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The Effect of Integrity of Product Image and Perfectionism Personality of Consumer on Purchase Intentions

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Authors' contributions

This work was carried out in collaboration between all authors. Author XP designed the study, analyzed data of the study and wrote the framework of the manuscript. Author YX analyzed the literature and wrote the first draft of the manuscript. Authors DL and ZW managed the literature searches and carried out experimental process. Finally, authors XP and YX revised and perfected the manuscript. All authors read and approved the final manuscript.

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ABSTRACT

This study employed the 2x2 mixed experimental design to explore the effect of integrity of product image and perfectionism of consumer on purchase intentions. The result indicated that the integrity of products had significant positive effect on purchase intention of consumers. The perfection of product image is more readily consumed than imperfection of product image and consumers are willing to spend more money to buy perfection of product image of the same quantity. The perfectionism of consumers had non-significant impact on their purchase intentions. But the integrity of product image and perfectionism personality have significant positive interaction effect on purchase intention. Consumers of higher perfectionism, compared with those of lower perfectionism, tend to have higher requirement on the integrity of product image.

Keywords: Product image; integrity; perfectionism; purchase intention.

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1. INTRODUCTION

The factors influencing consumer purchase intention are numerous, and the effect of product image factor is eye-catching. Du Pont Law believes that about 63% of the people decide whether to buy or not basing on the image of the products when purchasing, and over 83% receive information from reference. The first step for consumers to buy products is whether the products could arouse the attention of consumers, thus to stimulate consumers' desire to buy the products. Product image is a very good marketing variables, [1] found that the product appearance would affect consumer product preferences. Many studies have confirmed that good product image has a significant effect on commercial success [2-4]. And studies showed that the appearance of the product can influence consumers' perceptions of function, quality and usability of products [5]. But there were also studies pointed out that the product image was not likely to have effects on each aspect, and its effect had certain relativity and pertinence. In the market, the public impression of the product can include several aspects, and in the end will depend on the public to meet the requirements of the comprehensive evaluation of the product [6]. For example, some product advertising image of press close to life, and others to create an illusion, form different image in people mind. In other words, the effect of product image on consumer's purchase behavior may have mediating effect, such as: the personality factors of consumers.

The consumer personality trait is the basic unit of the consumer's personality, It reflects the consumer behavior of regularity and consistency. And Consumer personality traits have effects on consumer behavior [7]. There is an experimental research shows that personality is a highly relevant psychological construction with consumption experience. As a kind of personality traits, perfectionism is likely to affect consumer behavior decision-making. [8] study on the perfectionist attention preference to imperfect graphics shows that imperfect graphics could arouse imperfect anxiety of perfectionist, generating attention capture effect which made it more difficult for the perfectionist to pull away attention to this kind of graphics. In the field of consumption, the author is interested in a perfectionist will in commodities appearance, function, price, shopping environment, sales staff service attitude, and consumer sentiment in the process of the apparent perfectionist tendencies.

Based on the literature research, there is no relevant evidence to prove that perfectionism personality influence consumer behavior decision-making. It is not clear so far that whether consumers of perfectionism personality and integrity of product image affect consumer purchase intention or not. For this purpose, this article aims to test the influence on consumer purchase intentions of product image integrity and consumers perfectionism personality through experiment research.

Product image is one of the ways to manifest the product quality, as well as an advantage to influence product marketing [9-11]. The most immediate marketing goal of product image is to stimulate consumer purchasing desire. A large number of empirical research show that the product appearance is the first stimulus signal to consumers. For example, [12] believed that the product image includes six different elements: the role of conveying aesthetic feeling, symbol, function, ergonomics, attract attention and classification. It is hard for consumers to optimize all the elements of the roles of product image, such as color-bright product having color value from the aesthetic point of view, but may also have lower function value. [6] pointed out that in the study of different categories of products, the effects of product image elements are different. The imagine elements of consumer products mainly are brand, function, style, etc., while the imagine elements of means of production products are function and quality. This shows in consumer purchase intentions and purchase behavior, product image plays an important role, and consumers' core concerns are function. However, in terms of the imperfection of product image, because the product image is defective or damaged, and the product appearance of beauty is lost, quality assurance and the practical effect is reduced as well, it will inevitably affect consumer purchase intention. Therefore, this study suggests that compared with the imperfection of product image, consumers purchase intention is more intense for perfection of product image. Thus, this research hypothesis:

