

## Analysis on Perception of Youth Segment on Buying Behaviour of Consumer Durable Specifically Consumer Electronic Products With Reference to Mumbai Region.

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**Abstract:** India is the second largest consumer market in the world, having the second highest population of consumers particularly from the youth segment with different needs, preferences and wants. The profile of the Indian consumers are changing in terms of education, income, occupation, reference group and media habits. There is shift in demand for consumer durables products specifically consumer electronic products for the past decade due to influx of modern technology the consumer buying preferences are rapidly changing and moving towards high-end technology products with acculturations. At present Indian consumer durable industry is operating in a highly competitive complex and rapidly changing business environment. It strongly emphasizes that the marketers and manufacturers of such industry should closely understand the needs and requirements of the growing youth segment which provides a huge market. The purpose of research paper is to analyse the buying behaviour of the youth segment with regards to buying behaviour of consumer durable specifically consumer electronic products in Mumbai region. It is observed that, technology is having great impact and influence on the buying pattern of consumers.

**Key words:** Youth segment, buying behaviour, consumer durables, consumer electronic products, Mumbai Region.

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### I. Introduction

Consumer behavior is the study of how individuals, groups, and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. The study of consumer behavior is an endeavor to understand what consumer want, why they want and when they want. Marketers, Organizations and business firms must completely know both the theory and reality of consumer behavior. A Perfect understanding of the buying behavior of consumer has become a great necessity in contemporary marketing business, because execution or disorder ultimately depends upon the buying behavior of the target customers measured either individually or in a group.

**Webster** defined, "Buying Behaviour is all psychological, social and physical behaviour of potential customers as they become aware of evaluate purchase consume and tell other people about the product and services."<sup>1</sup> **Boone Kurtz**, Buyer behaviour is the outcome of both individual and environmental influences.<sup>2</sup> **Where as** in other words, Buyer behaviour may be defined as that behaviour exhibited by people in planning, purchasing and using economic goods and services in the satisfaction of their wants.<sup>3</sup> **But in general terms** Buying Behavior is the decision processes and acts of people involved in buying and using products. At this juncture we need to understand that why consumers make the purchases – buying decision and what factors influence purchase– buying decision (Pre –purchase and Post purchase)

Whereas according to definition the term '**Consumer Durables**', would mean all consumer goods (product and services) that are not for one-time. Therefore, the term consumer durables would seek to include all consumption items other than those meant for immediate consumption.<sup>4</sup> Consumer durables refer to those consumer goods that do not quickly wear out and yields utility over a long period of time.<sup>5</sup>

#### Importance of the Present Study:

The consumer electronics industry in India is booming. India has gradually more affluent middle class population, and a huge youth market that, is backed by rapid economic growth, which has made the Indian consumer electronic industry highly dynamic. The Indian Consumer durable – Consumer electronics have become a necessary part of our daily routine in the past decades it has penetrated every aspect of human life. The present study envisages to fathom into deeper scale with regards to the consumer buying pattern. The study has targeted to segment of youth, it will help the stakeholders in formulating proper marketing strategies of the

Consumer Durable Products (electronics). From conventional consumer electronic products such as smartphones, computers, laptops, digital cameras, DVDs, tablets, and printers, to advanced products such as camcorders, tablets, smart televisions, and wearable electronic devices, the Indian market for consumer electronics adds in a wide product collection. The industry has succeeded in achieving momentous growth in recent years due to a number of factors such as retail boom, growing disposable income and availability of easy finance schemes. The Indian consumer electronics industry looks to advance on the right path to achieve its full potential of manufacturing and designing capabilities. Presently, there is a stiff competition with new brands entering the consumer electronics segment, with each brand contributing actively by showcasing its uniqueness with the technology, the service, and the price. In totality, the concentration and consumption of consumer electronics is increasing rapidly which creates a wide scope for each brand to stand out, thus leading to a strong competition in the market. The Consumer durable segment specifically the consumer electronics is being driven by macro factors such as, the major opportunity at present is extended by the youth Population of country, who are easy going to new technology and versatility offered by each brand, growing middle-class population and rising disposable income. The lifestyle of the consumer is demanding change with ongoing days; the inclination towards using a new technology or features, or upgradation in the ongoing products. Principally motivated by consumers' desire for newer, better, and enriched capabilities, the Indian consumer electronic sector is continuously eyeing for technologies, innovations, or products that not only create anxiety, but are reasonably priced too.

