**DECLARATION**

We hereby declare that the project report entitled **“A STUDY ON IMPACT OF PRICING STRATEGY AND CONSUMER BEHAVIOUR TOWARDS CONSUMER ELECTRONICS”** submitted by us to B.S. Abdur Rahman Crescent Institute of Science and Technology, in partial fulfilment of the requirement for the award of the degree of Master of Business Administration is a bonafide work carried out by me under the supervision of Prof. Dr. Syed Azamussan, Assistant Professor, Department of Management Studies, Crescent School of Business, Vandalur - 600048. We further declare that the work reported in this project has not been submitted and will not be submitted, either in part or in full, for the award of any other degree or diploma in this institute or any other Institute or University.

Place: Vandalur

Date:

(Signature)

**ACKNOWLEDGEMENT**

First and foremost, we would like to begin with thanking The Almighty, for whom We owe what We have achieved so far.

We would like to express my heartfelt gratitude towards the people whom We respect for their assistance, support, and encouragement in so many ways during my study.

We begin with my supervisor, Dr. Syed Azamussan for the useful comments, remarks and engagement through the learning process of this thesis. His bright ideas, guidance and for being generous with her knowledge and experience in supervising.

The success and final outcome of this project required a lot of guidance and assistance from many people, and We am extremely privileged to have got this all along the completion of my thesis. All that we have done is only due to such supervision.

We also thank my supportive family for their patience, compassion, and guidance. We would not able to complete without their help and support.

Moreover, we will never forget to thank my true friends who have been there for helping me along the way till this work was finally done.

To those people, we dedicate this thesis with acknowledgement and pride.

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**ABSTRACT**

The recognition of consumer is the core factor for every company to stay in the market by offering what a consumer expects and how there are offering it. More satisfactory factor for consumer is pricing where he has a happy feeling when he buys a product with his budget. This will never change because when the monetary transactions(money) are introduced from that time to till this current scenario pricing is most important factor so that pricing strategy chosen by the company managers and directors will determine the future of their business and more over now days, consumer are more knowledgeable with a “world on hand” technology. So, company managers are connecting brand perception and pricing strategy. Their main motive is to register their product name and quality of the product in the valuable consumers mind through advertisement. And also making the viewers as a promotor of the products to their family, friends, neighbours the managers are focusing more on brand perception strategic becomes it has a relationship with pricing strategy consumers willing to pay more price to the product where he familiar with the brand. When the company diversify his area of business brand perception strategy will influence consumers to buy that product. We have framed questionnaires by adding pricing factor, brand perception factor and consumer behaviour factors and collected 200 responses from consumers who buy consumer electronic products. Our conclusion will help us to provide there is an association between pricing strategy and consumer behaviour and how different age group perceive brand perception and finally the data analysis help us to find that this generation is more focusing on quality, value for money product compared to previous generation people and today’s generation are fails in negotiations where they rely more on online platform where more people buy products on online in 2023 compared to previous year.

Our research is done successfully because of the people who have supported by taking part in filling questionnaires and many researchers in the same field of study where we take reference from their research papers and we also want to thank for the researchers whose papers we have taken for literature review, we have not failed to include their name in reference.

**CHAPTER ONE**

**INTRODUCTION**

**Introduction**

In increasingly competitive environment in consumer electronics where new company coming in with its new technology to capture the huge consumer market. There innovation will become successful only if there were able to place the product in correct and convincing manner to satisfy the consumer (kings) in India. The consumer is becoming more intelligent when buying consumer electronic where it involves huge investment. In current scenario, where everything is available to everyone and consumers may access various medium before making any purchase. Our study focusses on this aspect where consumers are considering price as an important factor while buying consumer electronic or brand perception play an important role where it keeps consumer engage.

Pricing strategy plays an important role in consumers mindset where “**Philip Kotler’s Pricing Strategies**, also known as the Nine Quality-Pricing Strategy, consists of a matrix of nine pricing options. The goal is the assist companies to position products based on their perceived place in the market relative to the competition. This model relates pricing to the quality delivered.” He explains that placing the right product at right price will automatically Wipeout the stock in the warehouses. From historic time to till now consumer are more conscious in spending their hard-earned money as a huge investment but current generation has shown different approach to pricing strategy where there spending in new technology becomes a hobby. Our study will also concentrate on different type of pricing method adopted by different generation of consumers who buy consumer electronic product

In pricing strategy, managers use various strategies to attract more customer the strategies are penetration, skimming and value-based pricing we have used these strategies in our study to identify how consumer behave according to the pricing of the company. In penetration pricing strategy, the new company enter in the market with low price to attract customers and after that they charge more price. In skimming strategy, the new company fix the price at high rate and after that they lower the rate (I, e apple). In value-based pricing strategy, the company charge the price according to the customer value and they usually charge high price (I, e fashion brands)

Brand perception play an important role in pricing strategy where a strong brand reputation can allow a company to charge a premium price to electronic product and consumer also expand their limit in spending “brand loyalty plays an important role in consumer electronic product” continuous innovation play an significant impact on electronic product so if you cover your target consumer and offer a better way (I,e build loyalty) will help the company to move to a money maker stage where they can charge high or low price their target consumer are there by saying that this product will be value for money. Now days entrepreneur, managers are focusing mainly on brand perception

In our study we have taken two main concept that is pricing and brand perception and supporting factor as consumer behaviour. This study is mainly focuses on how pricing and brand perception will have an effect in consumer behaviour towards consumer electronic product and also to identify the association and difference between each variable and we include demographic variable as age, gender, occupation, generation this will help us to find how different age group perceive pricing and brand perception, like wise gender, occupation, generation. Our study will help us to find were we want more concentration whether in pricing or to create a brand loyalty. We have taken responses from the consumers who buy consumer electronic products both in online and physical stores. We had applied several tests to compute the strength of the data to prove the relationship and the association between the variables. We have structured the model in such way that everyone will able to understand the research findings and information provided.

