

# Brand Transgression - Differential impact on purchase intention of Generation Y and Z

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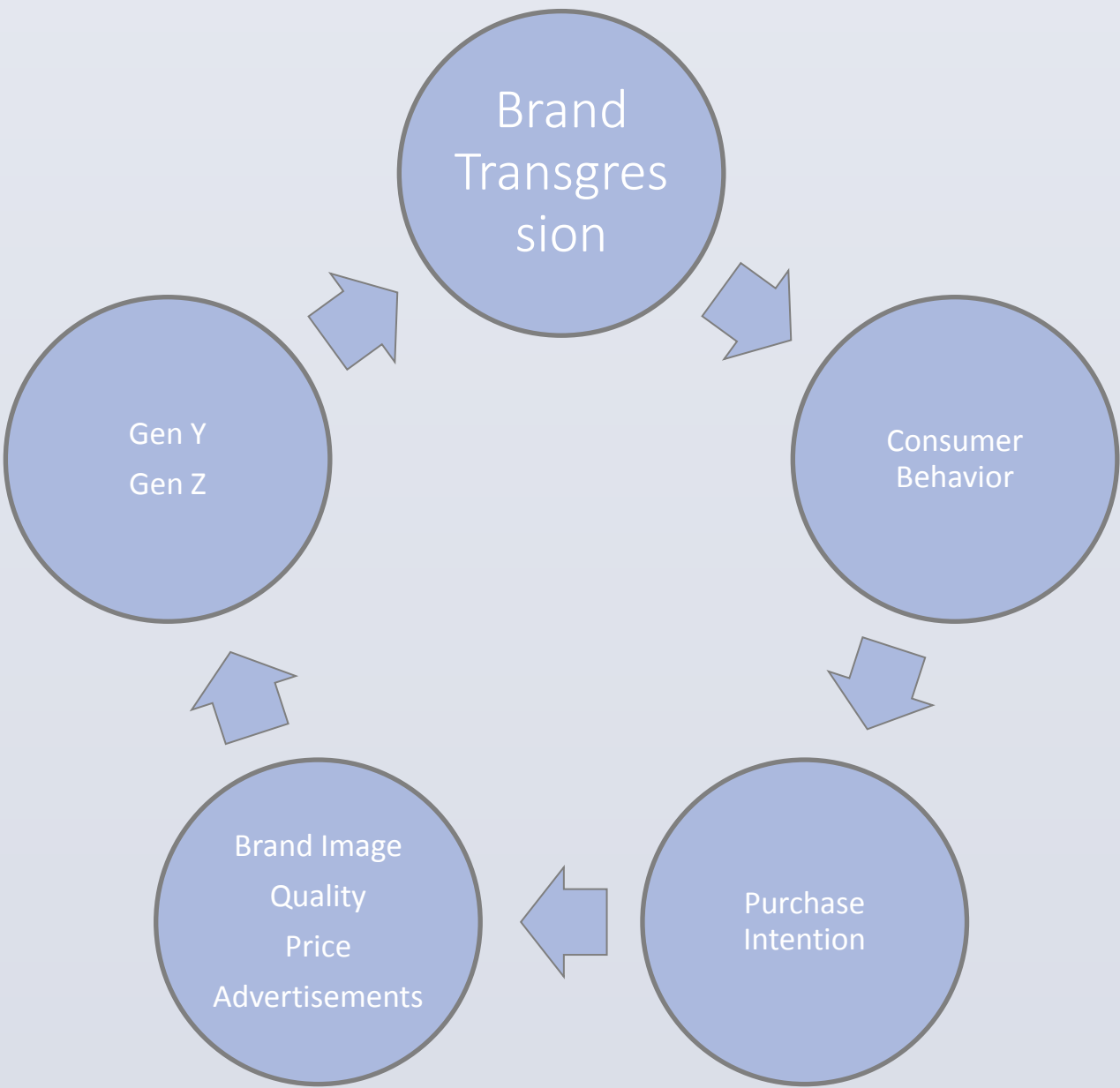
## OBJECTIVE

- To identify the purchase intention of Generation Y and Z customers before and after Brand transgression
- To identify the parameters that influences the purchase intention of Gen Y and Z significantly