### **Objectives of the Study**

- To study the factors that Influence buying decision – with respect to consumer durables specifically consumer electronics products.
- To study the whether relationship exist **a.** Between age and getting influenced on the basis of esteem and prestige for purchase of consumer electronic products, **b.** Between age and getting influenced due to emotion for consumer electronic products, **c.** Between age and getting influenced due to language capabilities for consumer electronics, **d.** Between age and getting influenced by the cost aspect of purchase for consumer electronics, **e.** Between age and getting influenced by the impact of technology for consumer electronic products, **f.** Between age and getting influenced by availability of special offers, **g.** between age and getting recommendation from friends/family/colleagues for purchasing consumer electronic products, and **h.** Between age and getting influenced due to social factor/social influence.

### **Limitations of the Study**

- Though the research study has been designed carefully, it is subject limitations.
- Limited to Mumbai Region only
- The study being primary one, the accuracy and reliability of data depends upon the information provided by the respondents.

## **II. Research Methodology**

**Research Design:** Descriptive research have been undertaken for this research work

**Data Collection / Source of Data:** Both primary and secondary data have been collected for the research work.

**Primary Data:** Primary data have been collected by framing questionnaire. **Secondary Data:** Internet, websites, Organizational reports, business magazines, journals, books.

**Sampling technique:** Convenience sampling, sample size N 1000 respondents residing in Mumbai Region

**Statistical Technique:** Cross Tabulation using bi-variate analysis is used.

## **III. Results and Discussions**

**Q.** Which factor influence your buying decision of consumer durable products related to Consumer electronic products? According to Non- Influential, Influential, Strongly Influential.

**H0: There is no relationship between age and getting influenced on the basis of esteem and prestige of consumer electronic products.**

**H1.10: There is a relationship between age and getting influenced on the basis of esteem and prestige of consumer electronic products.**

Crosstab Table -3.1

Does your buying get influenced on the basis of esteem and prestige \* AGE categorize Crosstabulation

			AGE categorize				
			16-25 years (youngsters)	26-35 years (the spirited middle age)	36-45 years (the matured)	Above 46 years (the modern seniors)	Total
Does your buying get influenced on the basis of esteem and prestige	Non-Influential	Count	19 <sub>a</sub>	5 <sub>b</sub>	7 <sub>a, b</sub>	1 <sub>a, b</sub>	32
		% within AGE categorize	5.1%	1.6%	2.9%	1.3%	3.2%
	Influential	Count	221 <sub>a</sub>	205 <sub>a</sub>	146 <sub>a</sub>	53 <sub>a</sub>	625
		% within AGE categorize	59.6%	65.1%	61.3%	69.7%	62.5%
	Strongly Influential	Count	131 <sub>a</sub>	105 <sub>a</sub>	85 <sub>a</sub>	22 <sub>a</sub>	343
		% within AGE categorize	35.3%	33.3%	35.7%	28.9%	34.3%
Total	Count	371	315	238	76	1000	
	% within AGE categorize	100.0%	100.0%	100.0%	100.0%	100.0%	

Each subscript letter denotes a subset of AGE categorize categories whose column proportions do not differ significantly from each other at the .05 level.

Chi-Square Tests	Value	df	Asymptotic (2-sided)	Significance
Pearson Chi-Square	10.236 <sup>a</sup>	6	.115	
Likelihood Ratio	10.418	6	.108	
Linear-by-Linear Association	.017	1	.896	
N of Valid Cases	1000			

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 2.43.

**Interpretation:** From the chi square table we can see that significance value (.115) is more than expected value (0.05), therefore, there is no relationship between age and getting influenced by esteem and prestige of the consumer electronic products. This is reflected in the cross tabulation (table -3.1)

**H0:** There is no relationship between age and getting influenced due to emotion for consumer electronic products.

**H1.20:** There is a relationship between age and getting influenced due to emotion for consumer electronic products.

Cross tab – Table -3.2

Does your buying get influenced due to Emotions \* AGE categorize Crosstabulation

			AGE categorize				
			16-25 years (youngsters)	26-35 years (the spirited middle age)	36-45 years (the matured)	Above 46 years (the modern seniors)	Total
Does your buying get influenced due to Emotions	Non-Influential	Count	119 <sub>a</sub>	93 <sub>a, b</sub>	53 <sub>b</sub>	8 <sub>c</sub>	273
		% within AGE categorize	32.1%	29.5%	22.3%	10.5%	27.3%
	Influential	Count	183 <sub>a</sub>	154 <sub>a</sub>	120 <sub>a</sub>	56 <sub>b</sub>	513
		% within AGE categorize	49.3%	48.9%	50.4%	73.7%	51.3%
	Strongly Influential	Count	69 <sub>a</sub>	68 <sub>a, b</sub>	65 <sub>b</sub>	12 <sub>a</sub>	214
		% within AGE categorize	18.6%	21.6%	27.3%	15.8%	21.4%
Total	Count	371	315	238	76	1000	
	% within AGE categorize	100.0%	100.0%	100.0%	100.0%	100.0%	

Each subscript letter denotes a subset of AGE categorize categories whose column proportions do not differ significantly from each other at the .05 level.

