of multiple explanatory variables. It helps identify which predictors have significant effects on the outcome variable. The model estimates the coefficients of the explanatory variables, indicating the magnitude and direction of their effects on the explained variable, while considering the effects of other predictors in the model (Hair & Brunsveld, 2019). In this study four explanatory variables and one explained variable is used in regression analysis.

4.6.1 Assumption Testing for Regression

It is important to note that multiple regression assumes certain assumptions, including linearity, independence of errors, homoscedasticity, absence of multi-collinearity, and normality of residuals. Violations of these assumptions will influence the precision and interpretation of the results (Murphy, 2020). Therefore, careful assessment of these assumptions and proper model diagnostics are necessary when conducting multiple regression analysis.

Assumption one: normality

The residuals (differences between the observed and predicted values) are assumed to be normally distributed. Normality is important to ensure the accuracy of statistical inference. Normality can be checked by examining histograms. Below is the histogram of purchase intention

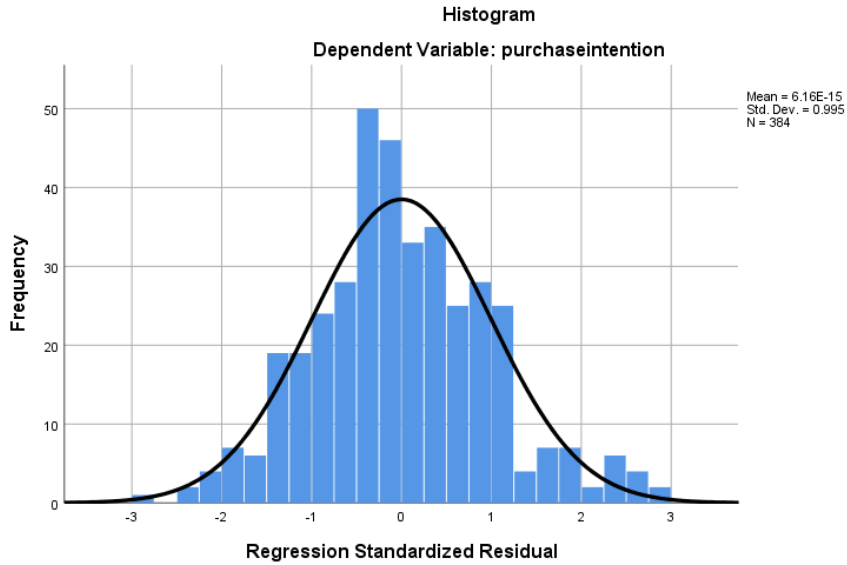


Figure 2: Histogram

Skewness is a measure of departure from a symmetrical distribution while Kurtosis measures a distribution’s flatness (Hair & Brunsveld, 2019). The acceptable range for kurtosis and skewness distribution is ± 2 (Field, 2013). For this research kurtosis and skewness is between -2 to +2.

Table 13 Descriptive Statistics : Skewness and Kurtosis Table

Statistics

		Brand name	price	quality	promotion	Purchase intention
N	Valid	384	384	384	384	384
	Missing	0	0	0	0	0
Skewness		-.530	-.953	-1.481	-.412	-.609
Std. Error of Skewness		.125	.125	.125	.125	.125
Kurtosis		-.023	1.110	3.653	.754	.201
Std. Error of Kurtosis		.248	.248	.248	.248	.248

source: data result

Assumption two: linearity

The relationship between the explained variable and the explanatory variables is assumed to be linear (linearly proportional), while holding other variables constant. All independent variables are positively correlated with the explained variable in the correlation analysis. We can check linearity by seeing the P-P plot and Q-Q plot in the appendix.

Assumption Three: Homoscedasticity

Homoscedasticity assumes that the variance of the error term is constant across all levels of the independent variables (the spread of the residuals should be consistent along the range of predicted values). Residual plots or White test can be used to assess heteroscedasticity (Murphy, 2020). As we can see in the graph below there is no pattern with the residuals, therefore it is homoscedastic