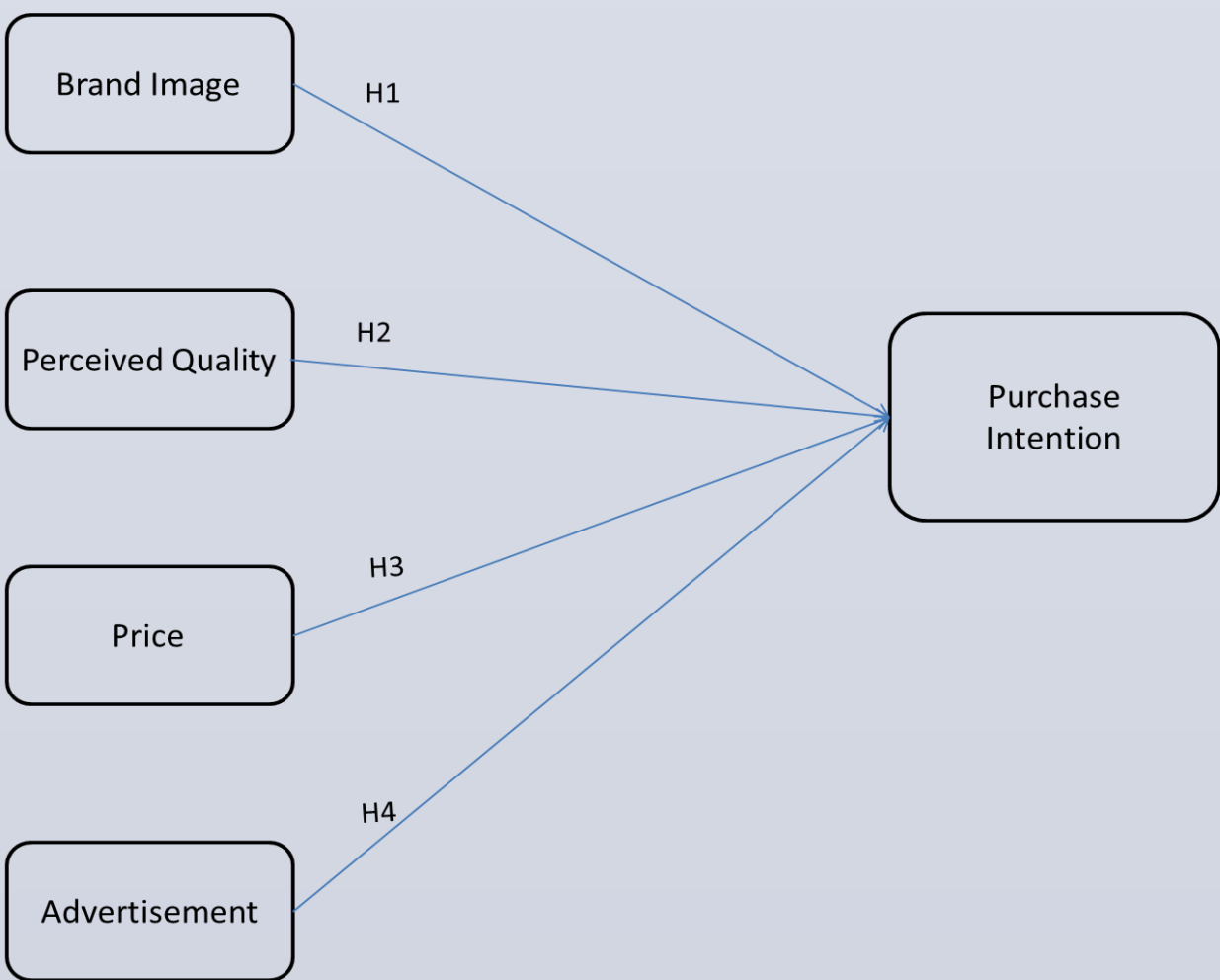
## INTRODUCTION

- Brand transgression – Violations of consumer-brand relationship relevant norms, and refer to the breaches of the implicit or explicit rules guiding relationship performance and evaluation (Aaker et.al, 2004)
- When a brand transgression happens, customers tend to move towards a different brand and so the purchase intention of the customer changes
- Consumers usually develop certain positive or negative or sometimes neutral feelings against a brand based on their experience or instinct
- Purchase Intention – The willingness of a customer to buy a certain product or a certain service (Chang et.al, 1994)
- The purchase intention of a customer depends on the perceived value of the brand and which in turn is directly proportional to the expected benefits to be obtained and the expected costs to be incurred