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	28.176 <sup>a</sup>	6	.000
Likelihood Ratio	29.539	6	.000
Linear-by-Linear Association	11.451	1	.001
N of Valid Cases	1000		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 16.26.

**Symmetric Measures**

		Value	Approximate Significance
Nominal by Nominal	Phi	.168	.000
	Cramer's V	.119	.000
N of Valid Cases		1000	

**Interpretation:**

From the chi square table we can see that significance value (0.000) is less than (0.05), therefore, there is a relationship between age and getting influenced by emotion.

As per the symmetric measure table we see that phi is 16.8% and crammer is 11.9%, although the relationship is there but its weak.

Regarding the direction of relationship from the cross tabulation (Table - 3.2) we see that elders (46&above) are more emotional (73.7%). Boneferoni subscript is (b)

**H0: There is no relationship between age and getting influenced due to language capabilities for consumer electronic.**

**H1.30: there is a relationship between age and getting influenced due to language capabilities for consumer electronics.**

**Crosstab- Table - 3.3**

**Does your buying get influenced due to language capabilities \* AGE categorize Crosstabulation**

			AGE categorize				Total
			16-25 years (youngsters)	26-35 years (the spirited middle age)	36-45 years (the matured)	Above 46 years (the modern seniors)	
Does your buying get influenced due to language capabilities	Non-Influential	Count	369 <sup>a</sup>	312 <sup>a</sup>	237 <sup>a</sup>	76 <sup>a</sup>	994
		% within AGE categorize	99.5%	99.0%	99.6%	100.0%	99.4%
	Influential	Count	0 <sup>a</sup>	3 <sup>a</sup>	1 <sup>a</sup>	0 <sup>a</sup>	4
		% within AGE categorize	0.0%	1.0%	0.4%	0.0%	0.4%
	Strongly Influential	Count	2 <sup>a</sup>	0 <sup>a</sup>	0 <sup>a</sup>	0 <sup>a</sup>	2
		% within AGE categorize	0.5%	0.0%	0.0%	0.0%	0.2%
Total	Count	371	315	238	76	1000	
	% within AGE categorize	100.0%	100.0%	100.0%	100.0%	100.0%	

Each subscript letter denotes a subset of AGE categorize categories whose column proportions do not differ significantly from each other at the .05 level.

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.592 <sup>a</sup>	6	.270
Likelihood Ratio	9.277	6	.159
Linear-by-Linear Association	.911	1	.340
N of Valid Cases	1000		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .15.

**Interpretation:**

From the chi square table we can see that significance value is (0.270) which is more than 0.05, therefore, there is no relationship between age and getting influenced due to language capabilities of consumer electronics. This is reflected in the cross tabulation (Table -3.3)

**H0: There is no relationship between age and getting influenced by the cost aspect of purchase for consumer electronics**

**H1.4: There is a relationship between age and getting influenced by the cost aspect of purchase for consumer electronics.**

**Cross tab Table -3.4**

**Do you consider cost aspects of Purchase \* AGE categorize Crosstabulation**

		AGE categorize					
		16-25 years (youngsters)	26-35 years (the spirited middle age)	36-45 years (the matured)	Above 46 years (the modern seniors)	Total	
Do you consider cost aspects of Purchase	Influential	Count	102 <sup>a</sup>	72 <sup>a</sup>	37 <sup>b</sup>	9 <sup>b</sup>	220
		% within AGE categorize	27.5%	22.9%	15.5%	11.8%	22.0%
	Strongly Influential	Count	269 <sup>a</sup>	243 <sup>a</sup>	201 <sup>b</sup>	67 <sup>b</sup>	780
		% within AGE categorize	72.5%	77.1%	84.5%	88.2%	78.0%
Total		Count	371	315	238	76	1000
		% within AGE categorize	100.0%	100.0%	100.0%	100.0%	100.0%

Each subscript letter denotes a subset of AGE categorize categories whose column proportions do not differ significantly from each other at the .05 level.

