

## Influence of Brand Reputation And Purchasing Decisions: Consumer's Preferences In Electronic Product Mix

K. Uma Parameswari<sup>1</sup>, Babu K. A.<sup>2</sup>, P. Umadevi<sup>3</sup>, J. Anthony Gruze Thangaraj<sup>4</sup>, Dr. N. Chandran., Ph.D.<sup>5</sup>, Dr. K. Srinivasan M. Com<sup>6</sup>

<sup>1</sup>Assistant Professor PG & Research Department of Commerce, Marudhar Kesari Jain College for Women (Autonomous) Vaniyambadi Tirupattur District

Email ID: [druma2411@gmail.com](mailto:druma2411@gmail.com)

ORCID: <https://orcid.org/0009-0004-4607-0511>

<sup>2</sup>Associate Professor, Department of Commerce, Government First Grade College, Harihar - 577601

Email ID: [babajang2006@gmail.com](mailto:babajang2006@gmail.com)

<sup>3</sup>Assistant Professor & Head, Department of Business Administration, Islamiah Women's Arts and Science College, Vaniyambadi, Tirupattur District

Email ID: [umahenryalfred@gmail.com](mailto:umahenryalfred@gmail.com)

ORCID: <https://orcid.org/0009-0007-8491-1088>

<sup>4</sup>Professor and Head, Post Graduate Dept. of Commerce, Sri Bhagawan Mahaveer Jain First Grade College, Kolar Gold Fields, Karnataka India

Email ID: [anthonygruze@gmail.com](mailto:anthonygruze@gmail.com)

ORCID: <https://orcid.org/0000-0002-4576-6267>

<sup>5</sup>Assistant professor of commerce(CA), PG Department of commerce. Sri moogambigai college of arts & Science, (Women), Mallupatti, palacode (TK), Dharmapuri (DT), Tamilnadu (State )

<sup>6</sup>Principal, Research Guide and Supervisor, Department of Commerce Krishna Arts and Science College, Krishnagiri, Tamilnadu.

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### ABSTRACT

This research investigates the influence of Brand reputation and on consumer's preferences on purchasing decision for electronic product mix, based on exploratory factor analysis, to abridge data to a small set of grouped variables and to inspect the underlying theoretical module of the happenings.

**Methodology:** We collected 357 survey responses from the customers purchase electronic products mix where item-to-item response ratio of 1:5 is used. The sample size in the pilot study was 105 items, whereas it was 357 for 21 items in final scale item-to-response ratio of minimum 1:17.

**Findings:** The four factors—comfort, source of influence, status and affordability, and quality of brand positively impact on purchasing decision of consumers towards electronic product mix. Amongst these four factors quality of brand plays pivotal role in consumers decisions. Practical implication the new findings will aid future researchers in studying consumer's purchasing decisions on electronic product mix. From a managerial perspective, the study offers key predictors to identify market-influencing factors, helping streamline future sales strategies for electronic product mix.

**Originality:** The researcher contributed by using exploratory factor analysis technique to navigate the factors influencing the buying behaviour of the consumers.

**Keywords:** Brand reputation, Brand Trust, customers decisions, electronic product mix.

### 1. INTRODUCTION

The present competitive market and rich economies fluctuation in the purchasing of electronic goods is based on household changes, buying habits and brand reputation.(Mihályi et al., 2018) several companies like whirlpool, LG, Samsung Bosch and Electrolux etc... manufactures wide variety of products ranging from refrigerators to vacuum cleaners washing machines

to cooking appliances. The strong brand reputation is built on durability, superior quality, performance and after sales support including important factor of high cost with long life and buying of these goods are no more luxury products. (Effects of Consumer Buying Behaviour Durable Sellers Ajit Sharad Deshpande Taruna Saxena, n.d.)

The consumers are purchasing products based on customers brand relationship, brand equity motivates the existing customer's strong intentions to accept the brand service offered on its reputation to avoid risk associated with the purchasing. (Chiu et al., 2017). Brand reputation is representative of word-of-mouth endorsements, customer loyalty, and greater brand equity, in addition reputed brands command a price premium, where consumers are willing to pay more for the assurance of quality and reliability of the products.

