



# STUDY ON THE IMPACT OF INTERNAL AND EXTERNAL FACTORS ON CONSUMER BUYING BEHAVIOUR TOWARDS ELECTRONIC DURABLE GOODS IN VADODARA CITY.

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**Abstract** -Consumer behavior in the past 15 years has become a very important factor for firms providing goods and services in the market. The competition is becoming cutthroat in the market, and the firm's focus is to attract new consumers and retain existing customers. This paper provides a brief insight into what consumer behavior is and the influencing factors that affect consumer buying behavior and the decision-making process. Marketing is the process of creating, communicating, and delivering offerings that have value. The process of marketing starts and ends with the consumers; hence it becomes necessary for firms to know how well their marketing strategy suits the marketing demand. Consumer behavior involves all the psychological processes, the consumer experiences. These processes involve the deep thinking of consumers. For example, why to buy the product, which products to buy, from where to buy, and after-sales services. And executing these plans to buy the product. The extremely modern and professional marketing staff tries to find out the consumer buying patterns and their responses, therefore analyzing the essential traits of their behavior.

**Keywords:** Consumer Buying Behavior, Internal Factors, External Factors

## I. INTRODUCTION

Consumer buyer behavior refers to the decision and acts people undertake to buy products or services for individual or group use. Buyer behavior is the driving force behind any marketing process. Understanding why and how people decide to purchase this or that product or why they are so loyal to one particular brand is the main task for companies that strive for improving their business model and acquiring more customers. When purchasing an item, the buyer actually passes through some stages which are problem recognition, information search, and evaluation of alternatives, purchase decision, and post purchase behavior. However, it is clear that the buying process starts long before the purchase of an item and determines effects long after (QAZZAFI, 2019). Understanding purchase and consumption behavior is a key challenge for marketers. The managers of the firms should have a thorough understanding of what actually the product is and what the consumer perceives about the product because the process of marketing starts and ends with the consumer hence it is necessary for them to identify the factors that consumer experience when making a purchase decision. Consumer buying behavior studies various situations such as what do consumers buy, why do they buy, when do they buy, how often do consumers buy, for what reason do they buy, and much more. On the basis of the patterns of the consumers buying the products marketing staff of the firms analysis the consumer behavior, at the time of purchasing consumer plays three important roles i.e. a user, payer and a purchaser (hosaini, 2020). An individual and a consumer is led by his culture, his subculture, his social class, his membership groups, his family, his personality, his psychological factors, etc.. And is influenced by cultural trends as well as his social and societal environment. By identifying and understanding the factors that influence customers, brands have the opportunity to 2 develop a strategy, a marketing message and advertising campaigns more efficient and more in line with the needs and ways of thinking of their target consumers, a real asset to better meet the needs of its customers and increase sales. Analysis of the consumer behavior helps the marketers to identify who the consumers are, what are there wants and what they actually expect from the product. By conducting surveys and performing the studies which tries to understand the purchasers decision making process personally and jointly it analysis the consumer traits like behavioral variables and demographics in a strive to know the human beings wants. Study of consumer behavior admits for boost knowing and predicting relevant to not merely the issue of buys although buying aims and buying regularity.

**II. LITERATURE REVIEW**Evaluation of Socio-Cultural Factors Influencing Consumer Buying Behavior of Clothes in Borno State, Nigeria (Lawan, 2007)

The human culture as a collection of complicated values and beliefs, as well as artefacts passed down through the generations as factors that determine and influence people's purchasing decisions. Behavior inside a certain society a lot of our actions are influenced by our culture, but in order to do so, you might need to interact with people from a different culture who have different values and views. Beliefs or values are more exactly the descriptive ideas that a person has about something. They are norms, guidelines, and/or principles that guide our unique behaviours, including how well each of us knows and evaluates various brands and/or items. Since core cultural beliefs and values in a society tend to persist for a long time, they can be said to be mental images that influence a wide range of specific attitudes, which in turn influence the way a person is likely to behave in a particular situation.