H1: *The integrity of product image has a positive effect on purchase intentions. The perfection of product image is much easier to induce consumer purchase desire than the imperfection of product image.*

Consumer behavior and consumer psychology believe that personality factors are the most important factors affecting consumer behavior. It

has been proved that personality is able wield effect on various behavior through emotion drive, it also reflects on the consumption experience [13-18]. Consumer personality differences have different preferences on products, and it also becomes one of the factors for their purchase intention and decision-making. Perfectionism personality characteristic is one of the important personality factors which influences people behavior intention and decision particularly [19]. In [20] view, the intrinsic motivation for changing oneself is the pursuit of perfection. The personality traits for striving to complete the task associated with critical self-assessment is a perfectionist. One who has the qualities of perfectionism personality traits could have a very high standard in real life and pursuits of perfect goals, and hopes to be perfect, tends to be perfect or extreme condition. [6] think "*Is What It Is, Perfect, Optimum, Getting Better*" these four motivations lead to perfectionism consumer pursuit of perfection in the process of product purchase[]. Hereby, perfectionism, as a kind of personality traits, may also impact on purchase intention. For consumers with perfectionism personality traits have higher request for the product in the purchase decision and are pickier on the choice of products, they expect to buy perfect products both in appearance, functions and qualities of products, therefore, this research hypothesis:

H2: The perfectionism personality of consumers have negative influence on purchase intention.

H3: The integrity of product image and perfectionism personality have significant positive interaction effect on purchase intention.

2. RESEARCH METHODS

2.1 Experimental Design

Using 2 x 2 mixed design of experiment, including personality perfectionism (A) and integrity of product image (B) two factors. The former is variable between subjects, divided into high score (A1) and low score (A2) two levels; The latter for internal variable of subjects, divided into perfection (B1) and imperfection (B2) two levels, which we can get A1B1, A1B2, A2B1, A2B2 four kinds of experimental treatment. Take the subjects willing to bid as the response variables for purchase intention. The purpose of this experiment is to examine the product integrity, consumer personality perfection, and

the interaction of both whether influence consumers purchase intention for products?

2.2 Experimental Subject

Random selected 130 college students as subjects, perfectionism personality test on them firstly with 120 valid data taken back. Then according to the test of perfectionism standard score to rank from high to low, then taking high sub 27% which are 32 in total as perfectionism high scores, taking low sub 27% which are 32 in total as perfectionism low scores. In the effective number of subjects, male account for 37.5%, female account for 62.5%. The average is 21.08 years old; Including 52 undergraduate, account for 81.2%, 12 graduate, account for 18.8%; Family economic conditions above medium level are 49, account for 76.6%, 15 in poverty levels, account for 23.4%.

2.3 Experimental Material

2.3.1 The Chinese version of frost multidimensional perfectionism scale test

The scale is revised by Zi and Zhou(2011), formed by concerning over mistakes, organization, parents expectations, personal standards, and doubts about actions five dimensions, by exploratory factor analysis and confirmatory factor analysis, the scale has good structure validity. Internal consistency coefficient of the scale of each dimension is 0.64 ~ 0.81, retest reliability is 0.63 ~ 0.82. As a result, the scale has good validity.

2.3.2 Experiment materials

The seven little experiments are designed in this study, a total of 7 real images (see the appendix for detailed materials). Experiment 1 is a set of spoon (eight are in good condition, two are in bad condition); Experiment 2 is a plate of pears (six are good, three are bad); Experiment 3 is a plate of mango (six are good, two are bad); Experiment 4 are two plate steamed stuffed buns (three are in good condition, two are in bad condition); Experiment 5 is a small bag of bread (there are two pieces of dirty); Experiment 6 is a box of tissue (eight bags in good condition, two bags are in bad condition); Experiment 7 is a bag of bread (eight pieces are good, two pieces are soiled by cockroaches).