**OBJECTIVE**

To find how pricing and brand perception plays a significant role in today’s digital platforms with an immense of information is available to consumers before making any purchase and how it is varied from different age groups and how brand perception making consumers to follow their path with introducing new product or charging premium price, even though consumers are willing to stay with same product.

* To understand influence of pricing and brand on consumer electronics products.
* To know variation of brand perception from different age groups.
* To identify the influence of new product that changes buying perception of the consumers
* To identify other factors that influence the purchasing decision of consumer on electronic products.
* To understand whether there is an association between pricing and brand perception, where these factors influence consumer behaviour

**SCOPE**

* In our study we have defined the product focus as smartphone, laptops, TVs, gaming consoles, wearables. Which help us to predict where consumer focus on whether it is on smartphone or laptops.
* To understand how pricing strategy is implemented by manufacturers and retailers to attract the consumers to increase the impulsive to purchase the electronics product.
* To know types of products which consumer reach out in the whole market and preferred brand for that particular product that stands in mind of consumer while they purchase the product in market.
* To identify the changes in my price by any manner due to inflation, premium, luxury, brand reputation, brand image, competitive in market of product that changes the buying behaviour of the consumer.
* Other factors like online review, recommendation from friends and family, guarantee, warranty that influence the consumer whether to buy the electronic product at online or offline.

**Limitation of Study**

As this research conducted in the basis of academic purpose, there were some limitation takes place in this study, that resembles it is so hard to contain and control all the factors in the research because maximum respondents are from same age group hence this purity of this research is limited. These questionaries circulated only around Chennai and Vellore to collect the response.

Other limitation is some consumer get influenced by the brand without realizing that they are creating their own impulse buying the products in market voluntarily. In our study We have collected 200 responses from consumers who purchase various electronic products through online or offline.

**CHAPTER TWO**

**LITERATURE REVIEW**

**Review of Literature**

**Diyar Abdulmajeed Jamil (2022)** stated that marketing strategy plays a important role in element of decision making process of the consumer at the time purchasing the product. By the help of this research conducted with the random sampling of respondents the result for the study came out by the penetration pricing exerts a beneficial impact at the time of purchase of product by consumers at the level of 5% equally skimming pricing had the same impact of the decision-making process of the consumers by level of 5%. Blogs related to products also contributes in the decision-making process at 5% level. Equally stand the contribution by competitive pricing of the rivalry products that are available in the market at 5%. After analytical part holds the result by value of .001 threshold in every beta value. The F-value denotes that there is significant relationship between the independent variable that is price and dependent variable that were affect the decision-making process of consumers directly or indirectly.

**Saba Fatma (2019**) expressed that price plays an important role in both of buyer and seller side in case of exchange of electronics products. Various pricing strategies that are used in market were discussed in this study that are skimming pricing - to reach the buyers who are willing to purchase the product at higher price before marketing, customer value pricing – pricing one version of a product with competitive levels, penetration pricing – which uses low price to get mass markets in early, premium pricing - selling superior version of the product with high price and analytics results revealed that 65% respondents agreed that skimming pricing is beneficial and adopts by price sensitive consumers because of the nature of electronics which initially high in price and gradually decreases in market. In the end price is the major factor for the purchasing behaviour of the consumers and decision making of consumers is influenced by price.

**Naveen Pandey (2021**) stated a study related to consumer behaviour towards electronic product in online shopping. The accelerate of usage of online shopping in India is growing rapidly but not as rapid as developed countries like UK and USA. This research fills up the consumer characteristics, online consumer behaviours, factor that predicting online shopping and mindset of the consumers while shopping in online. Majority of the consumers who used online shopping is 44% in whole sample also use only within year which shows that online shopping of electronic products is not much as popular as offline shops and consumers prefers retail shops. Internal values of consumers like behaviours by TAM (Technology Acceptance Model) and TRM (Theory of Reasoned Action). The results reveals that online shopping is significantly affected by the social factors. External experience like network/circles also calculated “search as recreation” mindset also analysed in topic of online shopping activity especially on electronic products.

**D.M. Arvind Mallik (2018**) stated that India is the fifth largest retailer destination, there is a huge development and advancement in urban and metro committees. With 100 sample study explore the purchasing behaviour of the population in a company of Adishwar India Limited. The project explores that how companies must take effect to attract the customers, Showrooms for the product must satisfy customers by providing additional facilities like parking etc., Sales person should improve their knowledge on product so that they can handle any troublesome customers and sales executives must maintain good relationship with the customers, Promotional actions should reflect on total sales. Customer marketing team must take effort to manipulate customers especially on festival times to give more discounts to increase the total sales in that specific period of time in a year, At last placement of product in the shop also takes vital role because goods must come handy to customers while walking in the store.

**Shatabdi Jamnik (2023**) expressed the study of customer purchasing behaviour especially in electronic products with analysis of impact of different factors that affecting the customer purchasing decision. Some of findings stated that youngsters these days prefers online shopping and elder ones prefers offline shopping. While purchasing electronic products customers are more quality conscious instead of quality like purchasing the laptop quality is more conscious whether it has purchased in online or retail shop secondary. Age and income level of the customers plays vital role in case of purchasing behaviour of products, Retail shoos have the advantage when price of product is high because customer is more conscious about the quality and performance of product and companies like Amazon and Flipkart need to understand customer preferred price level to strategize and manipulate the price of product which benefits both case of buyer and seller also increase revenue from high levelled priced products as well.

