

# Consumer Buying Behaviour in Computer Peripherals Brick & Mortar Stores in India

Manu Nanda, Radhe Shyam Rai, Dwarika Prasad Uniyal, Teena Bagga

**Abstract:** E-commerce is capturing headlines in India. The Indian customer is now getting comfortable with the shop anything-anywhere-anytime advantage offered by online retail. The social media-powered Indian customers are now also connected to other existing users, who share their product/brand experiences in real time [10]. This powerful social shopping information is available 24x7. But digging beyond the headlines, the fact remains that independent brick & mortar stores account for over 90% of customer retail business in India. Physical stores in India remain the mainstay of customer value creation as they provide the customer the necessary touch & feel factor. This combined with the interaction with sales staff adds to the Indian customers' overall brand experience. This overall brand experience helps churn an effective sales revenue at the store. The purpose of this study is to examine consumers' feedback on brick and mortar computer stores in India and study their buying behaviour. This exploratory study has been done through a structured questionnaire and data collection from 400+ respondents in 6 major metros in India. The research paper focusses on Indian customers' purchase need, their research before heading to a store, brand consciousness, preference of brick & mortar computer store format, and many in-store factors that influence their buying behaviour.

**Keywords:** Consumer behaviour in computer stores, brick and mortar IT stores, computer peripheral study India, computer peripheral market in India, in-store consumer behaviour

## I. Introduction

### A. Overview of the retail market in India

The Indian retail market is mainly served by traditional brick & mortar stores. These account for around 92% of the total retail market in India. Organized brick & mortar retail, which has around 8% share in the total retail pie, is set to reach around 14% by the year 2020 [1]. Over the past few years, a healthy economic growth has helped change the demographic profile of the Indian consumers, thus increasing their disposable incomes.

**Revised Manuscript Received on December 22, 2018.**

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This change in available disposable income has also changed consumers' taste and preferences. This eventually is driving growth in the organized retail market in India. Rapid urbanization with increasing purchasing power has led to growing demand. Rising income and demand for quality products are set to boost consumers' expenditure in India

Consumer expenditure is estimated to be USD3.6 trillion by 2020 vis-à-vis USD1.25 trillion in 2015, a CAGR of 23.5%. Indian is one of the fastest growing retail markets in the

Before modern retail set foot in India, the Indian consumers were aloof from a good experience that a decent retail store can offer. It changed dramatically when modern retail outlets were opened. The Indian consumers now had a one-stop-shop solution, where the search was easy & shopping was fun. Customers who wanted to shop quickly and leave (the time-crunched shoppers) as well as the ones who wanted to spend leisure time shopping (family shoppers), largely benefitted from the modern retail revolution in India. The organized retail sector in India is now poised at an interesting stage in its life cycle. Rising number of tier-2 and tier-3 cities is 'accredited and expected' to enhance supermarket space in the country. Supermarkets had crossed the 8,500-store count in 2016 from a meagre 500 in 2006, a CAGR of 32.

India's modern retail is set to grow three times its present size in the next 5 years. It is expected to grow from USD60 billion to USD180 billion during FY15-FY20, a CAGR of 24.5%. Increasing participation from foreign and private players is helping the growth of the retail infrastructure. On the other hand, revenue generated from online retail was projected to grow to an estimated 63.4% CAGR

## II. Computer retail in India

The 6 Indian metros where this study was conducted have some large computer goods market – Nehru Place in Delhi, Lamington Road in Mumbai, SP Road in Bangalore, Ritchie Street in Chennai, GC Avenue in Kolkata, CTC market in Hyderabad. These markets have numerous small and medium-sized shops selling consumer computer goods like desktops, laptops, tablet PC, hard disks, pen drives, printers, routers, monitors, etc. Many branded stores are also present in these markets.

The consumers also have a choice to buy a select range of computer peripherals from organised modern retail store chains like Croma, Reliance Digital, Vijay Sales, eZone,

etc. Due to the fact that these stores only sell a select range of computer peripherals, this study has not focused on the large modern retail format.

