A SNAPSHOT ON ONLINE PURCHASE INTENTION OF CONSUMERS TOWARDS PRIVATE LABEL CONSUMER ELECTRONIC BRANDS

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***Abstract*: Private label brands are developed as a promising market in the organized retail sector. Therefore, the market for private label in India is attractive, promising, and prospective. The main aim of this study is to identify the factors motivating the buying behavior of private label electronic brands in online. In this study, we investigate certain factors that influence the purchase behavior of consumers in private label products. We conduct a pilot study through the data and made a validity & reliability test and factor analysis test. Then we could finds that quality is the prime factor for choosing the Private label Electronic products in online. Brand Image has also influence purchase decision of the consumers to purchase Private label electronic products.**

***Keywords*: Private label, FMCG, Electronic products, online shopping behavior, Brand Image, Perceived Quality.**

Introduction

Fast moving consumer goods are products that sell quickly at relatively low cost. These goods are also called as consumer packaged goods. FMCGs have a short shelf life because of high consumer demand (e.g., soft drinks and confection) or because they are perishable (e.g.,meat, dairy, and baked goods). These goods are purchased frequently are consumed rapidly. These goods are low priced and sold in large quantities.

Fast moving consumer electronics are typically low priced generic items with many comparable alternatives offering similar functionality. These consumer electronics include mobile phones, MP3 player, game player, earphones, headphones, OTG cables and digital disposable cameras.

Brand owned not by a manufacturer or producer but by a retailer or supplier who get its goods made by a contract manufacturer under its own label. It is called as Private label. Private label are one of the most interesting phenomena in developed markets. Private label consumer electronics brands by big and small retail chains is not at all a new concept in the Indian consumer electronics industry. But the trend has started picking up pace during the last two years. Flipkart that launched Digiflip as one of its first private label brand in 2012, exited the business in 2016. Then the company has started retailing consumer electronics under MarQ label again. Almost every major consumer electronics chain, whether offline or online, now sells consumer electronics under its own private label.

This study includes the findings of the previous researches and to deliver the factors which are motivating the consumers to purchase the private label consumer electronics brands in online medium. This study also provides the preferential factors of consumers towards the private label products.

REVIEW OF LITERATURE

Chung-Hoon Park and Young Gul Kim (2003) investigated the relationship between various characteristics of online shopping and consumer purchase behavior. Their study indicates that information quality, user interface quality, and security perception affect information satisfaction and they are significantly related to consumer site commitment and actual purchase behavior.

Dany C. Coelho, Raquel F.Ch. Meneses and Maria R.A. Moreira (2013) focus on the private label brands in smartphones. They examine the factors influencing the purchase intention of private label products. In their study they finds that the importance given to technology by consumers as well as price and quality for the purchase of private label smartphones.

Mohammad Hossein Moshref Javadi, Hossein Rezeai Dolatabadi, Mojtaba Nourbakhsh, Amir Poursaeedi, Ahmad Reza Asadollahi(2012) identifies financial risk and non delivery risk negatively affected the attitude toward online shopping.

Dr.R. Sathya (2015) studies the factors influence the purchase intention of private label food and groceries retail sector in Chennai. She finds that consumers purchase intention is influenced by consumers perceived benefits, perceived economic situation, perceived price consciousness, perceived risk and perceived quality.

Jayakrishnan S, Rekha D. Chikhalkar and Ranjan Chaudhuri(2016) Factors like perceived quality, product familiarity, shelf space allocation and private label quality belief are found to have a significant role in determining the private label purchase in food category.

Manisha Kinker and N.K. Shukla(2016) customer oriented factors time saving, product quality, convenience, accessibility, shop anywhere and anytime are the main factors influence customers attitude towards electronic product online shopping. Technology oriented factors guaranteed quality, cash on delivery and discounts and promotion are the main specific factors influence customers toward electronic product online shopping.

Monica Gomez-Suarez, Myriam Quinones and Maria Jesus Yague (2017) perceptual variables mostly influence consumer's attitude towards private label purchase while psychographic variables tend to have an effect on private label purchase intention.

Debdeep De, Ajay Singh (2017) suggests that brand image is the most crucial factor followed by price consciousness, quality variability, and store image. Self perception found to be least significant as it varies from individual to individual.

RESEARCH METHODOLOGY

Data Collection
The research is descriptive in nature. Descriptive research is a fact-finding investigation. Descriptive research helps in describing the characteristics of individual, situation, group describing the state of affairs, as it exist at present. Primary data was collected from a group of respondents through a structured questionnaires which measured different factors that determine Private label purchase in electronic products. Five point Likert scale is used to measure the factors motivating the purchase decision of PLB electronic products. Data analysis was conducted by using SPSS tool.