The brand reputation is further increased in the digital era, where online customers reviews and ratings are significantly supports to influence purchasing decisions. The brands maintain positive comments and ratings tend to have more consumer trust and preference. At the same time understanding the importance of brand reputation for consumer decisions are essential for increasing companies' marker position and enhance sales in the electronic products mix.

The consumer buying preferences are highly changing and moving forward towards high technology with different cultures. The products once considered luxury have turned necessity due to change in lifestyle and income pattern. The high earning capacity brought demand for the high-end products such as Television, washing machine, air conditioners and other consumer durables. On the other hand, financial companies have come forward to provide financing facilities for nuclear families, increasing demand for the consumer durables and same time stiff competition in the marker and availability of products choices leads for fall in the durables increased its demand. The consumers are turning brand conscious that leads them to choose a reliable product with price and quality. Among different factors price is playing major role that influences customer's decision to buy. (Zaato et al., 2023) Price is a major factor that might influence a customer's decision to buy and has a significant impact on that decision

In the modern socio- economy, technology plays an important role in the living pattern of family among that role of women is predominant one. The motherly role of a women plays an important share in the purchasing decisions process. she is considered both decision maker and purchaser who influence the family. On the other hand, increase in the education level of a women increases the earning capacity of the family and her participation in the professional life transforms their role in the decision making. In the modern world opposite gender feels making decision for purchasing consumer durables are time consuming and need to take frequent decisions hence most of buying decisions are frequently made by women. (Mazzotta et al., 2019).

Consumer purchasing behaviour has gained importance in consumer-oriented market. The consumer durables are one of the fastest industries in India. Ones these products are luxuries possible to only upper class of people. But in the modern society these products have become as indispensable one in every day's use of middle and lower middle-class families. The largest contributing products among durables are white goods.

## 2. LITERATURE REVIEW

Electric equipment such as refrigerators are commonly used in households, draws more benefits to resolve primary needs of the people. It helps to store and maintain quality of food verities and ingredients stored. The continuous usage of equipment consumes more electric power and in general refrigerator contains vapour compression system working with fluid in the pipe line has zero-ozone deflection potential value. (Mutaufiq et al., 2020) Consumer durable goods consist of household apparatus used for cooking, backing, cooling, heating, food preservations and for washing. The consumer durable marking is emerging in a better position and demand is continuously on raising as per the trend of present market condition. It is Highly market prone to have high competition with innovation. It is classified in to tow segments viz., consumer electric good and consumer appliances consumes more electricity and used for household tasks. It is also called as consumer white goods, one assumed as luxurious, today become necessary goods mostly used by middle class people and inseparable equipment among the common class of people. (*A-Study-On-Impact-Of-White-Goods-Towards-Consumers-Preference*, n.d.) White good and consumer electronic goods predominantly conquers our daily lives by simplifying the daily household tasks and increasing efficiency, and comforts. The essential products such as refrigerators, washing machines, smart devices and sound systems have become important in the modern homes. The consumer products are classified into white and brown goods based on its colours and performance. The first type of goods is widely found in kitchens and utility rooms and the second one are large home appliances often with white or light-coloured ones essentially for daily usages. The consumer behaviours are influenced by progression in the technology plays crucial role among the consumers preference. (Devi Devaru, n.d.) Indian consumer market is growing and driven by young and affluent population. The multinational companies are dominating the market share with high quality of technology leveraging strong channels for distribution network. This sector experiencing drastic development in growth by increasing income, urbanization and emerging retail sector. However, the constant competition and startups are redesigning the landscape of consumer durables market. (Shanmugapriya, 2023) The Indian consumer landscape has changed significantly, modified by factors such as education, income, and media awareness. Over the past decade, there has been paradigms shift towards high-end technology products, navigated by rising incomes and changing lifestyles. Previously considered luxury items, products like televisions, refrigerators, and air conditioners are now seen as

