

Consumer Buying Behaviour for Durable Goods on Digital Platforms: A Pilot Study

Ms. Shruti Mukhija¹ and Dr Narinder Tanwar²

¹Research Scholar School of Commerce Manav Rachna International Institute of Research and Studies

²Research Guide Professor, School of Leadership and Management Manav Rachna International Institute of Research and Studies

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***Corresponding author: Ms. Shruti Mukhija (shrutikasanduja@gmail.com)**

Abstract: In Today's Market Consumer Emphasize On Product Comparisons Based On Price, Features And Brand Authenticity During Online Purchasing. Digital Platforms Must Increase Consumer Trust With Vigorous Review System And Product Transparency. Durable Goods Online Market Is Also Expanding With The Use Technology Upgradation, So In Today's Scenario Consumer Demands More From Purchase Experience. The Pilot Study Focuses On Factors That Influence Consumers Buying Behaviour On Online Purchase Of Durable Goods, The Study Employed 12 Questions Evaluated On A 5-Point Likert Scale Given To 100 Respondents From Different Demographics Of Delhi (Ncr Region) And Data Analysis Included Descriptive Statistics With Reliability Test And Exploratory Factor Analysis (Efa). The Kmo Shows 0.809 Value And Significant Bartlett's Test Confirm Data Suitability For Factor Analysis. The Study Observes The Factors That Influence Consumer Behaviour Online Purchase Of Durable Goods Focusing On Three Primary Dimensions: Price Sensitivity, Brand Influence, And Social Influence And Price Sensitivity Play An Important Role Over Brand Influence And Social Influences.

Keywords: Consumer Behaviour, Durable Goods, Digital Platform, Pilot Study.

INTRODUCTION

Consumer behaviour progressed with the progress in digital technology as technology influence the purchase decision of consumer, Digital platforms are example of this upgradation consumer spend according to its digital purchase experience, durable goods market is a part of it. Durable goods categorized by their long lifespan and considerable investment requirements included products such as household appliances, electronics etc. Traditionally, purchasing durable goods involves store visits, face-to-face interactions with sales personnel and actual product examination. However, the propagation of e-commerce platforms, mobile applications and digital marketplaces has dramatically changed this traditional buying method and creating new dimensions in the way consumers evaluate and ultimately acquire durable goods online and upgrade their purchase experience. Consumers unparalleled access to information from digital platforms enable them to compare prices, read reviews, watch demonstration videos about durable goods enable them to make informed decisions from the comfort of anywhere. This change has been accelerated by increasing internet penetration, smartphone adoption and increasing confidence in online transaction security. Consumers exhibit different behavioural patterns when purchasing durable goods online which are influenced by factors including risk, product complexity, price sensitivity, brand reputation, and availability of post-purchase support.

Understanding consumer behaviour for online purchase of durable goods has become imperative for marketers as market expand from traditional to digital. Marketers need

insight into the consumer decision-making journey and indulge the factors that build trust in consumer virtual experience. Meanwhile, platform developers and retailers must understand consumer expectations, needs and service features that facilitate consumer demand to purchase online. This pilot study aims to explore the factors that influence consumer behaviour while purchasing durable goods through digital channels. By examining these factors, the research seeks to provide valuable insights that can inform marketing strategies, enhance digital platform performance and ultimately improve the online shopping experience for consumers purchase of durable goods.

LITERATURE REVIEW

Gurleen K.S. (2012) conducted a regional study focusing on Punjab examining consumer perceptions specific to online shopping platforms. For the purpose of data analysis, a sample of 400 respondents was employed, factor analysis was applied to understand the many reasons why respondents choose not to purchase online. Price, awareness, convenience, variety, easy payment options and online shopping are the factors that influence customer behaviour. customers also trusted websites for online shopping needs. The main concerns of customers were about the reliability of a website especially when they have to enter their credit card information to complete an online purchase as customers were aware of Internet fraud so they hesitant to provide their credit card information online.

Vijaysarthi C.,& Sathy P. (2016) investigated consumer behaviour towards durable goods in Tiruvarur district, identifying income level, brand perception and after-sales

service as the primary determinants of purchase decisions. Their findings emphasized that purchasing durable goods gives their higher financial commitment and longer lifespan involves a more extensive pre-purchase evaluation than fast-moving consumer goods.

Sathy, P., & Indrajith, D. R. (2018). Study explored consumer purchasing behaviour for consumer durables in Tiruvarur district with reference to white goods from the data collected from 145 consumer through interview process, that show the influence of aggressiveness, level of satisfaction and level of expectation among consumers. The study revealed that consumer awareness about the product is not associated with its demographic state. Consumer expect good level of satisfaction from purchased brand but brand loyalty is not expected from them.

