A Study on Influencing Factors on Consumer Purchase Decision for a Leasing Product (With Special Reference to HNB Finance Ltd)

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ABSTRACT

Introduction - The leasing industry is growing so high with competitions and the market growth of the finance industry in dividing for lots of companies. The current study conducted to address the leasing product in HNB Finance Ltd., because it is the one of competitive industry which all the competitors are always create an individual succeeded and unsuckered. Due to the service failures occurred in leasing product in HNB finance, it faces issues in their business. The primary objective of this research is to find out the factors affecting to consumer purchase decision in Leasing product of HNB Finance Ltd.

Design/Methodology/Approach - Researcher developed a conceptual framework based on literature and identified Brand Awareness, Product Features, Service Quality, Customer Relationship Management, and Convenience as influencing factors. Researcher collected data through a questionnaire of selected 100 samples from Western Province and analyzed the data by using SPSS tool. Through SPSS researcher done Descriptive analysis, Regression Analysis, Correlation Analysis and ANOVA.

Findings – Based on the analysis, Product features, Customer relationship management and Convenience have a significant positive relationship with consumer purchase decision while brand awareness and service quality have negative impact on consumer purchase decision.

Conclusion - Finally, researcher given recommendations according to the conclusions gathered to make new strategies and overcome the current problem in the product. Based on findings recommendations have made in order to utilize resources on accepted variables to enhance effectiveness.

Keywords: *HNB Finance Ltd, Leasing Product, Consumer Purchase Decision, Product Features, Brand awareness*