



A Study On Consumer Behaviour Towards Online Buying Of Consumer Durables

¹ Mrs. Leelavathy.H.C, ² Dr Sudha.B.S,

¹ Assistant Professor, ² Assistant Professor

¹ Department of MBA

¹ Bangalore Institute of Management Studies, Bengaluru, India

ABSTRACT

This study explores the online buying behaviour of consumers towards consumer durables, with a focus on Bengaluru, a leading technological hub in India. As online shopping continues to transform consumer purchasing patterns, this research investigates the key factors influencing online purchases, including convenience, price sensitivity, and perceived risks. Using a sample of 533 respondents, the study highlights the demographic profile of online buyers, revealing a predominance of females, a high percentage of postgraduate-educated individuals, and a significant representation of private sector employees. The findings show that a majority of respondents make frequent online purchases, with Amazon and Flipkart being the preferred platforms. Additionally, self-interest plays a major role in driving online purchases, with a notable increase in nuclear families contributing to the rise in consumerism. By examining the impact of these factors on the online marketplace for consumer durables, the study provides critical insights for marketers aiming to engage effectively with the evolving digital consumer landscape.

Key words: Consumer durables, online buying, buying behaviour

INTRODUCTION

In recent years, the rapid expansion of the digital marketplace has transformed how consumers make purchasing decisions of consumer durables. The convergence of technology, accessibility, and market diversity has led to a significant shift in consumer behavior. This study aims to explore the online buying behavior of consumers towards consumer durables, which includes items such as home appliances and electronics

The increasing proliferation of online shopping platforms has made it easier for consumers to access a vast array of products with just a few clicks. As a result, consumers are no longer limited to local stores or traditional brick-and-mortar outlets; instead, they are empowered to compare prices, read reviews, and evaluate features across a multitude of retailers from the comfort of their homes. This accessibility not only enhances convenience but also fosters a more informed consumer buying decision. Consumers assess whether the benefits of acquiring a consumer durable outweigh the costs

The online buying behavior of consumer durables, particularly in Bengaluru, represents a significant area of study given the city's reputation as a thriving technological hub and its diverse population. Bengaluru, often dubbed as the "Silicon Valley of India," boasts a high penetration of internet usage and smartphone adoption, making it a fertile ground for e-commerce. Understanding the nuances of consumer behavior in this context requires a look into several factors that influence purchasing decisions, preferences, and overall shopping experiences.

LITERATURE REVIEW

Online buying behavior of consumer durables is influenced by various factors, including perceived risks, product attributes, and consumer demographics. Research indicates that product risk and financial risk significantly impact online purchase intentions for consumer durables in India, highlighting the importance of addressing these concerns to enhance consumer confidence (Sangwan 2024). Additionally, consumers exhibit a complex decision-making process influenced by socio-economic and cultural factors, with brand consciousness playing a crucial role in their choices (Darshan & Teja, 2019). The rise of online shopping has transformed consumer behavior, as e-tailing has become a prevalent method for purchasing a wide range of products, including electronics and home appliances (Mathivanan, 2017). Furthermore, factors such as price and durability are critical in shaping consumer preferences, as they affect the perceived value of goods in an online shopping context (Gesick, 2012). Overall, understanding these dynamics is essential for marketers aiming to effectively engage consumers in the online marketplace for durable goods .

Online buying behavior of consumer durables is influenced by various factors, including convenience, price sensitivity, and the perceived risk associated with online transactions. Research indicates that consumers often prioritize time-saving and ease of access when shopping for electronics and other durables online, as highlighted in studies from Pakistan and India, which emphasize the importance of these factors in shaping consumer preferences (Bashir, 2013). Additionally, the size of online consideration sets is typically small, with consumers often viewing only two to three competitor websites, which suggests a focused approach to online shopping (Holland & Mandry, 2013). The interplay between consumer behavior and marketing strategies is crucial, as marketers must adapt their approaches to meet the evolving preferences of consumers, ensuring that their products are effectively positioned in the online marketplace (Thangaswamy & Patikar, 2014). Overall, understanding these dynamics is essential for businesses aiming to thrive in the competitive landscape of online consumer durables (Hasslinger et al., 2008).

METHODOLOGY

This study is an empirical study to understand the online buying behaviour of consumers towards consumer durables in Bengaluru. The sample population consists of 533 online buyers from Bengaluru, selected using convenience sampling. Convenience sampling was chosen due to its practicality in accessing respondents who are readily available and willing to participate in the study. Data collection was carried out using a structured questionnaire, designed to capture various factors influencing the purchasing behaviour of consumer durables online. The questionnaire included both closed-ended and open-ended questions to gain comprehensive understanding of the factors driving online purchases. Data was collected through google forms.