**M. Ravikanth (2016)** researched “Buying Behavior of Electronic Products in Andhra Pradesh: A Study of Selected Electronic Consumer Products." The study makes a critical analysis of consumer perceptions and opinions towards buying behaviour towards television products of brands LG, Samsung, and Videocon in both urban and rural areas in the selected districts of Andhra Pradesh state. The primary data was collected with the help of a detailed questionnaire from 150 urban and 150 rural consumers selected from these 3 districts of Andhra Pradesh State. The secondary data is collected from Annual reports, distributor reports, and research reports. The study concludes that factors impacting consumers' buying behaviour and post-purchase satisfaction differ for specific brands.

**Rajiv Kaushik (2019)** researched the title "Influence of Digital Marketing on Consumer Buying Behavior for Electronic Products: An Empirical Study of Indian Urban Consumers." This research was collected from 500 respondents based on judgment sampling in a structured questionnaire. The data was analysed using regression and factor analysis. This research studies the influence of various digital marketing components on consumer buying behaviour towards electronic products and finds that five out of the six constructs of digital marketing influence consumer buying behaviour significantly.

**Avinash Pawar (2020)** published “Analysing the Dynamic Behavior towards Electronic Goods: The Consumer and Seller Perspective." The aim of this research is to study consumer buying behaviour toward electronic goods, the factors that influence buyer’s decisions, and the seller’s perception toward the sale of electronic goods. The researchers have collected the data using a comprehensive questionnaire from 250 consumers and 25 dealers in Pune city. The researchers have also collected secondary data from books, articles, and websites. Non-probability sampling was used. The study found that advertisements play a major role in influencing the customer's choice of brand to buy and found that Videocon, LG, and Sony are the major players in the market.

**Vadood Javan Amani (2021**) in the title “EFFECTS OF CONSUMER PERCEPTION ON DECISION TO PURCHASE: A CASE OF SAMSUNG ELECTRONICS”. The purpose of this study is to identify the factors influencing consumer perceptions and consumer decisions. Primary data from questionnaires have been distributed among the target respondents of 400, of which 387 have been completed and received. The study has a direct and significant impact on the consumer's decision-making in terms of buying and utilizing the products.

**Choo Chin Yeong (2023)** analysed “Working Adults' Online Buying Behavior Towards Branded Home Electronic Products." This study aims to examine the association between product price, product quality, and online advertisement on the online buying behaviour of working adults towards branded home electronic products in Penang, Malaysia. A total of 417 respondents in Penang were involved in this study using an online survey questionnaire. A multiple linear regression analysis was used to evaluate hypotheses. The findings showed that working adults' online purchasing decisions for branded home electronics were largely impacted by product price and quality, while online advertisements had little or no impact in Penang, Malaysia.

**CHAPTER THREE**

**RESEARCH METHODOLOGY**

**CHAPTER THREE**

**RESEARCH METHODOLOGY**

**Research Design**

**Objective:** To understand how consumer Behavior changes According to the change in factors (i.e. Pricing, Brand Perception, Penetration, Skimming)

**Survey Research**

Survey research specifically focuses on collecting data from sample of individuals who buy consumer electronic products through online and offline stores. We have collected the responses through questionaries. Here we use mixed-methods Research design to spilt up finding from both quantitative and qualitative data sources. Our survey included with demographic factor, classification and target questions which used to gather the information about attitudes, behaviors or characteristics of the population through the collected samples.

Google forms allows our study to create surveys with demographic and scaling questionaries to collect the data from the respondents.

**Descriptive Research Design**

The aim of using google form for the study is to describe certain characteristics of the sample population and explain deeply about what makes behavior of purchasing decision of consumer got changed by the influence of brand and changes in price than why it create impulse for consumer to purchase the product in market, this helps us to estimate the information about the pricing, brand preferences, consumer behavior influence consumers to buy specific consumer electronic product.

**Data Collection**

Data collection is the process of collecting, measuring and analyzing information by using standard survey tools for collecting and analyzing the collected information. The collected raw data can be transferred into structured data that can be used to derive the hypothesis to conclude the study with result for problem of study. The collection of data may be varied from one research to another based on the required information. There are two types of data collection that are,

* Primary data.
* Secondary data.

**Primary Data**

Primary data is directly collected from the people that are related to the research in other words it is collected from first-had experience not form past datum, in this study it is collected form the respondents by the help of google forms.

The primary data collected from the consumers who were bought electronic products through online and offline stores. The survey had done with the respondents of customers who involves in transfer of electronic products only. So, the survey got carried out with customers whose preference changed according to the changes in price, introduction of new brand of electronic products in market and other factors which change the preference of the consumers.

**Questionnaire Method**

For the type of questionnaire, the structured questionnaires to collect the quantitative data. In other words, in this study questionnaire was designed by scaling questions to analyze the behavior of the customers who purchase the electronic product. It helps to reduce time while collecting the data from the respondents.

**Sampling Design**

**Sampling Method**

Non-probability sampling was used in this research in a specific term of convenience sampling to collect the data from 200 respondents, who were got G- forms to respond for this survey. This study used convenience sampling technique to collect the data from the respondents because the sample collected form respondents according to the convenience of period of study to save the time and to give the qualified interpretation to analyses the data. This study had sample size of this research is 200 respondents from the location in circle of Chennai and Vellore at the period of April 2024 to May 2024 from respondents who are in experience of purchase of electronic product in their lifetime.

**CHAPTER FOUR**

**DATA ANALYSIS AND**

**INTERPRETATION**

**Data Analysis and Interpretation**

**AGE OF THE RESPONDENTS**

|  |  |  |
| --- | --- | --- |
| **AGE** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| 18-25 | 111 | 55.5 |
| 26-35 | 45 | 22.5 |
| 36-45 | 28 | 14 |
| ABOVE 45 | 16 | 8 |
| TOTAL | 200 | 100 |

**Interpretation**

In figure 4.1 : Pie chart shows percentage distribution of responses about the age of the respondents, Majority of the respondents were in age group of more than 18-25 years old with the percentage of 55.5% (Blue) and Minimum respondents as Above 45 of 8% (Yellow).