## B. Literature Review

The literature review was done in two broad categories[9]. First, to understand the in-store consumer behaviour from past studies and bring out salient points pertaining to this research paper. Second, to understand consumer retail buying behaviour.

Talreja studied the smaller brick and mortar stores (unorganised retail) versus the larger modern retail stores (organised retail) and found that smaller brick & mortar stores exhibit various advantages like low-cost operations, locational superiority, proximity advantage and most importantly customer relationships. On the other hand, the new organized retail brings more variety and range, better store ambience, larger space and parking, and availability of various products under one roof, thus providing a better shopping experience. Narayana found that the primary factors which attract the customers towards unorganized brick & mortar stores are neighbourhood location advantage, years of relationship & goodwill, offer of credit when required, scope of bargaining, availability of loose items & flexible quantity, convenient shopping time, and home delivery[4]. Tripathi et al[3]. in their study about trends in retail practices in India, cited how consumers can settle on buying choices-based perception of the 'brand' as opposed to the truth of the product. They discussed that while India has a strong presence of international brands, yet Indian consumers are exceptionally selective in their choice of brands. Consumers tend to look at the total offer rather than just need fulfilment. Store ambience, and the cost of purchase are coupled with quality to arrive at the final purchase decision.

Shamout studied various sales promotion tools and cited that there is a clear and evident relationship between price discounts and consumer purchase during the promotion period. He also noted that 'free samples' are also an effective tool in stimulating consumer purchase behaviour and the free samples can encourage consumers to switch from their usual or planned products or brand to the ones being promoted. His study also pointed favour towards discount schemes like 'buy-one-get-one-free' and showed a significant relationship with consumer buying behaviour during the sales promotion period(Shamout, 2016). According to Manish availability and variety, service, ambience/show of the store, discounts and price, quality of goods and promotion are the major factors which are considered and preferred by customers while choosing an organised retailer for shopping[5][7].

Prasad has studied the various existing retail formats in Secunderabad and Hyderabad, considering physical aspects like store design (including visual merchandising), consumer visit reasons (purchase, bulk purchase, or just getting knowledge), time aspect of shopping (time spent in shopping; store open hours), and finally all the social interactions that have an effect on customer's choice decisions

Grewal examined the impact of store environmental factors on price acceptability as measured by a consumer's assessment of whether the selling price of an item was fair or not. Mathur examined demographic factor of income is an important influencer for consumers when they shop from retail. Additionally, they also pointed out that family and friends also influence consumer purchase decisions.

Choudhary in her study on the impact of shelf space concluded that shelf space is most effective for products that have superior quality and competitive prices. At the same time, for certain products, consumers tend to be brand loyal and are indifferent to shelf display in such categories. Yet for some products and categories, price plays a very important role, and a good bargain defines shelf rotation speed. Finally, for some products usage and trials change the game and help meet customer's expectations. Julander found that consumers who were more price conscious cross-shopped more and also exhibited better objective local store price knowledge. These consumers used available information sources on prices and promotions more extensively than other local shoppers (Magi & Julander, 2005). Bawa cited that promotions via coupons are found to be quite effective with consumers that purchase the promoted brand on a regular basis in the past. Their study also cited that most consumers revert to their pre-promotion product or brand choice after the promotion gets over.

Hassanin their qualitative research, regarding the effect of income level on shopping, found that 'location' and 'income level' are negatively correlated, 'variety' and 'income level'; 'prices' and 'income level'; 'quality' and 'income level' are all positively correlated. This hints that with the increase in income level consumers have access to a variety of products, tend to shop for higher-priced products, and are on a look-out for quality products. Singh studied various factors that are affecting the shift of consumer buying preference from traditional to organised retail. They mentioned age, credit card acceptability, brand consciousness, nuclear families and the paucity of time as the key such factors.

