Consumer Buying Behavior for Non-durable Goods

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Abstract

The aims of the study is to analyse consumer buying behavior for non-durable goods. Descriptive and causal research design was used. Structure questionnaires were administered to gather responses. Measurement instrument is based on five point Likert scale. The study confirmed perceived quality influence on consumer purchase decision. There were no significance differences on consumer purchase decision regarding age and income level of respondents.

Keywords : ***Non-durable goods, Consumer purchase decision, Perceive quality.***

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. Consumer behavior is defined as the decision process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services (Louden & Bitta 2002).

Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. Consumer behavior is new issue and a controversy subject and challenging that includes individuals and what they buy, why and how to purchase them, marketing and marketing mix of marketing (Brosekhan & Velayutham, 2013).

The term consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. That includes what they buy, why they buy it, when they buy it, where they buy it, how often they it, how often they use it, how they evaluate it after the purchase, the impact of such evaluations on future purchases, and how they dispose of it (Shiffman & Kanuk, 2009).

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In globalizing world where economic crisis deepen and competition gets fiercer, consumers are becoming more and more important. Every individual is a consumer. There are rapid changes in demands and desires of the consumers who are considered to be center of the modern marketing. Companies need to increase the rate of their research and development activities in order to be able to learn these changes and improvements relating to fulfill the demands and need of consumers. Consumer satisfaction, which is widely accepted by developed countries and gaining importance day by day, can be achieved by perceiving the consumers and consumer behavior (Yakup & Jablonsk, 2012).

Consumer behavior is the study of the processes that individuals or groups go through in making their purchasing choices in order to satisfy their needs, usually the buying behavior takes many forms of consumer's choices that can vary depending on a broad set of factors such as; earnings, demographics, social and cultural factors. Besides these basic internal factors which are considered to be influential to the buying behavior, there are also a set of factors that would be simulated by the external circumstances in the environment surrounding the consumer. (Brosekhan & Velayutham, 2013).

The concept of the perceived quality is multidimensional. Gronroos (1984), Rust and Oliver (1994) showed that there were three dimensions of the percived quality such as technical quality, functional quality and environment. Parasuraman, Berry and Zeithaml (1991) have proposed five dimensions of perceive quality such as helpfulness, empathy, reliability, assurance and the presence of tangible elements. Perceived quality is a critical element for consumer decision making, as a result consumers will compare the quality of alternatives with regard to price within a category (Jin & yong, 2005). Perceived quality is directly related to the reputation of the firm that manufactures the product (Davis et.al, 2003). Aker (1991) argued that perceived quality is not the actual quality of the brand or products, rather it is the consumers' judgment about an entity's or a service's overall excellence or superior.

Perceived quality has direct impact on customer purchase decision and brand loyalty, especially during the time customers have less or no information of the products that they are going to purchase (Amstrong & Kotler, 2003)

Statement of the Problem

The study of consumer behavior is very important for the marketers as it enables them to understand and predict buying behavior of consumers in the market. It is concerned with what they buy, why they buy, when and where they buy and how often they buy and how do they consume and dispose them after using them. Consumer research is the methodology used to study consumer behavior that takes place at every phase of the consumption process such as before the purchase, during the purchase and after the purchase. Research shows that two different buyers buying the same product for different reasons, paid different prices, used in different ways, have different emotional attachments towards the things (Brosekhan & Velayutham, 2013).

In a today's dynamic and highly competitive business environment customers are becoming more demanding and their expectations are continuously rising while marketers are continuing their efforts to meet them (Alsmadi, 2006).

Factors influencing consumer behavior will be a new topic in Nepalese context. Identifying the factors and its effects on consumer buying decisions would give new dimension to Nepalese marketers assisting them to understand buyers clearly enabling them to position consumer goods with greater focus and perspective.