RESULTS AND DISCUSSION

DEMOGRAPHIC ANALYSIS

Sl.no	Demographic variable	Category	No of respondents	Percentage
1.	Gender	Female	365	68.5
		Male	168	31.5
		Total	533	100
2.	Age	< 20 years	27	5.1
		21-30 years	171	32.1
		31-40 years	156	29.3
		41-50 years	125	23.5
		> 50 years	54	10.1
		Total	533	100
3.	Education	12th	9	1.7
		Diploma	16	3.0
		Graduate	117	22.0
		Others	9	1.7
		Post Graduate	276	51.8
		Under graduate	106	19.9
		Total	533	100
4.	Occupation	Government Employee	14	2.6
		Homemaker	144	27.0
		Private Sector Employee	197	37.0
		Retired	5	.9
		Self Employed	85	15.9

		Student	79	14.8
		Unemployed	9	1.7
		Total	533	100
5.	Profession	Business	61	11.4
		Engineer	26	4.9
		IT	81	15.2
		Not Working	46	8.6
		Others	237	44.5
		Teacher/Lecturer	82	15.4
		Total	533	100
6.	Annual Income	Below 3,00,000	47	8.8
		3,00,000 - 5,00,000	313	58.7
		5,00,000 - 10,00,000	115	21.6
		Above 10,00,000	58	10.9
		Total	533	100
7.	Status of Residency	Non-Resident of Bangalore	209	39.2
		Resident of Bangalore	324	60.8
		Total	533	100
8.	Marital Status	Married	331	62.1
		Married but Single	52	9.8
		Unmarried	150	28.1
		Total	533	100
9.	Way of living	Living alone	20	3.8
		Living as a Nuclear Family	357	67.0
		Living with Joint Family	156	29.3
		Total	533	100

The demographic table provides insight into the gender distribution of respondents, revealing a clear predominance of females in the sample. Out of a total of 533 respondents, 68.5% are female (365 individuals), while the remaining 31.5% are male (168 individuals). This indicates that women make up more than two-thirds of the survey population, suggesting a potential gender imbalance. Such a distribution could influence the overall results, especially if gender plays a significant role in the subject of the study. The data highlights

the importance of considering gender representation when interpreting findings, as the larger proportion of female respondents might lead to outcomes that are more reflective of their perspectives or experiences.

The demographic data provides an overview of the respondents in terms of age, education, and occupation. In terms of age, the largest group is between 21-30 years (32.1%), followed by those aged 31-40 years (29.3%), and 41-50 years (23.5%). Individuals over 50 make up 10.1%, while those under 20 constitute the smallest group (5.1%). Regarding education, the majority of respondents (51.8%) hold a postgraduate degree, while 22% are graduates. A significant portion (19.9%) is undergraduates, with smaller groups having completed a diploma (3%) or other forms of education (1.7%). When it comes to occupation, the largest segment works in the private sector (37%), followed by homemakers (27%) and self-employed individuals (15.9%). Students account for 14.8%, and government employees represent 2.6%, while retired and unemployed respondents make up a small percentage (0.9% and 1.7%, respectively). This diverse demographic profile reflects a broad spectrum of age, educational attainment, and occupational backgrounds among the respondents.

The table provides data on respondents' profession, annual income, residency status, and marital status. In terms of profession, the largest group falls under "Others" (44.5%), followed by those in IT (15.2%) and teaching/lecturing (15.4%). Smaller proportions are in business (11.4%), engineering (4.9%), and a significant number are not working (8.6%). Regarding annual income, the majority (58.7%) earn between ₹3,00,000 to ₹5,00,000 annually, while 21.6% have an income between ₹5,00,000 and ₹10,00,000, and 10.9% earn above ₹10,00,000. Only 8.8% have an annual income below ₹3,00,000. In terms of residency, most respondents (60.8%) reside in Bangalore, with the remaining 39.2% being non-residents. Lastly, marital status shows that the majority (62.1%) are married, while 28.1% are unmarried, and 9.8% are married but single. This demographic data highlights the diverse range of professions and income levels among respondents, as well as their residency and marital status. Regarding way of living, majority of the respondents (67%) were living as a nuclear family and (29.3%) were living in a joint family. Only 3.8% live alone. This shows the changing structure of family in India with majority living as a nuclear family which may lead to increased consumerism.