**GENDER OF THE RESPONDENTS**

|  |  |  |
| --- | --- | --- |
| **GENDER** | **RESPONDENTS** | **PERCENTAGE** |
| MALE | 128 | 64 |
| FEMALE | 72 | 36 |
| TOTAL | 200 | 100 |

**Interpretation**

In figure 4.2 : Pie chart shows percentage distribution of responses about the Gender of the respondents, Majority of the respondents were Male with the percentage of 64% (Blue) and Minimum respondents as Female of 36% (Orange).

**OCCUPATION**

|  |  |  |
| --- | --- | --- |
| **OCCUPATION** | **RESPONDENTS** | **PERCENTAGE** |
| EMPLOYED | 48 | 24 |
| UNEMPLOYED | 35 | 17.5 |
| STUDENT | 99 | 49.5 |
| SELF EMPLOYED | 18 | 9 |
| TOTAL | 200 | 100 |

**Interpretation**

In figure 4.3 : 3D Line chart shows percentage distribution of responses about the Occupation of the respondents, Majority of the respondents were Students with the percentage of 49.5% and Minimum respondents as Self-employed of 9%

**GENERATION**

|  |  |  |
| --- | --- | --- |
| **GENERATION** | **RESPONDENTS** | **TOTAL** |
| BABY BOOMERS (1946-1964) | 4 | 2 |
| GEN X (1965-1980) | 28 | 14 |
| MILLENNIAL (1981-1996) | 51 | 25.5 |
| GEN Z (1997-2010) | 117 | 58.5 |
| TOTAL | 200 | 100 |

**Interpretation**

In figure 4.4 : 3D Bar chart shows percentage distribution of responses about the Generation of the respondents, Majority of the respondents were Gen Z with the percentage of 58.5% and Minimum respondents as Baby Boomers of 2%.

**MONTHLY FAMILY SALARY**

|  |  |  |
| --- | --- | --- |
| **MONTHLY SALARY** | **RESPONDENTS** | **TOTAL** |
| Rs. 10,000 -15,000 | 17 | 8.5 |
| Rs. 15001 - 25000 | 26 | 13 |
| Rs. 25,001 – 50,000 | 81 | 40.5 |
| Rs. 50,001 ABOVE | 76 | 38 |
| TOTAL | 200 | 100 |

**Interpretation**

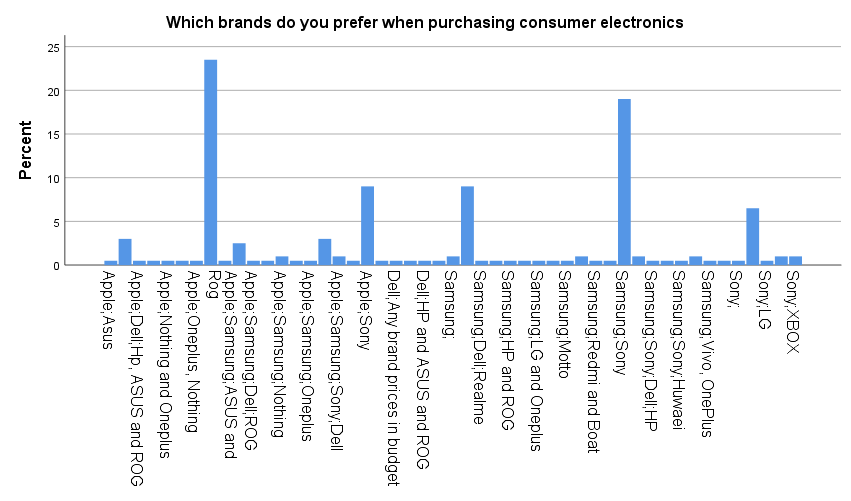
In figure 4.5 : 3D Line chart shows percentage distribution of responses about the Monthly Salary of the respondents, Majority of the respondents were Rs.25,001-50,000 with the percentage of 49.5% and Minimum respondents as Rs10,000-15,000 of 8.5%.

**What type of Consumer electronics do you usually purchase?**

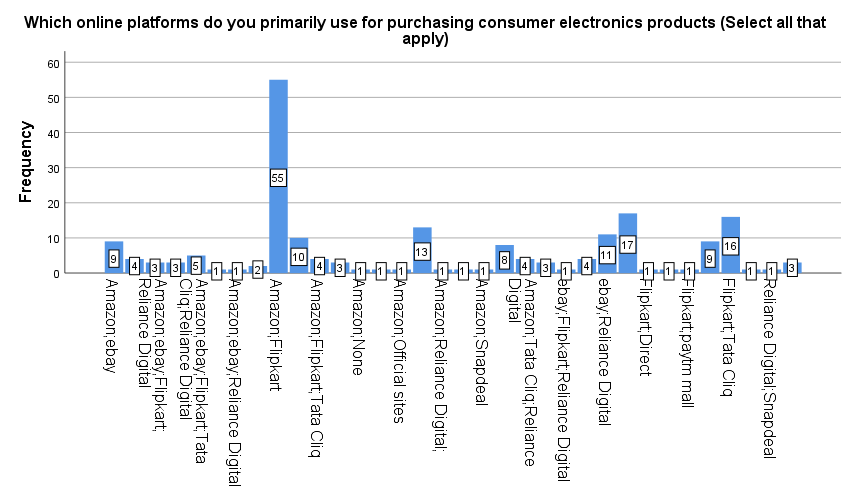
|  |  |  |
| --- | --- | --- |
| **CONSUMER ELECTRONICS** | **RESPONDENTS** | **PERCENTAGE** |
| Smartphones | 99 | 49.5 |
| Laptops | 41 | 20.5 |
| TV’s | 22 | 11 |
| Gaming Consoles | 18 | 9 |
| Wearables | 20 | 10 |
| TOTAL | 200 | 100 |

**Interpretation**

In figure 4.6 : Pie chart shows percentage distribution of responses about the type of customer electronics usage of the respondents, Majority of the respondents were Smartphones with the percentage of 49.5% and Minimum respondents as Gaming Consoles of 9%.