necessities. This changing consumer behavior has created a surge in demand for household products across the country. (Saranya & Padmanabhan, 2018) Emotions are complex feelings of consumers it deals with individuals' environment, induces them to buy products for sheer enjoyment of using. The emotions are shedding light on consumers products preferences. Consumers are emotionally reacting to the products according to the quality of emotions felt psychologically. Emotional factors are playing important role in purchasing behaviour of the consumers and creating strong relationship based on advertisements and promotional activities. (Inoni & Okorie, 2022) Purchasing house hold goods for family consumption plays indispensable role in the daily life. In the modern society consumption patterns gets changes according the advancement of technology. Women are playing important role in deciding the household products need to be purchased for the family and contributing for central purchasing decisions. (Myrzabekkyzy et al., 2021) Consumer durables like air conditioners, refrigerators, and sound systems or technology gadgets, water heaters, dryers, and microwaves are falling under the category of white goods. Indian consumer durable marker and its purchasing decisions is changed more due to paradigm shift in the life style, increased affordability, promotional activity, consumer behaviour evolution, the high-end technology products, after sales service, and price differences. On the other hand, tariff reduction, lowering of import duty on consumer durables paved the way for foreign brand accessibility. (Morvadia, 2023)

### 3. OBJECTIVES

- To analyse the influence of brand reputation and trust of consumers buying electronic mix of goods
- To examine Factors affecting consumer purchasing decisions on electronic mix goods

### 4. METHODOLOGY

This research was conducted in the main regions where consumers are using electronic products to obtain response and identify the influence of brand reputation and trust of consumers using electronic goods. The sample is collected from the customers using the branded electronic goods for more than five years and above 30 years of age included both the genders by considering the objectives of the study. The convenient sampling method is used for sampling purpose. (Kim et al., 2024) The conducted survey is providing insights on the responses and influence of brand reputation and trust of consumers. The researcher has collected data from both primary and secondary sources which are qualitative and quantitative in nature, (Berumen et al., 2023) both data is used to get accuracy in the results of the factors influencing the consumer purchasing decision on white goods. The primary source of data is collected with the help of self, structured questionnaire for interviews with the consumers using electronic goods at the different regions of the cities. Before to item generation process, a complete review of literature survey was carried out for framing the constructs and identifying its main area. (Owolabi et al., 2020) The items relevant were sent for identifying the content validity. The survey was conducted on several phases in the first phase pilot study was conducted and then reliability of the data was identified based on checking the normality test then finally data was collected (Lai, 2018) These phases contain two segments in the first stage the respondents have been provided awareness regarding what is expected from them the survey and in the second stage questions regarding various factors influencing the brand reputation and trust of consumers buying electronic goods and its effect on purchasing decision. All the variable recognised with the help of literature survey. The responses have been recorded with five-point Likert scale for agreement with the data analysis (Boboye & Taoheed, n.d.) Finally detailed demographic data was collected.

The secondary source of data was collected from the business journals, research articles, the data was collected from 357 respondents and was analysed with SPSS software 24<sup>th</sup> version. The survey questionnaire is mainly throwing lights on various influencing factors that were important to measure the brand reputation and trust of consumers buying electronic goods. The approach is so reliable to get requisite data for attaining reliability and validity of the data. The exploratory factor technique is applied it is used to describe variability among the independent and dependent variables called factors.

### 5. DATA ANALYSIS AND INTERPRETATION

In the pilot study respondents from different places of cities is considered. The sample size in the pilot study, as well as the final scale, strongly supported the item-to-item response ratio of 1:5. The sample size in the pilot study was 125 items, where as it was 357 for 21 items in final scale (item-to-response ratio of minimum 1:17).

The content validity was used as a pretest measure were incompatible items removed. the content validity is assured to the degree that the experts suggest agreement of items are reflective and representative of overall construct (Ghaleb & Yaşlıoğlu, n.d.) The panel of experts consists of seven members, four from academic and three from practicing sales managers were used for assessing the content validity. as per recommendations for deleting few items were considered for avoiding superfluous, biased and vague. The experts also suggested with supplements of few suggestions to restructure, arrange and improvisation of items in the questionnaire. With this suggestion four items were deleted and retained 25 items for the data analysis.