2.4 Experiment Procedure

2.4.1 Distinct high and low groups for subjects personality perfectionism

According to perfectionism test scores, then taking high sub 27% which are 32 in total as perfectionism high scores, taking low sub 27% which are 32 in total as perfectionism low scores. The discrimination of both are significant ($M_{high} \pm SD_{high} = 99.13 \pm 6.49$, $M_{low} \pm SD_{low} = 69.41 \pm 5.05$, $F = 418.16$, $P=0.000$). Subjects have a good degree of differentiation.

2.4.2 Experiment implementation procedure

Every small experiment is equipped with certain life situation and two figures of A, B, the subjects will see figure A first and write down the price of willing to pay on answer sheet. Then see figure B and write down the price of willing to pay on answer sheet as well. Every figure will present 10 seconds, and then leave for 10 seconds to answer, the interval between A and B are 5 seconds. For example:

Experiment 1, Instructions: if there's a furniture store is in clearance sale, and you want to buy a set of tableware, this set of tableware as shown in the figure below, how much are you willing to pay for this set of tableware? Please do not discuss with others after seeing and fill in your bid on the answer sheet.

Present figure A first (as shown in Fig. 1), then subjects give the bid they are willing to pay. Then present figure B, then subjects give the bid they are willing to pay for the set of tableware.



A Integrity of products



B Imperfect products

Fig. 1. Product integrity and imperfection test

Seven little experiment use the order of ABBAABBA to present. The rest of the small from experiment 2 to experiment 7 are similar with the experiment one, the only difference is the contents of experimental material.

3. RESEARCH RESULTS

3.1 The Effect of Products Integrity and Consumer Personality Perfectionism on Consumer Purchase Intention

First, using one-way ANOVA to analysis gender, age, family economic status and cultural level and other demographic variables influence on purchase intentions, but the result show that the effects are not significant. Then do MANOVA of the product image integrity and consumers perfectionism influence on consumer intentions, the descriptive statistics are shown in Table 1 and Fig. 2.

The Table 1 and Fig. 2 show that from the view of consumer perfectionism personality, when facing the perfection of products, high perfectionist and low perfectionist both give a higher price, but the difference is not significant between them. However, for the imperfection of products, the difference between high perfectionism consumers and low perfectionism consumers are significant, high perfectionist are pickier for defective products. Therefore, the research hypothesis 1 has been verified that the influence of integrity of product image on consumer purchase intention effect is positive.

3.2 Analysis of the Integrity of Product Image and Consumers Perfectionism Effect on Purchase Intention

Using ANOVA to test the effect of integrity of product image and consumers perfectionism on purchase intention, the results are shown in Table 2 and Table 3, the main effect of the integrity of product image is significant ($F(1,62)=132.65, P=0.000 < 0.005$).

When facing different degrees of integrated product, consumers are tend to pay a higher price for high integrity or absolute integrity products. And the interaction is significant

between product image integrity and perfectionism ($F(1,62) = 4.94, P = 0.030 < 0.05$), the interaction effect is shown in Fig. 3, namely high perfectionism personality consumers compared with low perfectionism personality, they demand more on integrity of product image, goods appearance standards and rigor levels, they are more inclined to buy high degree of perfection even no defect products.

But in Table 3, according to consumer's perfectionism, there is no significant influence on purchase intention ($F(1,62) = 0.657, P = 0.421 > 0.005$).