The Influence of Reference Groups on the Buying Behavior of Singletons. (Goldberg, 2022)

Reference groups represent a group whose beliefs, attitudes and behaviours align, which in turn contribute towards aligning their consumer purchasing behavior (Thanyamon, 2012). Considering the above, marketers can use reference groups as a base for segmentation as they represent a group of consumers who all have a need or desire to consume the same type of product or service in a particular way. Identifying and understanding the reference groups to whom Singletons refer when making buying decisions will allow marketers to position their products and services accordingly. Thus, by identifying the influence of reference groups on the buying behavior of Singletons will enable marketers to reach this segment more effectively by developing fitting products, services and marketing strategies.

Family and consumer behavior (Chandrasekar, 2013)

Family is a group of two or more persons related by blood, marriage or adoption who reside together. Family is of two types nuclear family that is the immediate group consists of father mother and siblings. Extended family is the nuclear family plus other relatives. Such as grandparents, uncles, aunts, cousins and parent in laws. The family in which the person is born is called family orientation and the family established by the marriage is called family of procreation. The impact of family on a person is from his childhood. It can be clearly interpreted the influence of family on the consumer buying behavior is very heavy.

Factors affecting consumer buying behavior (N ramya and DR. S.A Mohammad)

The study shows that a person lives in two families. The family in which He or she is born for an instance a person comes from an orthodox family like from Tamil or Gujarat will not eat meat or eggs, but will appreciate its nutritional values The family of procreation-family formed by individual's spouse and children effect the buying behavior of the consumer.

Price Perceptions and Consumer Shopping Behavior: A Field Study (LICHTENSTEIN, 1993)

The pervasive influence of price is due, in part, to the fact that the price cue is present in all purchase situations and, at a minimum, represents to all consumers the amount of economic outlay that must be sacrificed in order to engage in a given purchase transaction. Perceived strictly in this way, price represents the amount of money that must be given up, and therefore higher prices negatively affect purchase probabilities. However, several researchers have noted that price is a complex stimulus and many consumers perceive price more broadly than strictly in its "negative role" as an outlay of economic resources. Erickson and Johansson (1985) modelled the dual role of the price cue within a single study and found that price-level perceptions had a direct negative effect on purchase intentions and an indirect positive effect on purchase intentions via product quality perceptions.

How product innovation and motivation purchase decision as consumer buying behavior (RAYI, 2021)

The study shows how human being are concerned about their body and staying fit. People who eats more tend to get tired very easily. Thus people adopt different techniques to stay slim and healthy in line with the techniques, In line with the techniques, diet products are also increasingly diverse because of innovations such as food or drinks, appetite-retaining supplements, slimming therapy sandals, slimming pills, and vitamins. Some examples of products that are generally in the market are low-fat milk, low-fat yogurt, slimming tea, nutritional shake mix, mixed fiber, supplement, granola, oats, and food products with a mixture of wheat. Then, there is also an innovation in the form of traditional herbal medicine, which is claimed to reduce weight, fat binding, make the body slimmer in a short time. However, until now, many researchers are still studying the effectiveness of traditional products.

**III. RESEARCH METHODOLOGY**

The nature of study is descriptive to study and analyze the factors (internal and external factors) affecting the buying behavior of consumer for electronic durable goods in the Vadodara city. The study is in line with the survey research using data from both primary and secondary sources. The secondary sources mainly include data from books, journals, periodicals, articles, while the data for the primary study is collected only through questionnaire. The is same for every respondent is that they all receive the same questions and there is no interviewer present. One benefit of employing a questionnaire is that it reduces errors caused by the interviewer. Because questionnaires guarantee confidentiality, respondents respond without fear or embarrassment. Another benefit is that the questionnaire is being completed without the interviewer present, whose appearance, disposition, or conduct may affect the outcome of an interview. A questionnaire is moreover a quick and efficient technique to gather data from lots of customers. However, creating a questionnaire requires a lot of work and time, and the quality of the data collected depends on the questionnaire's design. The population of the study

includes consumer from all parts of Vadodara city. According to the United Nations world population prospects, the total populations of the Vadodara city was 22, 77000 out of which sample size of 89 aged 18 to 60 were selected by simple random probability sampling method. The reason behind choosing the consumer of the age group 18 to 60 is these consumers are aware what the product is about as well as are independent in their own decisions for choosing the right product among many alternatives that are present in the market according to Elham Rahber and Nabsiah Abdul 2011. The factors selected for the study were Cultural factors, Family, Motivation and Perception.