ONLINE BUYING Frequency of online shopping

	Frequency	Percent
Frequently	213	40.0
Rarely	32	6.0
Sometimes	155	29.1
Very frequently	102	19.1
Very Rarely	31	5.8
Total	533	100.0

The above table provides insights on the frequency of online shopping of respondents which shows that nearly 40% shop online frequently, only 6% shop online rarely and 29.1% shop sometimes. Very few(5.8%) shop very rarely, while almost 19.1% shop very frequently. Thus proving that access to affordable internet and smartphones has encouraged people to shop online.

Frequency of online buying of Consumer Durables during the last year

	Frequency	Percent
1 - 2 times	161	30.2
3 - 5 times	140	26.3
More than 5 times	232	43.5
Total	533	100.0

Regarding online buying of consumer durables , 43.5% of the respondents have purchased more than 5 times in the last year, 26.3% have purchased around 3 to 5 times in the last year and 30.2% have purchased at least 1 or 2 times in the last year showing the demand for consumer in online buying from consumers.

Persons influencing respondents to shop online

	Frequency	Percent
Advertisements	29	5
Family	14	3
Family, Friends	5	1
Family, Friends, Self Interest, Advertisements	57	11
Family, Self Interest	31	6
Friends	38	7
Friends, Advertisements	19	4
Friends, Self Interest	14	3
Friends, Self Interest, Advertisements	55	10
Self Interest	211	40
Self Interest, Advertisements	60	11
Total	533	100

The above table highlights people influencing respondents to buy online. Majority of the respondents (40%) have embraced online buying out of self interest and very few are influenced by family (3%), friends (7%) and advertisement (5%). Others have relied on opinions from all available resources like family, friends and advertisements.

Online Stores used to Purchase Consumer Durables

	Frequency	Percent
Amazon	125	23.5
Amazon, Brand Websites	8	1.5
Amazon, Brand Websites, Others	10	1.9
Amazon, Flipkart	141	26.5
Amazon, Flipkart, Brand Websites	58	10.9
Amazon, Flipkart, Brand Websites, Others	18	3.4
Amazon, Flipkart, Others	18	3.4
Amazon, Others	24	4.5
Brand Websites	8	1.5
Brand Websites, Others	9	1.7
Croma	28	5.3
Croma, Amazon	5	0.9
Croma, Amazon, Brand Websites	5	0.9
Croma, Amazon, Flipkart, Brand Websites, Others	9	1.7
Croma, Brand Websites	9	1.7
Croma, Reliance digital, Amazon, Flipkart, Brand Websites, Others	1	0.2
Flipkart	9	1.7
Others	19	3.6
Reliance digital	5	0.9
Reliance digital, Amazon, Flipkart	14	2.6
Reliance digital, Amazon, Flipkart, Others	5	0.9
Reliance digital, Flipkart	5	0.9
Total	533	100

The above table highlights the platform used by respondents to purchase consumer durables online. Amazon (23.5%) is the most preferred e-commerce platform to purchase consumer durables. Most of the residents use the combination of both Amazon and Flipkart to buy consumer durables. Purchases made on branded websites is the least (1.5%). A small amount of people (5.3%) buy on Croma. Overall respondents prefer buying on multiple platforms.

Consumer Durables bought Online by the respondents

Respondents buy a variety of consumer durables online with around 4.5% made for kitchen appliances, watches and clocks, only clocks and watches was 2.6%, kitchen appliances with mobile phone and tab was 3.4%. Most of the respondents (10.3%) purchased online all types of consumer durables like Kitchen Appliances, Mobile Phone/ Tab, Clock/ Watches, Other Domestic Appliances.

CONCLUSION

In conclusion, the study highlights a significant shift in consumer behaviour towards online purchases of consumer durables, driven by increased accessibility, convenience, and technological advancements. Bengaluru, with its high internet penetration and tech-savvy population, serves as a prime example of this transformation. The findings reveal that most consumers prefer online platforms like Amazon and Flipkart for purchasing a wide variety of consumer durables, with many influenced by self-interest rather than external factors like family or advertisements. The study also underscores the role of demographic factors such as age, gender, education, and income in shaping online buying behaviour. Additionally, the prominence of nuclear families and the widespread availability of affordable internet and smartphones have further fuelled the trend towards online shopping. Overall, this research provides valuable insights for businesses aiming to target online consumers, emphasizing the need to address factors such as perceived risks, product value, and ease of access to meet the evolving preferences of consumers in the digital marketplace.

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