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.006 <sup>a</sup>	3	.001
Likelihood Ratio	17.833	3	.000
Linear-by-Linear Association	16.709	1	.000
N of Valid Cases	1000		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 16.72.

**Symmetric Measures**

		Value	Approximate Significance
Nominal by Nominal	Phi	.130	.001
	Cramer's V	.130	.001
N of Valid Cases		1000	

**Interpretation:**

From the chi square table we can see the significance value (0.001) is less than 0.05, there is a relationship between age and getting influenced by cost of purchase aspect.

As per the symmetric measure table we see that phi 13% and crammer is 13%, although the relationship exists but its weak.

Regarding the direction of relationship from the cross tabulation table - (3.4) we see that, the matured (36-45 years) is 84.5% and the modern seniors (46 years and above) is 88.2%. Boneferoni is subscript (b)

**H0: There is no relationship between age and getting influenced by the impact of technology for consumer electronic products.**

**H1.5: There is a relationship between age and getting influenced by the impact of technology for consumer electronic products.**

**Cross tab - Table 3.5**

**Does the impact of Technology influenced your buying decision \* AGE categorize Crosstabulation**

			AGE categorize				
			16-25 years (youngsters)	26-35 years (the spirited middle age)	36-45 years (the matured)	Above 46 years (the modern seniors)	Total
Does the impact of Technology influenced your buying decision	Influential	Count	159 <sup>a</sup>	138 <sup>a</sup>	108 <sup>a</sup>	53 <sup>b</sup>	458
		% within AGE categorize	42.9%	43.8%	45.4%	69.7%	45.8%
	Strongly Influential	Count	212 <sup>a</sup>	177 <sup>a</sup>	130 <sup>a</sup>	23 <sup>b</sup>	542
		% within AGE categorize	57.1%	56.2%	54.6%	30.3%	54.2%
Total	Count	371	315	238	76	1000	
	% within AGE categorize	100.0%	100.0%	100.0%	100.0%	100.0%	

Each subscript letter denotes a subset of AGE categorize categories whose column proportions do not differ significantly from each other at the .05 level.

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.356 <sup>a</sup>	3	.000
Likelihood Ratio	19.581	3	.000
Linear-by-Linear Association	9.452	1	.002
N of Valid Cases	1000		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 34.81.

**Symmetric Measures**

		Value	Approximate Significance
Nominal by Nominal	Phi	.139	.000
	Cramer's V	.139	.000
N of Valid Cases		1000	

**Interpretation:**

From the chi square table we can see that significance value is (0.000) is less than 0.05, therefore, there is a relationship between age and getting influenced by the impact of technology.

As per the symmetric measure table we see that phi is 13.9% and cramer's is 13.9%, although the relationship exists, but its weak.

Regarding the direction of relationship from the crosstab table - 3.5, we can observe that, the modern seniors (46 years and above) are more influenced 69.7% (Boneferoni subscript is **b**)

**H0: There is no relationship between age and getting influenced by availability of special offers.**

**H1.6: There is a relationship between age and getting influenced by availability of special offers.**

**Crosstab – Table -3.6**

**Does your buying get influenced due to availability of special offers ( discount / festivity / offers / exchange / buy back ) \*  
AGE categorize Crosstabulation**

		AGE categorize					
		16-25 years (youngsters)	26-35 years (the spirited middle age)	36-45 years (the matured)	Above 46 years (the modern seniors)	Total	
Does your buying get influenced due to availability of special offers ( discount / festivity / offers / exchange / buy back )	Influential	Count	296 <sup>a</sup>	248 <sup>a</sup>	162 <sup>b</sup>	65 <sup>a</sup>	771
		% within AGE categorize	79.8%	78.7%	68.1%	85.5%	77.1%
	Strongly Influential	Count	75 <sup>a</sup>	67 <sup>a</sup>	76 <sup>b</sup>	11 <sup>a</sup>	229
		% within AGE categorize	20.2%	21.3%	31.9%	14.5%	22.9%
Total		Count	371	315	238	76	1000
		% within AGE categorize	100.0%	100.0%	100.0%	100.0%	100.0%

Each subscript letter denotes a subset of AGE categorize categories whose column proportions do not differ significantly from each other at the .05 level.

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.043 <sup>a</sup>	3	.001
Likelihood Ratio	15.598	3	.001
Linear-by-Linear Association	2.156	1	.142
N of Valid Cases	1000		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 17.40.

