

CONSUMER BUYING BEHAVIOR OF CONSUMER DURABLE GOODS ON DIGITAL PLATFORMS

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ABSTRACT

Technology changes the standard of living of people in the world. There are various features which are included with durable goods like comfort and fitnesses. E-Commerce brings new experiences to the people in the market and this changes comes during the year 2020-2025. If we see in the Digital world, most of the items are included of durable goods. E-commerce provides great deals, special offers and discounts, it influence the consumers to buy the durable goods online. There are three factors which influence the consumer to buy the durable goods online, these are : Personal behavior(Interest and opinion of the consumers to buy the durable goods), psychological behavior (the views, ideas, suggestion and attitude of the consumer towards the durable goods of their need) , Social behavior (the consumers influence through social media, peer group and socio-economic group). This paper highlights the factors influence the consumers on digital platforms, provide satisfaction to the consumers over selected brands and boost the e-commerce buying of consumer durable goods.

Key words: Consumer durables, Buying Behavior, Digital Platform, Preferences , Satisfaction

INTRODUCTION

During the last two decades, there is rise in the household income of the people due to which there is also rise in the demand of consumer durable goods. According to the BCG report, it is expected that in the next or upcoming five years, the durable industry will grow @13%. To sale the durable goods offline through showrooms , shops , malls are much complicated because to maintained the inventory, Huge space, utility expenses and time consuming. Most of the durable goods sale in India are of foreign brands, to cut down the logistics and inventory cost. The consumers buy the goods through digital platform or internet. While buying the products online it save a lot of time of consumers as well as companies but the question will remain the same are the consumers satisfied with the product they are buying, There are the various companies which produce the similar goods but the consumer attract with those companies or brand which provide sales, discounts, offers and sale services. Now we see the digital platform overtake the big showrooms in big cities. Many products are pickup by the digital companies through showrooms. The selling and marketing of the product brings serious change due to rise in reliability and price saving. The Government of India work on data management and data technology of the consumers so that consumers feel safe after sharing their personal details and their data will not be misused.

INDUSTRY BACKGROUND

In 1990-2000, The development of durable goods comes into existence in India. There were few brands like Onida, western, konark, BPL and so on. The durable retail market is set up in India and foreign brands comes to India and better economical packaging to attract the consumers. In 2000-2010, We saw various

advanced durable products came into India by the foreign companies like Microwave ovens, refrigerators, machines, ACs etc. The MNCs came in India and provides mobile phones and laptops. In 2010-2020, During this year there was a boost in the consumer durable goods with good brands and digitalization. There was a boost of E-commerce in India. Various stores were established like Big Bazaar, CROMA, and Reliance Digital etc , there was an expansion of the durable goods market. Now consumers got a variety of options and ways to buy durable goods. In 2020-2025, There was a boost in the E- Commerce market in India and to buy the product digitally. There are various offers, discounts, great deals available while buying the product online, which also influence the consumer to buy the product. Now , if we want to buy durable goods then it's just a one click away.

DIGITAL ACCESSIBILITY OF CONSUMER DURABLE

Consumers are very advanced while buying the product online or through internet and social media, they check reviews, ratings, recommendation etc. Through internet consumers can easily get any information about the durable goods like reduces the prices of data pack, products, price, features, various schemes provided by companies and there are various factors which influenced the consumer to buy the product online. According to the BCG report, there is a rise in the digitally influenced consumers from 14% in 2013 to 29% in 2017 and through online buyers it rises from 3% in 2013 to 9% in 2017. The consumers can also research before making a purchase of durable goods through online videos, blogs, social media and through various search engines. While purchasing the durable products the consumers attract with the product whose price is low with supreme quality, with various payment options. After buying the product, the consumer share his or her experience and reviews online.

SCOPE OF THE STUDY

The main focus of this study is buying behavior of consumer durable goods through online or Digital Platform. (In special reference to Karnal district). The Research is focus on consumer perception, consumers pre-purchase and post purchase behavior of consumer durable goods through digital mode. This Research Study is exploratory and Descriptive in nature. Further, The area of this study is Karnal district.