Kushwahain their research on organised retail in India, cited that home delivery of products is of prime importance to customers while the display of products in organised retail is the key factor for choosing this segment. They also mentioned that consumers get better servicing and repair facility from the organized retailer (as compared to unorganised retail) and this prompts their repeat purchases. Hsee studied the effect of specifications on consumers' buying behaviour and discussed 'when and how' these specifications of a product (or a category) influence consumers' preferences. Their study shows that even when the consumers can directly try the product and specifications carry little or no new information, their purchase behaviour can be strongly influenced by the mentioned specifications. Ehsan cited that attractive packaging, packaging shape, packaging colour and labelling can strongly influence consumers' buying behaviour. These

factors can influence every-day purchasing, both in economic and psychological terms. Though little, but even packaging size affects the consumer buying behaviour as it enables them to pick and easily carry the product

Simonson studied consumer purchase psychology about how they would feel if they made the wrong decision. His study cited that such consumers would be more likely to purchase products that have a current promotion or discount, rather than wait for the discount to get better. Such customers are also more likely to prefer a higher-priced, popular, and a known brand over a less expensive and lesser popular brand. The findings also suggest that consumers associate errors caused by selection of a lesser-known and low-priced brand with lesser regret, as compared to the error caused by a choice of a well-known, higher-priced brand.

According to a study by Google, Serfling Brands & Ipsos MediaCT, 87% of store customers look for online information before they head out for shopping. Additionally, while in the store, only 2 in 3 shoppers are able to find enough information in the store that prompts a purchase. Lackerman examined 'online customer reviews' in detail, and their study shows that they form an important source of information for consumers wanting to make a purchase

Singh cited that visual communication (point-of-purchase signage; digital signage and category & navigating signage) are effective and silent sales assistants. Customers visiting brick & mortar stores pay special attention to these silent sales assistants and evaluate store based on such information. Whether the signage and guide marks are clear, whether the display of commodities, category information and classification are adequate and convenient, determine their current satisfaction and also affect their future store visit.

Uncles discussed that actual need is a trigger to the purchase process, rather than any form of brand or store loyalty. The customer's purchase likelihood of a brand also triggers its successive purchases. If the brand remains accessible (and is functionally acceptable) and the past consumption has been satisfactory, it is likely that this may form a consequential habit and hence repeat purchase might happen.

Zia enumerated six elements of shopping experience as 'engagement' (helpfulness, acknowledgement & listening, & place to enjoy); 'expediting' (shopping time, store service quality); 'problem recovery' (compliant handling & returns/exchange); 'executorial excellence' (shopping convenience & physical aspects); 'brand experience' (reliability, transactions, merchandise, product variety & store appearance); and 'frequent buyer program'. Out of the above-mentioned dimensions, all have a significant impact apart from complain handling, physical aspect, loyalty programs and shopping time, all of which have a negative impact

Consumer durables and IT devices account for around 6% of the total retail market in India. While India is experiencing significant growth in computer products sales in the past few years, however the total penetration

compared to the Indian population is still very low. Households equipped with PC are just 10 percent in India versus more than 45 percent of countries such as Brazil, Malaysia, Russia, & 35 percent of China. It was also estimated that the sale of desktops and notebooks would grow from 11 million units in 2013 to 15 million units in 2015 (a CAGR of 6%). The media tablet sales exploded with exponential growth and was estimated to surpass the desktop and notebook sales by 2015. The segment is likely to grow from 1.9 million to 51 million by end of FY 2018 at a CAGR of 73 percent. Amongst the 78 million urban Indian households, only about 15 million own a PC. In rural, this ratio dips quite low to only 9 million having a PC in the total base of 168 million rural households. The total addressable market is estimated to be 32% of urban (about 25 million) & 15% of rural (about 25 million) households.

### III. Gaps in previous research

Though some researchers have studied the Indian computer peripherals market on a city level, yet an India wide study that focusses on consumer behaviour 'before setting out to purchase', 'during the purchase' and 'after making the purchase', was needed. This research tries to seek better insights into the above while studying the consumer behaviour in the Indian computer peripherals market.