**IV. OBJECTIVES OF THE STUDY**

To study the effect of external factors and internal factors on the consumer buying behavior.  
 To know the reason on consumer decision making on particular brand.

**V. PROBLEM STATEMENT OF THE STUDY**

In traditional organizations the managers believe that consumers are there only profit center and does not put them at the bottom of the priority list. But in the 21st century the game has changed and organizations are adapting the new approach in which consumer are not considered as there only and true value center and put them 1st in the priority list (kottler, 2011). So it is very important for the marketing teams of the organizations to understand, analyze and interpret the consumer behavior and implicate the results in order to make profit for their organizations. Under the electronic durable goods mobile phones were selected as the product for the study.

**VI. Data Analysis**

To investigate which internal and external factors could be impacted on buying behavior of customer towards the electronics durable goods, we first conducted survey in which we used to ask series of questions related to their internal and external characteristics. Demographic characteristics (N=89)

Table (6.1)

category	classification	samples	%
sex	male	52	58.4
	female	37	41.6
age	18 – 30	78	87.6
	31- 45	7	7.9
	46 -60	4	4.5
	61 – more	0	0
education	illiterate	1	1.1
	up to primary	0	0
	secondary	8	9
	graduate	47	52.8
	post graduate	33	37.1
marital status	single	68	76.4
	married	21	23.6

A total of 89 respondents who responded to this survey were 52 men and 37 women; the proportion of the population aged 18-30 is high. The respondents had varying education background were majority responded were graduate are 47. Demographic characteristics of the respondents could be seen in Table (6.1)

Chart (6.1) - Age groups vs. Buying attributes.

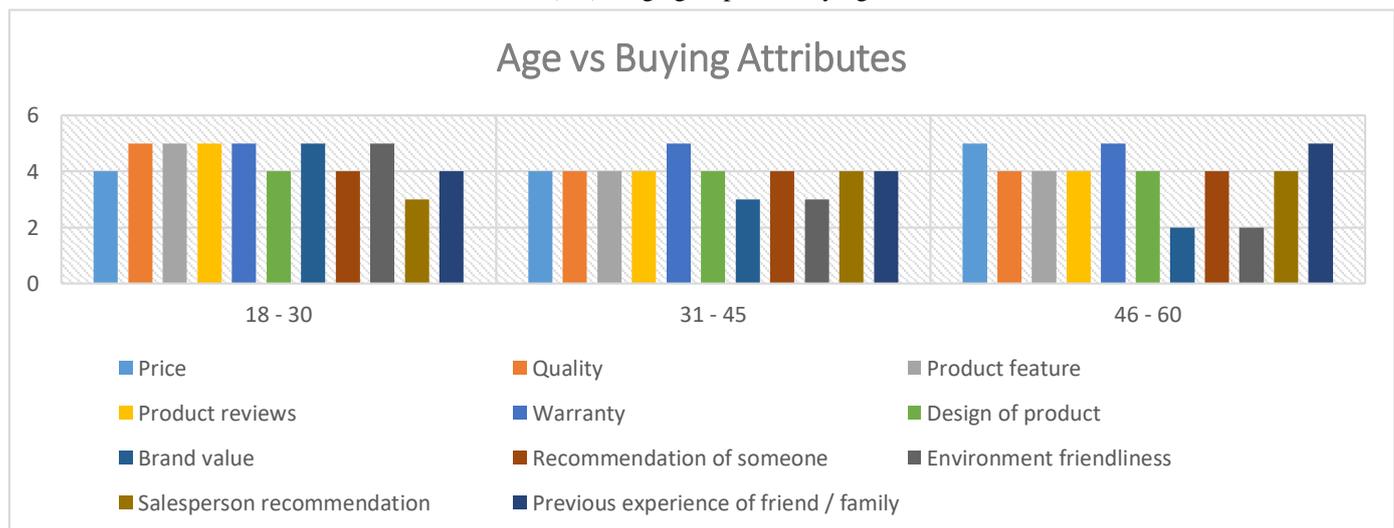


Table (6.2)