Reliability Statistics

Cronbach's Alpha	No. of Items
.764	30

Source: Based on Primary data
The reliability statistics (Cronbach's Alpha) of the questionnaire has a value of 0.764.

Factor Analysis

Communalities

	Initial	Extraction
Age	1.000	.864
Profession	1.000	.756
Qualification	1.000	.871
Monthly income	1.000	.701
preferring PLB product	1.000	.728
Price of PLB is low	1.000	.845
PLB seems to be good in quality	1.000	.816
Low price of PLB not perceived as low quality	1.000	.881
PLB performance is unaware before purchase	1.000	.796
Get more information of PLB in online	1.000	.834
convenient to purchase PLB in online	1.000	.865
online PLB have less familiarity	1.000	.914
online shopping takes less time to purchase	1.000	.750
feel safe and secure in online purchase	1.000	.721
fear of time delivery after payment	1.000	.800
Brand gives good value for money	1.000	.898

Extraction Method: Principal Component Analysis.
Source: Based on Primary data

DATA ANALYSIS AND INTERPRETATION

DEMOGRAPHIC PROFILE

Table 1

Age	Frequency of the respondents	Percent of the respondents
under 18	1	3
18-25	29	88
26-35	3	9
Total	33	100

From the above table 88percent of the respondents are in the age group of 18-25years. However 9percent of the respondents are in the age group of 26-35yrs. And 3percent is under 18yrs and 9percent of the respondents are in the age group of 26-35yrs. Majority 88percent of the respondents age fall in the category of 18-25yrs.

Table 2

Gender	Frequency of the respondents	Frequency of the respondents
male	20	61
female	13	39
Total	33	100

From the above table 61percent of the respondents are males and 39 percent are females. Hence it can be inferred that male respondents outnumber the females.

Table 3

Profession	Frequency of the respondents	Frequency of the respondents
student	28	85
professionals	2	6
business	3	9
Total	33	100

From the above table that 85 percent of the respondents are student and 6 percent are professionals and remaining 9 percent are business persons. Hence it is revelead that students have more buying behavior in online stores.

Table 4

Qualification	Frequency of the respondents	Frequency of the respondents
Hsc	3	9
Ug	10	30
Pg	19	58
others	1	3
Total	33	100

From the above table it is found that 3 percent of the respondents are up to Higher education. About 19 percent of the respondent are post graduation. Another 10 percent of the respondents are graduates. Hence about 1 percent of the respondents are other educations. It is inferred that Post graduates students having more intention on the online buying behavior.

Table 5

Monthly Income	Frequency of the respondents	Frequency of the respondents
less than 20,000	20	61
20,000-60,000	9	27
60,000-1,00,000	3	9
above1,00,000	1	3
Total	33	100

From the above table 61percent of the respondents have less than 20,000 monthly income and 27 percent have monthly income between 20,000 and 60,000.

Table 6

Marital status	Frequency of the respondents	Frequency of the respondents
unmarried	29	88
married	4	12
Total	33	100

From the above table 88 percent of the respondents are unmarried and 12 percent are married.

FACTORS INFLUENCING PURCHASE INTENTION OF PLB PRODUCTS

Table 7

Product type	Frequency of the respondents	Frequency of the respondents
books	3	9
electronic goods	20	61
tickets	6	18
apparels	3	9
food	1	3
Total	33	100

From the above table 61percent of the respondents are buy electronic goods in online. And 18 percent are buy ticket and 9percent are buy books and apparels. Only 3 percent buys food from online. It is revealed that the respondents are buys electronic goods from online.

Table 8

Preferring online purchase	Frequency of the respondents	Frequency of the respondents
very convenience and time saving	12	36
low price	8	24
products variety	12	37
finding rare products	1	3
Total	33	100

From the above table 37 percent of the respondents are products variety seekers. And 36 percent of the respondents are prefer online for convenience and time savings. 24 percent of the respondents prefer for low price in online stores. And the remaining 3percent prefer online stores for finding rare products. Hence it is inferred that most of the online buyers are products variety seekers. They prefer online shopping for buying variety of products.

Table 9

Kind of PLB product purchased	Frequency of the respondents	Frequency of the respondents
FMCG	6	18
consumer durables	21	64
apparels	4	12
others	2	6
Total	33	100

From the above table 64 percent of the respondents are bought the Private Label consumer durables like Electronic products in online. And 18 percent of the respondents bought Private Label Fast Moving Consumer Goods in online. 12percent are bought the Private Label apparels products. 6percent are bought other products. Hence it is revealed that the respondents are bought Consumer durables more in online.

