Factors responsible for the Convolution of the Purchasing Brands and Non-Brands

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Abstract
Consumer behavior is an area of study that has always attracted the attention of many research scholars. The increasing convolution in the purchasing and consumption patterns of people across the world has made the subject even more interesting and intellectually challenging. The paper is oriented around the assessment of consumers’ buying behavior with respect to five identified criterion namely price, proximity, point of purchase, value consciousness, brand awareness, and channel trust. The objectives of the paper are to understand the components of consumer’s purchase decision, namely, price, the proximity of the point of purchase, value consciousness, brand awareness, and channel trust, to assess the impact of demographic variables like age, gender and family income on different components of the purchase decision and on the overall purchase decision and to identify the correlation among the different components of the purchase decision, namely, price, the proximity of the point of purchase, value consciousness, brand awareness, and channel trust. The use of a structured questionnaire has been done to generate responses from different respondents. Data has been analyzed with the help of frequency tables, ANOVA and correlation. For the purpose of statistical analysis, IBM SPSS 20 has been used.

Keywords: Consumer Behavior, Proximity, Value Consciousness, Channel Trust, Point of Purchase, Price

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