Buying Attributes	Age		
	18 - 30	31 - 45	46 - 60
price	4	4	5
quality	5	4	4
product feature	5	4	4
product reviews	5	4	4
warranty	5	5	5
design of product	4	4	4
brand value	5	3	2
recommendation of someone	4	4	4
environment friendliness	5	3	2
salesperson recommendation	3	4	4
previous experience of friend / family	4	4	5

**INTERPRETATION**

According to the chart and table found that the younger age group of 18-30 tended to prioritize buying attributes such as product quality, features, reviews, warranty, and environmental friendliness more than the older age groups of 31-45 and 46-60. This could be due to the younger generation being more tech-savvy and environmentally conscious. As individuals grow older, their buying behavior may shift towards more practical considerations such as price and brand reputation. The study suggests that this could be due to a change in life priorities as people age, including settling down and starting families, which may affect their purchasing decisions.

Chart (6.2) – Family dependents vs. buying attributes

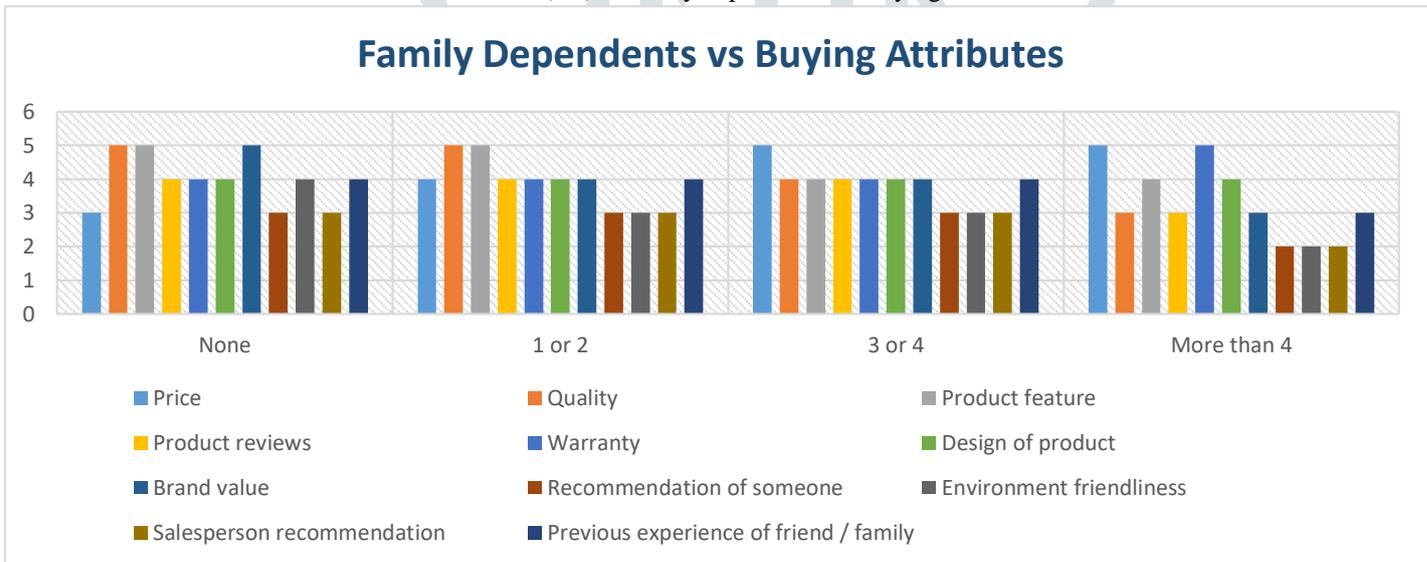


Table- (6.3) - Family dependents vs. buying attributes

Buying Attributes	Family Dependents			
	None	1 or 2	3 or 4	More than 4
Price	3	4	5	5
Quality	5	5	4	3
Product feature	5	5	4	4
Product reviews	4	4	4	3
Warranty	4	4	4	5
Design of product	4	4	4	4
Brand value	5	4	4	3
Recommendation of someone	3	3	3	2
Environment friendliness	4	3	3	2
Salesperson recommendation	3	3	3	2
Previous experience of friend / family	4	4	4	3

**INTERPRETATION**

From the chart we can see that the people who does not have a single dependent on them tend to buy those goods which have excellent quality, product feature and the brand image and does not give much important to the price of the product. Whereas people who have two or more than two family dependents consider price as an important factor when purchasing an electronic durable good.