Demographic analysis measures the importance of dimensions and powerfulness of the sample respondents. It is very important in measuring the reliability standard for analysing the promptness of the population information collected at the

time of research. Measuring of population is playing an important role in research especially for the application of factor analysis. In order to avoid biasness in the data analysis, a complete demographic analysis need to be done. The table no 1 show in detail the demographic classification of respondents for different categories like gender, age, educational qualification, occupation, annual income, marital status and no of family members. This table shows that out of 357 respondents 69.7% of the respondents are female and 42.3 % of the respondents lies in the age group of 25-30 years and the least 10.1% lies in the age group of above-50 years. It shows that 48.5% of the respondents are falling under PG degree holders and 1.1% falls under other categories. Maximum number of respondents i.e. 57.7% are falling under employee's category and maximum earners are between Rs.30,000 to Rs. 40,000 categories. Most of the respondents i.e. 871.4% are falling under married a category of and 42.3 % of the respondent's family consists of more than 5 members including parents and dependents.

**Table 1 Demographic Profiles of Respondents**

Variables		Frequency	Percentage	Cumulative frequency
Gender	Male	108	30.3	30.3
	Female	249	69.7	100.0
	Total	357	100.0	
Age	25-30	151	42.3	42.3
	30-40	120	33.6	75.9
	340-50	50	14.0	89.9
	Above 50	36	10.1	100.0
	Total	357	100.0	
Educational Qualification	Degree	91	25.5	25.5
	PG Degree	173	48.5	73.9
	Professional Degree	89	24.9	98.9
	Others	4	1.1	100.0
	Total	357	100.0	
Occupation	Employees	206	57.7	57.7
	Business	88	17.6	75.4
	Others	63	24.6	100.0
	Total	357	100.0	
Annual income	30,000-40,000	36	55.2	55.2
	40,000-60,000	46	21.8	77.0
	60,000-80,000	78	12.9	89.9
	Above 80,000	197	10.1	100.0
	Total	357	100.0	
Marital Status	Married	255	71.4	71.4
	Unmarried	102	28.6	100.0
	Total	357	100.0	
No of Family members	1-2	77	21.6	21.6
	2-4	55	15.4	37.0

	4-5	74	20.7	57.7
	Above 5	151	42.3	100.0
	Total	357	100.0	

Source: SPSS out put

## 6. DATA REDUCTION AND DATA SCREENING

Data reduction and cleaning helps to remove and identify the irrelevant data need to be removed errors and inconsistency and inaccuracy in data set need to dealt with due concern for the purpose of getting accuracy in the analysis. The researcher has done data screening and removed the unengaged responses. The multicollinearity test is executed to see the variance influence factor (VIF) and tolerance, VIF higher than 5 and tolerance less than 0.20 indicates the presence of multicollinearity, hence the variables with high variance influence factors are removed from the analysis (Promotional measures attractive, multifarious facilities of the products, special schemes like festivals, dealers' specific discounts etc. and aspirational value, practicality and entertainment emerging as key motives its VIF viz., 28.913,71.924,28.674 and 73.461 were removed). The kurtosis and skewness values showed non- skewed data, finally the data with prompt screening confirmed fitness and further taken for analysis.

### Exploratory facto analysis

It is one of the statistical tools used to identify the underlying structure of a comparatively a large set of variables. This technique is used to abridge data to a small set of grouped variables and to inspect the underlying theoretical module of the happenings. This technique is used when the research did not set prior hypothesis about the factors or patterns of measurable variables.

### KMO and Bartlett's Test & Sphericity

The table shows that the value of KMO is 0.887 show adequacy of the samples to run factor analysis technique. (Sun et al., 2021)The data got bartlett's test of sphericity and chi-square 6382.723 and significant value of 0.000 which indicates that the values are independent and has multicollinearity between the values. The vale of communalities more than 0.50 and closer to 0.50 is considered to avoid that the variables are struggling to load significantly on any factors. Based on this it is confirmed that all the variables are significantly loaded on factors.

