



A STUDY OF FACTORS AFFECTING CONSUMER BUYING PERCEPTION AND BEHAVIOUR TOWARDS BROWN GOODS IN NEW DELHI

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Abstract

The current review is carried in the field of purchaser buying conduct, particularly Customer Purchasing Discernment and Conduct towards Brown Goods in New Delhi. Brown Goods customer purchasing conduct has dimensions of contact, investigate, and from there on shop the items. This study investigates the impact of major factors derived from existing studies. These factors are broadly categorised as Economic factors, Personal factors, psychological factors, and social factors. The information was gathered by means of the surveys. The study established that Personal Factors like childhood experience, knowledge and education, personality etc do not much affect the buying perception of a Brown Goods Customer. Economic factors like economic growth, percentage of unemployment, inflation and psychological factors like Motivation, Perception, Emotions, Desires, impact the buying perception to some extent but the Social Factors like Reference groups, Family, Roles & Status have a major influence on the buying perception of the consumers of Brown Goods. Along these lines, buyers are showing an interest to Brown Goods shopping in light of latest improvement of electronic stores in New Delhi.

Keywords: Economic Factors, Personal Factors, Psychological Factors, Social Factors

Introduction

The consumer durable goods industry is operating in a highly competitive, complex and rapidly changing business environment. Marketers of consumer durable Brown Goods organizations understand the importance of having readily available, accurate, consistent information and data for the purpose of satisfying and delighting their customers. Consumer durable goods include appliances for domestic use such as Televisions, Refrigerators, Air conditioners, Washing machines, Microwave Ovens, Mixer Grinders etc. Since the last few years this sector has been witnessing considerable and significant growth, supported by several drivers such as the emerging new lifestyles, increasing middle class, disposable income, real estate and housing demand, retail boom and an overall increase in the level of affluence of a significant section of the population. The industry is represented by major international and local players such as Sony, Samsung, LG, Phillips, Bajaj Appliances, Voltas, Usha International, Whirlpool, etc. The consumer durables industry can be broadly classified into two segments: Consumer Electronics and Consumer Appliances. These are further classified into Brown Goods and White Goods. The key product lines under each segment are as follows. White Goods: Air conditioners, Refrigerators, Washing machines, Dishwashers etc. and Brown Goods: Televisions, Mixers-Grinders, DVD players, Microwave Ovens, Electric Iron etc. An intriguing yet straightforward history exists for Brown and White merchandise. Brown Goods get their name from standard TVs from days gone which frequently had a false wood bureau. These TVs were generally called floor models, since they were laid on the ground and utilized the impersonation wood to make the TV more attractive as a room's vitally point of convergence. White products get their name because of the immortal white shade for most home machines, a considerable lot of which are portrayed previously.



Consumer behaviour is a study of how individuals make decision to spend their available resources or consumption related aspects. Consumer durables are a category of consumer products that do not have to be purchased frequently because they are made to last for an extended period of time (typically more than three years). They are also called durable goods or durables. Economic, Social and Cultural systems effect the buying behaviour of consumers. These allied questions call for scientific enquiry to find out the prospects of consumer behaviour towards durable Brown Goods. Against this backdrop, an attempt is made in this study with reference to the area of New Delhi.

Review of literature

Soh et al (2017) to investigate the structural relationships between brand consciousness, perceived quality, social influences, traits of vanity, the need for uniqueness (i.e. antecedents), Generation Y purchase intentions and behaviour (consequences) towards luxury fashion goods. Overall, the structural results imply that the proposed model explains 73.1 and 64 per cent of variances to predict the Generation Y luxury fashion goods purchase decisions. As the several indices for evaluation of goodness of model fit, standardised Root Mean Square Residual, geodesic discrepancy, and unweighted least squares discrepancy show a satisfactory result. The results of two-tailed hypotheses reveal that brand consciousness, perceived quality, social influences, traits of vanity and the need for uniqueness influence Generation Y purchase intention. Moreover, perceived quality and social influences impact purchase behaviour but brand consciousness, traits of vanity and the need for uniqueness do not seem to be significant in explaining the variance in Generation Y purchase behaviour. Furthermore, Generation Y purchase intention is statistically related to purchase behaviour.