Table 1. The average and the standard level perfectionist bid difference under different experimental conditions

Perfectionism personality	Product integrity	
	Perfection of products	Imperfection of products
Perfectionist (n=32)	84.28 (43.17)	37.79 (28.71)
Non-perfectionist (n=32)	83.91 (59.69)	55.86 (56.12)

—Note: the brackets for the standard deviation

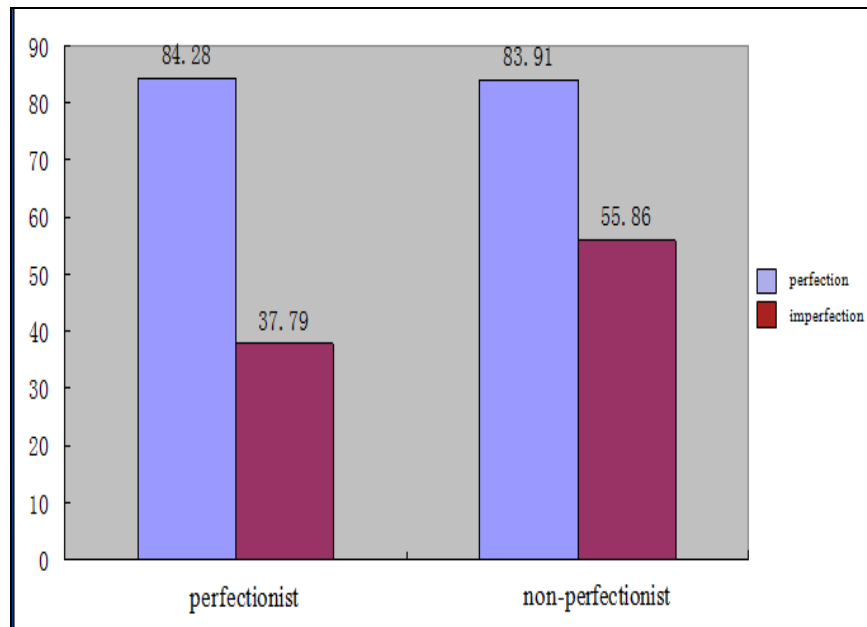


Fig. 2. The effect of products integrity and consumer personality perfectionism on consumer purchase intention

Table 2. Participants in the effect test

	<i>lll qs</i>	<i>df</i>	<i>Ms</i>	<i>F</i>	<i>Sig.</i>
integrity of product	38274.528	1	38274.528	132.651	.000
integrity of product * perfectionism	1424.445	1	1424.445	4.937	.030
error	17889.264	62	288.537		

Table 3. Effect of test between subjects

	<i>lll qs</i>	<i>df</i>	<i>Ms</i>	<i>F</i>	<i>Sig.</i>
Intercept	530115.303	1	530115.303	120.166	.000
Perfectionism	2897.508	1	2897.508	.657	.421
Error	273514.597	62	4411.526		

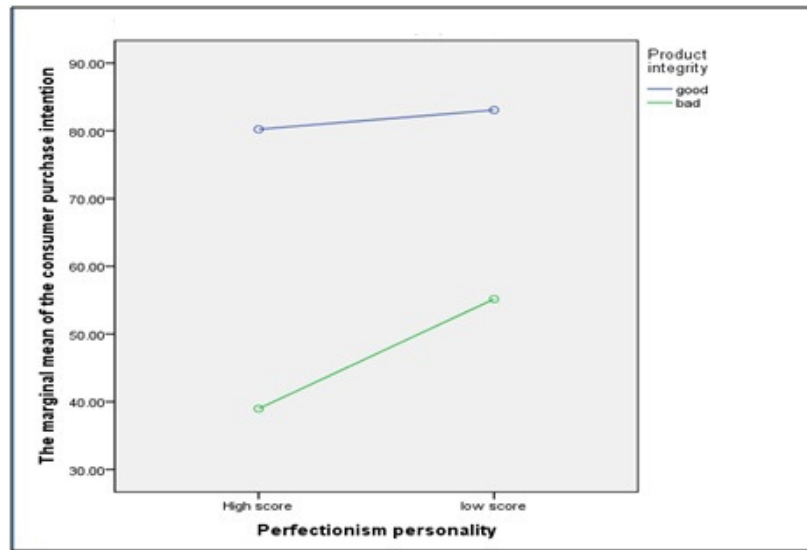


Fig. 3. The interaction effect of image integrity and perfectionism on purchase intention

4. DISCUSSION

This study results show that the effect of product image of integrity on purchase intention is positive. The perfectionism personality of consumers had non-significant impact on their purchase intentions. Perfectionism and product image integrity have significant positive interaction effects on purchase intention.