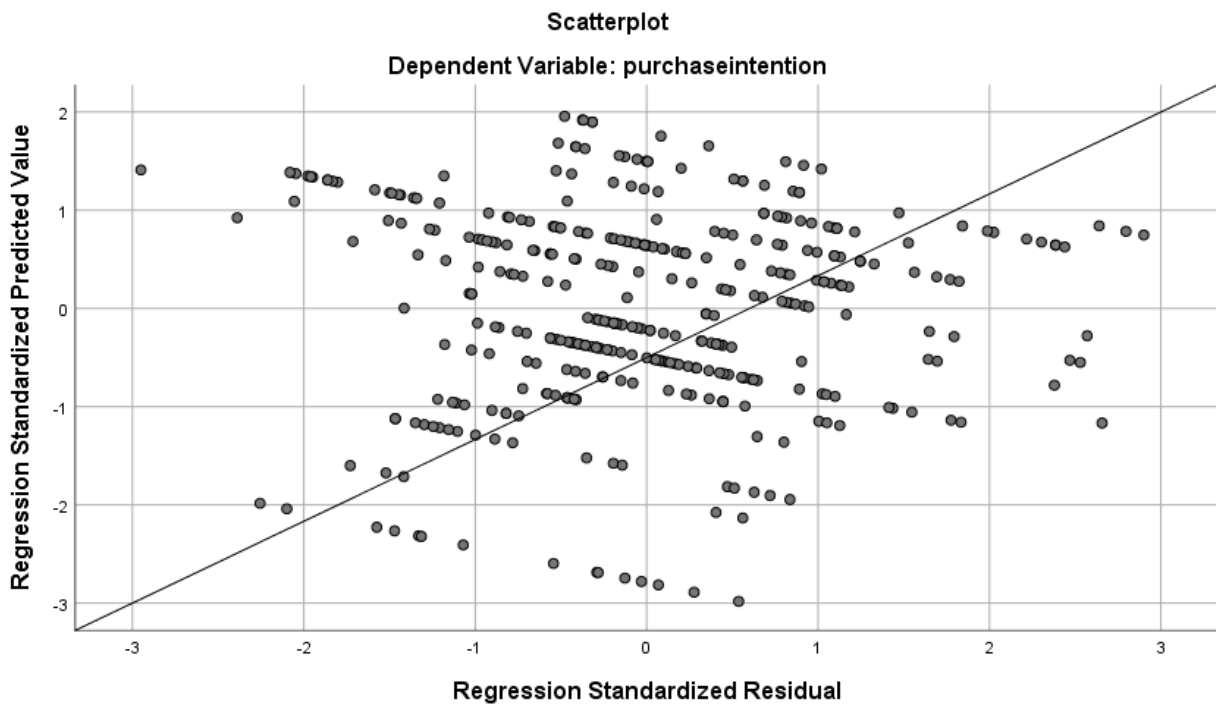


Figure 3 : regression residual distribution

Assumption Four: Independent of Residuals

The observations in the dataset are assumed to be independent of each other. This assumption implies that the value of one observation does not depend on the value of another observation, this is also known as autocorrelation. This assumption is also known absence of Autocorrelation. In the presence of autocorrelation, the estimated standard errors of regression coefficients may be biased, leading to incorrect inference and invalid hypothesis testing.

Durbin–Watson test can be used to check autocorrelation; it checks whether the residuals are correlated or not. The test statistic varies between 0 and 4 the value of 2 means that there is no autocorrelation. Durbin–Watson test of model summary was scored 1.922 as shown in the table below a value which is almost 2; therefore, the residual terms are independent.

Table 14 Model Summary

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.942 ^a	.888	.886	.31263	1.922
a. Predictors: (Constant), promotion, quality, price, brand name					
b. Dependent Variable: purchase intention					

source: data result

Assumption Five: Absence of Multi-collinearity

Multi-collinearity happens when two or more explanatory variables are highly correlated with one another. We can test multi-collinearity by looking at correlations between the independent variables. There might be a multi-collinearity issue if a correlation matrix shows correlations of 0.7 or higher among the independent variables (Field,2013). Table 15 shows correlation between the variables. It is clear from the table that all the independent variables are correlation number is less than 0.7.

Table 15 correlation

		Brand Name	Price	Perceived Product Quality	Promotion	Purchase Intention
Brand Name	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	384				
Price	Pearson Correlation	.288**	1			
	Sig. (2-tailed)	.000				
	N	384	384			
Perceived product quality	Pearson Correlation	.077	.532**	1		
	Sig. (2-tailed)	.133	.000			
	N	384	384	384		
Promotion	Pearson Correlation	.603**	.254**	.088	1	
	Sig. (2-tailed)	.000	.000	.086		
	N	384	384	384	384	
Purchase Intention	Pearson Correlation	.937**	.224**	.114*	.589**	1
	Sig. (2-tailed)	.000	.000	.026	.000	
	N	384	384	384	384	384

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

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

Source: data result

4.6.2 Multiple linear regression analysis

Multiple linear regression analysis is applied to determine relationship between the independent variable (promotion, perceived product quality, price, brand name) and the dependent variable (purchase intention) and also explore the explanatory power of the independent variables. It is used to determine the factor that most significantly influenced the consumer purchase decisions. Researchers in business and economics use the 5% significance level and a 95% confidence level (Hair & Brunsveld, 2019) to analyze market research data, consumer behavior and financial data. The model summary of the regression analysis in the following table.

Table 16 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.942 ^a	.888	.886	.31263
a. Predictors: (Constant), promotion, quality, price, brand name				
b. Dependent Variable: purchase intention				

Source: data result

R - indicates the value of the multiple correlation coefficient between the predictors that ranges between 0 and 1. A higher value shows higher correlation. From the model summary we can see that R has a value of .942 which means that there is higher correlation since the value is close to 1.

R square: the coefficient of determination, is a measure that explains the proportion of the variance in the dependent variable that can be explained by the independent variables in a regression model. It represents the goodness of fit of the model. R-squared ranges between 0 and 1, with higher values indicating a better fit. A value of 1 implies that the model perfectly predicts the variation in the dependent variable, while a value of 0 indicates that the model fails to explain any of the variability. The closer R is to 1 the more adequate our model is. However, R-squared has a limitation: it tends to increase as more independent variables are added to the model,

regardless of their actual predictive power (Hair & Brunsveld, 2019). From the model summary R square has a value of .888 which means that the independent variables (promotion, perceived product quality, price, brand name) explains 88.8% of variance in consumers purchase intention of ultrasound while the other 11.2% is due to other factors with a standard error of .31263.

R-squared adjusted is the adjusted coefficient of determination, it penalizes the addition of unnecessary variables that do not significantly contribute to the model's predictive power. R-squared adjusted adjusts the R-squared value by subtracting a penalty term that increases with predictors and decreases with sample size. The difference between R square and Adjusted R square is $(.888-.886 = .002)$ which is about 0.2%. if the model were derived from the population rather than a sample it would account for approximately 0.2% less variance in the outcome.

ANOVA is a statistical technique used to compare the means of two or more groups or treatments to determine if there are any significant differences among them. ANOVA is particularly useful when dealing with categorical independent variables and continuous dependent variables (Hair & Brunsveld, 2019).

Table 17 One way ANOVA

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	292.737	4	73.184	748.786	.000 ^b
	Residual	37.042	379	.098		
	Total	329.780	383			
a. Dependent Variable: Purchase intention						
b. Predictors: (Constant), promotion, quality, price, brand name						

Source: data result

Table 17 shows that the P value is < 0.05 which is .000, thus it indicates the variation is explained by the model not due to chance.

ANOVA calculates an F-statistic. The F-statistic is then compared to a critical value to determine if the observed differences are statistically significant. F-statistic is significant at 1% indicating that the linear model is appropriate for the study which indicates that factors used in the model significantly affect purchase intention.

