

## **A Study on Factors Influencing the Customer Behavior While Purchasing Electronic Household Equipment**

Rekha Rani<sup>1</sup>, Nittan Arora<sup>2</sup>

<sup>1</sup>(Management Department, CTIMIT, Jalandhar, India)

<sup>2</sup>(Management Department, CTIMIT, Jalandhar, India)

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**Abstract:** The success of every business relies on the customer, their needs and their purchasing behavior. The understanding of customer purchasing behavior is necessary because each and every individual have their own perception and area of interest. Purchase of electronic household equipment involves lots of thinking and future vision for utility of the equipment. The electronic equipment purchased by the customer depends upon certain influencing factors such as place of residence, education, family background, after sale services etc. It takes into consideration and mix together the basics of their economic status, their psychology, the society and the demographic. It is necessary to study those factors that drive the decision by selecting of any particular electronic household equipment. The study has an emphasis on analysis the preference and influencing factors of the customers towards electronic household equipment. This study is conducted in the Doaba region of Punjab and data collected from 100 respondents to know those factors which play a major role in purchasing behavior of customers.

**Keywords:** Customer Behavior, Decision Making, Electronic Products, Household Equipment, Influencing Factors, Purchase Behavior

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### **I. Introduction**

Nowadays, highly competitive electronic household equipment market constantly fights to find an additional competitive edge and differentiating elements to advise people to select their brand instead of a competitor's. On the other side customer purchasing behavior has always been an interesting theme, due to the fact that recognize the reason behind their act in a particular way, i.e. how and why they behave like that while making their purchasing decision. Customers' of electronic equipment's found throughout the world greatly influenced by various different factors which affecting purchase decision. These factors may be related to the attributes of the customer and their traits. The service provided by the company may be the factor which customer considers in further purchase. This leads electronic companies to come up with a variety of products with divergent appearance and characteristics. The inspection of customer purchasing behavior towards electronic household equipments is very essential to the marketers because it facilitates them to understand and predict buying behavior of customers in the marketplace. Researches show that every individual buying behavior is different from one another, buying the same product may have done it for different reasons, paid different cost, used in different form, have different emotional attachments towards the product and so on.

List of some electronics household equipments:

- Washing Machines
- Television
- Air Conditioner
- Microwave Oven
- Refrigerator
- Water Purifier
- Vacuum Cleaner
- Personal Computer
- Digital Camera
- Gas Fireplace

### **II. Review Of Literature**

Rigopoulou et. al. (2008) examined that the impact of after-sales services on customers' purchasing behavior as well as on their satisfaction, i.e. "repurchase intention" and "word-of-mouth".

Dr. Ritesh K. Patel (2013) made an effort to understand that the factors like a specific cost benefit, technological factors, promotional factors, social-cultural, trust factors are the most important factors which influence the

customer preference. He also examined that demographic factors such as age, occupation, income and family structure also plays an integral role in customer purchasing preferences.

Hafiz Kashif Iqbal (2013) investigated the impact of brand image and advertisement upon the customer purchasing behavior in Gujranwala city. After research the findings depicted that brand image and advertisement have a strong positive influence and powerful relationship with Customer buying behavior. According to this study the people of this city are more conscious about their status and image in the society.

S.VijayaLaxmi et al. (2015) concluded the fact that the categories are upper class, middle class and below middle class based on their financial status .This study stated that customer attitude based on need, information search, evaluation of alternatives, purchase decision and purchase behavior .

R. Aravindhahamoran (2015) tried to analyze that the Indian family system has undergone a dramatic change resulting in more and more nuclear families in the urban cities, nowadays. This change in the family systems has given an opportunity to woman to work outside and actively participate in major family purchase decision.

Kumar, A. A. (2016) has observed that process of customer purchasing behavior starting by identifying their needs which leads to gather information, evaluate alternatives and then make the buying behavior. By analyzing it is resulted that most of the customers seek for brand loyalty and other decision factors also plays a major role in customer purchasing behavior.

### III. Objectives of the Study

1. To measure the factors influencing the customers behavior while purchasing electronic household equipment.
2. To know the impact of after sale services on customer buying behavior.

### IV. Research Methodology

#### (i) Research Design

This study is Descriptive in nature. The data is collected by conducting the survey with the help of structured questionnaire.

#### (ii) Source of Data

For the study purpose both primary and secondary data are used. The primary data collected from customers survey who are using electronic household equipments. The secondary data collected from books, journals, magazines, reports and internet. The primary and secondary data have been collected to cover every aspect of the study.