Nagaraju G H. (2018). a quantitative study explored the importance of digital marketing specifically for consumer durables. The finding suggest that digital platform have become increasingly influential in the awareness and consideration during the purchase journey of consumer and challenges faced during this process. The research revealed that consumers use online resources for research and advertisement play as primary information sources. Consumers are not evolving with the speed of change in digitalization.

Singh, A., & Garg, B. (2020). The study examines how consumer purchasing behaviour for durable goods influenced from social media. Factor analysis is done from

data collected from 350 consumers of NCR region is taken through 23 questions based on 5- point Likert scale. Their research highlights six factors like commitment, facility, courtesy, willingness, responsiveness and assurance that affect consumer purchase behaviour.

Singh, S., Rajak, B. K., & Paliwal, M. (2023). examined how social media marketing influences consumer consciousness and purchase decisions of sustainable products. Their findings revealed that social media platforms serve dual functions firstly as information sources through reviews and recommendations and as advertising channels through targeted marketing campaigns. Research showed that user-generated content especially authentic customer reviews and experiences shared on social media, significantly influence purchase decisions often carrying more weight than traditional advertising.

Chauhan A.V., & Gamit N. H. (2024). examined consumers perception towards online shopping specifically for consumer durables, descriptive analysis with 123 respondents from Surat city has taken, factor analysis is done and price sensitivity, convenience, effortless transactions and obstacles like factors are identified. Finding show that most consumers buy online goods for heavy discounts and ease of purchasing online goods anytime from anywhere but they show lack of trust towards websites as they have to share card details for completing the payment.

RESEARCH OBJECTIVES

- To analyse the factors influencing consumer behaviour while buying durable goods online.
- To establish the reliability and validity of the measurement instrument for potential deployment in main study.

RESEARCH METHODOLOGY

4.1 Sampling Design

- **Population:** consumers of Delhi (NCR region) who have purchased Durable Goods through Digital Platform.
- **Sampling Method:** Convenience sampling
- **Sample size:** 100 respondents

4.2 Data Analysis Technique:

- **Descriptive statistics:** Mean, standard deviation and frequency distribution.
- **Reliability Analysis:** Cronbach's Alpha
- **KMO and Bartlett's Test:** to assess sampling adequacy and data suitability.
- **Exploratory Factor Analysis (EFA):** Principal Component Analysis with Varimax rotation

5. DATA ANALYSIS

5.1 Demographic Profile (N=100)

Demographic Variable	Category	Frequency	Percentage
Age	18-25 years	35	35%
	25-40 years	20	20%
	40-55 years	28	28%
	Above 55 years	17	17%
Gender	Male	31	31%
	Female	69	69%
Educational Qualification	High school	15	15%

	Undergraduate	17	17%
	Graduate	28	28%
	Post graduate	30	30%
	Doctorate	10	10%
Profession	Student	21	21%
	Housewife	20	20%
	Part time Employment	22	22%
	Full-time Employment	25	25%
	Unemployed	12	12%
Monthly Income	Under 25000 INR	22	22%
	25000-50000 INR	20	20%
	50000-75000 INR	25	25%
	75000-100000 INR	23	23%
	Over 100000 INR	10	10%
Residence	New Delhi	32	32%
	Gurugram	28	28%
	Faridabad	14	14%
	Ghaziabad	10	10%
	Noida	16	16%

5.2 Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Q1I compare prices of different brands before buying a durable good online.	100	1	5	4.09	1.111
Q2I prefer to wait for discounts or offers before purchasing durable goods online.	100	1	5	3.76	1.207
Q3Price is the most important factor in any decision to buy a durable good online.	100	1	5	3.79	1.233
Q4I associate higher price with better quality in durable product.	100	1	5	3.62	1.144
Q5I trust well-known brands more when buying durable products online.	100	1	5	4.18	1.067
Q6I am loyal to specific brands when it comes to durable good.	100	1	5	3.88	1.018
Q7I believe branded products offer better after-sales service.	100	1	5	3.90	.980
Q8I often choose a brand that is popular among my peers or family.	100	1	5	3.54	1.114
Q9I consider opinions of friends or relatives before purchasing durable goods.	100	1	5	3.65	1.086
Q10I am influenced by online reviews and ratings while choosing durable goods.	100	1	5	3.89	1.004
Q11Advertisement and influencers impact my buying decisions for durable goods.	100	1	5	3.28	1.138
Q12I feel pressure to buy products that reflect my social status.	100	1	5	2.78	1.382
Valid N (listwise)	100				

5.3 Reliability Analysis

Reliability Statistics

Cronbach's Alpha	N of Items
.843	12

Interpretation: the table demonstrate acceptable to good internal consistency ($\alpha > 0.70$) indicating that the measurement items reliably measure their respective constructs.

