

**IMPACT OF BRAND IMAGE ON THE RELATIONSHIP  
BETWEEN PERCEIVED QUALITY OF MOTOR CARS AND  
BUYING BEHAVIOUR: SPECIAL REFERENCE TO  
BATTICALOA DISTRICT**



**U. SHANKAVY**

**EU/IS/2015/COM/77**

**COM 1957**



Project Report  
Library - EUSL

**A Project Report Submitted to the Faculty of Commerce and  
Management, Eastern University, Sri Lanka as a partial fulfillment  
of the requirement of the Degree of Bachelor of Commerce Honors  
(BComHons)**

**Department of Commerce  
Faculty of Commerce and Management  
Eastern University, Sri Lanka**

**2020**

**PROCESSED  
MAIN LIBRARY, EUSL**

## ABSTRACT

**Purpose:** The objective of the study is to investigate the Impact of brand image on the relationship between perceived quality of motor cars and buying behavior. The study variables consist of dependent variable, independent variable and moderate variable. Perceived quality as an independent variable, buying behavior as dependent variable and brand image as a moderate variable.

**Design / Methodology:** Convenience sampling method is adopted to arrive at sample size of 100 in Batticaloa district. A questionnaire is designed using Five Point Likert Scales and distributed through google forms to the 100 respondents to obtain responses to the independent variable (perceived quality), dependent variable (buying behavior) and moderate variable (brand image). Moreover, the data for this research was analyzed through IBM SPSS statistics software.

**Findings:** In this research Cronbach Alpha, regression for the variable, correlation for both independent, dependent and moderate variable, compare means analysis and descriptive statistics was found by using SPSS software for this research. The hypothesis that was identified for this research were accepted. Likewise, there was a significant positive correlation identified in this research which help to study to prove its overall value.

**Research limitations:** The study consists with several limitations. The first limitation is that the survey was limited to small geographic division of a single country that is selected car users in Batticaloa District which prevents generalization of the findings.

This study surveyed only 100 respondents. Selected sample respondents have been relatively small if any study consist more than this sample size the findings would be further confirmed.

And the other limitation of this study is that the data was collected through a single measurement tool it is survey-based questionnaires of the quantitative approach, using qualitative research approach such as interviews and observation will be effective to get more explanation.

**Keywords:** *Perceived Quality of Motor Cars, Buying Behavior, Brand Image*

## TABLE OF CONTENTS

<b>ACKNOWLEDGEMENT</b> .....	<b>i</b>
<b>ABSTRACT</b> .....	<b>ii</b>
<b>TABLE OF CONTENTS</b> .....	<b>iii</b>
<b>LIST OF TABLES</b> .....	<b>viii</b>
<b>LIST OF FIGURES</b> .....	<b>x</b>
<b>LIST OF ABBREVIATION</b> .....	<b>xi</b>
<b>CHAPTER ONE</b> .....	<b>1</b>
<b>INTRODUCTION</b> .....	<b>1</b>
1.1 Background of the study .....	1
1.2 Research problem.....	2
1.3 Research question .....	3
1.4 Research objective .....	4
1.5 Significance of the study.....	4
1.6 Scope of the study.....	5
1.7 Chapter summary .....	5
<b>CHAPTER TWO</b> .....	<b>6</b>
<b>LITERATURE REVIEW</b> .....	<b>6</b>
2.1 Introduction.....	6
2.2 Theoretical Review .....	6
2.2.1 Brand image theory .....	7
2.2.2 Perceived quality theory .....	10
2.2.3 Consumer buying behavior theory .....	11
2.3 Empirical studies.....	13
2.3.1 The relationship between perceived quality and buying behavior .....	13
2.3.2 The relationship between brand image and buying behavior .....	14

2.3.3 The relationship between brand image and perceived quality	14
2.4 Research Gap .....	15
2.5 Chapter summary .....	15
<b>CHAPTER THREE .....</b>	<b>16</b>
<b>CONCEPTUALIZATION AND OPERATIONALIZATION .....</b>	<b>16</b>
3.1 Introduction.....	16
3.2 Conceptualization .....	16
3.3 Definition of key concept and variables .....	17
3.3.1 Perceived Quality	17
3.3.2 Consumer Buying Behavior	17
3.3.3 Brand Image	18
3.4 Operationalization.....	18
3.5 Chapter Summary .....	20
<b>CHAPTER FOUR.....</b>	<b>21</b>
<b>METHODOLOGY .....</b>	<b>21</b>
4.1 Introduction.....	21
4.2 Research Philosophy .....	21
4.3 Research Approach .....	22
4.4 Research Strategy.....	22
4.5 Methodology Choice.....	23
4.6 Time Horizon .....	23
4.7 Research Design.....	24
4.8 Study Population.....	24
4.8.1 Sampling Technique/ Method	25
4.8.2 Sampling Framework and Sample Size	25
4.9 Data Collection .....	26
4.9.1 Primary Data	26
4.9.2 Secondary data	27
4.10 Research Instrument.....	27