Jain et al (2015) The study aims to draw on existing knowledge and investigates how luxury is perceived in a developing nation with economic and cultural diversity. The present study aims to develop a conceptual framework to understand luxury buying behaviour in a developing nation context. A framework of luxury buying behaviour was constructed with cultural background, antecedents, buying process and post-purchase consequences of luxury buying behaviour as its sub-constructs. Gender was identified as a moderating variable between antecedents of purchase and purchase behaviour. Provides the manager with a workable model of luxury buying behaviour that he/she could use to generate the right consumer responses.

Omoge et al (2022) as disruptive technologies, such as the use of artificial intelligence (AI)-enabled customer relationship management (CRM) systems, alter the processes and strategies that banks use in service delivery models, the impact of such technologies on consumer acceptance and buying behaviour must continue to be examined. This research studies the impact of technology usage and acceptance of AI-enabled banking CRM systems in Nigeria on consumer buying behaviour via the mediation of customer satisfaction and service quality. The study also investigates the negative impact of technology downtime, a frequent phenomenon in the emerging market, which has not, to this point, been studied on a large scale. While the research finds that technology usage has positive and direct effects on service quality, customer satisfaction and consumer buying behaviour, service quality was found not to have a significant effect on consumer buying behaviour. The study also establishes that technology downtime has a moderating effect on technology usage, consumer buying behaviour and customer satisfaction in the banking context.



Zhang et al (2015) sustainable success of group-buying web sites implies that consumers not only accept them initially but also use them continuously. Most group-buying web sites, however, are unable to achieve such sustainable success. Drawing on expectation-confirmation model (ECM), the purpose of this paper is to examine the factors that influence group-buying web sites continuance. The results show that perceived web site quality, perceived price advantage and confirmation are important determinants of consumer satisfaction, while perceived web site quality, perceived reputation, satisfaction and perceived critical mass significantly influence consumers' continuance intention. The research model accounts for more variance in satisfaction and continuance intention than ECM and is the best-fitting model among the competing models.

Bahrainizad and Rajabi (2018) to investigate the impact of consumers' perception of usability of product packaging on impulse buying in terms of its shape, colour, material, label and size. Results showed that appropriate material, shape and labelling of packaging have a significant positive influence on consumers' perception of usability of product packaging, while colour and size of packaging do not have an impact on consumers' perception of a product usability. Moreover, results showed that consumers' perception of the usability of packaging has a significant positive influence on impulse buying. Consumers' mood and time pressure had also positive influence on impulse buying, but their moderating role in their influence of consumers' perception on impulse buying decision was not supported.

Jung Chang et al (2014) the Stimulus-Organism-Response model, this study aimed to investigate direct and indirect effects of apparel store environmental characteristics and consumers' positive emotional responses to the environment on impulse buying behaviour. Also, this study sought to examine how situational variables interact with consumers' positive emotional responses in influencing impulse buying behaviour. The study found direct effects of ambient/design characteristics on consumers' positive emotional responses and direct effects of consumers' positive emotional responses to the retail environment on impulse buying behaviour. Money availability and task definition moderated the relationship between consumers' positive emotional responses and impulse buying behaviour. Managing appealing store design characteristics may increase consumers' positive emotions and impulse purchases. Displays designed to attract impulse purchasers should target browsers without restricted budgets.

Li et al (2020) risk perception is an essential factor affecting how individuals evaluate risk, make decisions and behave. The impact of risk perception on customer purchase behaviour has been widely studied; however, the association has been debated. Therefore, the purpose of this paper is to examine the relationship between risk perception and customer purchase behaviour and to examine factors that could moderate it. The results revealed a negative relationship between risk perception and customer purchase behaviour. The geographical region, purchase channel and country development level affected the relationship. The correlation between perceived risk and purchase behaviour in European consumers was the highest, followed by the correlation in American consumers; the weakest correlation was found in Asian consumers. For consumers in developed countries, perceived risk had a stronger negative influence on customer purchase behaviour than that for consumers in developing countries. The perceived risk of Brown goods purchase channels had a stronger negative impact on customer purchase behaviour than that of offline purchase channels.



