



Factors Affecting Buying behaviour and its Influence on Purchasing of Electronic Appliances

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Abstract: This research work examined the factors affecting buying behaviour and its influence on purchasing of electronic appliances. Primary data has been collected by the distribution of questionnaire. Survey has been conducted by using convenience sampling method. Total 600 data has been recorded which was used for further statistical analysis technique. EFA method has been used to explore the factors and hypotheses were tested using Regression method. The study found out that digital media significantly impacts on buying behaviour of electronic appliances.

Keywords: Digital media, electronic appliances, purchase intention, consumer behavior

1. Introduction

Consumer buying behaviour is a combination of customer's attitudes, intentions, preferences and decisions while purchasing a product or service. Learning about consumer buying behavior contributes in identification and prediction of buying behavior of customers in purchasing a product (Sharma, 2014). In depth analysis of consumer buying behavior helps companies to understand what product or service consumer is purchasing as well as the reason of that purchase (Kumar, 2004). Purchase intention is a critical factor in understanding consumer buying behaviour. Purchase intention is deliberate evaluation of consumer's willingness to purchase a product or service (Ajzen, 1991). Basically, A consumer's thinking regarding purchasing goods or service represents his purchase intention (Blackwell et al. 2001). According to Brown (2003), Actual buying rates are higher in consumers having intention to purchase, while actual buying rates goes down with consumers indicating no purchase intention. However, intention do not necessarily equate with actual purchasing. Researchers have found a positive

correlation between purchase behavior and purchase intention (Morwitz, 1996). Therefore, Purchase intention is a strong characteristic of consumer interested in repetitive buying of goods (Nabil, 2010).

Purchase intention represents customer retention and is influenced by extrinsic factors like brand image, customer satisfaction, product quality and many more (Hawa et al., 2014). Swinyard (1993) and Mcquitty et al. (2000) analyzed effect of purchase intention values and involvement in customer satisfaction. Sweeny et al. (1999) studied how customer satisfaction influenced purchase intention of a consumer. To investigate the relationship between product quality and purchase intention, an empirical analysis was presented by Parasuraman et al. (1996). The likelihood of a consumer purchasing a product or service to depends upon its attributes, features, quality and price. Regardless of outcome of customer's past purchase experience, it has been found that the experience of purchasing remains in customers.

Social Media provides real time information and facilitates two-way communications between retailer and consumers which allow retailers to serve their consumers more efficiently and effectively through better customer relationship management, extended product lines, cost effectiveness and customized offers (Basu and Muylle, 2003; Srinivasan et al., 2002). Adopting social media offers unique competitive advantage to online retailers over traditional retailers (Wolfenbarger and Gilly, 2003; Doherty and Ellis- Chadwick, 2009; Levenburg, 2005; Turban et al., 2015). Activities related to purchase decisions like information seeking, searching for bargains and expressing dissatisfaction about services by visiting retail store is matter of past now. Hence this study examined the factors affecting buying behaviour and its influence on purchasing of electronic appliances.

2. Literature review

Consumer behavior refers to how an individual responds to a specific idea or circumstance. Consumer behaviour is defined as the "Processes involving the choice, purchase, use or disposal of products, services, ideas or experiences in order to meet needs and wants" (Solomon et al. 2010). It could as well be defined as "the complex interaction of affect and cognition, behavior, and environmental events by which human beings perform the exchange aspects of their lives," (Ekwueme & Akagwu, 2017). The study of consumer behaviour has moved from why customers purchase to how they make their purchase (Blythe, 2008). Market segment is one of the most critical elements of the industry. In terms of product demand and tastes, customers within the group are more or less identical, so that market segmentation focuses on behavior. In all of the different forms of market segmentation, for example the demographic segmentation (age and gender) geographical (regional and country difference), psychographic market segmentation (people, lifestyle) and then the behavioural (Solomon, et al, 2010).