Table 10

Getting idea of PLB purchase	Frequency of the respondents	Frequency of the respondents
friends and family	23	70
online advertisement	7	21
offline advertisement	3	9
Total	33	100

From the above table 70 percent of the respondents get the idea of buying Private Label electronic products through their family and friends. 21percent gets through the online advertisement and remaining 9 percent get through the offline advertisements. Hence it is inferred that the most of the respondents get idea of Private label electronic products through the Friends and Families.

Table 11

purchase intention of PLB electronic products	Frequency of the respondents	Frequency of the respondents
low price	13	39
low risk	4	12
acceptable quality	14	43
positive image	2	6
Total	33	100

From the above table 43 percent of the respondents influence through quality for the purchase of Private label electronic products in online. And 39 percent are influenced by low price and 12 percent by low risk factors. Remaining 6 percent influenced by positive image on the Private label products. Hence it is inferred that most of the respondents are influenced by acceptable quality of the Private label products.

Table 12

factors for PLB product	Frequency of the respondents	Frequency of the respondents
product value	6	18
product quality	21	64
price	5	15
brand image	1	3
Total	33	100

From the above table 64 percent of the respondents are influenced by product quality for the Private label purchase decision in online. And 18 percent are influenced by product value and 15 percent are influenced by price of the electronic products. Remaining 3 percent of the respondents are influenced by the brand image of the products. Hence it is inferred that product quality is the most influencing factors of Private label purchase decision in online.

Table 13

frequency of PLB purchase	Frequency of the respondents	Frequency of the respondents
never	4	12
seldom	4	12
occasionally	19	58
fairly often	4	12
always	2	6
Total	33	100

From the above table 58 percent of the respondents are occasionally purchase the Private label electronic products. 12 percent may purchase the PLB products on fairly often. Only 6percent of the respondents purchase always PLB electronic product in online. Hence it is revealed that most of the respondents purchase occasionally the Private label electronic products.

Table 14

online stores	Frequency of the respondents	Frequency of the respondents
amazon basics	7	21
flipkarts marq	21	64
flipkarts smartbuy	4	12
myntra roadster	1	3
Total	33	100

From the above table 64 percent of the respondents buy Private Label products from Flipkart MarQ. 21percent are purchase from Amazon Basics and 12 percent from Flipkart Smartbuy. Remaining 3percents purchase from Myntra Roadster. Hence it is inferred that most of the respondents purchase PLB products from Flipkart MarQ.

Table 15

Brand image	Frequency of the respondents	Frequency of the respondents
unimportant	1	3
slightly important	4	12
moderately important	4	12
important	15	46
very important	9	27
Total	33	100

From the above table 46 percent of the respondents are gives more important to brand image when purchasing Private label products. And 12percent gives moderately important to the Brand image and 3 percent do not consider the Brand Image when purchase Private label products. Hence it is inferred that the respondents gives more importance to the Brand Image of Private label Brands.

Table 16

Frequency of PLB purchase	Frequency of the respondents	Frequency of the respondents
never	3	9
seldom	6	18
occasionally	16	49
fairly often	6	18
always	2	6
Total	33	100

From the above table 49 percent of the respondents are occasionally purchase Private label products in online stores. 18 percent are fairly often purchase the PLB products. And 9 percent are never purchase the PLB products and 6 percent purchase regularly the PLB products. Hence it is revealed that the respondents occasionally purchase the PLB products in online.

FINDINGS OF THE STUDY

i. Male respondents are showing more intention to purchase Private label electronic products than Females respondents.
ii. The respondent gets the product information more from the online advertisement than other medium.
iii. Most of the online buyers are variety seekers. They prefer online shopping for buying variety of products for time saving and their convenience.

iv. It is inferred that the respondents are bought Consumer durables more in online than any other products.
v. Product quality is the most influencing factors of Private label purchase decision in online followed by price, perceived value and the Brand image.
vi. Most of the respondents purchase PLB products from Flipkart MarQ.
vii. Most of the respondents prefer cash on delivery payment method when purchase in online stores.

CONCLUSION

The study consisted with all the aspects of Private label electronic products in online stores. And finding their factors which influencing the consumers to purchase the products. The innovative thinking, offers and advertisements which plays an important role in the purchase decision of the consumers. The online stores made consumers work more easy and comfortable. Based upon the survey the consumer purchased more PLB products from the Flipkart MarQ.

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