This study aims to determine the significance of independent variables in predicting the dependent variable. Thus, the strength of each independent variable in influencing the dependent variable can be investigated through standardized Beta coefficient. The regression coefficient Beta explains the average amount of change in the dependent variable for a unit change in the independent variable. It quantifies the relationship between the independent variable and the dependent variable in a linear regression model. Positive Coefficient ($\beta > 0$): A positive coefficient indicates a positive relationship between the independent variable and the dependent variable. Negative Coefficient ($\beta < 0$): A negative coefficient indicates a negative relationship between the independent variable and the dependent variable. The magnitude of the coefficient indicates the strength of the relationship between the variables.

The Table below shows the impact of each independent variable towards the dependent variable

Table 4.16 Multiple regression result

Coefficients^a					
Model		Unstandardized Coefficients		T	Sig.
		B	Std. Error		
1	(Constant)	-.305	.134	-2.278	.023
	Brand name	1.019	.024	42.475	.000
	Price	-.163	.033	-4.999	.000
	quality	.119	.026	4.658	.000
	promotion	.065	.032	2.027	.043

a. Dependent Variable: purchase intention

Source: data result

The coefficient table above shows the beta values of the independent variables with the errors and their significant level. Thus the regression equation is as follows:

$$\text{Purchase Intention} = -.305 + 1.019 \text{ Brand name} - .163 \text{ price} + .119 \text{ quality} + .065 \text{ promotion}$$

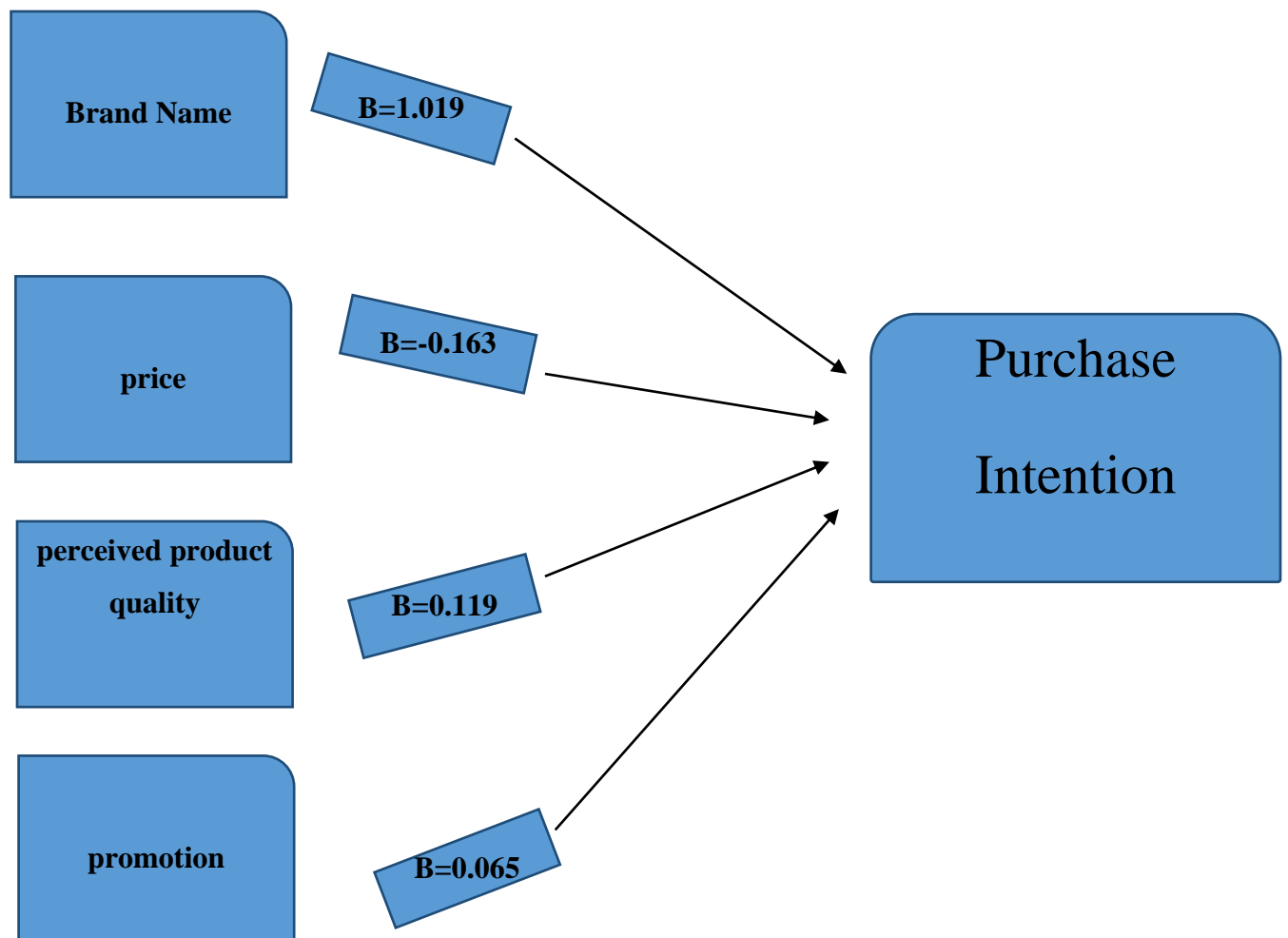


Figure 4: Result of multiple linear regression

4.7 Hypothesis Testing and Interpretation of Results

The result indicates that the intercept is $-.305$, which means when all the independent variables have value of zero purchase intention is $-.305$ with standard error of $.134$.

H1: brand name has a positive and significant effect on purchase intention of a customer.

The result indicates that for every unit increase of brand name, purchase intention of ultrasound increases by 1.109 units on average holding other factors constant (price, perceived product quality and promotion) and this relationship is true at 1% significance level which means it is also significant at 5% with a standard error of $.024$. This shows as that brand name is directly related to purchase intention which means that as brand name increases purchase intention also increases.

Looking at the table no 4.16 we can see that the t stat value for brand name is 42.475 and significance (p-value) is zero, thus we reject the null hypothesis at 1% significance level.

H2: price has a negative and significant effect on purchase intention of a customer.