Chart (6.3) Household income vs Buying attributes

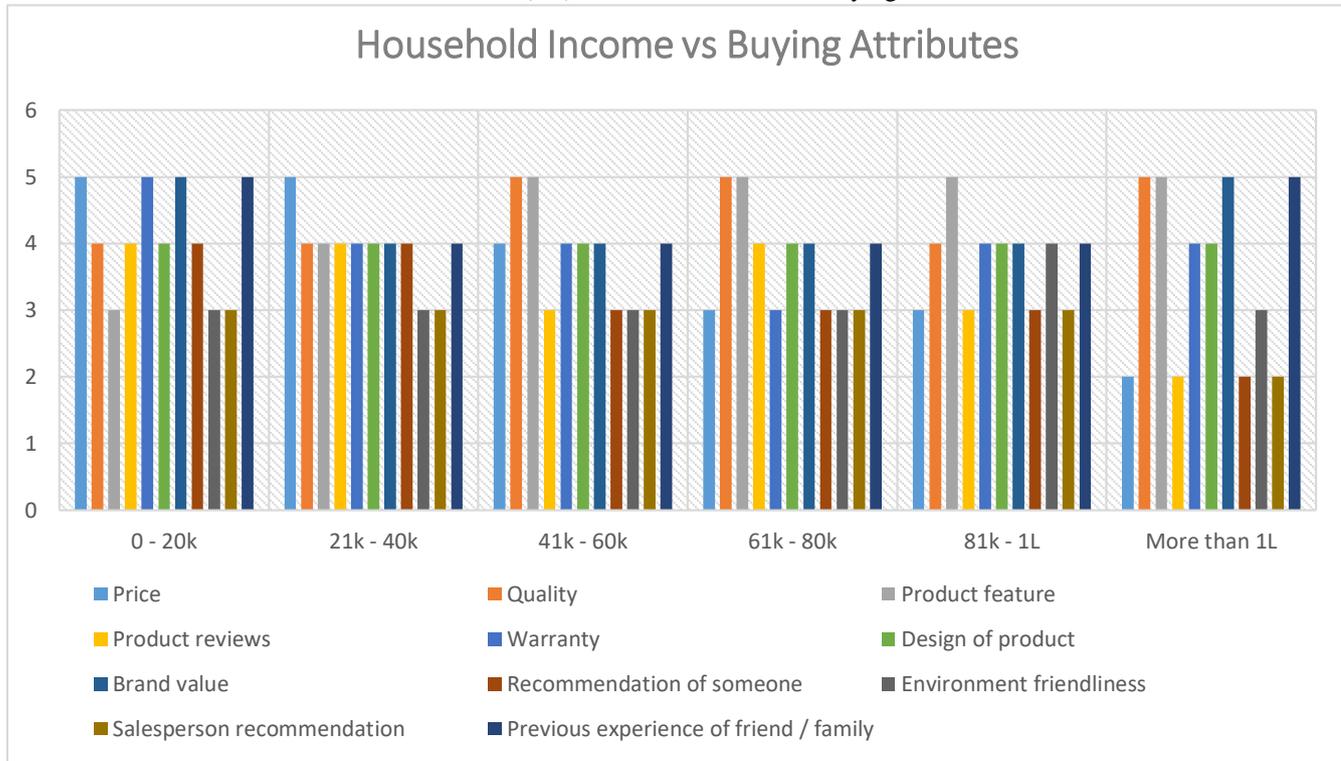


Table (6.4) – buying attributes vs. household income

buying attributes	household income				
	0 - 20k	21k - 40k	41k - 60k	61k - 80k	81k - 1l
Price	5	5	4	3	3
Quality	4	4	5	5	4
Product feature	3	4	5	5	5
Product reviews	4	4	3	4	3
Warranty	5	4	4	3	4
Design of product	4	4	4	4	4
Brand value	5	4	4	4	4
Recommendation of someone	4	4	3	3	3
Environment friendliness	3	3	3	3	4
Salesperson recommendation	3	3	3	3	3
Previous experience of friend / family	5	4	4	4	4