**Table 2 KMO and Barlett's Test of sphericity**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.887
Approx. Chi-Square	6382.723
df	300
Sig.	.000

Source: SPSS out put

### Total variance explained

In order to extract the factors, varimax rotation with kaiser normalisation method is used. The variances have been redistributed for the purpose of getting variance in the factor-loading pattern and percentage of variance of the different factors. (Zhou et al., 2022) On the other hand, eigne values are used to identify the number of factors. The following table 3 indicates that out of 21 factors, the four factors showing Eigen values more than 1 is extracted from the principal component extraction solution. The total variance explained by these four factors is 58.664 which is explaining good variance, the basis criteria for the acceptability of variance should be more than 50% is attained in the analysis.

**Table 3 Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.718	41.515	41.515	8.718	41.515	41.515	4.039	19.233	19.233

2	1.465	6.975	48.490	1.465	6.975	48.490	3.267	15.556	34.789
3	1.122	5.343	53.833	1.122	5.343	53.833	2.909	13.852	48.641
4	1.014	4.831	58.664	1.014	4.831	58.664	2.105	10.023	58.664

Extraction Method: Principal Component Analysis

Table 3 represents the rotated component matrix also referred as factor loading. It is the important output of the principal component analysis estimates the correlation between each of the variables and estimates the components. (Pesqué-Cela et al., 2021) On the execution of rotated component matrix technique, it observed that first factors have 7 variables with a factor loading of more than 0.5, where the second, third and fourth variables have 6, 5 and 3 variables, with factor loading more than 0.50. the total of 21 variables were clubbed into 4 factors on the basis of their intern-item correlation. (Njardvik et al., 2018) The following table shows in details the factors and its under lying variables which are homogeneous with in the factors and heteroeicious among the factors.

**Table 4 Rotated Component Matrix**

Statements	Component			
	consumer comfort	source Influence	status and affordability	quality and brand
Reliable after sales services and warranties offered	.709			
EMI instalments	.701			
Free time and comfort for working couples	.680			
Core products with value ads	.662			
House hold chores burdensome reduced	.649			
Improved after sales service	.644			
Negative consumption emotions	.601			
Availability of brand choice volumes and market share		.726		
The competition of the brands for easy selection		.679		
Promotional activity touches the emotions of the customers		.642		
Basic products with lower price		.617		
Social, psychological and personal reasons		.564		
Involvement of children in purchasing		.556		
Social status			.813	
High competitiveness among the rivals			.752	
Rich look and prestige			.620	
Lower price			.607	
Transformation of products with affordability			.532	
High quality with latest technology upgradation				.714
Fulfils the expectations of the house hold requirements				.647
Energy efficiency				.612



Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

**Source: SPSS out put**

The self-structured questionnaire is used for data collection and tested realisably and validity. The reliability is tested with Cronbach's Alpha value, for the 21 variables the Cronbach's alphas value was 0.926. it is expected that the value of Cronbach's should be more than 0.70, it is attained with the select variables. (Godoi et al., 2024)

**Table 5 Reliability Statistics**

Cronbach's Alpha	N of Items
0.926	21

**Source: SPSS out put**

After executing all the above test in exploratory factor analysis, four factors are extracted. These factors have been extracted based on rotated component matrix factor 1 (consumer comfort) comprises of 7 variables with factor loading 0.601 to 0.709. factor 2 (source of Influence), contains 6 variables with loading ranging between 0.556 to 0.726. factor 3 (status and affordability) comprises of 5 variables with loading ranging from 0.532 to 0.813. factor 4 (quality and brand) comprises of 3 variables with loading ranging from 0.612 to 0.714(SÜRÜCÜ & MASLAKÇI, 2020)

**Table 6 Factor Analysis results**

<b>Factor 1: Comfort</b> 19.233*	<b>Factor 2: source of influence*</b> 15.556	<b>Factor 3: status and affordability</b> 13.852*	<b>Factor 4: quality and brand</b> 10.023*
Reliable after sales services and warranties offered	Availability of brand choice volumes and market share	Social status	High quality with latest technology upgradation
EMI instalments	The competition of the brands for easy selection	High competitiveness among the rivals	Fulfil the expectations of the house hold requirements
Free time and comfort for working couples	Promotional activity touches the emotions of the customers	Rich look and prestige	Energy efficiency
Core products with value ads	Basic products with lower price	Lower price	
House hold chores burdensome reduced	Social, psychological and personal reasons	Transformation of products with affordability	
Improved after sales service	Involvement of children in purchasing		
Negative consumption emotions			