The result indicates that for every unit increase of price, purchase intention of ultrasound decreases by $.163$ units on average holding other factors constant (brand name, perceived product quality and promotion) and this relationship is true at 1% significance level which means it is also significant at 5% with error of $.033$. This shows as that price is indirectly related to purchase intention which means that as price increases purchase intention decreases.

Looking at the table no 4.16 we can see that the t stat value for price is -4.999 and significance (p-value) is zero, thus we reject the null hypothesis at 1% significance level.

H3: perceived product quality has a positive and significant effect on purchase intention of a customer.

The result indicates that for every unit increase of perceived product quality purchase intention of ultrasound increases by $.119$ units on average holding other factors constant (brand name, price and promotion) and this relationship is true at 1% significance level which means it is also significant at 5% with error of $.026$. This shows as that perceived product quality is directly related to purchase intention which means that as perceived product quality increases purchase intention also increases.

Looking at the table no 4.16 we can see that the t stat value for perceived product quality is 4.658 and significance (p-value) is zero, thus we reject the null hypothesis at 1% significance level.

H4: promotion has a positive and significant effect on purchase intention of a customer.

The result indicates that for every unit increase of promotion purchase intention of ultrasound increases by 0.065 units on average holding other factors constant (brand name, price, perceived product quality) and this relationship is true at 5% significance level. This shows as that promotion is directly related to purchase intention which means that as promotion increases purchase intention also increases.

Looking at the table no 4.16 we can see that the t stat value for promotion is 2.027 and significance (p-value) is zero, thus we reject the null hypothesis at 5% significance level.

4.8 Discussion of the result

The aim of this research to investigate the effect of brand name, price, perceived product quality and promotion on purchase intention of ultrasound. Therefore, this section discusses the results and compares the results with previous research.

Data was collected through survey questionnaire. Population of the study are considered customers of ultrasound. The questionnaire was grouped in to three parts, the first part is structured to gather data about respondent's demographic profile. Based on the collected data and summary of data analysis as per Table 1, most of the participants were found to be male, youngsters (20-30 years old), educated (have degree), permanent employee who had monthly income from 5000-10000.

The result of the descriptive analysis as it is summarized in the table above the highest mean score is of the perceived product quality with mean of 4.2452 while the lowest is with mean of 3.4395 this shows that customers think that perceived product quality is very important.

The second section of the questionnaire was structured to collect information about the factors (brand name, price, perceived product quality and promotion) while the third section is questions about the purchase intention of ultrasound customers.

The finding from the correlation result reveals that, there is a positive and significant relationship between the independent variables (brand name, price, perceived product quality and promotion) and the dependent variable (purchase intention). Brand name has the highest correlation with 0.937 followed by promotion with 0.589 then price with 0.224. the lowest correlation was of perceived product quality with correlation of 0.114.

Multiple regression analysis revealed that three independent variables (brand name, perceived product quality and promotion) has a positive & significant influence on purchase intention however there is a difference in the level of influence, brand name take the lead followed by perceived product quality then promotion while regarding price the analysis found that it has a negative but significant effect on purchase intention.

The research finding shows that there is a positive and statistically significant relationship between brand name and the purchase intention of ultrasound. Previous studies also support the significance of brand name it on purchase intention. One study by Rahim et al.(2016) investigated the impact of brand name on purchase intention for smart phones among university students. The study found that a brand name positively and significantly influences consumers' purchase intention. Similarly, a study by Maharani & Ali(2019) examined the impact of brand name on purchase intention for cosmetics. The study found that brand name awareness positively influences consumers' purchase intention.

The result of this study implies that the hypothesis price has a negative & significance effect on purchase intention of ultrasound is true. This finding is supported by previous studies like a study done by Kim et al., (2005) discovered that price does significantly and negatively affect purchase intention. the study suggests that internet vendors need to increase service quality, convenience, and pleasure and reduce price and risk. Moreover, a study by Zhang et al.(2018) investigated the effect of price on purchase intention in the context of buying vegetables. The authors found that price has a significant negative effect on purchase intention.

The result of this study supports the hypothesis that states, there is positive and significant relationship between perceived product quality and purchase intention. Previous research on perceived product quality also support this finding. A study conducted by Fandos & Flavián, (2006) demonstrates how purchasing intentions are positively and significantly influenced by the perceived quality connected to the product's inherent qualities. Another study looked into the

factors influencing the purchase intentions of Bono brand tile customers had the greatest influence on consumers' purchase intention (Mirabi et al., 2015).

The result of this study also shows that there is significant and positive relationship between promotion and purchase intention of ultrasound. A study looked into the factors influencing the purchase intentions of Bono brand tile customers had the greatest influence on consumers' purchase intention. Mirabi et al., (2015) discovered that promotion have positive and significant influence in purchase intention of customers. The other study is done by Bhatti Scholar, (2018) investigates the effects of different promotional factors on purchase intention. The findings showed that social media and sales promotion had a notable and favorable impact on consumers' purchase intentions.

The independent variables used in this study explain the dependent variable at 88.6% which means the adjusted R square is ($R^2 = 0.886$). The result of the study also found that brand name is the most essential component in the impact on customers purchase intention.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter discuss the summary, from which inferences were made and which precisely addressed the fundamental research questions of the study. Limitations and recommendations for additional research were also mentioned. Lastly, suggestions for further research was discussed.

5.1 Summary

This is a summary derived from the results. 384 questionnaires were used for data analysis out of the 420 questionnaires distributed. When we look at the demographics, males are 75% of the participants, while females are 25% of the participants, while regarding their age 81.3% of the respondents are between age 21-30 and 16.9% are between 30-40. The correlation revealed that the factors brand name has correlation coefficient of $r=0.937$ while price has $r=0.224$, perceived product quality has $r=0.114$ and promotion has $r=0.589$. Thus all are positively correlated with purchase intention with 5% significance level. The regression analysis found that brand name has the greatest impact ($b=1.019$), followed by price ($b=-0.163$), then perceived product quality ($b=0.119$), and promotion($b=0.065$). looking at the regression coefficient, brand name has the greatest impact on purchase intention, then price affects greater then perceived product quality, while promotion had the smallest impact. The relationship of the independent variable with the dependent variable is significant, thus the null hypothesis is rejected, and the three variables brand name, perceived product quality and promotion have a positive and significant effect on the consumers' purchase intention.