5.4 Kaiser-Meyer-Okin (KMO) & Barlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Okin Measure of Sampling Adequacy.		.809
	Approx. Chi-Square	461.763
Bartlett's Test of Sphericity	Df	66
	Sig.	.000

KMO Measure of Sampling Adequacy: 0.809

Interpretation: KMO value of 0.809 is classified above 0.80 indicating that the data is suitable for factor analysis. The highly significant result ($p < 0.001$) confirms that correlation among variables is sufficient for factor analysis, rejecting the hypothesis that the correlation matrix is an identify matrix.

5.5 Exploratory Factor Analysis (EFA)

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.616	38.463	38.463	3.025	25.211	25.211
2	1.926	16.049	54.512	2.459	20.494	45.705
3	.989	8.245	62.758	2.046	17.052	62.758
4	.823	6.862	69.620			
5	.786	6.547	76.166			
6	.599	4.990	81.156			
7	.545	4.545	85.701			
8	.488	4.067	89.768			
9	.383	3.195	92.963			
10	.345	2.877	95.840			
11	.272	2.265	98.105			
12	.227	1.895	100.000			

Extraction Method: Principal Component Analysis.

Rotated Component Matrix ^a			
	Component		
	1	2	3
Q1I compare prices of different brands before buying a durable product online.	.836	.179	-.070
Q2I prefer to wait for discounts or offers before purchasing durable goods.	.867	-.028	.072
Q3Price is the most important factor in any decision to buy durable goods online.	.704	.252	.102
Q4I associate higher price with better quality in durable product online.	.522	.308	.131
Q5I trust well-known brands more when buying durable products.	.241	.576	-.122
Q6I am loyal to specific brands when it comes to durable goods.	.482	.678	.054
Q7I believe branded products offer better after-sales service.	.349	.596	.237

Q8I often choose a brand that is popular among my peers or family.	.090	.750	.308
Q9I consider opinions of friends or relatives before purchasing durable goods online.	.052	.147	.790
Q10I am influenced by online reviews and ratings while choosing durable goods.	.370	.204	.413
Q11Advertisement and influencers impact my buying decisions for durable goods.	-.027	.173	.808
Q12I feel pressure to buy products that reflect my social status.	.013	.083	.917
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			

Factor Extracted

Name of Component	Item No.	Factors	Factor Loading
Price Sensitivity	1	I compare prices of different brands before buying a durable product online.	0.836
	2	I prefer to wait for discounts or offers before purchasing durable goods.	0.867
	3	Price is the most important factor in any decision to buy durable goods online.	0.704
	4	I associate higher price with better quality in durable product online.	0.522
Brand Influence	5	I trust well-known brands more when buying durable products.	0.576
	6	I am loyal to specific brands when it comes to durable goods.	0.678
	7	I believe branded products offer better after-sales service.	0.596
	8	I often choose a brand that is popular among my peers or family.	0.750
Social Influence	9	I consider opinions of friends or relatives before purchasing durable goods.	0.790
	10	I am influenced by online reviews and ratings while choosing durable goods.	0.413
	11	Advertisement and influencers impact my buying decisions for durable goods.	0.808
	12	I feel pressure to buy products that reflect my social status.	0.917

Interpretation:

Factor-1 Price Sensitivity

The study reveals high price sensitivity among Delhi (NCR region) consumers purchasing durable goods online as 25.207% of total variance explained it is most significant factor and emerged as the dominant influence. Capture comparison behaviour, discount seeking price importance and quality price perceptions.

Factor-2 Brand Influence

The study shows brand influence demonstrate strong impact on consumer decision of online purchase with 20.5% of total variance encompasses trust, loyalty, service expectations and peer driven brand choices.

Factor-3 Social Influence

The result shows that Social Influence have moderate impact on consumer behaviour of online purchase of durable goods with 17.1% variance represents peer opinions, reviews, advertisement and status considerations.

CONCLUSION

The study provides initial empirical evidence on the multidimensional nature of consumer purchase behaviour for durable goods in digital platforms in the area of Delhi (NCR region). The findings shows that consumer online purchase decisions of durable goods influence by price sensitivity, brand influence and Social Influence. Price

sensitivity emerges as the key factor driven by price transparency and comparison capabilities available on digital platform. The brand influence emerges from product quality, warranty coverage, installation support, repair network and customer post-purchase support. The concept suggests that durable goods brands should develop comprehensive digital strategies addressing the customer

online purchase journey. Social influence exhibits moderate effects with influence to peer experiences, product reviews and advertising.

The findings show that digitalization changes the way traditional purchasing factors operate, Price sensitivity increases through transparency and associated with price assessment. Brand influence is there and it operates with trust mechanisms. Social influence continues but shifts from basic informational channels to influential marketing. This change suggests that online durable goods market requires abandonment of traditional marketing techniques and adapt to transformative digital marketing.

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