#### (iii) Sampling Area

The sampling area will be the Doaba region of Punjab. The data will be collected from both rural and urban areas of these regions.

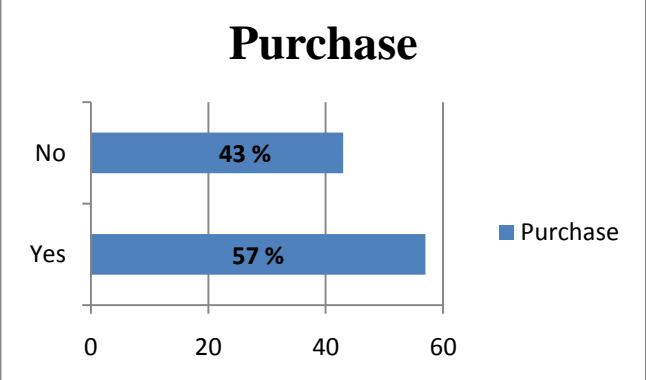
#### (iv) Sampling Size

The sample size considered for this study will be 100 respondents.

#### (v) Sampling Technique

Convenience sampling

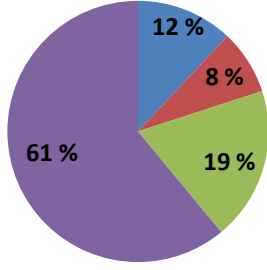
### V. Data Analysis and Interpretation

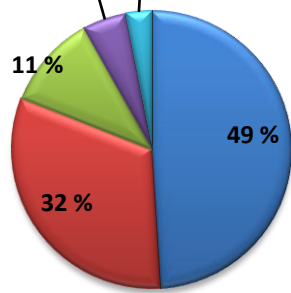
Q. Did you recently purchase any new Electronic Household Equipment?	Response						
<ul style="list-style-type: none"> <li>• 57% of the respondents recently purchase the new Electronic Household Equipment</li> <li>• 43% respondents didn't purchase any Electronic Household Equipment Recently</li> </ul>	 <table border="1"> <caption>Purchase</caption> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>No</td> <td>43 %</td> </tr> <tr> <td>Yes</td> <td>57 %</td> </tr> </tbody> </table>	Response	Percentage	No	43 %	Yes	57 %
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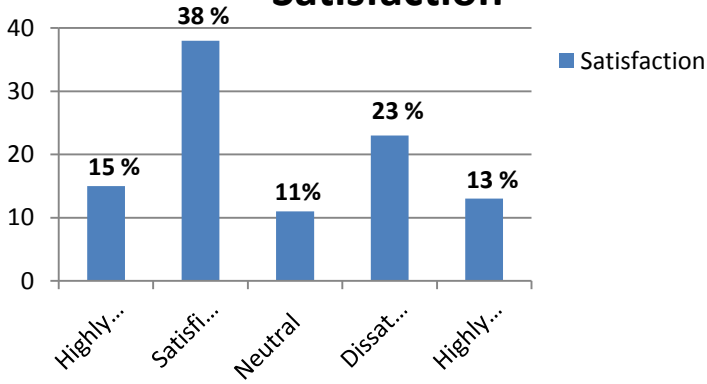
<p>Q. Which factor aware you the most about any Electronic Household Equipment? (multiple options)</p>	<p>Response</p>												
<ul style="list-style-type: none"> <li>• 31% of the respondents get to know from word of mouth</li> <li>• 28% customers get information from social media</li> <li>• 16% respondents are aware from broadcasting media</li> <li>• 14% customers get information from the hoardings</li> <li>• Only 11% respondents are aware from print media.</li> </ul>	<div style="text-align: center;"> <h3>Awareness</h3> <table border="1"> <caption>Awareness Data</caption> <thead> <tr> <th>Source</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Print Media</td> <td>11%</td> </tr> <tr> <td>Broadcasting Media</td> <td>16%</td> </tr> <tr> <td>Hoardings</td> <td>14%</td> </tr> <tr> <td>Social Media</td> <td>28%</td> </tr> <tr> <td>Word of mouth</td> <td>31%</td> </tr> </tbody> </table> </div>	Source	Percentage	Print Media	11%	Broadcasting Media	16%	Hoardings	14%	Social Media	28%	Word of mouth	31%
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<p>Q. When would you like to purchase Electronic Household Equipment?</p>	<p>Response</p>						
<ul style="list-style-type: none"> <li>• 37 % of the respondents would like to purchase when promotional schemes are open</li> <li>• 63 % of respondents prefer to purchase when promotional schemes are open</li> </ul>	<div style="text-align: center;"> <h3>Situation</h3> <table border="1"> <caption>Situation Data</caption> <thead> <tr> <th>Situation</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>When promotional schemes are open</td> <td>63%</td> </tr> <tr> <td>Irrespective of promotional schemes</td> <td>37%</td> </tr> </tbody> </table> </div>	Situation	Percentage	When promotional schemes are open	63%	Irrespective of promotional schemes	37%
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Irrespective of promotional schemes	37%						