Few researches have been conducted with regard to different sectors of marketing including consumer behavior in Nepal. Dahal (1994) studied on patterns of consumer decision making process while purchasing high involvement goods in nepal. The study focused on consumer buying behavior in searching information for making purchase decision and found out the influence of advertisment and income level on it.

Dahal (1994) contributed particularly important in Nepalese context where the marketers have been facing marketing problems due to inadequate accessibility to market. The marketers also have been facing the problems in indentifying the factors that can influence the purchasing decisions of the buyers. The Nepalese business houses can generate many ideas in the field of marketing through this type of research. This kind of research will be helpful for the marketers for the understanding consumer properly. This study will explain the rationale behind consumers and their buying decisions. It also will help the marketers to understand why consumers act as they do, and will seek to examine the factors influencing the consumers to purchase consumer goods. Hence the basic research issue being propositioned is what factors influence consumer buying behavior in respect to consumer goods.

Research objectives
The objectives of the study are as follows:

- To analyze consumer buying behavior in purchasing consumer non-durables
- To examine the influence of perceived quality of the product on consumer buying decision in respect to consumer goods
- To examine the influence of age and income level on purchasing decision of consumer goods

Hypothesis
Based on the research question following hypothesis have been developed for the study.
H1: Perceived quality has significant relationship with consumer buying decisions.
H2: Age moderates consumer buying decisions
H3: Income level moderates consumer buying behavior

Research Questions

The specific research questions being attempted to enquire in this research are:

What are the factors influencing consumer buying decisions in respect to consumer non-durable goods

Does perceived quality influence consumer purchase decisions?

Do age and income level moderate consumer buying decisions?

Conceptual Framework

Figure 1: conceptual Framework
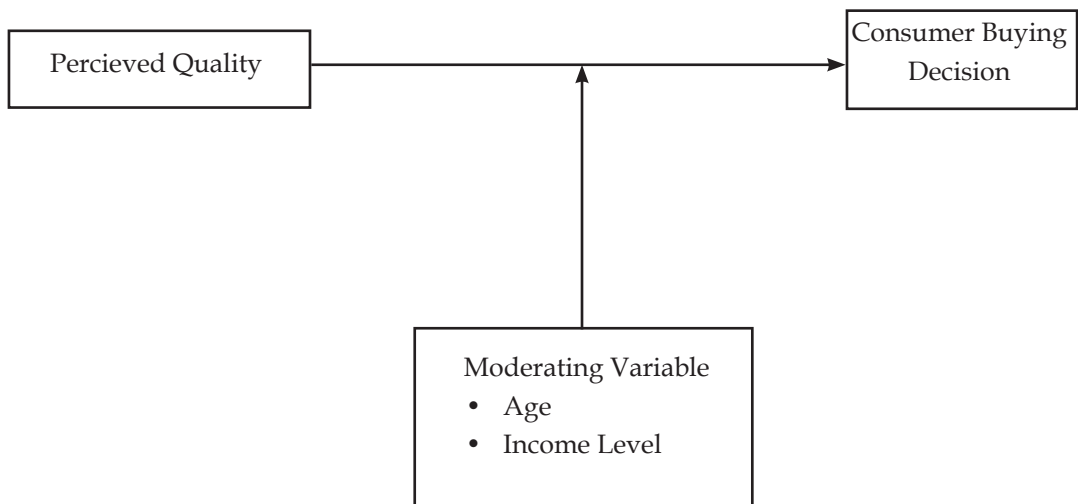
Limitations of the Study

The study is concentrated on consumer purchase decision for non-durable goods
Tooth Paste, Soap, Shampo, Oil, Tea Leaves are taken for the study
This study is limited in Kathmandu City
Convenience sampling is taken for the study

Review of Literature

This section reviews the literature on consumer behavior to identify the factors influencing purchasing behavior of consumers and develop research framework and hypotheses**.**

Consumer is a person who buys or uses things, goods and services. Marketers are the persons who provide these services. The most challenging questions for marketers are who are buyers, what they do or don't do. Such knowledge is critical for marketers, since having a strong understanding of buyer' behavior will shed light on what is important for the consumer and

also suggest the important influences on consumer decision-making. Consumers face mainly two types of purchase decision, 'New Purchase- these purchases are very difficult to be made by consumer due to lack of confidence in decision- making and Repurchase- consumer feel confident in making these decisions since they have previous experiences in purchasing the product (Patwardhan, Flora & Gupta, 2010).