**Symmetric Measures**

		Value	Approximate Significance
Nominal by Nominal	Phi	.127	.001
	Cramer's V	.127	.001
N of Valid Cases		1000	

**Interpretation:**

From the chi square table we can see that significance value is 0.001 which is less than 0.05 , therefore, there is a relationship between age and getting influenced by availability of special offers on consumer electronic products.

As per the symmetric measure table we can see that phi is 12.7% and cramer is 12.7%, although the relationship exists but its weak.

Regarding the direction of relationship, from the cross tabulation (Table -3.6) we can observe that, the modern seniors (46 years and above) are most influenced with 85.5%. (Boneferoni subscript is **a**)

**H0: There is no relationship between age and getting recommendation from friends/family/colleagues for purchasing consumer electronic products.**

**H1.7: There is a relationship between age and getting recommendation from friends/family/colleagues for purchasing consumer electronic products.**

Crosstab Table - 3.7

Do you consider recommendations from friends / family / colleagues \* AGE categorize Crosstabulation

			AGE categorize				
			16-25 years (youngsters)	26-35 years (the spirited middle age)	36-45 years (the matured)	Above 46 years (the modern seniors)	Total
Do you consider recommendations from friends / family / colleagues	Influential	Count	232 <sup>a</sup>	210 <sup>a</sup>	146 <sup>a</sup>	62 <sup>b</sup>	650
		% within AGE categorize	62.5%	66.7%	61.3%	81.6%	65.0%
	Strongly Influential	Count	139 <sup>a</sup>	105 <sup>a</sup>	92 <sup>a</sup>	14 <sup>b</sup>	350
		% within AGE categorize	37.5%	33.3%	38.7%	18.4%	35.0%
Total	Count	371	315	238	76	1000	
	% within AGE categorize	100.0%	100.0%	100.0%	100.0%	100.0%	

Each subscript letter denotes a subset of AGE categorize categories whose column proportions do not differ significantly from each other at the .05 level.

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.957 <sup>a</sup>	3	.008
Likelihood Ratio	12.946	3	.005
Linear-by-Linear Association	3.166	1	.075
N of Valid Cases	1000		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 26.60.

**Symmetric Measures**

		Value	Approximate Significance
Nominal by Nominal	Phi	.109	.008
	Cramer's V	.109	.008
N of Valid Cases		1000	

**Interpretation:**

From the chi square table we see that significance value is 0.008 which is less than 0.05 , therefore, there is a relationship between age and getting influenced by the recommendation from friends/family/colleagues.

As per the symmetric measure table we can see that phi is 10.9% and cramers is 10.9%, although the relationship exists, but its weak.

Regarding the direction of relationship from the cross tabulation (Table - 3.7) we can see that, the modern seniors (46 years and above) are most influenced (81.6%). Boneferoni subscript is **b**.

**H0: There is no relationship between age and getting influenced due to social factor/social influence such as WhatsApp/twitter/Facebook/Instagram for purchasing consumer electronics.**

**H1.8: There is relationship between age and getting influenced due to social factor/social influence such as WhatsApp/twitter/Facebook/Instagram for purchasing consumer electronics.**



Crosstab table - 3.8

Does your buying get influenced due to social influences \* AGE categorize Crosstabulation

		AGE categorize					
		16-25 years (youngsters)	26-35 years (the spirited middle age)	36-45 years (the matured)	Above 46 years (the modern seniors)	Total	
Does your buying get influenced due to social influences	non-influential	Count	5 <sup>a</sup>	3 <sup>a</sup>	0 <sup>a</sup>	0 <sup>a</sup>	8
		% within AGE categorize	1.3%	1.0%	0.0%	0.0%	0.8%
	influential	Count	233 <sup>a</sup>	203 <sup>a</sup>	127 <sup>b</sup>	45 <sup>a, b</sup>	608
		% within AGE categorize	62.8%	64.4%	53.4%	59.2%	60.8%
	strongly influential	Count	133 <sup>a</sup>	109 <sup>a</sup>	111 <sup>b</sup>	31 <sup>a, b</sup>	384
		% within AGE categorize	35.8%	34.6%	46.6%	40.8%	38.4%
Total	Count	371	315	238	76	1000	
	% within AGE categorize	100.0%	100.0%	100.0%	100.0%	100.0%	

Each subscript letter denotes a subset of AGE categorize categories whose column proportions do not differ significantly from each other at the .05 level.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.256 <sup>a</sup>	6	.039
Likelihood Ratio	15.383	6	.017
Linear-by-Linear Association	6.259	1	.012
N of Valid Cases	1000		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .61.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.115	.039
	Cramer's V	.081	.039
N of Valid Cases		1000	

Interpretation:

From the chi square table we can see that significance value is 0.039 which is less than 0.05, therefore, there is a relationship between age and getting influenced by social factor/social influences such as WhatsApp/ twitter/Facebook/Instagram.