### IV. The Objective of the study

Belch defined consumer behaviour as a process of all activities they do when they search, select, evaluate, purchase and use products (and services) to satisfy either their needs or desires (Belch & Belch). The study of consumer buying behaviour has become an integral part of marketing. The intention of this study is to help research scholars, fellow marketing professionals and organizations to improve their marketing strategies by understanding the consumers' behaviour in the computer peripheral stores in India. This study starts with understanding the customer's need for computer peripherals and covers how they think, feel, reason, and select between different products and brands. In the process of studying various store formats and their respective advantages as perceived by the consumers, this study will also shed light on how the Indian consumer is influenced by his or her family and friends.

A consumer's perception builds at every phase of the consumption process – before the purchase, during the purchase, and after the purchase. The most fundamental aspect of marketing is to develop an effective customer model that is defined by the 'data' on who they are, what they buy, when they buy and how they buy. This study explores the Indian consumer's perception, attitude and influencing factors for computer goods purchase in India while buying in brick & mortar stores - how consumers think, feel and select from available alternatives in products and brands, and how they are influenced by family, friends, and marketing.

The objectives set for the study

are as follows:

1. To study the primary motive behind computer goods purchase decision and the first step the consumers take when they have identified a need.
2. To understand the importance of specifications versus price versus brand.
3. To study various store environment parameters like location, display, availability of product/brand information, knowledge of in-store sales representative and availability of demo units.

**Sample Size**

A sample of 400 responses was collected from 6 major metros in India, through non-probability convenience sampling.

**V. Research Methodology & Data Collection**

An explanatory research design method was used, and an empirical investigation was conducted through the development of a structured questionnaire that was filled up by over 400 respondents from major metros in India.

The questionnaire incorporated questions related to computer products purchase behaviour of consumers in brick & mortar stores and factors influencing it. The primary source of data collection was surveying the consumers through random sampling approach and using a close-ended and structured questionnaire. The secondary data source were journals, books, and internet articles. This study was conducted in 2017.

The data was collected on a 5-point Likert type scale. Respondents were asked to indicate the extent to which they agreed or disagreed with a series of statements about factors responsible for impulse buying. The responses were analysed and deeply studied to generate the causality of explanatory variables on consumers’ purchase decision.

**VI. Hypothesis**

The objective of this study was to determine the customers’ buying behaviour in computer peripherals brick & mortar stores in India. To attain the aim, the dependent variable was determined to be consumer behaviour towards purchasing computer peripherals from brick & mortar stores. Independent variables on the other hand were the factors influencing such behaviour, which were divided into five main sections– demographic factors, the influence of family and friends, online presence/research, market influence and store related factors such as location, range of products, price and so on. The hypotheses formulated to examine the association of dependent and independent variables were to be tested in terms of the value of probability index ( $p < 0.05$ ). Inferential analysis was initiated with establishing of correlation among the dependent and independent variables– an important determinant before proceeding to understand the impact among them through testing of the regression model (N. Leonenko, Meerschaert, & Sikorskii, 2015). After the correlation test, regression analysis was assessed to determine the coefficient value to indicate the strength of variation between

independent variables and dependent variables in consumer buying behaviour.

The null hypotheses for the study are as follows:

*Hypothesis 1*

Influence of friends and family do not impact consumers’ buying behaviour in computer peripherals brick & mortar stores

*Hypothesis 2*

Online search/research and better physical feeling factors do not influence consumers’ buying behaviour in computer peripherals brick & mortar stores

*Hypothesis 3*

Market factors do not influence consumers’ buying behaviour in computer peripherals brick & mortar stores

*Hypothesis 4*

In-store factors do not influence consumers’ buying behaviour in computer peripherals brick & mortar stores.

**Findings and Discussion**

**VII. Influence of friends and family**

Correlation coefficient between influence of family and friends, and consumers’ purchase behaviour has been established at moderate degree with the highest value being 0.522. However, the values indicated high significance index with p being around 0.000, and CI of 95%. Thus, friends and family significantly correlate with a consumer’s buying behaviour. Understanding variable wise, the influence of friends (0.522) and recommendations by friends (0.495) were found to have the maximum correlation with consumer purchase behaviour.