**Which brands do you prefer when purchasing consumer electronics**

**Interpretation**

In figure 4.7 : Line Chart represents preference of consumer while choosing the brand of electronics Most of the responses prefers Apple and Samsung brand with combination of other brands due to the changes in technologies in the day to day changing environment.

**Interpretation**

In figure 4.8 : Line Chart represents preference of consumer while choosing the online platform for purchasing the electronics Most of the responses prefers Amazon and Flipkart online platform with combination of other online platforms due to the changes in technologies in the day to day changing environment.

**PRICING FACTOR**

**APPLYING MEAN, MEDIAN, MODE, MINIMUM AND MAXIMUM USING SPSS**

**QUESTIONS:**

P1, I have switched from one product to another product due to change in price

P2, I would be willing to switch brands for a product if the price increased by 10%.

P3, I perceive certain brands as offering better value for the price compared to others

P4, I typically set a budget before purchasing consumer electronics products.

P5, I often make purchases for consumer electronics products that exceed the budget I have set.

P6, I have continued purchasing from a brand even after experiencing price increases

P7, when a product price increases, I am likely to search for alternative brands or products

P8, I prefer to purchase products at lower price, even if it means sacrificing certain features or quality

P9, I regularly compare prices of consumer electronics products across different retailers before making a purchase.

P10, I usually purchase consumer electronics products on festival days or special occasions.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Range | Mean | Minimum | Maximum | Std. Deviation |
| Pricing 1 | 4 | 3.68 | 1 | 5 | 1.295 |
| Pricing 2 | 4 | 3.45 | 1 | 5 | 1.337 |
| Pricing 3 | 4 | 3.81 | 1 | 5 | 1.165 |
| Pricing 4 | 4 | 3.8 | 1 | 5 | 1.08 |
| Pricing 5 | 4 | 3.74 | 1 | 5 | 1.17 |
| Pricing 6 | 4 | 3.72 | 1 | 5 | 1.148 |
| Pricing 7 | 4 | 3.88 | 1 | 5 | 1.123 |
| Pricing 8 | 4 | 3.59 | 1 | 5 | 1.28 |
| Pricing 9 | 4 | 3.79 | 1 | 5 | 1.118 |
| Pricing 10 | 4 | 3.84 | 1 | 5 | 1.034 |
| Valid N (listwise) | 200 |  |  |  |  |

**RELIABILITY TEST**

**Applying Reliability Test**

|  |  |  |  |
| --- | --- | --- | --- |
| **Scale Statistics** | | | |
| Mean | Variance | Std. Deviation | N of Items |
| 41.31 | 47.379 | 6.883 | 11 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| Pricing1 | 37.63 | 38.888 | 0.422 | 0.382 | 0.727 |
| Pricing2 | 37.86 | 38.607 | 0.421 | 0.357 | 0.727 |
| Pricing3 | 37.49 | 39.427 | 0.451 | 0.269 | 0.723 |
| Pricing4 | 37.51 | 41.337 | 0.351 | 0.193 | 0.736 |
| Pricing5 | 37.57 | 40.147 | 0.395 | 0.210 | 0.730 |
| Pricing6 | 37.59 | 41.450 | 0.312 | 0.192 | 0.741 |
| Pricing7 | 37.43 | 39.522 | 0.467 | 0.273 | 0.721 |
| Pricing8 | 37.71 | 39.091 | 0.415 | 0.236 | 0.728 |
| Pricing9 | 37.51 | 40.975 | 0.360 | 0.151 | 0.735 |
| Pricing10 | 37.47 | 41.717 | 0.344 | 0.197 | 0.737 |

**Interpretation**

Reliability test is used to test the reliability for Likert scale questionaries. In our study we have taken pricing factors to test the reliability because this is the main independent factor we are going to use in further tests. The result shows that there is **consistence in Cronbach's Alpha,** hence we can conclude that there is reliability in our pricing factors.

**Non-Parametric Test**

**Applying Non-Parametric Test**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Hypothesis Test Summary** | | | | |
|  | Null Hypothesis | Test | Sig.a,b | Decision |
| 1 | The categories of Brandp1 occur with equal probabilities. | One-Sample Chi-Square Test | 0.004 | Reject the null hypothesis. |
| 2 | The categories of Brandp2 occur with equal probabilities. | One-Sample Chi-Square Test | 0.000 | Reject the null hypothesis. |
| 3 | The categories of Brandp3 occur with equal probabilities. | One-Sample Chi-Square Test | 0.000 | Reject the null hypothesis. |
| 4 | The categories of Brandp4 occur with equal probabilities. | One-Sample Chi-Square Test | 0.000 | Reject the null hypothesis. |
| 5 | The categories of Brandp5 occur with equal probabilities. | One-Sample Chi-Square Test | 0.000 | Reject the null hypothesis. |
| 6 | The categories of Brandp6 occur with equal probabilities. | One-Sample Chi-Square Test | 0.000 | Reject the null hypothesis. |
| 7 | The categories of Brandp7 occur with equal probabilities. | One-Sample Chi-Square Test | 0.000 | Reject the null hypothesis. |

**Interpretation**

Non-parametric test does not rely on any data referring to any particular parametric group of probability distribution it is also called as distribution free test. In this test we have taken brand factors to test its parametric characteristics of the sample whether the observed data is quantitative or qualitative. We have identified that all brand factor questionnaires are used one sample chi square test where alternate hypothesis is accepted because the sig P-value is below 0.05 so it rejects the null hypothesis. Final conclusion states that there is a difference in observed frequency and expected frequency for brand if they occurred with equal probability.