LITERATURE REVIEW

Sr No.	Year	Authors	Findings
1.	2024	Sangwan	There are various factors which influence the consumer to buy the product online, consists perceived risks, product attributes and consumer demographics. There are two risks which impact the consumers to buy the product online i.e. Product risk and financial risk.
2.	2023	Bashir	It is very convenience, price sensitive, time saving and ease of access to cosnumers. When consumers do the shopping of durable goods online , it is easy for them to buy the products.
3.	2021	Weigling Li, Qiangi Dan, Maomao Chi & Weijun Wang	This study consists that Price level (PL) and perceived price dispersion (PPD) affect the consumer behavior on Business to consumer

			platform (B2C).This study consists the consumer durable goods with high price and high frequency which forced the consumer to look for more information which helps the consumers to save the time.
4.	2021	Bindia Daroch, Gitika Nagrath & Ashutosh Gupta	The study focus on the various problems faced by the consumers while purchasing the products online. The consumers has both positive and negative experiences. The main problem faced by the consumers are bank transactions fear, no trust on online transaction, online buying is less convenient than offline buying, insufficient information on a portal, lack of trust and insecurity related to the products
5.	2020	Ahmad Hosaini & Dr Kuldeep Chand Rojhe	The study has a main focus on consumer behavior relation with marketing , marketing always starts and ends with consumers and its main aim is consumer satisfaction , consumer likes or dislikes and expectations. There are different factors which influence the consumer behavior like personal factors, social factors and psychological factors.
6.	2020	SC Vetrivel & V.Krishnamoorthy	The study focus on as there is a rise in the competition of consumer durable market so it is important to manufacture or provide the goods according to their need and wants of the consumers so that sale can also be rises. The Marketers should develop a particular strategy and good communication to take an advantage over its competitors.
7.	2020	Anshu Singh & Bhavna Garg	The study focus on as consumers are influenced by social media.
8.	2020	Dave Chaffey	The study focus on how consumers are attracted towards social networking sites and as per latest reports, 57.6% of world population attracted towards social media and an individual uses social media networking sites on a average daily usage in 2 hours and 27 minutes.
9.	2020	Sumanjeetsingh, binod km rajak, minakshipaliwal	The study focus on how consumer buying behavior is linked with the social media marketing tool which helps to increase the buying behavior of consumer durable products and the role of consumer value consciousness.
10.	2019	Parimala, C., & Franklin, L. L.	The study focus on the consumers are brand conscious in the aspect of durable goods and prefer those products who has higher value. The digital advertisements affects the consumers self worth and self appreciation which leads to consumer

			awareness and boost the impact of consumer buying behavior.
11.	2018	Dr Nagaraju GH	The study focus on how Digital marketing like advertising is important in terms of consumer durable goods. As there is rise in the nuclear families which leads to introduced more advanced products and through online various brands and schemes are there to buy the consumer durable goods.
12.	2018	Elias Thabiso Mashao & Nita Sukdeo	The study focus on the taste and preferences of the consumers have changed according to the variety of consumer durable goods. There are various factors which influence the consumer to buy the product such as price, reliability, durability, after- sale services and features. While designing the product the gender should not be taken into consideration.
13.	2018	TSathya, P., & Indirajith, D. R.	The study focus on the consumer durable goods are available for all the consumers in the country. It also focused on the factors such as aggressiveness, level of utility and many more. While designing the product it focused on various segments of consumers like social, economical, educational etc.
14.	2018	Ismail A.R., Nguyen B., & Melewar T.C.	The study focus on digital marketing influence the consumers in convincing brand loyalty, brand consciousness and value consciousness. It is believed that digital marketing is an effective tool to maintain consumer relationship.
15.	2017	Rakesh Kumar & SK kaushal	The study focus on to predict the consumer behavior is a very difficult task but meanwhile, the attitude of consumers can be observed. Earlier, consumers buy the products while checking product price, brand image, quality and risk but advertising has no impact on it.
16.	2017	Kulshrestha k., Bajpai N., Tripathi V.	The study focus on Consumer preference of consumer durable goods. According to the study, the consumer give more product preference on the basis of country of origin and there are various factors which affect like distribution channels, service centre and service costing. Through internet consumers get aware about the product which are available in the market.
17.	2016	Chandoriya, K.R	The study focus on E- advertising has a positive impact on consumer buying behavior of durable goods in both the markets rural and urban. E- advertising gives awareness about the products available in the market. It has main focus on

			consumer perception to introduce any product in the market.
18.	2016	P. Sathya& C. Vijayasarthi	The study focus on rise in the competition of the consumer durable goods and goods are to be manufactured according to their taste and preferences. Consumer is the king of a market.

OBJECTIVES

- To study the factors changing buying behavior for the selection of consumer durable goods through e-commerce.
- To identify the factors which influence the consumer's buying behavior in the selection and use of a particular products.
- To study the how social profiles , demographic profiles, beliefs, preferences and opinions affect the consumer's attitude while buying the consumer durable goods online.
- To study the how purchase perception influence the attitude of a consumer to buy the products online.

RESEARCH METHODOLOGY

Research Design:

The study adopts a exploratory and descriptive research design. This research is regarding the consumer buying behavior towards consumer durable goods to buy the products through digitally or online.

Data collection:

- **Primary Data:** In this research the data is collected through questionnaire.
- **Secondary Data:** The data is collected from books, journals, periodicals, reports etc.