Correlation Statistics		
		Consumer Behaviour
Companionship (with friends)	Pearson Correlation	0.522**
	Sig. (2-tailed)	0.000
Companionship (With family)	Pearson Correlation	0.382**
	Sig. (2-tailed)	0.000
Companionship (alone)	Pearson Correlation	0.343**
	Sig. (2-tailed)	0.000
Companionship (With Office colleagues)	Pearson Correlation	0.428**
	Sig. (2-tailed)	0.000
Visit the store I usually I go to	Pearson Correlation	0.336**
	Sig. (2-tailed)	0.000
Always try a new store	Pearson Correlation	0.336**
	Sig. (2-tailed)	0.000
Store my friends recommended	Pearson Correlation	0.495**
	Sig. (2-tailed)	0.000

The coefficient of determination (adjusted R square) was around 33% and F statistic was 29.401. This indicated that fitting responses and perspectives of the respondents with respect to the influence of friends and family had a lower variance in terms of their purchase behaviour from stores. The coefficient of regression indicated that friends (0.000 for friends’ influences and 0.001 for friends’ recommendations) were most influential in the



choice of store for purchase of computer peripherals. This was followed by the influence of office colleagues (0.029) in the targeted consumers' purchase behaviour. Thus, the influence of friends and family has a strong association with consumers' behaviour, thereby **rejecting** the null hypothesis.

**Online search/research and better physical feeling**

Correlation statistics between online research and buying intention of consumers indicated a moderate to lower relationship index, with a preference towards physical stores over online having the maximum coefficient (0.520). This was followed by customers who prefer brick & mortar stores but conduct a thorough online research on the product before buying (0.494). Krishnan, (2015) and Shen et al., (2012), too implied in their studies that the availability of online information and product physical touch experience influence the purchase from stores rather than online.

ANOVA Statistics			
R Square	Adjusted R Square	F	Sig.
0.343	0.331	29.401	0.000
Coefficient of Regression			
Factors	Standardized Coefficients (Beta)	t	Sig.
Companionship (with friends)	0.256	4.151	0.000
Companionship (With family)	0.104	1.642	0.101
Companionship (alone)	-0.066	-0.993	0.321
Companionship (With Office colleagues)	0.120	2.192	0.029
Visit the store I usually I go to	0.049	0.706	0.480
Always try a new store	0.089	1.353	0.177
Store my friends recommended	0.191	3.240	0.001

Correlation statistics		
		Consumer Behaviour
Buying at computer store than online -Urgent need / requirement	Pearson Correlation	0.471**
	Sig. (2-tailed)	0.000
Buying at computer store than online -Physically see the product	Pearson Correlation	0.465**
	Sig. (2-tailed)	0.000
Buying at computer store than online -To see a few models/range	Pearson Correlation	0.520**
	Sig. (2-tailed)	0.000
Buying at computer store than online -Try other brands	Pearson Correlation	0.382**
	Sig. (2-tailed)	0.000
Buying at computer store than online -Compare price amongst bran	Pearson Correlation	0.320**
	Sig. (2-tailed)	0.000
Buying at computer store than online -Find the lowest price	Pearson Correlation	0.274**
	Sig. (2-tailed)	0.000
Buying at computer store than online -Get freebies	Pearson Correlation	0.364**
	Sig. (2-tailed)	0.000
Online search/research before visiting to a store	Pearson Correlation	0.262**
	Sig. (2-tailed)	0.000
Spend less time as I have already researched online	Pearson Correlation	0.494**
	Sig. (2-tailed)	0.000
Spend more time as I research in the store only	Pearson Correlation	0.434**
	Sig. (2-tailed)	0.000