The behaviors, intentions, desires, and decisions of customers when purchasing a product or service are all part of consumer buying behavior. Understanding market procurement helps detect and forecast the buying actions of consumers (Shen, 2013). An in-depth examination of consumer purchasing behavior aids businesses in determining what product or service customers are purchasing and why they are doing so (Renu & Vandana, 2020). The purchase intention is critical to understand customer buying behaviour. The desire to buy is to

deliberately determine the readiness of a buyer to buy a good or service. Essentially, the desire of a customer to purchase goods or services is reflected in his ideas (Renu & Vandana, 2020).

When websites such as MySpace were established in 2003 and Facebook in 2004, the word "social media" became prominent (Duangruthai & Leslie, 2018). Web 2.0 enabled user networks to be created and ideas, information and knowledge to be shared amongst users (Constantinides, 2014). Social media can be defined as the web-based application community that builds on Web 2.0 ideological and technical fundamentals and allows the creation and shared use of UGCs, as defined by the Web 2.0 and Users Generated Content (UGC) definitions (Kaplan and Haenlein, 2010). The media created by the end-user is called UGC. Different kinds of social media exist: community projects (Wikipedia, blogs), content communities (YouTube), social networking (Facebook) and many more (Kaplan and Haenlein, 2010).

Social media can be defined as "Consumer media" which is "a wide range of new information sources produced and used by consumers that wish to share information on any subject of interest with others" (Kohli, Suri, & Kapoor, 2014). According to eMarketer (2013), about a quarter of the global population which is about 1.73 billion people use social media, and was expected that by 2017, the worldwide community on social media will hit a population of 2.55 billion (Schwartz et al, 2010). Many analysts see smartphone and web technologies as a marketing platform for studying social media, based on how users report, co-produce, User material interpretation and changes" (Kohli, Suri, & Kapoor, 2014). This is seen as a paradigm change in company promotion of their goods, since businesses depend more on consumers to lead promotions and build brand speech processes (Kohli, Suri, & Kapoor, 2014).

Social media is not an advertising platform in itself, because it's hard for enterprises to determine how branding affects consumer awareness and engagement, unlike the print or TV advertisement. Positive comments can be good in social media places, however, derogatory remarks also belong to the brand discourse and can be challenging for companies using social media to sell (Ho-Dac, Carson, & Moore, 2013; Kohli, Suri, & Kapoor, 2014). Consumers are part of branding process discussions and debates that do not take their involvement in branding or advertising into account (Kohli, Suri, & Kapoor, 2014).

3. Research methodology

The most important thing have to understand that Research methodology is system to solve the related problem. It is not only science but also an art how to do research scientifically. It is the logic to be used in the context of research. Here problem can be identified from the various literature reviews and previous knowledge. The researcher has to understand the problem which gives him the direction how to solve the problem. Research methodology consists of series of actions or steps necessary to carry out research work effectively. It not only involves research methods but also logic behind the methods we use, in the context of research.

The researcher has tried to collect the on the basis of various parameters and various areas are selected from the thane district which are as follows:

Location: Pune, Jhansi and Lalitpur

Demographic ratio: Data collected from various categories of males and females.

Primary data has been collected by the distribution of questionnaire. Survey has been conducted by using convenience sampling method. Total 600 data has been recorded which was used for further statistical analysis technique. Hypotheses were tested using Regression method.

4. Result and analysis

Demographics

From survey it is observed that, 219 (43.8%) were male and 281 (56.2%) were female. The demographics are displayed in Table 1. On the basis of age between the ages of 20 and 30, 31.4 percent of respondents were in that age group, 36.2 percent were in their 30-40, and 32.4 percent were in the age group of 40-50. According to respondents' income status, 34.4 percent have incomes between 30,000 and 40,000, 22 percent have incomes between 40,000 and 50,000, and 43.6 percent have incomes between 20,000 and 30,000. According to respondents' educational backgrounds, 24.4 percent are graduated from high school, 27.8 percent have bachelor's degrees, 32.2 percent have master's degrees, and 15.6 percent have post-graduate degrees.