Whether the subjects are perfectionism personality or not, their offer is higher for the perfection of products; the offer is lower for the imperfection of product, namely on the product image integrity, consumer purchasing desire difference is significantly. This is likely that consumers often use some easy clues to determine in decision-making and economic psychology call this phenomenon as *Availability Heuristic*. [21] argued that availability heuristic means that people tend to evaluate the relative frequency, basing on the object or event in the consciousness or memory availability degree, easily perceived or recalled object or event is judged to appear more often. If people evaluate the possibility of its emergence according to the degree of availability of an object or event and

those who are easily to be perceived or recalled will be judged as more likely to appear, and even exaggerated the possibility. This phenomenon for exaggerating the occurrence probability of an even is called *Availability Bias*. Perhaps it is the *Availability Bias* or availability heuristic that affects the consumer decision-making. Product image of integrity is most likely to become the core element of availability heuristic, as well as being exaggerated or extended the imagination by *Availability Bias*. Exaggerated or extended imagine are easily to become a psychological response priorities. Therefore, product image integrity become the key factors that influence consumer decision-making and consumer purchase intention. [22] also used a similar experiment to confirm that people use availability heuristic strategy in decision-making. A lot of people make decisions emotionally, unconsciously, irrationally frequently, which are affected by the availability heuristic. To determine its likelihood of occurrence by the availability of an object or event in the consciousness or memory, people tend to judge the objects and events which are easily perceived and recalled as easily appeared.

When people consume commodities, the pursuit of the greatest satisfaction of commodities is the purpose and desire of people they want to achieve, namely the effectiveness of product become a decisive factor for people's consumption decision. Many studies about the purchase intention results indicate that customers perceive the value of the commodities have a significant impact on consumer purchase intention. Consumers perceive the value of the commodities refers to the perception for gains and losses, the overall evaluation of products utility, that is the ratio of perceiving gains and losses [23]. We commonly known as cost performance. [24] argues that the perceived value of consumer is one causal variable of consumer purchase intention, and there is a positive significant relationship to purchase intention. Currently, most studies agree that the quality of products, service quality and price factors constitutes the driving factors of customer perceived value [25]. When the consumers consume, they will balance perceived value of gains and losses for products with the driving factors, and make a final decision whether to buy or to buy what kind of products. In this study, the degrees of product image are different, and consumer driven by the product quality differences driving factors, the effect of perceived value will be different definitely, and that causes the impact on purchase intention. Therefore, there are significant differences on the bidding for perfection and imperfection of products.

The study finds that the integrity of the product image and perfectionism have significant interactions. As a steady pursuit of high standards of personality traits, perfectionism personality will be more tend to focus on small details, and has high expectations and high standard on commodities, pays attention to the quality and function of commodities, particularly sensitive to defects existing in the product, and tend to enlarge this tiny difference and function. The amplified difference evokes a certain level of anxiety, a perfectionist pursues no compromise through constantly comparing in the anxiety aroused by details, thus perfectionist tends more to choose to buy undamaged and impeccable products. Relative to the non-perfectionism personality, people with perfectionism personality traits can't accept any defective and damaged products. Because of the personality characteristics, when they are in the buying decision process, they will pay more attention to the defects of product image. For the non-perfectionism personality, a few small flaws of

product image can be ignored, and these types of consumers pay more attention to the practical value of the product. Obviously, consumer's perfectionism personality and the integrity of the product image interactive on people's purchase intention and consumption decisions, and for some products have defects, the consumers of perfectionism personality who are influenced by their personality traits, make them require as perfect as possible both in appearance and the quality of product and function. Perfectionists more enjoy the process of comparing difference of goods; Perfectionists usually set irrational standard as decision-making basis, and fixation on the stereotype of the buying process, purchasing behavior should be carried out in strict accordance with the process; Perfectionist in any situation, there is perfect for any goods requirements.