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ANOVA Statistics			
R Square	Adjusted R Square	F	Sig.
.501	.450	9.881	.000
Coefficient of Regression			
Factors	Standardized Coefficients (Beta)	t	Sig.
Advantages of Home/Office delivery services - Brand Recommendation	-0.316	-0.486	0.627
Advantages of Home/Office delivery services - Better Prices	0.443	1.510	0.132
Advantages of Home/Office delivery services - Knowing the retailer	-0.107	-0.904	0.367
Advantages of Home/Office delivery services - Ease of return	0.354	1.183	0.237
Advantages of Home/Office delivery services - Saves time	0.217	2.081	<b>0.038</b>
Advantages of Home/Office delivery services - Model recommendation	-0.546	-2.541	<b>0.011</b>
Advantages of Home/Office delivery services - Assurance of a good	0.215	1.083	0.279
Advantages of Home/Office delivery services - Home Delivery	-0.026	-0.091	0.927
Advantages of Home/Office delivery services - Installation & After	-0.030	-0.245	0.807
Price Influence	-0.341	-1.846	0.066
Brand Influence	0.197	1.331	0.184
Specifications Influence	-0.245	-0.820	0.413
Large Multi brand shops	0.191	0.583	0.561
Brand stores	0.135	1.199	0.231
Small Brand shops	0.080	0.924	0.356

Street Hawkers	0.042	0.265	0.791
IT Store near home	0.163	2.347	<b>0.019</b>
Specialized/IT Market	0.114	1.600	0.111
Retailer	-0.353	-1.909	0.057
Refurbished good stores	0.129	1.837	0.067
Suppliers	0.182	2.252	<b>0.025</b>
Benefits from large computer market, Ease of returns	0.024	0.161	0.872
Large store means higher price but large range	0.265	1.470	0.142
Read posters inside the market	-0.121	-1.569	0.118
Benefits from large computer market -Save Time	-0.001	-0.004	0.997
Benefits from large computer market -Better Prices	-0.406	-1.466	0.143
Benefits from large computer market -Knowing the retailer	0.100	1.096	0.274
Small store means better prices but less range	0.296	3.022	<b>0.003</b>
Benefits from large computer market -Wide choice of brands	0.215	1.470	0.142
Benefits from large computer market -Wide choice of models	-0.027	-0.147	0.883
Benefits from large computer market -One stop shop	0.220	0.494	0.622
Benefits from large computer market -Other related products also	-0.195	-0.598	0.550
Computer shop near to home/office/college -Saves Time	-0.135	-1.790	0.074
Computer shop near to home/office/college -Better Prices	-0.137	-1.864	0.063
Computer shop near to home/office/college -Knowing the retailer	-0.135	-1.384	0.167
Computer shop near to home/office/college -Ease of returns	0.056	0.518	0.605
Reputation / previous good	0.286	3.839	<b>0.000</b>

ANOVA Statistics			
R Square	Adjusted R Square	F	Sig.
0.388	0.372	24.791	0.000
Coefficient of Regression			
Factors	Standardized Coefficients (Beta)	t	Sig.
Buying at computer store than online -Urgent need / requirement	0.168	2.521	0.012
Buying at computer store than online -Physically see the product	-0.066	-0.819	0.413
Buying at computer store than online -To see a few models/range	0.299	4.191	0.000
Buying at computer store than online -Try other brands	0.010	0.149	0.881

Buying at computer store than online -Compare price amongst bran	0.141	1.405	0.161
Buying at computer store than online -Find the lowest price	-0.317	-3.342	0.001
Buying at computer store than online -Get freebies	0.176	2.755	0.006
Online search/research before visiting to a store	-0.066	-1.268	0.206
Spend less time as I have already researched online	0.237	3.810	0.000
Spend more time as I research in the store only	0.134	2.137	0.033

The regression and ANOVA analysis indicated a 37.2% variance in responses with the model having a mean difference of 24.791 as depicted by the F statistic and significance of 0.000. The ANOVA statistics implied that the consumers' decision to buy at the store rather than purchasing online is influenced by online research and better physical feeling of computer peripherals. It was assessed that prior researches and personal satisfaction of physical inspection of ranges and models were most influential with values  $p < 0.05$ . Thus, online search/research and better physical feeling had a strong association with the consumers' behaviour of choosing brick & mortar stores for purchase of computer peripherals.