Table 1. Demographic profile

Gender (<i>n=600</i>)	N	Frequency (%)
Male	219	43.8
Female	281	56.2
Age (<i>n=600</i>)		
20-30	157	31.4
30-40	181	36.2
40-50	162	32.4
Income (<i>n=600</i>)		
20000-30000	218	43.6
30000-40000	172	34.4
40000-50000	110	22
Qualification (<i>n=600</i>)		
High school	122	24.4
Bachelor	139	27.8
Masters	161	32.2
Post-graduate	78	15.6

Factors affecting buying behaviour towards the purchasing of electronic appliances

To explore the factors affecting buying behaviour towards the purchasing of electronic appliances, exploratory factor analysis (EFA) technique the measurements underlying the data collection were used to analyse it. The

EFA with Varimax rotation was done for this reason. In addition, to see the associations amongst factors, the Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity both were tested using SPSS 23.0. One crucial principle underlying the adequacy of factor testing is to identify that now the data matrix contains adequate correlations to support its implementation (Hair et al., 2006). The suitability of data for factor analysis has been tested associated with statements. The very next step consists of determining the total importance of the correlation matrix with Bartlett sphericity test, and gives the statistical likelihood that for at least any one of the variables have substantial correlations only with correlation matrix. KMO (Kaiser- Meyer- Olkin) Test- KMO test was used to check appropriateness of sampling measure to conduct Factor Analysis on the variables used to collect the data. The acceptable value of KMO lies between 0.5 to 1 (Hair et al., 2006). For good factor analysis the value of KMO should always be higher than 0.60 (Hair et al., 2006).

Table 2: Factor Loadings

Measurement items	Abb.	No. of items	KMO	TVE%	Standardized Factor Loadings	Cronbach's alpha
Easy to use	EU	3	.777	66.78	.769-.853	0.813
Convenience	CNV	3	.782	64.32	.747-.842	0.791
Enjoyment	ENJ	3	.742	71.12	.829-.887	0.833
Time saving	TS	3	.739	76.42	.853-.852	0.868
<p>Key: KMO- Kaiser-Meyer- Olkin Measure of Sampling Adequacy; TVE- Total Variance Explained (calculated dimension-wise) Note: Extraction method-Principal Component Analysis; Rotation method- Varimax with Kaiser Normalisation (Rotation Converged in 6 iterations)</p>						

By performing EFA, on 12 items associated with statements, four factors have been extracted. Further, the result of reliability test indicated that the Cronbach's alpha coefficients for all the constructs are above 0.70. According to (Chin, 1998), construct reliability is ensured when the reliability level is above 0.7.

Impact of digital media on buying behaviour towards the purchasing of electronic appliances

In this section, the impact of digital media on buying behaviour towards the purchasing of electronic appliances using Regression was examined.

Table 3. Impact of digital media on buying behaviour towards the purchasing of electronic appliances

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.676	0.178		9.789	0.000
	Digital media	0.579	0.049	0.449	11.821	0.000

From the above it is observed that digital media significantly impact on buying behaviour towards the purchasing of electronic appliances as beta =0.449 and p-value is less than 0.05.

5. Conclusion

Literature review have shown that digital media is a key factor that has a positive significant impact on purchase intention, with much support from previous research findings. In this study, digital media has a direct and positive significant impact on buying behaviour. Digital media is therefore important to generate purchase intentions because consumers from all walks of life are technologically advanced and educated to use modern devices, such as smartphones, computers, tablets, and digital devices, which have become a part of their lives. The daily use of these devices offers consumers a good level of trust and adventure to try new approaches to online shopping, especially there are many ways to bridge them to products and services using a successful digital marketing method. Besides, innovation platforms are ready to offer consumers an effective communication with online communities, friends or unknown persons, to share the joy of using the product or to have an unsatisfactory emotional impact on purchase intention. Digital media helps businesses to satisfy their customers and increase revenues through personalisation, and ultimately results in customer retention. From this research, we conclude that an effective layout, quality content information, and an exchange of opinions will promote purchase intentions.

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