Sampling Technique:

The Convenient sampling method is used for this study. The sample include demographic profiles of individuals such as: No. of Male and female, instagram followers, facebook followers, twitter followers etc.

Sample design:

To select the sample unit that procedure is known as mixed process. A mixed process means to distribute questionnaire online as well as offline to the consumers.

Sample Size:

The questionnaire is distributed online as well as offline to the consumers of karnal district. To reduce the sampling error, enough time is given to the consumers to fill the questionnaire and the questionnaire is in simple language so that it reduces the risk of ambiguity.

Questionnaire Design:

I have designed the questionnaire to meet the requirement of the research. The questions are taken from previous research papers and some questions are self-structured to cover the diversity of research problems. The questionnaire consists two main parts: The first part consists various factors which influence consumers to buy products online. The second part consists demographic profile of the consumers, which affect buying behavior of consumers.

Data analysis

The tool that we used for the data analysis is a 5 point likert scale(1 = extent, 2= some extent, 3= large extent, 4=great extent, 5= Not at all). It is used mostly in questionnaire and research.

Affected by Influencer					
	Extent	some extent	large extent	Great extent	Not at all
Male	5	10	20	2	2
Female	20	10	40	30	10

Demographic Profile of Respondents

- **Age:** 40% of respondents are aged between 25-40, 35% of respondents are aged between 41 to 55 and 25% of the respondents are above 55.
- **Income levels:** 50% of respondents has an annual income between 3-6 lakhs, 30% of the respondents has an income earned below 3 lakhs and 20% of the respondents has an income above 6 lakhs.
- **Education levels:** 60% of the respondents are graduates and post graduates, 40% consumers are those who has completed secondary education or below.

FOLLOWING SOCIAL MEDIA

- **Instagram:** 80% of the respondents has an instagram account including both male and female. Consumers are influenced through various influencers and buy the product through instagram or online.
- **Facebook:** 45% respondents are using facebook. Consumers buy the product online by seeing the various brands and people wear on social media.
- **Youtube:** 70% of the consumers has an youtube channel and post the reviews of the durable products and through which consumers influenced and buy the product online and consumers can easily compare the products with other brands and substitutes of their products.

FACTORS OF PURCHASE DECISION

- **Content:** 40% of the consumers believe in content of the durable products. They purchase the products while seeing its content like : labeling.
- **Requirement:** 90% of the consumers buy the products according to their need and requirement. If they think they are in need of this product; they buy it whether their pocket allowed or not for eg: phone, laptops etc.
- **Review:** 80% of the consumers buy the product while checking its reviews. To buy online its very easy; you can easily compare the products and make the decision to buy the product or not.

Believe in Large follower to Trust

- **Male:** 50% of the consumers believe on large followers and trust on those influencers who has large followers and get influencing by them to buy the products. Some do paid promotions and some share their real reviews with the consumers.

- **Female:** 70% of consumers get influenced by the influencers on instagram, facebook, you tube etc. mostly the females buy those products which found them very attractive like : phone ads, laptops ads, sofa ads etc.

SUPPORTING CELEBRITY INFLUENCER

- **MALE:** 70% of the consumers support their favourite influencers and by influencing through them they buy the products whether their products are of paid promotions.
- **Female:** 50% of the consumers whether young, teenage or adult always support their favourite influencers and by influencing them buy the products online and also checked from where their favourite celebrity buy that products, who can afford can easily buy the expensive durable products.

Calculations:

ITEMS/ QUESTIONS	MALE	FEMALE	CHILDREN
Number of respondents	50%	70%	20%
Do you have an instagram accopunt?	10%	30%	5%
Do you follow influencers on social media?	5%	10%	4%
Do you have facebook account?	30%	50%	0
Do you have a you tube channel?	2%	0	0
Purchase decision depend on content?	40%	20%	2%
Purchase decision depend on requirement?	30%	60%	10%

CONCLUSION

The consumer durable market is increasing day by day, everyone prefers to buy goods online. To understand the consumer needs online is a challenge for marketers. There are various factors which influence the consumers to buy the goods online like : influencers, celebrities, reviews, price etc impact on consumer's trust and perception. Consumers buy the goods online with a higher level of trust on their influencers. The urban consumers are more inclined towards online shopping and rural consumers gives their more focus on informative content and use few social media platforms. While seeing the reviews of the consumers the marketers make the goods according to the customer needs and renovate their existing products according to the needs and wants of the consumers. To buy the goods online is easy and time saving for the consumers and it is very convenient. Now adays everyone prefer the goods online rather than offline. Various delivery services are available to the consumers to buy the products online and get your products at your doorstep within 10 minutes such as blinkit. Earlier, there were only few brands of durable goods in india but now there is rise in the competition and ample of brands are there of durable goods.

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