**VIII. Market-related factors**

Considering the market-related factors, there were several questions put forward to respondents whereby the Pearson's correlation coefficient came to be significant for most of the possible intentions of consumers' buying behaviour. Amidst all the factors of market values certain variables, which were found to be highly related to buying intention from brick & mortar stores, included ease of returns (0.546), better prices (0.531) and delivery services from store (0.529). All other factors had  $p < 0.05$  at 95% CI thereby indicating that all the marketing factors are significantly associated with consumer buying behaviour from brick & mortar stores. Consumers who prefer buying from stores perceive that prices are lower than online stores and are more reliable with respect to returns policies. These are marketing factors implemented by retailers and thereby influence the purchase behaviour of consumers in turn.

The regression coefficients predicted the model having fitting responses with variance with respect to market factors at 45% as depicted by the adjusted R square, and mean difference between responses being 9.881, as depicted by the F statistic. Various factors of computer peripheral stores and their features were found to have significance lesser than 0.05 indicating their considerably influential role in consumers' buying behaviour. For instance, a preference for brick and mortar stores over online is influenced by saving time (0.038) and model recommendation (0.011) on home deliveries, store being near (0.019), verified supplier (0.025), better prices (0.003) and reputation of the store (0.000) implicated influence of consumer behaviour in influencing their purchase behaviour from stores. Thus, market factors are responsible for attracting consumers to purchase computer peripherals from stores.

**IX. Within store experience factors**

The correlation coefficient of within store factors was found to be moderately low in terms of its relationship with consumers' buying behaviour. However, the values indicated high significance to each other with  $p = 0.000$ , and CI of 95%. Highest correlation coefficient is reflected by variables such as store staff attending to queries of consumers (0.456) and availability of buy and open the product box in stores (0.597). It is thus evident that the store presentation and consumers' experience are major factors that make consumers comfortable on purchasing products from store. It is also further implied that a good store experience improves the influence of family/friends and repeated customer factors.

ANOVA Statistics			
R Square	Adjusted R Square	F	Sig.
0.463	0.423	11.478	0.000
Coefficient of Regression			
Factors	Standardized Coefficients (Beta)	t	Sig.
New store factors-Location of the store	0.168	3.230	0.001
New store factors-Outer Signage	0.144	1.371	0.171
New store factors-Ambience of the store	0.153	2.164	0.031
New store factors-Cleanliness of the store	-0.023	-0.348	0.728
New store factors-Shelf display of products	-0.080	-0.775	0.439
New store factors-More crowd	-0.590	-2.109	0.036
New store factors-Less crowd	-0.119	-0.733	0.464
New store factors-Sales person's knowledge	0.064	0.926	0.355
New store factors-Demo availability	0.314	0.966	0.335
New store factors-Availability of brochures / other printed materials	-0.025	-0.233	0.816
Buy and open the product box	0.105	1.280	0.201
Withdrawal of purchasing computer peripherals -Crowded stores	0.102	1.509	0.132
Withdrawal of purchasing computer peripherals -No availability of brochure	0.176	2.602	0.010





Withdrawal of purchasing computer peripherals -No salesperson available	-0.409	-3.441	0.001
Withdrawal of purchasing computer peripherals -When the sales person cannot answer to queries	0.108	1.133	0.258
Withdrawal of purchasing computer peripherals -Less variety	-0.019	-0.235	0.814
Withdrawal of purchasing computer peripherals -Unclean store	-0.144	-1.990	0.047
Shelf display- Cleanliness of the store	0.279	2.627	0.009
Shelf display- Product Display Shelves	-0.026	-0.405	0.686
Shelf display- Attractive packaging	0.110	2.002	0.046
Shelf display- Live product video	0.114	1.285	0.200
Shelf display- Live demo unit	-0.019	-0.303	0.762
Shelf display- Choice of various brands	0.281	3.198	0.002
Shelf display- Price offers and promotion posters	-0.137	-1.383	0.168
Shelf display- Prominent display of specifications and price	0.095	1.289	0.198
Retailer shows product brochure	0.046	0.689	0.491
Read posters inside the shop	0.058	1.193	0.234
Store staff attend your queries	0.101	1.633	0.103