The results of this study are important application value for commodity producers and salesmen. On the one hand, they should attach great importance to the perfection of product image, on the other hand, they should pay great attention to perfectionism personality characteristics of consumers. Only take into account the perfection of product image and perfectionism personality, they can get great success in business.

But consumer perfectionism personality traits as a single variable having no significant effect on purchase intentions are a bit out of our expectation. In the past research and real life observation, perfectionism is not absolutely. Every individual in a certain situation will has perfectionist tendencies. However, due to different experiences in growing up and personality traits of individuals differences, the orientations and statuses of perfectionism are different. [26] pointed out that defined as a perfectionist will not always show the perfectionist tendencies when dealing with something, on the contrary, the non-perfectionist is likely to produce perfectionism tendencies in certain situations. It is also likely that they are all college students in scale measurement and the experimental subjects' choice. Sample structure is unitary, experimental materials selection is limited and diversity is insufficient etc, which have a certain impact on results. This study is the preliminary research of integrity of product image and consumer perfectionism on the effect on purchase intention, and other aspects of variables need to be further added into the study of the analysis, such as demographic variables, economic conditions of subjects, shopping habits

and values, and so on. These factors will affect the purchase intention. In addition, the irrelevant variables in experimental process or strict control for errors, and the body variable control and other aspects are worth further discussing.

5. CONCLUSION

This experiment preliminary obtained the following conclusions: (1) The effect of integrity of product image on purchase intention is significant positive; (2) The effect of consumer personality perfectionism on its purchase intention is not significant; and (3) Perfectionism and integrity of product image have significant positive interaction effects on purchase intention. Consumers of higher perfectionism, compared with those of lower perfectionism, tend to have higher requirement on the integrity of product image.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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APPENDIX

Experiment 1

Instruction: if in a furniture shop clearance sale, you want to buy a set of dishes. This set of tableware (as shown), are you willing to pay for this set of tableware? Please fill in the number of the price you are willing to pay _____\$.



Instruction: if in a furniture shop clearance sale, you want to buy a set of dishes. This set of tableware (as shown), are you willing to pay for this set of tableware? Please fill in the number of the price you are willing to pay _____\$.



Experiment 2

Instruction: see below, these pears. If you buy, how much are you willing to pay? Please fill in the number of the price you are willing to pay _____\$.



Instruction: see below, these pears. If you buy, how much are you willing to pay? Please fill in the number of the price you are willing to pay _____\$



Experiment 3

Instruction: see below, the mango. If you buy, how much are you willing to pay? Please fill in the number of the price you are willing to pay _____\$.



Instruction: see below, the mango. If you buy, how much are you willing to pay? Please fill in the number of the price you are willing to pay _____\$.



Experiment 4

Instruction: see below, the steamed stuffed bun. If you buy, how much are you willing to pay? Please fill in the number of the price you are willing to pay _____\$.



Instruction: see below, the steamed stuffed bun. If you buy, how much are you willing to pay? Please fill in the number of the price you are willing to pay _____\$.



Experiment 5

Instruction: see below, this bag of bread. If you buy, how much are you willing to pay? Please fill in the number of the price you are willing to pay _____\$.



Instruction: see below, this bag of bread. If you buy, how much are you willing to pay? Please fill

in the number of the price you are willing to pay _____\$.



Experiment 6

Instruction: see below, these paper. If you buy, how much are you willing to pay? Please fill in the number of the price you are willing to pay _____\$.



Instruction: see below, these paper. If you buy, how much are you willing to pay? Please fill in the number of the price you are willing to pay _____\$.



Experiment 7

Instruction: see below, this bag of bread. If you buy, how much are you willing to pay? Please fill in the number of the price you are willing to pay _____\$.

Instruction: see below, this bag of bread. If you buy, how much are you willing to pay? Please fill in the number of the price you are willing to pay _____\$.



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