There is difference in brand factors being analysed.

**CONSUMER FACTOR**

**APPLYING CHI SQUARE TEST**

**ROW:** P1, I have switched from one product to another product due to change in price

**COLUMN:**

C1,Price is an important factor for me when making a purchasing decision.

B2, I believe that higher-priced consumer electronics products are of better quality than lower-priced ones

**Hypothesis**

**H0:** There is no association between pricing and quality of the product.

**H1:** There is association between pricing and quality of the product.

**CROSSTAB**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | Brandp2 | | | | |
| 1 | 2 | 3 | 4 | 5 |
| Pricing1 | 1 | Count | 4 | 1 | 3 | 2 | 7 |
| Expected Count | 1.1 | 2.3 | 4.1 | 4.4 | 5.1 |
| 2 | Count | 0 | 7 | 5 | 7 | 4 |
| Expected Count | 1.5 | 3.1 | 5.5 | 6.0 | 6.9 |
| 3 | Count | 3 | 7 | 11 | 10 | 8 |
| Expected Count | 2.5 | 5.3 | 9.4 | 10.1 | 11.7 |
| 4 | Count | 3 | 6 | 18 | 12 | 11 |
| Expected Count | 3.3 | 6.8 | 12.0 | 13.0 | 15.0 |
| 5 | Count | 3 | 6 | 11 | 21 | 30 |
| Expected Count | 4.6 | 9.6 | 17.0 | 18.5 | 21.3 |

**CHI SQUARE TEST**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 32.769a | 16 | .008 |
| Likelihood Ratio | 30.559 | 16 | .015 |
| Linear-by-Linear Association | 6.605 | 1 | .010 |
| N of Valid Cases | 200 |  |  |

**Interpretation**

CHI-SQUARE Test helps us to identify the association between observed frequency with expected frequency. The reason we have chosen this questionnaire is to test pricing is connected with consumer behaviour and brand perception and our findings tell us a result that significant p-value(.sig) is .000 which indicate that there is a significant association between observed frequency so, **‘we have rejected the null hypothesis H0 and accept the alternate hypotheses H1’.**

**INDEPENDENT SAMPLE**

**T-TEST**

**Applying independent sample T-test**

**Hypothesis**

**H0:** There is no significant difference between brand perception and gender of respondents

**H1:** There is significant difference between brand perception and gender of respondents

**FACTOR 1:**

B1, I have moved to premium or luxury brand because of its perceived image or reputation, even if it meant paying high price

B2, I believe that higher-priced consumer electronics products are of better quality than lower-priced ones

B3, my perception of a brand reputation and price influences my decision to switch or stay loyal

B4, having all consumer electronics products from the same brand offers convenience in terms of compatibility, software integration, and user experience

B5, I consider environmental factors (e.g., sustainability, eco-friendliness) when purchasing consumer electronics products.

**GROUPING VARIABLE:**

Gender: Male-1, Female-2.

**GROUP STATISTICS**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| GENDER | | N | Mean | Std. Deviation | Std. Error Mean |
| FACTOR1 | 1 | 128 | 18.9063 | 3.59009 | .31732 |
| 2 | 72 | 17.6806 | 3.36856 | .39699 |

**INDEPENDENT SAMPLE T-TEST**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
| F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| FACTOR1 | Equal variances assumed | .307 | .580 | 2.369 | 198 | .019 | 1.22569 | .51741 | .20536 | 2.24603 |
| Equal variances not assumed |  |  | 2.412 | 155.274 | .017 | 1.22569 | .50823 | .22176 | 2.22962 |

**Interpretation:**

Independent sample t-test is used to identify whether there is a significant different between two independent variable / grouping variable were categorical variable is used in this test. In this test we have taken 5 Brand perception as Factor 1 and Grouping variable as gender. The reason we have taken brand as factor 1 and gender as grouping variable because we want to know the response of both gender whether there is an equality in their opinions.

Our result tells us Levene's Test for Equality of Variances sig value is .580 which is above 0.05 so we have seen equal variance assumed in row 1 with both group the significant p-value (sig.) is .019 which is below 0.05 states that there is significant difference between two independent variables by **rejecting null hypothesis H0 and accept the alternate hypothesis H1.**

In short, the grouping variable influence the factor variable that reason the different is happens in factor variable.

**ONE WAY ANOVA**

**TEST**

**Applying One Way ANOVA**

**Hypothesis**

**H0:** There is no significant difference between consumer behaviour and age of respondents

**H1:** There is significant difference between consumer behaviour and age of respondents

**Dependent variable:**

C1, Price is an important factor for me when making a purchasing decision

C2, I typically purchase a new product after approximately two years of usage

C3, when considering purchasing a new product, I rely heavily on online reviews and recommendations from others

C4, I often make unplanned purchases when I come across attractive deals or discounts

C5, Recommendations from friends or family members greatly influence my decision to purchase consumer electronics products.