The regression analysis predicted the model has fitting responses with a moderate variance of 42% of responses on

Null Hypothesis	Rejected	Accepted Hypotheses
Influence of friends and family do not impact purchase behaviour from stores	✓	Influence of friends and family positively impact purchase behaviour from stores
Online search/research and better physical feeling factors do not influence purchase behaviour from stores	✓	Online search/research and better physical feeling factor positively influence purchase behaviour from stores
Market factor does not influence purchase behaviour from stores	✓	Market factor positively influences purchase behaviour from stores
Within store experience factor does not influence purchase behaviour from stores	✓	Within store experience factor positively influences purchase behaviour from stores

### X. Conclusions

In this study, Indian customers showed few changing but traditionally driven habits in their buying behaviour. 'Income' as an influencing variable, when asked from

in-store factors influencing their buying intention. However, the p-value was <0.05 indicating factors of store presentations and operation influence consumer's purchase behaviour. Furthermore, F-value with 11.478 also implied a lower mean difference in responses on the impact of in-store factors on their buying intention. Various new store factors, shelf display factors, advertisements in-store, in-store opportunities and assistance were found to have p<0.05. Thus, it was implied that within store factors have a strong association with consumers' behaviour, thereby **rejecting** the null hypothesis.

Thus, the five broad factors chosen to understand the perspectives of the respondents were influential in their choice of purchasing computer peripherals from a brick & mortar store. The rejection/acceptance of null hypotheses for each factor indicated that buying behaviour of the Indian Customer in the IT Peripherals Market is influenced by advantageous factors of stores over online factors.

respondents, resulted out as a relevant differentiator in the Indian consumer mind space, especially in the computer peripherals segment. Apart from 'income', 'friends', 'variety of models/range', 'ease of returns', 'delivery services', 'shelf display factors' and 'in-store advertisements' were also found to be significant influential in changing the perspectives of consumers' in purchasing computer peripherals from brick & mortar stores. In a scenario where product price, brand and specifications match, or are nearly the same, the Indian consumers prefer to choose the product according to their income and affordability perspectives. In a nutshell, this study shows that the Indian consumers don't mind checking the brick & mortar store when they are shopping for computer peripherals owing to a few major factors like the need for touch & feel, a hope of finding a better price and getting freebies.

The study also shows a clear liking for multi-brand computer peripheral stores where the Indian consumers can compare various models on the basis of price and specifications and compare with the various competing brands too.

Stores in the large computer market have to compete with various in-store factors, primarily price. Majority of the respondents of this survey acknowledged demonstrating store loyalty when they visit such large markets.

### XI. Managerial implications

The findings of the research are indicative and will hold good for an overview for fellow marketers and research scholars for understanding Indian consumers' behaviour while buying computer products.

Online retail in India is growing at much faster speed than the traditional retail. Indian customers have caught up with both 'search online buy in the store' and 'see at the store and buy online' and seem to be enjoying both the experiences. It is thus important to concentrate on improving the entire omnichannel experience concept. Retail managers must focus on providing the customers with relevant information on product attributes and try and match it with the great & exhaustive experience of searching online. At the same time, 'touch & feel' continue to occupy centre stage in the final purchase decision. Retail forms the mainstay of product experience and thus needs to be constantly focussed upon.

## XII. Limitations and future scope of the study

The most important limitation of this study was that no qualitative analysis was done amongst industry specialists and retail managers. Thus, for the future scope of the study, it is suggested that qualitative studies including interviews and focus group be implemented for gaining in-depth implications of purchase behaviours. Another limitation was that survey of only consumers were considered for the study, henceforth, for the future scope, it is suggested that survey be conducted amongst retail shop workers and salesperson in this industry. Furthermore, future studies may also focus on contrasting the factors that influence the preference of purchase from online and physical stores.

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