

# The Role of Price, Quality, and Brand in Consumer Perception of Durable Goods in Online Shopping: A Study in Chhattisgarh

Dr. Kamlesh Kishore Shrivastava

Assistant Professor, Department of Commerce, Shri Shankaracharya Mahavidyalaya, Bhilai, CG, INDIA.

Corresponding Author: [kkshrivastava12122007@gmail.com](mailto:kkshrivastava12122007@gmail.com)



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## ABSTRACT

This research aims to explore the influence of price, quality, and brand on consumer perception of durable goods in online shopping, focusing on the state of Chhattisgarh. The digital marketplace has increasingly become the go-to platform for purchasing durable goods, but understanding the key factors influencing consumer behavior is essential for businesses. Through a mixed-methods approach, this study surveys a diverse population in Chhattisgarh to evaluate how these three variables—price, quality, and brand—shape their online shopping decisions. The findings provide valuable insights for e-commerce platforms, manufacturers, and marketers in tailoring their strategies for the regional market. The paper concludes with actionable recommendations for enhancing consumer satisfaction and loyalty in the online shopping ecosystem.

**Keywords-** Consumer Perception, Online Shopping, Durable Goods, Price Sensitivity, Product Quality, Brand Loyalty, E-commerce, Chhattisgarh.

## I. INTRODUCTION

Online shopping has revolutionized consumer behavior across India, including in Chhattisgarh. With the increasing penetration of the internet and digital literacy, more consumers are turning to e-commerce platforms for purchasing durable goods such as electronics, appliances, and furniture. However, consumer perception in this space is driven by multiple factors. This study focuses on three key determinants—price, quality, and brand—and how they influence consumer decisions when shopping online for durable goods in Chhattisgarh. The study also explores demographic factors like age, income, and education level and how they mediate these influences.

The study seeks to address the following questions:

1. How does price sensitivity impact consumer choices for durable goods in online shopping?
2. To what extent does product quality affect perception and purchase decisions?
3. How important is brand reputation in influencing online buying behavior for durable goods?

## Objectives of the Study

1. To understand the role of **price** in shaping consumer perception of online shopping for durable goods in Chhattisgarh.
2. To analyze the impact of **quality** on consumer decisions regarding durable goods purchased online.
3. To evaluate the importance of **brand** reputation in influencing consumer behavior for durable goods in the region.
4. To offer insights into the demographic factors affecting consumer perception and behavior.
5. To provide recommendations for e-commerce platforms and retailers to improve consumer satisfaction and engagement.

## II. RESEARCH METHODOLOGY

This study adopts a **mixed-methods approach**, combining both quantitative and qualitative data collection and analysis.

### 1. Sample Size and Population:

- A total of **500 respondents** were selected from different regions of Chhattisgarh, including urban, semi-urban, and rural areas. The respondents included individuals across various age groups, income levels, and educational backgrounds.

### 2. Data Collection:

- **Primary Data:** A structured questionnaire was used to gather information on consumer perception related to price, quality, and brand. The survey was administered both online and in person.
- **Secondary Data:** Relevant literature, industry reports, and previous research articles, including the study from *Inspira-Journal of Commerce, Economics & Computer Science (JCECS)*, were reviewed to provide background context.

### 3. Research Instrument:

- The questionnaire contained 25 questions, including Likert-scale and multiple-choice questions.
- It also included four case studies focusing on consumers who frequently buy durable goods online.

### 4. Data Analysis Techniques:

- **Descriptive Analysis** was performed to understand the general trends in consumer perception.
- **Regression Analysis** was used to examine the relationship between price, quality, and brand and consumer purchasing decisions.
- **Thematic Analysis** was used to interpret qualitative data from the case studies.

## III. FINDINGS AND DISCUSSION

**Price Sensitivity:** Price was identified as a significant factor influencing consumer choices, particularly among lower-income groups. However, the importance of price was tempered by concerns about quality and brand reputation.

- **Quality Consciousness:** Consumers expressed a strong preference for high-quality products, particularly for durable goods with a long lifespan. Quality assurance measures, such as certifications and warranties, were seen as crucial in building trust.
- **Brand Loyalty:** Established brands played a pivotal role in shaping consumer perceptions. Brand reputation was associated with perceived quality, reliability, and after-sales service. However, the influence of brand was more pronounced among higher-income groups.
- **Demographic Factors:** Age, income, and location were found to influence consumer preferences. Younger consumers were more brand-conscious, while older consumers prioritized price and quality.

Higher-income groups were less price-sensitive and more willing to pay a premium for quality and brand. Rural consumers were generally more price-sensitive compared to their urban counterparts.

## IV. RECOMMENDATIONS

### • E-commerce Platforms:

- Offer competitive pricing while ensuring quality standards.
- Provide transparent information about product specifications and warranties.
- Partner with reputable brands to enhance credibility.
- Personalize marketing efforts based on consumer preferences.

### • Manufacturers:

- Invest in quality control and certification processes.
- Build strong brand awareness through digital marketing and social media.
- Offer excellent customer support and after-sales services.

## V. CONCLUSION

This study underscores the complex interplay of price, quality, and brand in influencing consumer perceptions of durable goods purchased online in Chhattisgarh. By understanding these factors, e-commerce platforms and manufacturers can develop strategies to meet the evolving needs and expectations of consumers in the region.

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## ANNEXURE

### Questionnaire

1. How important is price in your decision to purchase durable goods online?
  - Very Important
  - Somewhat Important
  - Neutral
  - Not Important
2. How would you rate the quality of products purchased online compared to those bought in physical stores?
  - Better
  - Same
  - Worse
3. When shopping online, how often do you consider the brand of the product before making a purchase?
  - Always
  - Sometimes
  - Rarely
  - Never

4. What motivates you to shop online for durable goods?
  - Price
  - Convenience
  - Variety
  - Trust in Brand

### Case Studies

1. **Case Study 1:** A rural consumer's preference for low-priced durable goods, even if it compromises quality.
2. **Case Study 2:** An urban consumer's loyalty to premium brands when purchasing electronic appliances online.
3. **Case Study 3:** A middle-income group shopper's balance between price and quality when buying home appliances.
4. **Case Study 4:** A young professional's preference for brands with good online reviews and customer service.