**Factors:**

Age: 18-25,1; 26-35,2; 36-45; Above 45

**ANOVA**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | Sum of Squares | df | Mean Square | F | Sig. |
| Consumerb1 | Between Groups | 15.885 | 3 | 5.295 | 4.53 | 0.004 |
|  | Within Groups | 229.11 | 196 | 1.169 |  |  |
|  | Total | 244.995 | 199 |  |  |  |
| Consumerb2 | Between Groups | 2.8 | 3 | 0.933 | 0.563 | 0.64 |
|  | Within Groups | 324.795 | 196 | 1.657 |  |  |
|  | Total | 327.595 | 199 |  |  |  |
| Consumerb3 | Between Groups | 18.552 | 3 | 6.184 | 5.012 | 0.002 |
|  | Within Groups | 241.843 | 196 | 1.234 |  |  |
|  | Total | 260.395 | 199 |  |  |  |
| Consumerb4 | Between Groups | 1.17 | 3 | 0.39 | 0.251 | 0.861 |
|  | Within Groups | 304.65 | 196 | 1.554 |  |  |
|  | Total | 305.82 | 199 |  |  |  |
| Consumerb5 | Between Groups | 15.4 | 3 | 5.133 | 4.937 | 0.003 |
|  | Within Groups | 203.78 | 196 | 1.04 |  |  |
|  | Total | 219.18 | 199 |  |  |  |

**Interpretation:**

ANOVA (Analysis of variance) is used to compare the mean of independent variable with different dependent variable. In this test we have used consumer behaviour as a dependent variable and age as an independent variable. the reason is to compare the change in consumer behaviour with different age group. Our result tells us that C1, C3, C5 has significant value (sig.) is .004, .002, .003 which is below 0.05 so we need to **reject the null hypothesis H0 and accept the alternate hypothesis H1**. It says that the majority age group behave similarly when it comes to pricing, getting reviews from others before making any purchase.

But C2, C4 has a significant value (sig.) is .064, .861 which is above 0.05 so we were fail to reject the null hypothesis and exclude the alternate hypothesis. It says that there is no comparison between consumer behaviour and age group because some age group people say that won’t frequently buy consumer electronic, they won’t make any unplanned purchases when it comes to consumer electronic product.

**CORRELATION**

**Applying the correlation test**

**Hypothesis**

**H0:** There is no significant relationship between Pricing factor and Consumer preference.

**H1:** There is significant relationship between Pricing factor and Consumer preference.

**Variables:**

P1, I have switched from one product to another product due to change in price

P2, I would be willing to switch brands for a product if the price increased by 10%.

P3, I perceive certain brands as offering better value for the price compared to others

P4, I typically set a budget before purchasing consumer electronics products.

 P5, I often make purchases for consumer electronics products that exceed the budget I have set.

C1, Price is an important factor for me when making a purchasing decision

C2, I typically purchase a new product after approximately two years of usage

C3, when considering purchasing a new product, I rely heavily on online reviews and recommendations from others

C4, I often make unplanned purchases when I come across attractive deals or discounts

C5, Recommendations from friends or family members greatly influence my decision to purchase consumer electronics products.

**Correlation**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | Consumerb1 | Consumerb2 | Consumerb3 | Consumerb4 | Consumerb5 |
| Pricing1 | Pearson Correlation | .359\*\* | .268\*\* | .119 | .192\*\* | .049 |
| Sig. (2-tailed) | .000 | .000 | .092 | .006 | .488 |
| N | 200 | 200 | 200 | 200 | 200 |
| Pricing2 | Pearson Correlation | .222\*\* | .270\*\* | .120 | .234\*\* | .139\* |
| Sig. (2-tailed) | .002 | .000 | .091 | .001 | .049 |
| N | 200 | 200 | 200 | 200 | 200 |
| Pricing3 | Pearson Correlation | .236\*\* | .151\* | .218\*\* | .082 | .260\*\* |
| Sig. (2-tailed) | .001 | .033 | .002 | .248 | .000 |
| N | 200 | 200 | 200 | 200 | 200 |
| Pricing4 | Pearson Correlation | .117 | .207\*\* | .410\*\* | .080 | .167\* |
| Sig. (2-tailed) | .100 | .003 | .000 | .263 | .018 |
| N | 200 | 200 | 200 | 200 | 200 |
| Pricing5 | Pearson Correlation | .193\*\* | .180\* | .128 | .182\*\* | .139\* |
| Sig. (2-tailed) | .006 | .011 | .071 | .010 | .049 |
| N | 200 | 200 | 200 | 200 | 200 |

**Interpretation**

CORRELATION test used to access the strength and direction of relationship between the two variables. In our study we have taken P1 to P5 and C1 to C5 to find the direction of relationship that pricing has a positive or negative (0, +1, -1) correlate with consumer behaviour. Positive correlate indicates that there will be a direct relationship which means if one variable increases, the other variable will increase as well. Negative correlate indicates that there will be an inverse relationship which means if one variable increases another variable will decrease.

Our findings tell us that in pricing1 there is a positive correlation with C1, C2, C4 and negative correlation in C3, C5.

**REGRESSION**

**APPLYING REGRESSION TEST**

**INDEPENDENT VARIABLE**

P1, I have switched from one product to another product due to change in price

**DEPENDENT VARIABLE**

B3, my perception of a brand reputation and price influences my decision to switch or stay loyal

**Hypothesis**

**H0:** There is no influence between Pricing factor and Decision making of consumer.

**H1:** There is influence between Pricing factor and Decision making of consumer.

**MODEL**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .218a | .047 | .043 | 1.104 |

**REGRESSION**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 12.020 | 1 | 12.020 | 9.869 | .002b |
| Residual | 241.160 | 198 | 1.218 |  |  |
| Total | 253.180 | 199 |  |  |  |

**Interpretation**

REGRESSION test is used to identify the relationship between independent variable with dependent variable and also helps us to predict the future outcomes. Here we have taken P1 as independent variable where it states that if price changes, I will move to another product and dependent variable as B3 which states that brand perception will influence me switch or stay in same product. Our findings tell us that there is a significant difference between two variables where one variable is influencing another variable R-Square says that there is 4.7 variability is observed but this variability is enough to influence the dependent variable by considering the significant p-value (sig.) is below 0.05 stating that we need to **reject the null hypothesis H0 and accept the alternate hypothesis H1.**