Consumers are the decision-makers regarding the purchase of goods and services that provide satisfaction to them. Consumers require different products in different situations to meet their needs and wants. Some products are frequently purchased to meet daily needs such as foods, clothes, shelter, medicine, transportation, education and some products are purchased occasionally, such as unfamiliar brand, consumer need to collect information before the products are purchased. Consumer exhibits different behavior in order to purchase such products to satisfy their needs.

Perceived quality is perception, product quality and superiority in the mind of the customers and it stimulates broad integration and exclusion which leads to positive consideration set in purchase decisions (Bristow, Schneider & Schuler, 2002).

Purchase decisions of the consumers are directly influenced by perceived quality, especially when a buyer is not motivated or not able to conduct a detailed analysis. It also supports premium pricing, price elasticity and brand usage, which can create gross margin for a company and perceived quality can be measured by scales in comparison to alternative brands (Aaker, 1996).

Perceived quality is perception, product quality and superiority in the mind of the customers and it stimulates broad integration and exclusion which leads to positive consideration set in purchase decisions (Bristow, Schneider & Schuler, 2002).

Grewal, dodds and William (1991) concluded that perceived quality is responsible to increase market share and the profitability. Perceived quality plays a positive role on the purchase decisions of the consumers (Garretson & Clow, 1999).

Researchers have recognized perceived quality as a cognitive response to a product and that influences product purchase decisions (Kumar, Lee & Kim,2009). Perceived quality is a key criterion for product assessments and it influences buying decisions and behavior of the consumers and it effects purchase intentions (Cronin, Brady & Hult, 2002).

Customer's products quality expectations meeting and exceeding strongly motivate repurchase behavior and inhibit switching behavior (Deng, Lu, wei & Zhang, 2010).

Perceived quality is one of the most important criteria that affect consumer purchase intention towards private label product (Yang & Wang, 2010;Wu,Yeh &Hsiao,2011; Jaafer & Laip,2012).

Ekeng ,Asinya&Lifu (2012) stated that the age and education of consumers have significant association with impulse buying. The result further indicated that age of consumers and impulse buying were related in that an increase in the age of consumers would bring about a corresponding decrease in impulse buying and vice versa.

People change their preferences in products or services according to their age. Moreover, their purchases are formed throughout their life circle stages which are the phases the families go through while they develop and mature over time (Kotler & Armstrong, 1996) .

Age has a great influence on consumers' response to promotions (Kausler&Kleim,1978; Dotson 2001;Vipul 2010; Sharma & Antil, 2013). Older consumers appear to be more sensitive and prone to deals in general and more responsive to sales promotions items such as coupons and free samples in particular (Moschis et al; 1995) .

Zakersalehi andZakersalehi, 2012 explained that demographic characteristics especially age, gender and level of education influence the attitudes of the consumers towards packaging feature on products.

Demographic variables such as age, education, occupation, marital status, income play as key factors in purchasing decisions of consumers. Educated women with 21-40 years consider product origin, price, functionality, reputation, brand awareness, appearance and design than TV shopping (Chan, Chao, Lee & Pei, 2011).

Caplin&leahy(2004) age, gender ,lifestyle, income etc. significantly influence an individual's to purchase.