<p>Q How much are you satisfied with your current purchase?</p>	<p>Response</p>												
<ul style="list-style-type: none"> <li>• 41% of the customers are satisfied with their current purchase</li> <li>• 19 % respondents are dissatisfied</li> <li>• Only 17% respondents are highly satisfies with their purchase</li> <li>• 12% respondents are neutral</li> <li>• 11% of the respondents are highly dissatisfied.</li> </ul>	<div style="text-align: center;"> <h3>Satisfaction</h3> <table border="1"> <caption>Satisfaction Data</caption> <thead> <tr> <th>Satisfaction Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Highly...</td> <td>17%</td> </tr> <tr> <td>Satisfi...</td> <td>41%</td> </tr> <tr> <td>Neutral</td> <td>12%</td> </tr> <tr> <td>Dissat...</td> <td>19%</td> </tr> <tr> <td>Highly...</td> <td>11%</td> </tr> </tbody> </table> </div>	Satisfaction Level	Percentage	Highly...	17%	Satisfi...	41%	Neutral	12%	Dissat...	19%	Highly...	11%
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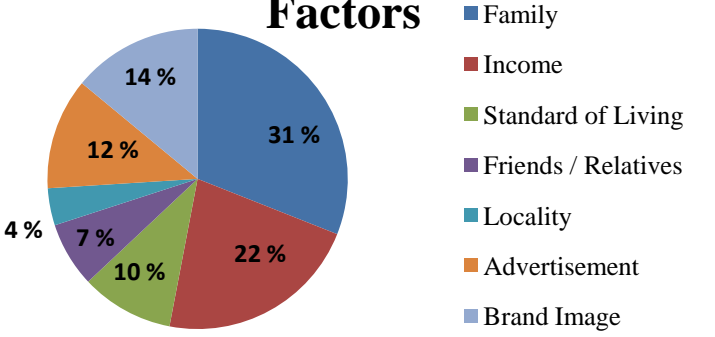
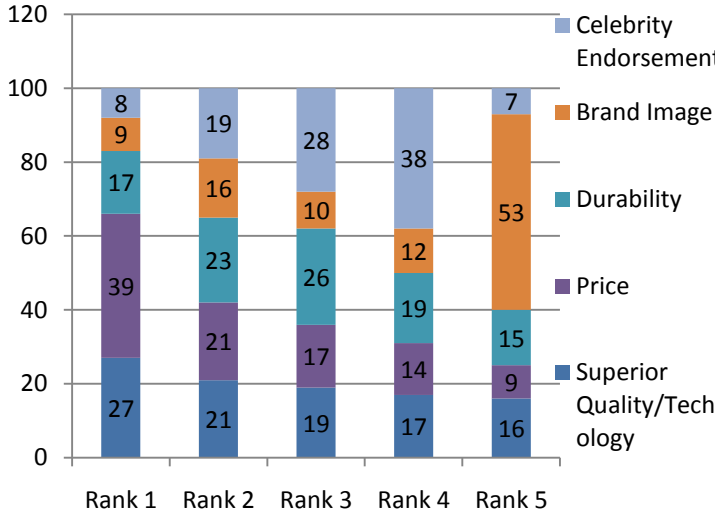
<p>Q. How many members of your family do involve in purchasing decision making?</p>	<p>Response</p>										
<ul style="list-style-type: none"> <li>61% of respondents includes an entire family in decision making regarding the purchase</li> <li>19% customers believe husband &amp; wife (both) involved in decision making</li> <li>In 12% customer's family, Husband individually takes a decision</li> <li>In 8% respondent's families wife individually takes a decision</li> </ul>	<p style="text-align: center;"><b>Members</b></p>  <table border="1"> <thead> <tr> <th>Member Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Husband (Individual)</td> <td>12%</td> </tr> <tr> <td>Wife (Individual)</td> <td>8%</td> </tr> <tr> <td>Husband &amp; Wife (both)</td> <td>19%</td> </tr> <tr> <td>Entire Family</td> <td>61%</td> </tr> </tbody> </table>	Member Category	Percentage	Husband (Individual)	12%	Wife (Individual)	8%	Husband & Wife (both)	19%	Entire Family	61%
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<p>Q. How much %ge of income you are willing to spend on electronic household equipment?</p>	<p>Response</p>												
<ul style="list-style-type: none"> <li>49 % of respondents willing to spend up to 10%ge of income</li> <li>32% customers ready to spend 10 – 20 %ge of their income</li> <li>11% respondents choose 20 – 30 %ge of income to spend</li> <li>Just 5% customers interested to spend 30 – 40 % of their income</li> <li>Only 3% respondents willing to spend more than 40%ge of income.</li> </ul>	<p style="text-align: center;"><b>Income</b></p>  <table border="1"> <thead> <tr> <th>Income Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Upto 10 %</td> <td>49%</td> </tr> <tr> <td>10 - 20 %</td> <td>32%</td> </tr> <tr> <td>20 - 30 %</td> <td>11%</td> </tr> <tr> <td>30 - 40 %</td> <td>5%</td> </tr> <tr> <td>More than 40 %</td> <td>3%</td> </tr> </tbody> </table>	Income Category	Percentage	Upto 10 %	49%	10 - 20 %	32%	20 - 30 %	11%	30 - 40 %	5%	More than 40 %	3%
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<p>Q What is your satisfaction level regarding 'After Sales Service' of Electronic household equipment?</p>	<p>Response</p>												
<ul style="list-style-type: none"> <li>38% of the customers are satisfied with after sales service</li> <li>23 % respondents are dissatisfied</li> <li>Only 15% respondents are highly satisfies with after sales service</li> <li>11% respondents are neutral</li> <li>13% of the respondents are highly dissatisfied with their after sales service.</li> </ul>	<p style="text-align: center;"><b>Satisfaction</b></p>  <table border="1"> <thead> <tr> <th>Satisfaction Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Highly Satisfied</td> <td>15%</td> </tr> <tr> <td>Satisfied</td> <td>38%</td> </tr> <tr> <td>Neutral</td> <td>11%</td> </tr> <tr> <td>Dissatisfied</td> <td>23%</td> </tr> <tr> <td>Highly Dissatisfied</td> <td>13%</td> </tr> </tbody> </table>	Satisfaction Level	Percentage	Highly Satisfied	15%	Satisfied	38%	Neutral	11%	Dissatisfied	23%	Highly Dissatisfied	13%
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<p>Q. Whether 'After Sales Service' of Electronic household equipment will impact your decision for future purchase?</p>	<p>Response</p>
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<ul style="list-style-type: none"> <li>63% of the customer's future purchase decision will be impacted by 'after sales service'</li> <li>After sales service will not impact on 37% respondents.</li> </ul>	<h3 style="text-align: center;">Impact</h3> <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>No</td> <td>37 %</td> </tr> <tr> <td>Yes</td> <td>63 %</td> </tr> </tbody> </table>	Response	Percentage	No	37 %	Yes	63 %
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<p>Q. If someone in your reference group wants to purchase a new electronic household equipment, would you suggest your company's brands?</p>	<p style="text-align: center;">Response</p>						
<ul style="list-style-type: none"> <li>59% of the customer's will suggest their company's brand to a reference group</li> <li>41% respondents are not willing to give suggestions to their reference group.</li> </ul>	<h3 style="text-align: center;">Suggestion</h3> <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>No</td> <td>41 %</td> </tr> <tr> <td>Yes</td> <td>59 %</td> </tr> </tbody> </table>	Response	Percentage	No	41 %	Yes	59 %
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<p>Q. While making the decision of purchasing an Electronic Household Equipment what would you prefer?</p>	<p style="text-align: center;">Response</p>						
<ul style="list-style-type: none"> <li>Only 27 % of the respondents will prefer self decision making only</li> <li>73 % of respondents would like to take suggestions from others also.</li> </ul>	<h3 style="text-align: center;">Preference</h3> <table border="1"> <thead> <tr> <th>Preference</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Self Decision Making only</td> <td>27 %</td> </tr> <tr> <td>Take Suggestions from others also</td> <td>73 %</td> </tr> </tbody> </table>	Preference	Percentage	Self Decision Making only	27 %	Take Suggestions from others also	73 %
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<p>Q. Which factor affects you the most while making the decision of purchasing an Electronic Household Equipment?</p>	<p>Response</p>																																				
<ul style="list-style-type: none"> <li>Family factor affects 31% of respondents, while making decision</li> <li>22% customers believe income as an effective factor</li> <li>14% customer's make decision according to brand image</li> <li>Advertisement affects 12% respondents</li> <li>For the rest of their standard of living, friends/relatives &amp; locality is a major factor</li> </ul>	 <table border="1"> <caption>Factors Affecting Purchasing Decision</caption> <thead> <tr> <th>Factor</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Family</td> <td>31%</td> </tr> <tr> <td>Income</td> <td>22%</td> </tr> <tr> <td>Standard of Living</td> <td>10%</td> </tr> <tr> <td>Friends / Relatives</td> <td>7%</td> </tr> <tr> <td>Locality</td> <td>4%</td> </tr> <tr> <td>Advertisement</td> <td>12%</td> </tr> <tr> <td>Brand Image</td> <td>14%</td> </tr> </tbody> </table>	Factor	Percentage	Family	31%	Income	22%	Standard of Living	10%	Friends / Relatives	7%	Locality	4%	Advertisement	12%	Brand Image	14%																				
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<p>Q. On what basis you purchase the specific brand of Electronic product (rank - 1 for high and 5 for least)</p>	<p>Response</p>																																				
<ul style="list-style-type: none"> <li>39 % of the respondents gave 1 rank to price and 21% gave 2 rank</li> <li>Least rank given to the brand image</li> <li>16% of the respondent gave 5 rank to superior quality/technology and 27 % gave rank 1.</li> <li>28% gave rank 3 to celebrity endorsement and 38% gave rank 4</li> <li>23% and 26% respondents gave rank 2 &amp; rank 3 to durability respectively.</li> </ul>	 <table border="1"> <caption>Ranking of Purchase Factors</caption> <thead> <tr> <th>Rank</th> <th>Superior Quality/Technology</th> <th>Price</th> <th>Durability</th> <th>Brand Image</th> <th>Celebrity Endorsement</th> </tr> </thead> <tbody> <tr> <td>Rank 1</td> <td>27</td> <td>39</td> <td>17</td> <td>9</td> <td>8</td> </tr> <tr> <td>Rank 2</td> <td>21</td> <td>21</td> <td>23</td> <td>16</td> <td>19</td> </tr> <tr> <td>Rank 3</td> <td>19</td> <td>17</td> <td>26</td> <td>10</td> <td>28</td> </tr> <tr> <td>Rank 4</td> <td>17</td> <td>14</td> <td>19</td> <td>12</td> <td>38</td> </tr> <tr> <td>Rank 5</td> <td>16</td> <td>9</td> <td>15</td> <td>53</td> <td>7</td> </tr> </tbody> </table>	Rank	Superior Quality/Technology	Price	Durability	Brand Image	Celebrity Endorsement	Rank 1	27	39	17	9	8	Rank 2	21	21	23	16	19	Rank 3	19	17	26	10	28	Rank 4	17	14	19	12	38	Rank 5	16	9	15	53	7
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### VI. Findings