4.11 Method of Data Measurement .....	27
4.11.1 Method of Measured of Personal Information	28
4.11.2 Method of Measuring the Research Information	29
4.12 The Pilot Study .....	29
4.13 Method of Data Presentation, Analysis and Evaluation .....	29
4.13.1 Reliability of Instruments	29
4.13.2 Univariate Analysis	30
4.13.3 Bivariate Analysis	31
4.13.4 Correlation Analysis	31
4.13.5 Partial Correlation Analysis	32
4.13.6 Regression Analysis	32
4.13.7 Moderating Multiple Regression Analysis (MRA)	32
4.14 Method of data presentation.....	33
4.15 Testing Hypothesis.....	34
4.16 Chapter Summary .....	34
<b>CHAPTER FIVE .....</b>	<b>35</b>
<b>DATA PRESENTATION AND ANALYSIS.....</b>	<b>35</b>
5.1 Introduction.....	35
5.2 Analysis of Reliability .....	35
5.3 Data Presentation .....	36
5.3.1 Data Presentation and Analysis of Respondents Profile	36
5.3.1.1 Distribution of Age Level	36
5.3.1.2 Distribution of Gender	37
5.3.1.3 Distribution of Marital Status	37
5.3.1.4 Distribution of Occupation	37
5.3.1.5 Distribution of Income	38
5.3.1.6 Distribution of Purpose	38
5.3.1.7 Distribution of Brand	39
Table 5.8: Distribution Brand of Cars of Respondents	39
5.3.2 Data Presentation and Analysis of Research Objectives	39
5.3.2.1 Univariate Analysis	40
5.3.2.2 The Second Objective of the study	44

5.3.2.3 The Third Objective of the Study	48
5.4 Testing Hypothesis.....	54
5.4.1 Testing Hypotheses 1	54
5.4.2 Testing Hypotheses 2	54
5.4.3 Testing Hypotheses 3	55
5.5 Chapter Summary .....	55
<b>CHAPTER SIX .....</b>	<b>56</b>
<b>DISCUSSION .....</b>	<b>56</b>
6.1 Introduction.....	56
6.2 Findings and Discussion about Quantitative Part of the Research .....	56
6.2.1 Discussion of Personal Information	56
6.2.1.1 Discussion of Age Level	56
6.2.1.2 Discussion of Gender	57
6.2.1.3 Discussion of Marital Status	57
6.2.1.4 Discussion of Occupation	57
6.2.1.5 Discussion of Income Level	57
6.2.1.6 Discussion of Purpose of Usage	57
6.2.1.7 Discussion of Car Brand	57
6.2.2 Discussion of Research Information	58
6.2.3 First Objective of the Study	58
6.2.3.1 Level of Perceived Quality	58
6.2.3.2 Level of Buying Behavior	58
6.2.3.3 Level of Brand Image	59
6.2.4 The Second Objective of the Study	59
6.2.4.1 The Relationship between Perceived Quality and Buying Behavior	60
6.2.4.2 The Relationship between Perceived Quality and Brand Image	60
6.2.4.3 The Relationship between Brand Image and Buying Behavior	61
6.2.4.4 The Relationship between Perceived Quality, Buying Behavior and Brand Image	61
6.2.5 The Third Objective of the Study	62
6.2.6 Discussion on the Hypothesis of the Research	62
6.2.6.1 Hypothesis One	62
6.2.6.2 Hypothesis Two	63

6.2.6.3 Hypothesis Three	63
6.3 Chapter Summary .....	64
<b>CHAPTER SEVEN.....</b>	<b>65</b>
<b>CONCLUSION AND RECOMMENDATION .....</b>	<b>65</b>
7.1 Introduction.....	65
7.2 Conclusion .....	65
7.2.1 Conclusion- Objective One	65
7.2.2 Conclusion- Objective Two	65
7.2.3 Conclusion- Objective Three	66
7.3 Recommendation .....	66
7.4 Contribution of the study .....	67
7.5 Limitation of the study.....	67
7.6 Direction for the Future Studies.....	68
7.7 Chapter Summary .....	69
<b>LIST OF REFERENCES .....</b>	<b>70</b>
<b>APPENDIX - A.....</b>	<b>79</b>
<b>APPENDIX- B.....</b>	<b>83</b>
<b>APPENDIX- C.....</b>	<b>87</b>