5.2 conclusion

The purpose of the study is to look into factors that affect customers purchase intention of ultrasound in Ethiopia. brand name, price, perceived product quality and promotion are the independent variables affecting purchase intention. Brand name has a substantial link with purchase intention. Price is the second most connected variable, perceived product quality is the third and promotion is the fourth. At a 5% significance level, all of the independent variables

were correlated with the dependent variable. The results show that the independent variables significantly affect customers purchase intention. Brand name has the greatest impact on purchase intention, then price affects greater than perceived product quality, while promotion had the smallest impact. Finally, it was discovered that of all independent variables used in this study explain the 88.6% of variance in customers purchase intention.

5.3 Recommendation

Based on the finding of this study it is clearly seen that Brand name is the most important factor among the other factors therefore, manufacturers should work on building strong brand name to help them get recognized more by customer thus increasing their market share and drive sales. Additionally, a strong brand can improve the overall value of your business. While suppliers and distributors should also choose a well-known brand name because customers are more likely to perceive them as reliable and trustworthy. This can lead to increased sales and repeated business. by aligning with a well-known brand, suppliers can gain brand's existing customer base, brand loyalty, and positive perception can give suppliers an advantage over competitors who lack such brand recognition. It becomes easier for suppliers to differentiate themselves and attract customers when they are affiliated with strong brand name. A brand name that is already known has a higher likelihood of attracting customers and driving sales.

Product quality is the second most important factor affecting purchase intention in this research findings thus manufacturers should work on improving the quality of their ultrasound as this is the main reason for customer satisfaction and they can be competitive by making a very high quality ultrasound. Product quality has a direct impact on a company's reputation. Quality products are more likely to result in repeat purchases and long-term customer relationships. Customers who are satisfied with the quality of a company's products are more inclined to remain loyal and continue buying from that company over time. This increases customer retention and maximizes customer lifetime value, which is crucial for sustainable business growth. The other important point is that price should be appropriate with benefit and the quality it provides.

The last point is that Ultrasound sellers should work on promotion by using different promotional channels such as advertising, public relations, social media, and marketing campaigns because promotion has the power to influence consumer behavior and purchasing decisions. Well-crafted promotional messages can appeal to customers' needs, desires, and emotions, pushing them towards making a purchase. promotion provides an opportunity for businesses to engage with their target audience and build relationships. by effectively promoting products or services businesses grow.

5.4 Limitation and future direction

Studies frequently have limitations, because of limited time, this study is not conclusive. The area of the study was confined to Addis Ababa. To obtain a more complete understanding of purchase intention, various studies based on comparable restrictions in other regions of the nation could be conducted. The area of the study was confined to Addis Ababa. To obtain a more complete picture of the study, various studies using a comparable study in other regions of the country should be conducted. This research uses non probability sampling. Because it is challenging to guarantee the representativeness of such samples, the conclusiveness of the study is with a certain level of assurance.(Hair & Brunsveld, 2019). The study's scope was likewise limited with ultrasound, thus the factors affecting purchase intention on other medical devices should be studied.

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Appendix 1: Questionnaire

Questionnaire: to be filled by customers of ultrasound

Dear respondents, I am conducting research for my postgraduate program under master of business administration at Addis Ababa University. The purpose of this study is mainly to understand the effect of perceived product quality on purchasing intention of ultrasound. Therefore, you are kindly requested to complete the questionnaire which would take about 8 minutes from your precious time. I hereby assure you that the researcher will not share your response to a third party prior to analysis. If you have any question regarding the questionnaire, please don't hesitate to reach me via my cell phone: 0913-86-51-80.

Thank you once again!

Section 1: socio-demographic variables

1. Gender Male Female

2. Age below 20 21-30 31-40 41-50 above 50

3. Education level less than grade 12 Diploma Bachelor degree Master degree PhD

4. What is your occupation Self-employed permanent employee in organization temporary employee in organization other

5. Monthly income below 2,000 2,001-5,000 5,001-10,000 10,001 and above

section 2: factors affecting purchase intention

Direction: Please indicate your level of agreement or disagreement with the following questions on a 5-point Likert scale by marking under the appropriate number. Where, (1= Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= Strongly Agree. Consider your favorite ultrasound while answering the question.

No.	Statements	Strongly disagree (1)	Disagree(2)	Neutral(3)	Agree(4)	Strongly agree(5)
A	Brand name					
1	I feel more secure when buying a product with a well-known brand name.					
2	When buying ultrasound I consider the brand name.					
3	When buying ultrasound, it must be well known brand.					
4	Well-known brand name is trust worthy.					
5	Well-known brand name is worth paying the price.					
B	Price					
6	I prefer buying a relatively low price ultrasound.					
7	I prefer buying an ultrasound which have relatively low maintenance cost.					
8	When buying ultrasound I prefer if its resale value is attractive.					
9	When shopping for ultrasound I compare the price of different brands to ensure I get the most of my money.					

10	Ultrasounds price should be appropriate with its benefits.					
11	The price of ultrasound should be appropriate to its quality.					
C	Perceived product quality					
12	When buying ultrasound, I consider its performance.					
13	When buying ultrasound I consider its features.					
14	When buying ultrasound I consider its conformance with specification(zero defect).					
15	When buying ultrasound I consider its durability.					
16	When buying ultrasound, I consider its reliability (performing consistently well).					
17	When buying ultrasound, I consider its serviceability.					
D	Promotion					
18	I believe that sales promotion plays an important role in the buying process of ultrasound.					

19	Promotion has influence on brand preference.					
20	I believe that advertising plays an important role on the buying process of ultrasound.					
21	An involvement in charitable donation improves the brand's image.					