**CHAPTER FIVE**

**FINDINGS AND CONCLUSION**

**FINDINGS**

The most important part of our study and our conclusion will me based on this finding. We have taken 10 tests based on our questionnaires and responses collected from 200 response, our study is most complying and known to all. Whether change in pricing strategy has a impact on consumer behaviour and in the process of our study we have find brand perception are also used as pricing strategy to influence consumers to buy their particular brand product, so we have included brand perception questionnaires to examine the behaviours of consumers. Further we delve deep into our findings we have taken 6 demographic factors (age, gender, occupation, generation, education, monthly salary) also known as independent variables. In age category major respondents are from (18-25 as 111) so it as a relation with generation Gen Z. in gender category major respondents are from (male as 128, female as 72). In occupation category major respondent are from (student as 99, employed as 48, unemployed as 35, self-employed as 18). In generation category major respondents from Gen Z. in monthly salary major respondents are from (25001-50000 as 81). In a categorical questionnaire, consumer electronic regularly purchase were smartphones, consumers were regularly buying smartphones compared to other categories. Questionnaire related to brand perception were which type of brand do you buy the response were more for apple and Samsung, were it proves that current generation are more rely on brand perception they feel free to pay extra money to buy a brand product. Second is which online platform consumers make purchase regularly is from Amazon, Flipkart it proves that current generation rely on online purchase our statement is more accurate with help of previous year report on “consumers have purchased more products in online platform”.

We have taken reliability test to test the reliability for Likert scale questionnaire because we have taken 20 questions on Likert scaling, so we test the reliability test for pricing factors which shows a constant value in Cronbach’s Alpha hence we have concluded that there is reliability in pricing factor questionnaires. In chi square we have taken this to test the association between pricing and consumer factors and concluded that the expected and observed frequency are similar to state that there is an association between with p-value is below 0.05 that helps us the study by when price of the product increase consumer behaviour will also increase so its states that consumers are more associated to pricing. In independent t- test we have taken this test to identify the difference between brand perception and gender of respondents and concluded that there is a significant difference between brand perception and gender of respondents which state that male perceive brand perception differently than female. The test result shows that levene’s test for equality of variances where sig value is above .05 so we have seen first row it suggests that p-value is below 0.05 so rejected the null hypothesis and accept the alternate hypothesis. In anova we have taken this test to identify the significant difference between consumer behaviour and age of respondents which states that there is a difference in consumer behaviour where age groups between 18-24 to 26-35 buy trendy product and other age group before making a purchase they concentrate more on quality and reliability. The test result shows that there is significant difference between age group of respondents towards consumer behaviour by stating that the p-value is below .05 so we reject the null hypothesis and accept the alternate hypothesis, but in C2 questionnaire which state that consumer usually purchase new product after two years. Which value is 0.064 which is above 0.05 so we accept the null hypothesis and reject the alternate hypothesis. In correlation we have taken this test to identify there is a significant relationship between pricing factor and consumer preference

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**Annexure**

1. Age

* 18-25
* 26-35
* 36-45
* Above 45

1. Gender

* Male
* Female

1. Occupation

* Employed
* Unemployed
* Student
* Self employed

1. Generation

* Baby Boomers (1946-1964)
* Gen X (1965-1980)
* Millennial Y(1981-1996)
* Gen Z (1997-2010)

1. Monthly Family Salary

* 10000-15000
* 15001-25000
* 25001-50000
* 50001-above

1. What type of Consumer electronics do you usually purchase

* Smartphones
* Laptops
* TVs
* Gaming Consoles
* Wearables

1. Which brands do you prefer when purchasing consumer electronics

* Apple
* Samsung
* Sony
* Dell
* Others

1. Which online platforms do you primarily use for purchasing consumer electronics products (Select all that apply)

* Amazon
* eBay
* Flipkart
* Tata Cliq
* Reliance Digital
* Others

1. Price is an important factor for me when making a purchasing decision.

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. I have switched from one product to another product due to change in price

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. I would be willing to switch brands for a product if the price increased by 10%.

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. I have moved to premium or luxury brand because of its perceived image or reputation, even if it meant paying high price

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. I believe that higher-priced consumer electronics products are of better quality than lower-priced ones.

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. I perceive certain brands as offering better value for the price compared to others

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. I typically set a budget before purchasing consumer electronics products.

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. I often make purchases for consumer electronics products that exceed the budget I have set.

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. My perception of a brand reputation and price influences my decision to switch or stay loyal

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. I have continued purchasing from a brand even after experiencing price increases

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. when a product price increases, I am likely to search for alternative brands or products

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. I prefer to purchase products at lower price, even if it means sacrificing certain features or quality

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. I typically purchase a new product after approximately two years of usage

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. When considering purchasing a new product, I rely heavily on online reviews and recommendations from others.

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. I often make unplanned purchases when I come across attractive deals or discounts

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. I prefer to purchase consumer electronics products from online markets rather than physical stores.

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. I consider environmental factors (e.g., sustainability, eco-friendliness) when purchasing consumer electronics products.

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. I am more likely to purchase consumer electronics products from brands I am familiar with.

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. Recommendations from friends or family members greatly influence my decision to purchase consumer electronics products.

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. Online advertisements play a significant role in shaping my purchasing decisions for consumer electronics products.

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. If a brand where you buy consumer electronics that introduce a new grocery product I definitely make a purchase

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. I am more likely to purchase consumer electronics products from a brand that offers diversified services (e.g., extended warranties, tech support, installation services).

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. I regularly compare prices of consumer electronics products across different retailers before making a purchase.

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. I usually purchase consumer electronics products on festival days or special occasions.

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. I prefer to purchase all consumer electronics products from a particular brand to maintain an ecosystem

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. Having all consumer electronics products from the same brand offers convenience in terms of compatibility, software integration, and user experience.

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

1. I am strongly willing to adjust my budget or spending limits when purchasing consumer electronics products if I find a product that meets my needs exceptionally well.

1 - Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree