A Study of Factors Affecting Consumer Behaviour Towards Electronic Durable Goods

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Abstract

Electronic durable goods have become essential household items to be used regularly in day to day life. The purpose of the present study was to identify and explore major factors affecting consumer attitude and subsequently behaviour towards the purchase of electronic durable goods. The study adopted a cross - sectional research design to accomplish the set objectives. A sample of total 514 respondents was selected from eight cities of Uttar Pradesh using convenience sampling method. Data were collected using a structured questionnaire which was prepared through extensive literature review. Data were analyzed using statistical techniques such as exploratory factor analysis, Mann - Whitney and Kruskal - Wallis tests on SPSS. The results indicated that exploratory factor analysis produced a total of five factors, which were identified as Perceived Quality, Price Consciousness, Brand Consciousness, Perceived Risk, and Advertisement. Moreover, demographic variables were also found influencing consumer behaviour towards electronic durable goods. The study contributed through the identification of significant determinants of purchase behaviour towards electronic durable goods. The findings of the study may be useful for marketers in devising their marketing strategies.

Keywords : Attitude, consumer behaviour, electronic durable goods, factor analysis, purchase intention

Understanding one's behaviour has always been a challenging and elusive task. For marketers, understanding consumer behaviour has been of strategic importance because all their efforts remain focused on delivering the product and services according to the consumer's expectations. Identifying the needs and wants of the consumers has been the first step in devising a marketing strategy. As consumers, each of us has a vast number of attitudes towards products, services, advertisements, retail stores, etc. Attitudes are all-pervasive, "when we say that we like or dislike someone or something, we are expressing our attitude towards that thing" (Schiffman & Kanuk, 2008, p. 256). Attitudes have been assumed as relatively enduring and long-lasting. Therefore, it became imperative to understand consumers' attitude in order to explain their behaviour, especially in case of high involvement products (such as electronic durable goods).

Unlike impulsive purchases made by consumers for FMCG goods and fashion articles, purchase decisions in case of electronic durable goods have been found to be relatively rational and consumers spend time on searching various information related to the products as it involves huge investment concerning money, and these products

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are not purchased frequently. Therefore, the study of attitude would be useful to understand consumer behaviour as it is considered to be highly correlated with the consumer's purchase intention which, in turn, has been found to be a strong predictor of behaviour (Ajzen & Fishbein, 1980). The present study attempts to identify important factors that affect the consumer's attitude towards electronic durable goods and purchase behaviour.

The Indian electronic goods market has witnessed a rapid growth after globalization of the Indian economy in the year 1991. According to a report of the India Brand Equity Foundation (IBEF) (2015), the Indian electronic durable goods market is the largest growing electronic market in the world and by 2020, it is expected to increase with a CAGR of 66.1% to USD 400 billion from USD 31.6 billion in 2015. However, the domestic market of electronic goods in India is primarily dominated by MNCs, and only 10% of India's consumption is produced internally (Swaminathan, 2014). The report further stated that in the last two decades, Chinese electronic goods production has increased rapidly, and it has become the second largest manufacturer of electronic goods in the world (Swaminathan, 2014). The Indian market is facing immense competition from these Chinese products because of their low prices.

Literature Review

Based on an extensive literature review, the following factors have been identified which affect consumers' attitude and purchase behaviour towards electronic durable products.

(1) Price Consciousness : Price has been reported as one of the most crucial factors while purchasing durable products. Consumers' perception about the price they pay for the products and services they buy plays a crucial role in the purchase decision - making process. Consumers, while purchasing durable goods, take into consideration the reference price, that is, the price benchmarked by the consumers on the basis of their perception of past prices (Zhang & Chiang, 2018). Price along with quality was found to be the most important predictor of consumer intention to purchase electronic goods by Alfred (2013), Kaushal and Kumar (2016), Kaur and Chadha (2014), Landinliana (2012). Rastogi and Chaudhary (2012) also reported price as the most important determinant of purchase behaviour. Vijayalakshmi, Mahalakshmi, and Magesh (2013) found cost - consciousness as one of the predictors of consumer behaviour towards electronic home appliances in Chennai. Saccani, Perona, and Bacchetti (2017) proposed a model to estimate the total cost of ownership of consumer durables, which included the cost incurred from information search to end of life of the product.

(2) Quality : Quality being relative in nature would be perceived differently by different individuals. The meaning of quality has been time - based or situational. American Society for Quality defined quality as the "totality of features and characteristics of a product or service that bear the ability to satisfy stated or implied needs" (American Society for Quality [ASQ], 2013, para 4). According to Zeithaml (1988), perceived quality is not associated with products or brand consumer purchase and use ; instead, it is the consumers' judgment about an entity's or a service's overall excellence or superiority. Thus, the quality of a product or service depends upon a person and how he/she perceives it (Alfred, 2013). Investigating the major determinants of customer loyalty in the Taiwan automobile sector, Chang, Chuang, Chuang, and Lin (2015) found that product quality and service quality were responsible for shaping consumers' satisfaction towards automobiles, which in turn influenced customer loyalty. Some other research studies such as studies conducted by Alfred (2013) ; Coelho, Meneses, and Moreira (2013) ; Kumar and Kaushal (2017) ; Saravanan (2010) ; and Wollenberg and Thuong (2014) also found perceived quality as one of the important determinants of purchase behaviour towards electronic goods.

(3) Brand Name : The brand name has been one of the crucial factors to which consumers give due importance

while purchasing electronic durable products as it involves a considerable amount of money on the purchase of electronic durable goods. Therefore, brand image/brand name has been a critical purchase influencer for the purchase of durable goods (Bhatia, Ali, & Mehdi, 2014). A brand name not just differentiates product offerings of two or more manufacturers/sellers ; instead, it is considered the most valuable asset for a company. It has also been assumed as the element of the relationship between a company and customers (Kotler & Armstrong, 2010). The brand name has a direct influence on the customer's perception of the quality of the offerings. When customers would be satisfied, they would generate word of mouth, and it would attract others to consider and choose the brand (Azad & Safaei, 2012). Kumar and Kaushal (2017) ; Malviya, Saluja, and Thakur (2013) ; Matai and Bhat (2013) ; Srivastava (2014) ; and Vyas (2011) also found brand name to be one of the significant determinants of consumer purchase behaviour towards electronic durable goods.

(4) Perceived Risk : While purchasing electronic durable goods, consumers make a significant investment in the products, so they are concerned about the durability and safety of the products. Therefore, the perceived risk would become a crucial factor while purchasing electronic durable goods. However, perceived risk has been found to be subjective – it might be related to the functionality of the product, durability, or return on investment. Reisinger and Mavondo (2005) defined risk as "exposure to the chance of injury or loss, a hazard or dangerous chance or the potential to lose something of value" (p. 212). Carroll (2009) conceptualized perceived risk as financial risk, time risk, performance risk, physical risk, social and psychological risk. Coelho et al. (2013) found functional and social risk to influence consumers' intention to purchase. Yee and San (2011) found perceived risk as a major factor affecting consumers' choice to purchase an automobile in Malaysia. Kumar and Kaushal (2017) also reported perceived risk as one of the important determinants of consumers' attitude and intention to purchase electronic durable goods. Horvat and Dosen (2013) found a negative correlation between perceived risk and attitude towards private labels.

(5) Advertisement : According to Kotler (1997), "Advertising is a paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor" (p. 637). Advertisements have been found to help marketers not only to inform the consumers about the attributes and features of the products, but also persuading them to buy their products. Therefore, the marketers spent an enormous amount of money using various mass media channels, including new media such as social media. An effective advertisement has been reported to influence the attitude towards brand and purchase intention. The credibility of the advertised source helps to increase believability of the message (Goldsmith, Lafferty, & Newell, 2000) and familiarity under celebrity endorsement plays a crucial role in convincing the consumers to buy products (Chakraborty, 2018). Source credibility comprises of the credibility of the company and endorser who endorse the product. Previous research studies - Kulshreshtha, Bajpai, and Tripathi (2017) ; Rehman, Nawaz, Khan, and Hyder (2014) ; Wollenberg and Thuong (2014) also confirmed that advertisements played a decisive role in convincing and persuading consumers to buy the advertised product.

Objectives of the Study

The primary purpose of the present study is to identify and explore major factors which affect consumers' attitude towards electronic durable goods and subsequently intention to purchase. The study also aims to find out the role of demographic factors affecting consumers' behaviour towards electronic durable goods.

Demographic Factors and Proposed Hypotheses

Along with personal and social factors, consumer behaviour has also been found to be affected by demographic

characteristics of the target consumers. The literature has acknowledged the role of demographic factors on consumers' purchase behaviour (Juyal, 2013 ; Rani, 2012; Rehman et al. 2014 ; Verma, Kumar, & Yadav, 2018 ; Vyas, 2011). Therefore, the following hypotheses are proposed for the present study :

↳ **H1:** There is a significant difference in the mean scores of factors affecting consumer's attitude towards electronic durable goods between male and female respondents.

↳ **H2 :** There is a significant difference in the mean scores of factors affecting consumer's attitude towards electronic durable goods between married and unmarried respondents.

↳ **H3 :** There is a significant difference in the mean scores of factors affecting consumer's attitude towards electronic durable goods among the different age categories.

↳ **H4 :** There is a significant difference in the mean scores of factors affecting consumer's attitude towards electronic durable goods for the respondents having different educational backgrounds.

↳ **H5 :** There is a significant difference in the mean scores of factors affecting consumer's attitude towards electronic durable goods among the respondents with a different occupation.

↳ **H6 :** There is a significant difference in the mean scores of factors affecting consumer's attitude towards electronic durable goods among the respondents with different income levels.

Methodology

The study adopted a cross-sectional research design to accomplish the set objectives. The population of the present study consisted of the consumers living in urban areas in Uttar Pradesh. A sample of total 514 respondents was selected using convenience sampling ; however, an attempt was made to make the sample more and more representative of the population (consumers living in urban areas of Uttar Pradesh). Data were collected from Lucknow, Kanpur, Ghaziabad, Agra, Meerut, Varanasi, Allahabad, and Gorakhpur cities on a proportionate basis. Data were collected through a structured questionnaire which was prepared through an extensive review of literature. The questionnaire consisted of 21 items related to various factors influencing consumer behaviour (as identified from the literature) along with the necessary demographic information. Three items to measure price consciousness were taken from Grewal, Krishnan, Baker, and Borin (1998) ; Sinhaa and Batrab (1999) ; and Cheong and Park (2005). Items to measure perceived quality (4 items) were adapted from Jaafar, Lalp, and Naba (2012). A 5-item scale to measure brand consciousness was taken from Rio, Vazquez, and Iglesias (2001). Four items to measure advertisements were adapted from Jaafar et al. (2012). Finally, a three items scale to measure perceived risk was taken from Richardson, Jain, and Dick (1996) ; Steiner (2004) ; and Jaafar et al. (2012). Respondents were asked to rate their opinions on these statements on a 7 - point Likert scale. Statistical techniques such as exploratory factor analysis, reliability analysis, and non - parametric tests (Mann - Whitney & Kruskal - Wallis) were employed on the data using SPSS 20.0. The study was conducted between April - November 2016.

Data Analysis and Results

(1) Demographic Profile of Respondents : Of the total 514 respondents, 348 (67.7%) were male ; whereas, the rest 166 (32.3%) were females (see Table 1), which shows that the sample was skewed towards male respondents. Majority of the respondents were in the age category of 20 - 29 years (50.4%), 30 - 39 years (21%), and 40 - 49 years (18.5%). Out of the total of 514 respondents, 244 (47.5%) were married and the rest 270 (52.5%) were

Table 1. Demographic Profile of the Sample Respondents

Variable Name	Categories	Frequency	Percentage (%)
Gender	Male	348	67.7
	Female	166	32.3
	Under 20	32	6.2
Age	21-30	259	50.4
	31-40	108	21.0
	41-50	95	18.5
	Above 50	20	3.9
Education	12th or below	55	10.7
	Graduation	202	39.3
	Post-Graduation	220	42.8
	Other	37	7.2
Occupation	Self employed	80	15.6
	Job	239	46.5
	Student	153	29.8
	Unemployed	17	3.3
	Homemaker	25	4.9
Marital Status	Married	244	47.5
	Single	270	52.5
	None	166	32.3
Income	Below 30,000	193	37.5
in INR	30.000 - 60,000	199	23.3
	60,000 - 90,000	22	4.3
	Above 90,000	14	2.7

unmarried, which shows that the sample was approximately equally distributed between the two categories. Furthermore, 46.5% of the total respondents were working (doing job), 29.8% were students, and 15.6% were self - employed ; whereas, a very small part of the sample was unemployed (3.3%) and homemakers (4.9%). Majority of the respondents were either graduates (39.3%) or postgraduates (42.8%) and only 10.7% were 12th pass or below, and the rest 7.2% had other qualifications. Income profile of the respondents shows that 32.3% were not earning as these were either students or unemployed or homemakers. Moreover, respondents having income below ₹ 30,000 were 37.5%, between ₹ 30,000 - ₹ 60,000 were 23.3%, only 4.3% respondents had income of ₹ 60,000 - ₹ 90,000, and 2.7% respondents were earning above ₹ 90,000.

(2) Factor Analysis : Before applying factor analysis, it is desirable to check the underlying assumptions of factor analysis. The first assumption is sampling adequacy or data sufficiency, that is, whether the sample data was adequate to run factor analysis or not. Kaiser - Meyer - Olkin Measure or KMO value of more than 0.7 indicates that the sample is adequate to apply factor analysis (Hair, Black, Babin, & Anderson, 2010). The Table 2 gives

Table 2. KMO and Bartlett's Test

Kaiser - Meyer - Olkin Measure of Sampling Adequacy		0.858
Bartlett's Test of Sphericity	Approx. Chi-Square	4832.82
	Df	210
	Sig.	0

KMO value as 0.858, which is more than the recommended value (0.7). Therefore, the data were sufficient to run factor analysis. Another assumption of factor analysis is that the items or variables should be correlated to each other. In other words, in factor analysis, multicollinearity is desirable (Hair et al., 2010). The Table 2 indicates that Bartlett's test of sphericity (chi-square = 4832.823, df = 210) is significant (p - value <0.05), which confirms that the variables are significantly correlated to each other, which is a pre - requisite for factor analysis.

Communality represents the amount of variance accounted for by the factor solution for each variable (Hair et al., 2010). It is the common variance present in a variable (Field, 2009). The Table 3 provides values of communalities for all the observed variables which shows that communalities for all the variables are more than the threshold value of 0.5 (Hair et al., 2010). Moreover, the factor solution resulting from principal component analysis is rotated using varimax rotation and Eigen value criterion is used to extract the probable factors. The rotated factor solution results in six factors which together explain 69.717% of the total variance (Table 3), which is more than 60% as suggested by Hair et al. (2010).

✥ **Naming the Extracted Factors :** Rotated component matrix results into six factors; however, the sixth factor contains only one variable ("I am willing to buy electronic durable goods even though the price is higher") ; whereas, rest of the factors have either four or five variables. Therefore, it was dropped as it was a single variable factor and explains only 5.26% of the variance and only five factors are considered as extracted out of factor analysis.

✥ **Factor 1 (Brand Consciousness) :** The first factor explains 15.01% of the total variance and contains a total of five variables : "I prefer to buy an internationally recognized brand" (loading = 0.788), "Brand name is a major factor that will influence my decision regarding the purchase of electronic durable goods" (loading = 0.779), "I usually purchase best-selling brands of electronic durable goods" (loading = 0.758), "I prefer to buy a trustworthy brand" (loading = 0.737), "I will only buy my favourite brand" (loading = 0.729). All these five variables are found related to consumer's concern about the brand. Therefore, it is suitable to name this factor as Brand Consciousness.

✥ **Factor 2 (Perceived Quality) :** The second factor explains 14.73% of the total variance and it has four variables - "I don't compromise with the quality of the product" (loading = 0.844), "I think the quality is an important criterion when buying electronic durable goods" (loading = 0.805), "The product which I buy should be of high quality" (loading = 0.781), "I give sufficient time to get quality products when I buy electronic goods" (loading = 0.754) and is named as Perceived Quality because all the four variables are related with the quality aspect of the product.

✥ **Factor 3 (Advertisement) :** Four variables – "My decision to purchase a particular brand is influenced by advertisements" (loading = 0.859), "I think advertisements are important when I buy electronic durable goods" (loading = 0.839), "The messages in advertisements attempt to persuade me to buy electronic durable goods" (loading = 0.828), and "I have trust in the messages given by the advertisements" (loading = 0.795) constitute the third factor and together explain 13.78% of the total variance. All the statements are related to the role and impact of advertisements in influencing and persuading consumers to buy a particular product/brand. Therefore, it seems appropriate to name this factor as Advertisement.

✥ **Factor 4 (Perceived Risk) :** The fourth factor explains 11.98% of the total variance and includes the variables : "I am uncertain which brands provide real value for money in terms of product quality" (loading = 0.780), "The cheapness of some brands suggests to me that they may have some risks, such as low quality" (loading = 0.760), "I think the   demonstration of the product can decrease my uncertainty when choosing electronic durable goods" (loading = 0.748), and "When I am considering electronic durable goods, I choose the products very carefully"

(loading = 0.676). All four variables are associated with the consumer's perception of the risk involved in purchasing electronic durable goods. Due to electronic goods being durable in nature and involving high price, consumers try to ensure that they purchase the right product. Based on the nature of these variables, it is suitable to name this variable as Perceived Risk.

Table 3. Details of Extracted Factors : Loadings, Eigen Value, Communality, Variance Explained, Cronbach's Alpha, & AVE

		Factor Loading	Communality	Eigen Value	Variance Explained	Cronbach's Alpha	AVE
Factor 1	I prefer to buy an internationally recognized brand.	0.788	0.646				
Brand Consciousness	Brand name is a major factor that will influence my decision regarding the purchase of electronic durable goods.	0.779	0.653				
	I usually purchase best-selling brands of electronic durable goods.	0.758	0.64	6.165	15.01%	0.847	0.575
	I prefer to buy a trustworthy brand.	0.737	0.696				
	I will only buy my favourite brand.	0.729	0.607				
Factor 2	I don't compromise with the quality of the product.	0.844	0.79				
Perceived Quality	I think the quality is an important criterion when buying electronic durable goods.	0.805	0.734	2.749	14.73%	0.87	0.634
	The product which I buy should be of high quality.	0.781	0.683				
	I give sufficient time to get quality products when I buy electronic goods.	0.754	0.686				
Factor 3	My decision to purchase a particular brand is influenced by advertisements.	0.859	0.765				
Advertisement	I think advertisements are important when I buy electronic durable goods.	0.839	0.77	2.007	13.78%	0.866	0.55
	The messages in advertisements attempt to persuade me to buy electronic durable goods.	0.828	0.729				
	I have trust in the messages given by the advertisements.	0.795	0.699				
Factor 4	I am uncertain which brands provide real value for money in terms of product quality.	0.78	0.699				
Perceived Risk	The cheapness of some brands suggests to me that they may have some risks, such as low quality.	0.76	0.67	1.478	11.98%	0.806	0.55
	I think the demonstration of the product can decrease my uncertainty when choosing electronic durable goods.	0.748	0.623				
	When I am considering electronic durable goods, I choose the products very carefully.	0.676	0.693				
Factor 5	Price is the most important factor when I purchase electronic durable goods.	0.819	0.744				
Price Consciousness	I compare prices of other brands and store brands before I choose one.	0.76	0.658	1.199	8.93%	0.7	0.532
	I buy electronic durable goods because they are worth to use with respect to their prices & usage quality.	0.591	0.588				

Note. AVE - Average variance extracted   **Total Variance Explained (TVE) = 69.71%**

✤ **Factor 5 (Price Consciousness) :** The fifth factor explains 8.93% of the total variance and is named as Price Consciousness because the underlying variables - "Price is the most important factor when I purchase electronic durable goods" (loading = 0.819), "I compare prices of other brands and store brands before I choose one" (loading = 0.760), and "I buy electronic durable goods because they are worth to use with respect to their prices & usage quality" (loading = 0.591) - are related with consumer's concern about the price of the product.

(3) Reliability and Validity : Reliability is defined as the measure of internal consistency. It is the extent to which a variable is consistent in what it is intended to measure (Hair et al., 2010). Cronbach's alpha value of more than 0.7 suggests internal consistency in the construct (Nunnally, 1978). Reliability coefficients for all five factors is more than the recommended value 0.7 (Table 3).

Further, the construct validity is ascertained through convergent and discriminant validity. Convergent validity shows the extent to which indicators of a specific construct converge or have a high proportion of variance in common (Hair et al., 2010). Average variance extracted (AVE) value is more than 0.5 for all five factors (Table 3) which ensures convergent validity (Fornell & Larcker, 1981). Discriminant validity, on the other hand, refers to the extent to which a construct is truly distinct from other constructs (Hair et al., 2010). A commonly used statistical measure of discriminant validity has been the comparison of the AVE value with correlation squared (Fornell & Larcker, 1981). However, in exploratory factor analysis, if the rotated component matrix does not show any cross loading, it indicates that the variables are converging to only one factor which confirms discriminant validity. Also, exploratory factor analysis gives completely uncorrelated factors, which confirm discriminant validity.

(4) Descriptive Statistics of the Extracted Factors : The Table 4 gives the mean and standard deviation of the factors extracted from the exploratory factor analysis. The Table 4 shows that Perceived Quality (Mean = 5.7588, *S.D.* = 1.19643) is the most important factor that influences consumer decision making regarding the purchase of electronic durable goods. Price Consciousness (Mean = 5.4721, *S.D.* = 1.14914) is the second most important factor followed by Brand Consciousness (Mean = 5.2160, *S.D.* = 1.10986), Perceived Risk (Mean = 5.1250, *S.D.* = 1.15071), and Advertisement (Mean = 4.4786, *S.D.* = 1.30536). The Table 4 shows that Advertisement is the least important factor among all the five factors.

(5) Hypotheses Testing : To compare mean score across categories, non - parametric tests were applied as the data were not following the distribution. The results (Table 5) show that a significant difference is found between male and female respondents only for Advertisement ($p = 0.034 < 0.05$). Therefore, gender is found to influence only one factor, that is, Advertisement. Further, married and unmarried consumers differ in their responses to Advertisement and Perceived Risk only. Moreover, the respondents from different age groups are found to be similar in their responses only on Brand Consciousness & Perceived Quality. Educational background is found to

Table 4. Descriptive Statistics

S.N.	Factor	No of Items	Mean	S.D.
1	Brand Consciousness	5	5.2160	1.10986
2	Perceived Quality	4	5.7588	1.19643
3	Advertisement	4	4.4786	1.30536
4	Perceived Risk	4	5.1250	1.15071
5	Price Consciousness	4	5.4721	1.14914

Table 5. Demographic Analysis : Results of Mann - Whitney & Kruskal - Wallis Tests

		Price Consciousness	Brand Consciousness	Perceived Quality	Advertisement	Perceived Risk
Gender	Mann-Whitney *U* Statistics	28075	28612	25839	25559	27922
	Sig.	0.603	0.862	0.052	0.034	0.539
Marital	Mann-Whitney *U* Statistics	30201	30292.5	32880.5	25667.5	29492
Status	Sig.	0.099	0.114	0.972	0.000	0.039
Age	Kruskal-Wallis Test Statistics	11.209	3.064	4.372	36.527	9.601
	Df	4	4	4	4	4
	Sig.	0.024	0.547	0.358	0.000	0.048
Education	Kruskal-Wallis Test Statistics	1.9	1.788	3.804	6.135	1.114
	Df	3	3	3	3	3
	Sig.	0.593	0.617	0.283	0.105	0.774
Occupation	Kruskal-Wallis Test Statistics	6.757	11.085	3.21	11.956	6.1
	Df	4	4	4	4	4
	Sig.	0.149	0.026	0.523	0.018	0.192
Income	Kruskal-Wallis Test Statistics	6.805	8.468	6.054	4.944	5.846
	Df	4	4	4	4	4
	Sig.	0.147	0.076	0.195	0.293	0.211

have no influence on the respondents' responses to the given factors ($p > 0.05$). However, occupation is found to influence consumers' response to Brand Consciousness and Advertisement. Finally, respondents from different income groups did not differ on either of the factors. Thus, the results show that overall, consumers' responses were influenced by the majority of the demographic factors.

Discussion

The primary objective of the present study is to identify the significant factors that affect consumer behaviour towards electronic durable goods. The results of exploratory factor analysis extracted five factors - Price Consciousness, Brand Consciousness, Perceived Quality, Perceived Risk, and Advertisement. Moreover, on comparing the mean and standard deviation of these factors, Perceived Quality comes out to be the most important factor followed by Price Consciousness, Brand Consciousness, Perceived Risk, and Advertisement. While purchasing electronic durable goods which involve time, money, and efforts, consumers considered quality as the most important criteria. However, the notion of quality has different meanings and interpretations for different consumers. Some might relate quality with the performance of the product or durability of the product. On the other hand, some might perceive timely after sales service as an integral part of the overall quality of the product. Furthermore, Price Consciousness is found to be the second most important factor which indicates that along with quality, price of the product also plays a crucial role in the purchase decision making process. Quality and price have been considered as the two most important determinants of the purchase decision making process by the consumers. These results are consistent with the previous findings of Alfred (2013) ; Rastogi and Chaudhary (2012) ; Kaushal and Kumar (2016) who reported quality and price as the two important factors.

Furthermore, Brand Consciousness is reported as the third important factor affecting consumer behaviour towards electronic durable goods. In the competitive market where companies have been spending a huge amount

of money on creating a favourable brand image, consumers are becoming more brand conscious in their purchase of goods and services. A well - established and trustworthy brand helps consumers to reduce the dissonance while purchasing such products, which require a large amount of investment. The results are in line with previous studies (Kaushal & Kumar, 2016, Malviya et al., 2013, Wollenberg & Thuong, 2014).

Perceived Risk is found as the fourth important factor affecting consumer behaviour. While deciding to purchase a durable product, consumers search for relevant information about the product. Adequate information helps consumers to reduce the perception of risk related to the purchase of a product. The present study also considers perceived risk as an essential determinant of consumer behaviour towards electronic durable goods. These results are consistent with the findings of previous research studies - Horvat and Dosen (2013), Kumar and Kaushal (2017), and Yee and San (2011). Finally, Advertisement is found as the fifth most important factor. The results are in line with the findings of the previous studies (Kulshreshtha et al., 2017 ; Rehman et al., 2014 ; Wollenberg & Thoung, 2014) which illustrate the significant role of company advertising in attracting, convincing, and persuading consumers to buy the products.

Furthermore, the impact of demographic variables is also examined. The findings show that male and female consumers differ in their responses only for Advertisement. The differences in the opinion of married and unmarried respondents is found in case of Advertisement & Perceived Risk and also with respect to the overall attitude and purchase intentions ; whereas, respondents from different age groups are found to have the same response on brand consciousness and perceived quality only. No significant difference is found in the responses of consumers having a different educational background. Occupation is found to influence brand consciousness and advertisement. Finally, income is found to have no influence on either of these factors. These results support the findings of previous research studies (Bhatia et al., 2014; Juyal, 2013; Rehman et al., 2014; Rani, 2012 ; Verma et al., 2018; Vyas, 2010) which reported that demographic factors influenced consumer behaviour.

Conclusion

The study explored five important factors (Price Consciousness, Brand Consciousness, Perceived Quality, Perceived Risk, and Advertisement) which are the main determinants of consumer behaviour while purchasing electronic durable goods. As the electronic durable goods market in India is becoming more and more competitive due to the presence of Indian companies as well as MNCs, consumers are found to become more brand consciousness, price conscious, and quality centric. However, consumers' purchase decision making is also found to be influenced by the perceived risk factor associated with various aspects of the product such as quality, performance, durability, etc. Moreover, consumers' purchase behaviour is also found to be influenced by the demographic factors such as gender, age, income, occupation, marital status, etc.

Implications

The study produces a number of interesting and meaningful practical and managerial implications. The study identifies five significant determinants of purchase behaviour of electronic durable goods. Quality and price are the two most important factors affecting consumers' choice to purchase the products. Thus, companies should put their heart and soul in producing good quality products with possibly zero defects. Since consumers spend more money on durables as compared to FMCG products, so they expect these products to work properly in the long run. Therefore, companies should provide adequate after-sales services to deal with consumer complaints. With the advent of technology, especially the Internet, information is now readily available to the consumers. Before making a purchase decision, consumers may look for various information/product reviews about the product online. They can also very easily compare features along with price of the product with other competitive brands

available in the market. Therefore, companies need to make a balance in the quality and price of the product as consumers are looking for value for money. Companies need to work on developing trustworthy brands so that consumers may trust and believe in the claim they make about the products. The believability of the advertisement message will increase if the message originates from a well known and trustworthy source. Also, consumer's trust in the brand would help them to deal with the issue of risk associated with the purchase. Thus, companies might take benefit from the findings of the study while devising marketing strategies.

Limitations of the Study and Directions for Future Research

The study was conducted with approximately 500 consumers living in eight different cities of Uttar Pradesh, the biggest state of India using convenience sampling. Therefore, the sample may or may not be truly representative of the population. Hence, it will not be appropriate to generalize the findings of the study to entire Uttar Pradesh as it is culturally and linguistically a very diverse state. Further, the study considered only six factors (price consciousness, brand consciousness, perceived risk, perceived quality, advertisement, & demographics), however, consumer behaviour has been affected by a number of factors, including socio - cultural and other environmental factors. Therefore, further studies can be conducted by including more factors. The present study was conducted only on young consumers living in urban and semi-urban areas ; similar studies may be conducted on rural consumers with a different demographic profile.

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