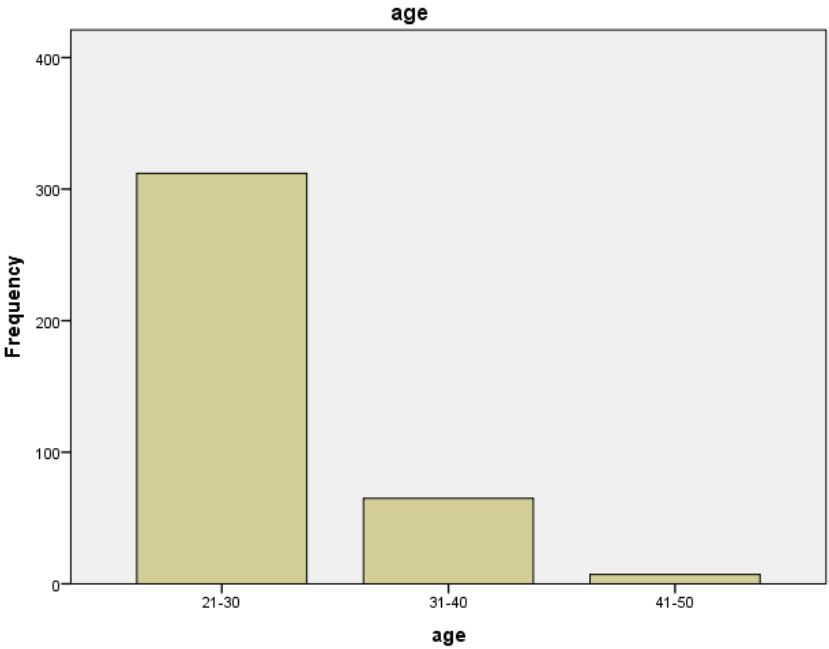
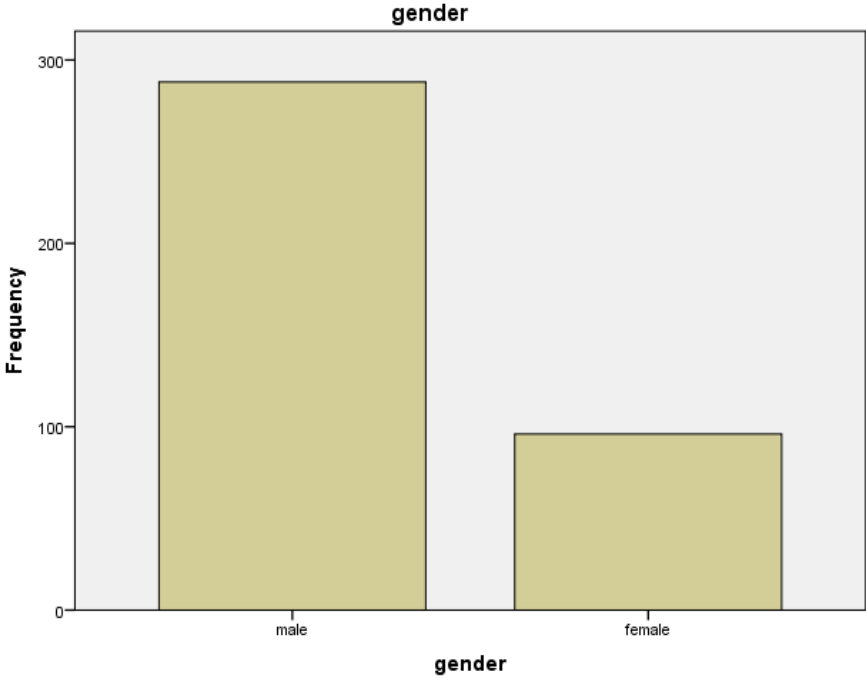
Section 3: purchase intention

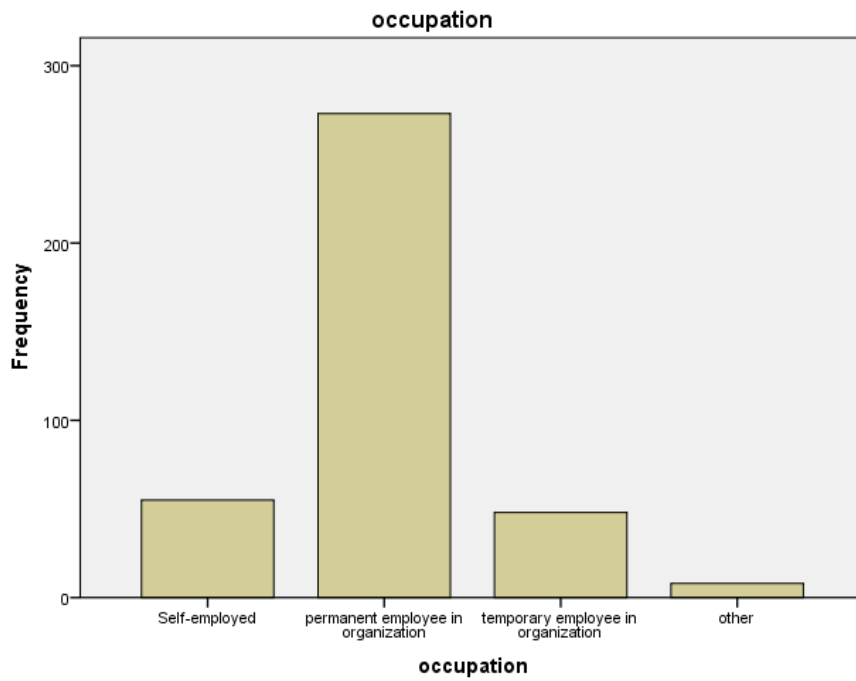
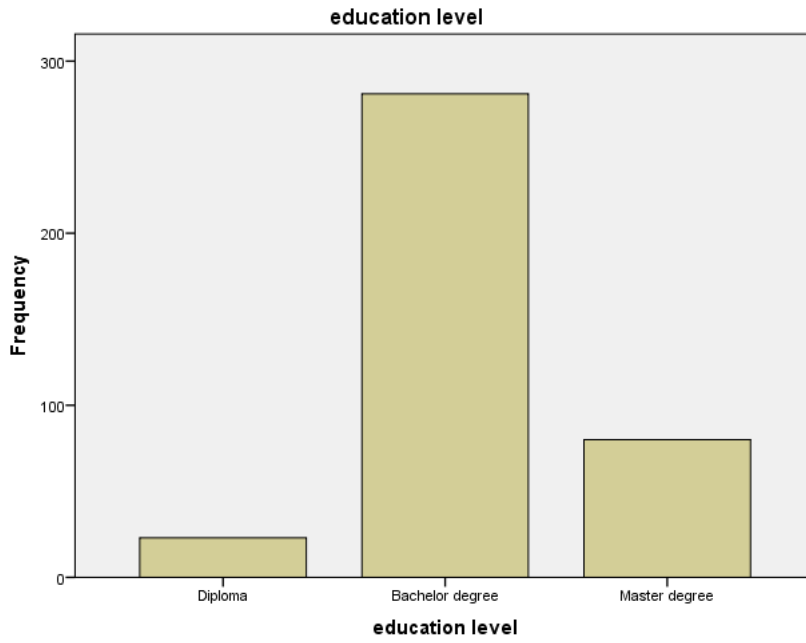
N o.	Statements	Strongly disagree (1)	Disagree(2)	Neutral(3)	Agree(4)	Strongly agree(5)
	Purchase intention					
1	I would consider purchasing ultrasound.					
2	I desire to buy ultrasound.					
3	I plan on buying ultrasound and I am interested in testing this product.					
4	I would definitely intend to buy ultrasound.					

