



2<sup>nd</sup> Interdisciplinary Conference of Management Researchers  
Empowering Sustainable Tourism, Organizational Management and  
Our Environment

19<sup>th</sup> – 21<sup>st</sup> October 2017 – Sabaragamuwa University of Sri Lanka

## **Impact of Intrinsic Factors, Extrinsic Factors and Attitudes on Consumers' Purchase Intention of Zigo Mobile Phone Brand**

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This research study was examined the impact of intrinsic factors, extrinsic factors and consumers' attitudes on customers' purchase intention of Zigo mobile phone brand marketed by Cell city Lanka (Pvt.) Ltd. Intrinsic factors were consisted of perceived quality, perceived risk and perceived value. Extrinsic factors were consisted of perceived price, packaging, advertisement and store image. Consumers' attitudes were consisted of trust on the product, product familiarity and perceived economic situation. Primary data were gathered from 300 sample respondents based on a convenience sampling method through a survey. Sample respondents were selected from the Western Province of Sri Lanka. The main research tool of the study was a structured questionnaire which was based on five-point likert scale. Data were analyzed using linear multiple regression analysis model. The result demonstrated that intrinsic factors, extrinsic factors and consumers' attitudes were significantly and positively impacted on consumers' purchase intention of Zigo mobile phone brand except few elements of intrinsic factors including perceived value and perceived quality. Findings of this study brings new insights to the management of Cell City Lanka (Pvt.) Ltd to understand that how intrinsic factors, extrinsic factors and consumers' attitude are influencing on consumers' purchase intention of Zigo mobile phone brand and would improve the existing body of knowledge on consumers' behavior towards purchasing of mobile phone brands in Sri Lanka.

**Keywords:** Customer, Purchase Intention, Sri Lanka, Zigo, Mobile Phone