**Note: \* variance explained**

## 7. FINDINGS AND SUGGESTIONS, IMPLICATIONS AND FUTURE SCOPE OF THE RESEARCH STUDY

In order to provided theoretical contribution for this research to make easier to understand and follow, the findings are presented in accordance with the research objectives specified in the introduction. This paper throws light on consumers purchasing decision on electronic goods and its influence on brand reputation and consumer trust. (Sharma & Kaur, 2020) It particularly focuses on customers purchasing decision based on brand reputation and trust while buying white goods. Data analysis shown that 72 % of the customer's present and future purchasing decisions are based on brand reputation and trust. The foremost findings of the research shows that customers are purchasing decisions is influenced by status and affordability, they purchase refrigerators, washing machines, air conditioners microwave ovens and home appliances (Kannapiran &

Megala, 2021) Factor comfort of customers has the variance explained of 19.233 % and includes variables such as Reliable after sales services and warranties offered, EMI instalments, Free time and comfort for working couples, Core products with value ads, House hold chores burdensome reduced, Improved after sales service and Negative consumption emotions. The second factor has variance explained of 15.556, includes variables like Availability of brand choice volumes and market share, The competition of the brands for easy selection, Promotional activity touches the emotions of the customers, Basic products with lower price, Social, psychological and personal reasons and Involvement of children in purchasing. The third factor has variance explained of 13.852, includes variables like social status, High competitiveness among the rivals, Rich look and prestige, Lower price, (Shrivastava, 2024) and Transformation of products with affordability. The fourth factors have variance explained of 10.023 includes variables such as High quality (Trivedi, 2021) with latest technology upgradation, Fulfills the expectations of the house hold requirements, and Energy efficiency all the variables are found to have influence of purchasing decision of consumers who purchase electronic good based on brand reputation and loyalty. (Godbole & Dhore, 2018)

The present study contributes equally both in the field of academy and in practical field. Form the side of academic it contributes to accessible literature on purchasing decision of electronic good by consumer induced by brand reputation and loyalty. (Alkhawaldeh & Eneizan, 2018) The newly developed theory shall be useful to the prospective researcher to study futuristic purchasing decision of consumers. Form managerial point of view the study is contributing predictors to identify the product market influencing factors to streamline their future sales avenues in relation to white goods. Though this research is focusing on consumers preferring electronic goods and come up with few factors, it limits scope of market trend the present scenarios. Though these limitations are withstanding, this does fill prominent gap appear in the future the research work and provides opportunity to build measurement instruments ready to resolve complex relationship arise among the variables influencing the purchasing decision of electronic goods by the consumers and influence of brand reputation and trust. The demographic variables used in the study also adds strength to the present research. The future scope of the study is also going to emphasise on demographic variables such as age, income, educational qualification, place of living and number of family members etc... and analysing the impact of demographic variables on purchasing decision on electronic goods and its role in shaping the market trends. The factors identified in the research can be tested with source of literatures so that the attributed which influences the purchasing behaviour of consumers especially with regard to electronic good can be studied. The present study had sample size of 357, for studying consumers buying decision on electronic goods based on brand reputation and Trust. This research can also be studied by incorporating larger sample size and more variables which shall be considered relevant to the consumer's buying decisions.

## 8. CONCLUSION

The study concludes that consumers are interest in purchasing electronic goods based on the comfort can be enjoyed, but comforts differ based on the brand and its reputation. Hence it is found that most of the consumers are giving first preference for LG products and 2<sup>nd</sup> preference to whirlpool brand and following to other brands. The consumers purchasing decision are also based on other factors such as the source through which consumers were influenced, the factors related to status and affordability, and quality and band value of the products. The differ electronic products mix are providing comforts according to the nature and variety of the products such as refrigerators with French door, side-by side, top freezer and bottom freezer and microwave ovens solo, frill, convection and over the range microwaves, home appliances with window units, split Acs portable Acs etc... therefore it found that white market products need to focus on creating more comforts to the consumers by considering affordably and status, quality(Gök et al., 2019) and brand values.

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