- Most of the respondents have recently purchased new Electronic Household Equipment.
- Uppermost factor which aware respondents are word of mouth and social media.
- The majority of the customers would like to purchase when promotional schemes are open.
- More than half of the people are satisfied with their current purchase.
- For the greatest part entire family is involved in decision making purchasing decision making.
- Approximately half of the respondents willing to spend up to 10%ge of their income on electronic household equipment.
- Half of the people are satisfied with after sales service. 23% of the respondents are dissatisfied.
- The maximum amount of the customer's future purchase decision will be impacted by 'after sales service'.
- A high number of the respondents will suggest their company's brand to a reference group. Another 41% refused to give suggestions.
- Huge no. of respondents would like to take suggestions from others. Only 27 % of the respondents will prefer self decision making.

- As per the research, family factor affects most of the respondents while making decision. Income and brand image is the next important factor.
- Most of the people gave first ranking to the price factors. Durability and quality are the second and third rank holders respectively.

### **VII. Conclusion**

This study reveals the major factors which influence the customer buying behavior. People believe on word of mouth rather than other media and promotional schemes encourages them more to buy electronic household equipment. Customers want to spend the only less amount of income on these equipments. After sales service shows major impact on customer buying behavior and most of the customers are satisfied with it. They also believe that after sales services will help them in taking a purchasing decision in future also. There are very few customers who will take self decision, but a huge number of customers would like to take suggestions from others before making any purchase and among all the factors family and income plays a vital role in the decision making process. The fear of taking wrong decision or purchasing of any wrong product influence the customers rely on others recommendations and evaluate all present alternatives. Price factor is the primary base of customers, durability and quality are the secondary factors. People of the Doaba region in Punjab are less influenced by brand image and celebrity endorsement.

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