## LITERATURE REVIEW



## CONCEPTUAL MODEL AND HYPOTHESIS DEVELOPMENT



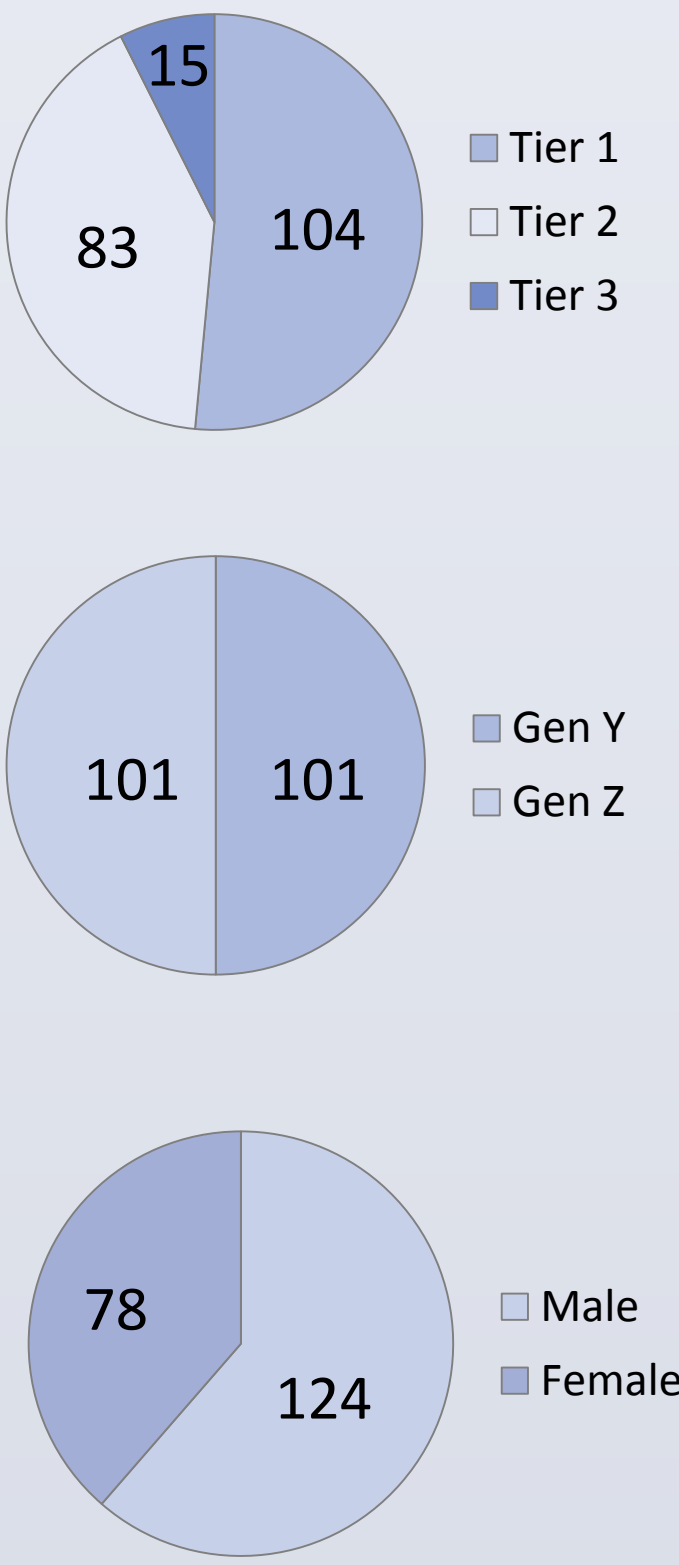
**H1:** There is a significant change in the purchase intention of Gen Y before and after brand transgression  
**H2:** There is a significant change in the purchase intention of Gen Z before and after brand transgression

- H3:** Brand name has a significant impact in the purchase intention of Gen Z than Gen Y  
**H4:** Perceived quality has a significant impact in the purchase intention of Gen Z than Gen Y consumers  
**H5:** Price has a significant impact in the purchase intention of Gen Z than Gen Y  
**H6:** Advertisement has a significant impact in the purchase intention of Gen Z than Gen Y

## METHODOLOGY AND DATA COLLECTION

- A questionnaire was developed and an online survey was conducted.
- The questions measured various aspects of purchase intention like brand image, perceived quality, price and advertisement.
- The purchase intention scale was adopted from Reynolds et.al.
- Data was collected from a sample of 202 people, across various age groups and locations across India

## DATA COLLECTION



### Gen Z – Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics
	B	Std. Error				Lower Bound	Upper Bound	
1 (Constant)	4.066	.353		11.511	.000	3.365	4.767	
BrandImage	-.600	.061	-.705	-9.783	.000	-.721	-.478	.967
Quality	-.093	.058	-.117	-1.623	.108	-.208	.021	.963
Price	-.037	.067	-.042	-.543	.588	-.170	.097	.828
Advertisement	.026	.056	.035	.462	.645	-.085	.136	.871

### Gen Y – Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics
	B	Std. Error				Lower Bound	Upper Bound	
1 (Constant)	1.684	.199		8.446	.000	1.288	2.080	
BrandImage	.005	.021	.020	.223	.824	-.038	.047	
Quality	-.073	.021	-.381	-3.438	.001	-.115	-.031	
Price	-.147	.037	-.366	-3.948	.000	-.221	-.073	
Advertisement	.064	.028	.253	2.274	.025	.008	.121	

## OBSERVATIONS AND RESULTS

- There is a significant change in the purchase intention of Gen Y before and after brand transgression
- There is a significant change in the purchase intention of Gen Z before and after brand transgression
- Change in the purchase intention of Gen Z is more significant than Gen Y
- Price and Quality influences the purchase intention of Gen Y consumers significantly
- Brand Image influences the purchase intention of Gen Z consumers significantly

## LIMITATIONS AND FUTURE WORK

- The study was done by focusing on the Gen Y & Z as whole and therefore the differential factors were not taken into consideration
- Actual behavioral outcome variable was not used, testing was only on Purchase intention
- Peer to peer influence on Gen Z consumers can be carried further by modifying the existing model