Research Methodology

The current exploration was about the variables influencing customers' purchasing demeanour towards Brown products in New Delhi. Thus, the area and extent of this study was about the general customers' purchasing conduct while shopping Brown products in New Delhi. Designated populace of the review includes places in New Delhi (286 sample). The viewing of this study was thought of as summed up to the entire space and public of the region. The overview research design has been taken on to direct research. Takes review exploration like social logical examination and focus on people, the critical points of interest of people and their perspectives, contemplations, approaches, motivations and ways of behaving. In graphic review, information is accumulated without changing the climate. For this reason, a numerous choices type survey on 5 focuses Likert scale was utilized.

Results Analysis

	Mean	Std. Deviation	N
Economic factors	3.7063	1.05851	286
Personal factors	3.6853	1.01511	286
Social factors	3.9755	1.03420	286
Psychological factors	3.8846	0.80610	286

Social factors were rated as the most important factors influencing the buying perception of the customers of Brown goods (with a mean score of 3.9755) followed by psychological factors (with a mean score of 3.8846) and Personal factors were thought to have least influence on the purchase perception of the Brown Goods customers.

		Buying Perception	Economic factors	Personal factors	Psychological factors	Social factors
Pearson Correlation	Buying Perception	1.000				
	Economic factors	.450	1.000			
	Personal factors	.354	.612	1.000		
	Psychological factors	.453	.609	.534	1.000	
	Social factors	.552	.569	.427	.582	1.000

The Pearson correlation coefficient, r, is 0.450, 0.354, 0.453 and 0.552 that it is statistically significant (p = 0.005). this shows that there is a strong positive correlation between the Buying Perception of the customers and the social Factors taken into consideration. Moreover there is a significantly positive correlation between Buying perception and Psychological and Economic Factors.



Table 3: Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.586 ^a	.344	.334	.77146	.344	36.811	4	281	.000

a. Predictors: (Constant), Social factors, Personal factors, Psychological factors, Economic factors

The value of correlation coefficient, R=0.586 suggests that there is moderate positive correlation between Buying perception of customers of Brown Goods and the various factors. However only 34.4 % (R-square values of 0.344) variation in purchase preference is accounted due to these factors. This implies that there is impact of other factors also on the buying perception of customers of Brown Goods. These factors remain to be explored in future research.

Suggestions and Conclusion

Keeping in view, the exploration constraints of this review, following proposals have been proposed to conduct additional investigation for upgrading the understanding on buying conduct of Customers Brown Goods. Various other elements influencing the Brown Goods customer conduct can likewise be analysed by future explorations as just these four pre-defined variables were tried on shopping mentality in this particular examination. This exploration can be stretched out in different nations to get better comprehension. This study concentrates on commonly understood factors influencing purchase intension. More studies may further refine the research framework by including the impact of various elements of distribution networks and retailers' importance on customers willingness to buy Brown Goods.

The current exploration has analysed the variables influencing Brown Goods buyer conduct just in New Delhi in view of restricted time and cost. Most certainly, individuals of different nations have enhanced ways of behaving. Thus, there is absence of generalizability in this review. As the poll has been utilized to gather information, there is probability of mistaken data given by the respondents that isn't precisely as per how they act in genuine circumstance. The sample size might be viewed relatively as small.

Brown Goods like Televisions, Mixers & Grinders, Electric fans and electric Irons etc. are being used by each and every household in our society. These products have become part and parcel of our daily life. As the various factors that influence the perception of customers of these products were taken up for this study, the result of the study brings out so many facts. All the sample consumers are using these durable Brown Goods. The products to be purchased are planned well in advance before stepping into the shop. Social factors were rated as the most important factors influencing the buying perception of the customers of Brown goods followed by psychological factors and Personal factors were thought to have comparatively less influence on the purchase perception of the customers of Brown Goods.

The study suggests that there is moderate positive correlation between Buying perception of customers of Brown Goods and the various factors. However only a little variation in purchase preference is accounted due to these factors. This implies that there is an impact of factors other than Psychological,



Social, Personal and Economic also on the buying perception of customers of Brown Goods. These factors remain to be explored in future research.

To put in nutshell, the Consumer Buying Perception and Behaviour towards Brown Goods in New Delhi of the sample consumers consulted in this study appear to be somewhat influenced by the Economic factors, Personal factors, psychological factors, Social factors. And there is a scope to understand a few other factors that also impact the Perception and Behaviour of the Customers of Brown Goods.

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