As per the symmetric measure table we can see that phi is 11.5% and cramers is 8.1%, although the relationship exists but its weak.

Regarding the direction of relationship from the cross tabulation (Table -3.8) we can observe that matured (36-45 years) are most influenced with 46.6%. Boneferoni subscript is **b**.

Summary

Sr.No	Question	Relationship (Yes/No)	Significance Value	phi	cramers	Interpretation
1	3.1	No	0.115	-	-	There is no relationship between age and getting influenced on the basis of esteem and prestige for consumer electronic products.
2	3.2	Yes	0.000	16.8%	11.9%	There is a relationship between age and getting influenced on the basis of emotion for the purchase of consumer electronics. The modern seniors are most influenced.
3	3.3	No	0.270	-	-	There is no relationship between age and getting on the basis of language capabilities for purchase of consumer electronics.
4	3.4	Yes	0.001	13%	13%	There is a relationship between age and getting influenced on the basis of cost aspect for purchase of consumer electronics. The matured and modern seniors are most influenced.

5	3.5	Yes	0.000	13.9%	13.9%	There is a relationship between age and getting influenced on the basis of impact of modern technology for the purchase of consumer electronics. The modern seniors are the most influenced.
6	3.6	Yes	0.001	12.7%	12.7%	There is a relationship between age and getting influenced on the basis of availability of special offers for the purchase of consumer electronics. The modern seniors are most influenced.
7	3.7	Yes	0.008	10.9%	10.9%	There is a relationship between and getting influenced on the basis of recommendation from friends/family/colleague for the purchase of consumer electronics. The modern seniors are the most influenced.
8	3.8	Yes	0.039	11.5%	8.1%	There is a relationship between age and getting influenced on the basis of social factor and social influences for the purchase of consumer electronics. The modern seniors are the most influenced.

#### **IV. Findings**

There is no relationship between age and getting influenced on the basis of esteem and prestige for consumer electronic products. From the chi square table we can see that significance value (.115) is more than expected value (0.05). But There is a relationship between age and getting influenced on the basis of emotion for the purchase of consumer electronics. The modern seniors are most influenced. From the chi square table we can see that significance value (0.000) is less than (0.05), therefore, there is a relationship between age and getting influenced by emotion. Whereas it was noted that There is no relationship between age and getting on the basis of language capabilities for purchase of consumer electronics. It was found from the study that there is a relationship between age and getting influenced on the basis of cost aspect for purchase of consumer electronics. The study also pinpointed that there is a relationship between age and getting influenced on the basis of impact of modern technology for the purchase of consumer electronics. It was observed that there is a relationship between age and getting influenced on the basis of availability of special offers for the purchase of consumer electronics. Regarding the direction of relationship, from the cross tabulation (Table -3.6) it was observed that, the modern seniors (46 years and above) are most influenced with 85.5%. It was also found that there is a relationship between and getting influenced on the basis of recommendation from friends/family/colleague for the purchase of consumer electronics. It also spotted that there is a relationship between age and getting influenced on the basis of social factor and social influences for the purchase of consumer electronics.

#### **V. Conclusions**

The presented study provides an in-depth understanding of Consumer behaviour –the customer, the competition and the markets. The very existence of an organizations is dependent on customers. Hence it is important to understand the customer. It is necessary to explore the myths of consumer behaviour and buying behaviour. Today due to technology advancement a consumer gets influenced by technological factors, in other words technology is influencing consumer choices and engagement with products and brands, India is a country of not just diversity but also of paradoxes and multiple identities. Though regarded as a masterpiece in heterogeneity, the Indian consumer will naturally display a wide spectrum of needs and buying behaviour. The Indian consumer is presently going through an economic and cultural transition, which has resulted in a shift in levels and patterns of consumption. Hence the manufacturers, marketers of consumer durable goods / product specifically consumer electronic products should try to adopt new and innovative Marketing strategies to target the youth/ Liberalized generation of customers / Consumers. Some of the suggested strategies are could be using, Acquisition marketing, Buzz Marketing, Cloud Marketing, Differential Marketing and Influencer Marketing.

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