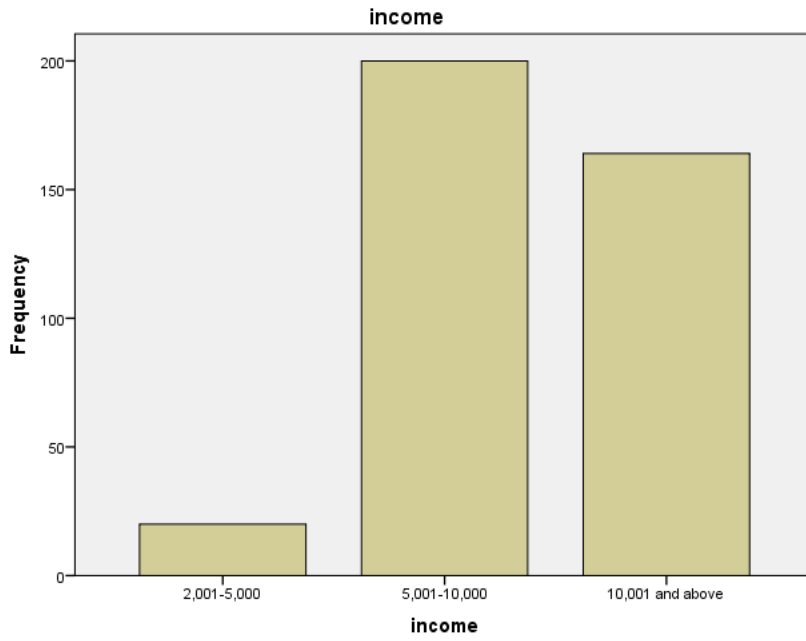
Thank you for your participation!!!

APPENDIX 2- SPSS OUT PUT

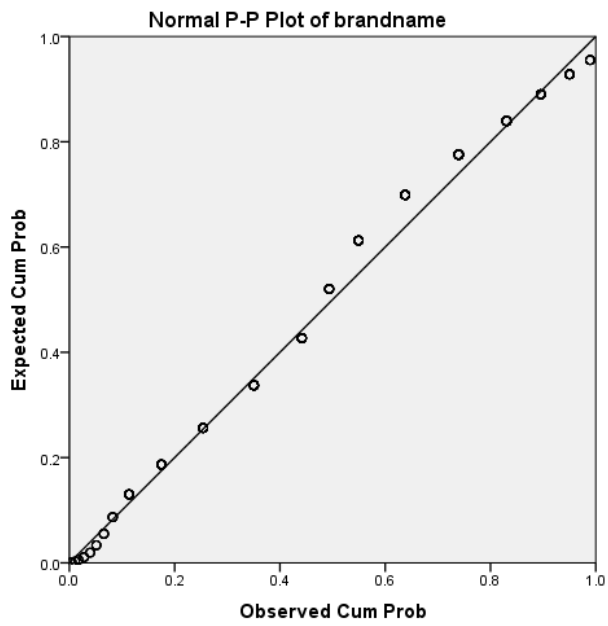
Respondents demographic bar chart

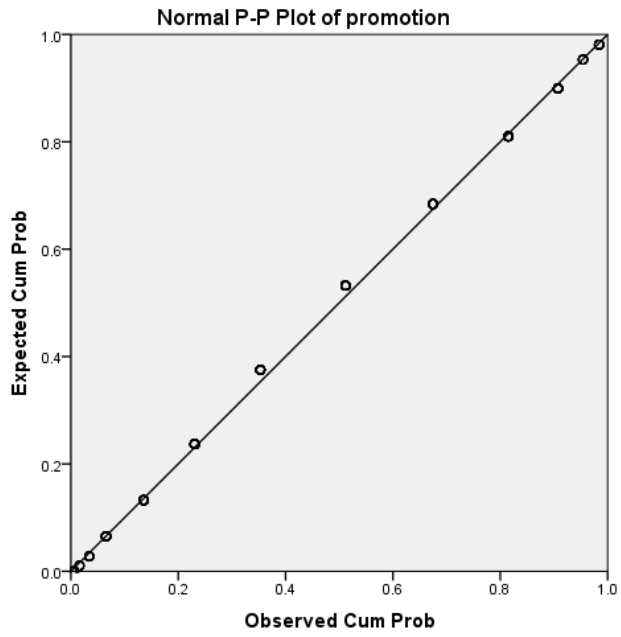
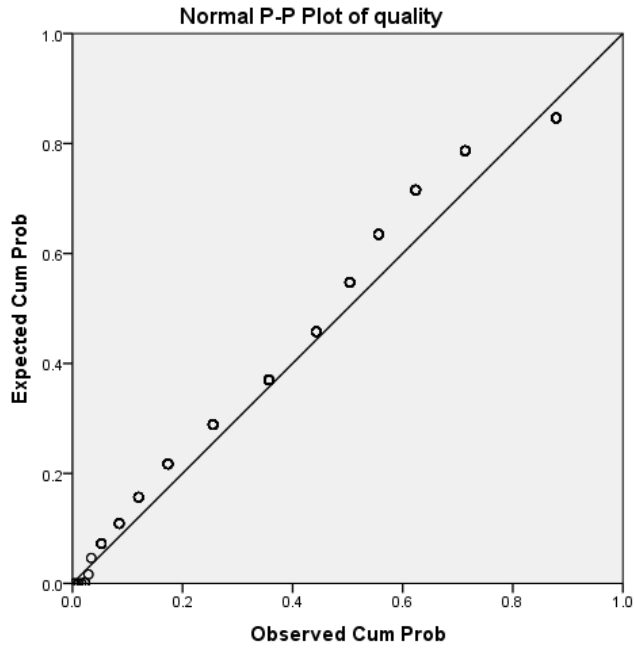