**INTERPRETATION**

The findings indicate that household income plays a significant role in shaping consumer preferences and purchase behavior. As household income increases, consumers tend to prioritize different attributes when making purchasing decisions. They place less emphasis on price and focus more on factors such as product features, product reviews, and design of the product. This suggests that higher-income consumers may be more willing to pay a premium for products that offer superior features and design, as they value the added benefits that these products provide. On the other hand, consumers with lower income may be more price-sensitive and value the perceived quality, brand reputation, and reliability of a product. Additionally, the role of word-of-mouth communication, where recommendations from friends or family play a significant role, suggests that these consumers may rely on the experience of others to inform their purchase decisions.

Chart (6.4) Age v/s Perception

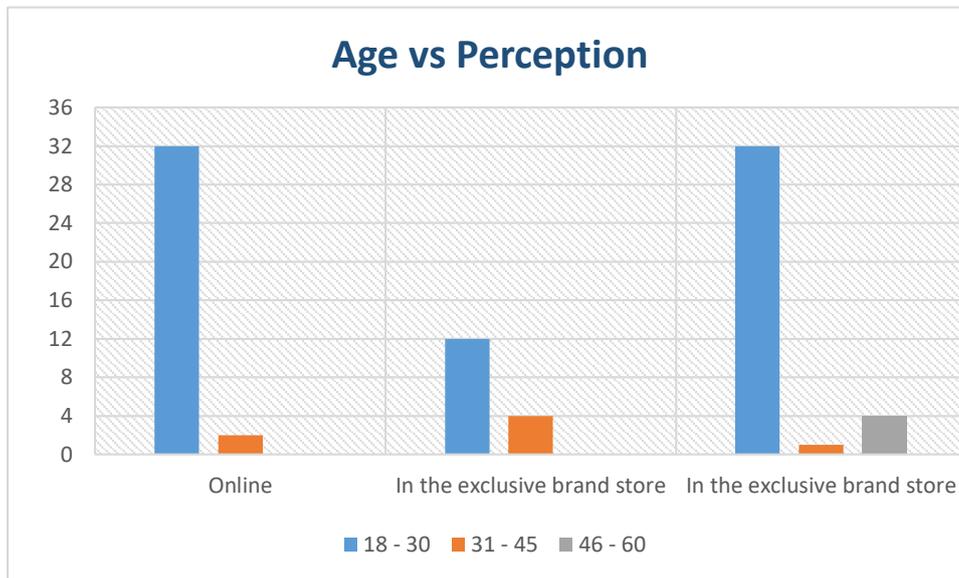


Table (6.5)

Perception	Age Group		
	18 - 30	31 - 45	46 - 60
Online	32	2	0
In the exclusive brand store	12	4	0
In the exclusive brand store	32	1	4

**INTERPRETATION**

Based on the table provided, it appears that there may be a significant effect of age on how people perceive a brand in different shopping contexts. In the online context, there is a clear trend of higher positive perception among younger age groups, the table suggests that age may play a role in shaping people's perceptions and frequency of engagement with a brand, particularly in different shopping contexts. 18-30 age group has a significantly higher percentage of positive perception compared to the other age groups, which may suggest that they are more likely to purchase from this brand online. On the other hand, the 31-45 age group has the lowest percentage of positive perception, indicating that they may be less likely to engage with the brand online.

**VII. CONCLUSION**

In conclusion, the study of the effect of external and internal factors on consumer buying behavior in electronic durable goods highlights the complex nature of consumer decision-making in the electronic goods market. The findings of the study demonstrate that both external and internal factors play a significant role in shaping consumer behavior and must be taken into consideration by industry stakeholders in the development of marketing strategies, product design, and pricing policies. External factors such as market trends, technology advancements, competition, government policies, and economic conditions can have a significant impact on consumer behavior and must be monitored closely. Meanwhile, internal factors such as personal and psychological factors, such as income, age, lifestyle, personal values, and attitudes, play a crucial role in shaping consumer behavior and must be understood and incorporated into marketing efforts. Overall, the study of the effect of external and internal factors on consumer buying behavior in electronic durable goods provides valuable insights into consumer behavior in the electronic goods market and can help industry stakeholders make informed decisions to improve customer satisfaction and increase market share.

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