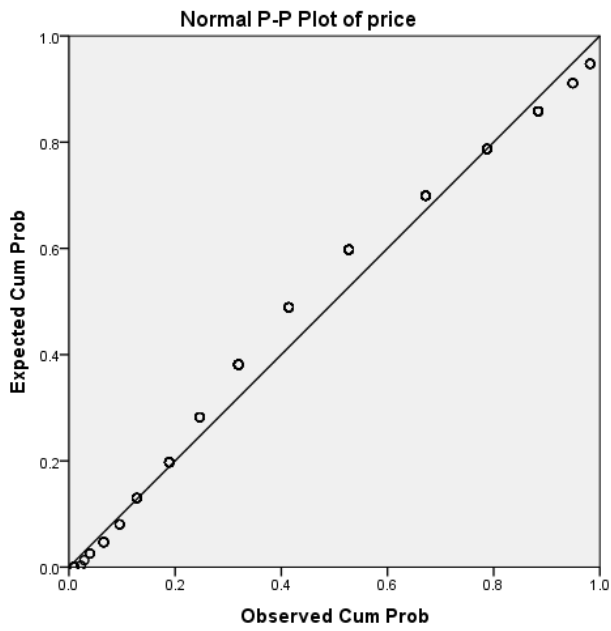
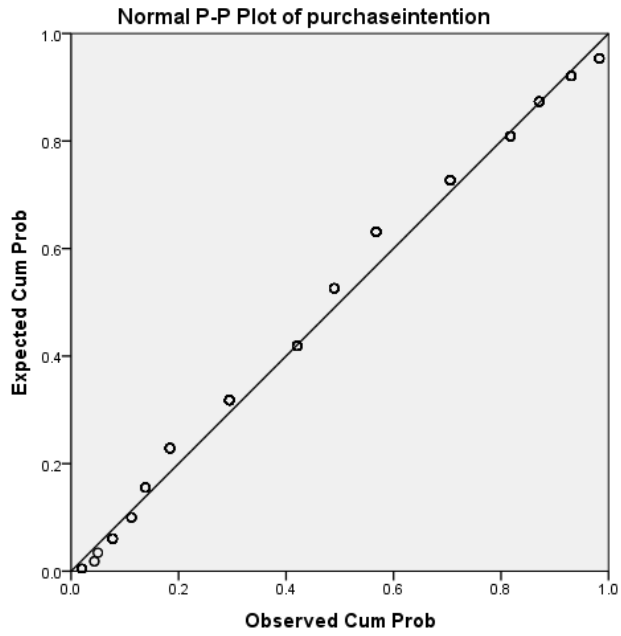




Histograms
P-P plots







Descriptive statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
security of brand name	384	1.00	5.00	3.8021	.99208
considering brand name	384	1.00	5.00	3.7161	1.11019
known brand name	384	1.00	5.00	3.5208	1.11696
trustworthy brand name	384	1.00	5.00	3.3880	1.17767
worth brand name	384	1.00	5.00	3.3568	1.20500
Valid N (listwise)	384				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
low price preference	384	1.00	5.00	2.9271	1.35381
low maintenance cost	384	1.00	5.00	4.0625	1.04031
attractive resale value	384	1.00	5.00	3.7656	1.07050
comparing price	384	1.00	5.00	3.8646	1.09944
price appropriate benefits	384	1.00	5.00	4.2161	.85359
price appropriate quality	384	1.00	5.00	4.2630	.89155
Valid N (listwise)	384				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
performance	384	1.00	5.00	4.3333	.85401
Feature	384	1.00	5.00	4.2396	.90539
conformance with specification	384	1.00	5.00	4.1094	.95787
Durability	384	1.00	5.00	4.2005	.93881
Reliability	384	1.00	5.00	4.3359	.86060
serviceability	384	1.00	5.00	4.2526	.88282
Valid N (listwise)	384				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
sales promotion	384	1.00	5.00	3.6875	.92894
brand preference	384	1.00	5.00	3.5625	.89457
advertising	384	1.00	5.00	3.6536	1.05084
public relation and publicity	384	1.00	5.00	3.8932	.88595
Valid N (listwise)	384				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
consider purchasing	384	1.00	5.00	3.6120	1.07813
desire buying	384	1.00	5.00	3.5130	1.02442
plan buying	384	1.00	5.00	3.4453	1.10405
intend buying	384	1.00	5.00	3.1875	1.07000
Valid N (listwise)	384				

Descriptive Statistics

	N	Range	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
						Statistic	Std. Error	Statistic	Std. Error
brandname	384	4.00	3.5568	.85007	.723	-.530	.125	-.023	.248
Price	384	3.00	3.8498	.60676	.368	-.953	.125	1.110	.248
quality	384	4.00	4.2452	.73948	.547	-1.481	.125	3.653	.248
promotion	384	4.00	3.6992	.62714	.393	-.412	.125	.754	.248
Purchaseintention	384	4.00	3.4395	.92792	.861	-.609	.125	.201	.248
Valid N (listwise)	384								