Consumer Behavior

Consumer behavior can be described as activities, people undertake when obtaining consuming and disposing of products and services (Blackwell, Miniard, & Engel, 2001). Consumer behavior is the process of undertaking decisions of when, why, how and from where to buy or not to buy product to satisfy their needs and requirements. Consumer decision making process is influenced by many factors such as cultural, social, personal and psychological. Cultural factors exert the broadest and deepest influence on consumer behavior. Consumer buying process offers two useful perspectives: the decision-making process associated with consumer buying and the factors which affect the buying process. (Rowley, 1997).

Perceived Quality

Perceived quality can be defined as the customer's perception of the overall quality of superiority of a product or service relative to alternatives. It is one of the important dimensions of brand equity (Kandasamy, 2014; Zeithaml,1988). The product quality can be explained under two main different perspectives. The objective quality and the perceived quality. Objective quality refers to the technical, measurable and verifiable nature of products /

services, processes and quality controls. Subjective or perceived quality refers the consumers' value judgments or perceptions of quality (Espejel, Blanco, Joel, Herrera & Carima, 2008).

Income level

Income may make consumers, prodigal in spending and may be influenced to buy products which are not initially planned for, since the money is readily available but on the other contrary, consumers with low income may order their spending, as they only spend money on products already planned for; and even when the desire comes to mind, they are limited by the resources at their disposal (Ekeng, Lifu& Asinya, 2012).

Gould and Lin (1994) argued that one's income level has a positive relation with health knowledge, especially related with food products choice and potential illnesses. High income and better educated consumers have willingness to buy eco-friendly products offered in higher prices. One's income reflects higher efficiency in getting information on food products and commitment to consume health products (Junaedi, 2012).

Income level and impulse buying behavior of consumers have direct relationship but there is no significant association between gender and impulse buying behavior of consumers (Rana& Tirthani,2012).

Non-durable Goods:

Consumer Goods:

Consumer goods are a category of consumer products which are not purchased frequently because those products are made to last for a extended period of time (typically more than three years). Those products are also called durable goods.

Consumers buy an enormous variety of products. Some goods are that will last for many years other items are consumed on the spot when they are purchased. To business people and economists, these are known as durable and non-durable goods. The production of durable and non-durable goods in the basis of important measures of economic trends.

Consumer goods are the products that can be sold very promptly with a lower price. The profits of consumer goods are lower than that of the large industry of capital products. Marketers distinguish consumer products from capital products on the basis of some factors, such as, high volume of production, lower contribution margins, and larger distribution network. Consumer goods are generally include the products such as toiletries, medicine, cosmetics, cleaning products, household products, plastic products, glassware, electronics (Armstrong and Zou, 2010).

Non- durable Goods:

Non-durable goods are those products, which are purchased by the consumers with the plan to use for a short period of time. It is also referred to as consumable goods. Most non-durable goods are expected to be consumed or used in three years or less. Three are types of non-durable goods. They may be literally consumed as with good and drinks. They can also be utilized until they are gone such as deodorant, toothpaste or dish soap. The third type of non-durable goods is a product that is used and no longer needed, intended for one use or wears out from normal use such as socks, paper plates and light bulbs. Foods, medication or electronic items intended for quick replacement are the examples of non-durable goods.

Durable and Non-durable goods are categorized based on length of time the goods last before or during use. Some products however are both durable and non-durable, depending on their use. These products can be items such as clothing that may be durable or non-durable depending on the length of time that they are used by the consumer.

Non-durable goods are the products which are purchased with the plan to use for a short period of time, referred to as consumable goods, which are expected to be used in three years or less (Schfield, n.d.).

Review of Empirical Study

Kandasamy (2014) measured the impact of perceived quality on brand purchase intention of durable products: A customer's view. The major objective of the study was to investigate the impact of perceived quality on brand purchase intention of durable products. The dependent variable was buying intention of durable products and the independent variables were perceived quality, age, education, occupation, income level and marital status. The study showed a significant impact of perceived quality on purchase intention for durable products.

Aberdeen, Syamsun & Najib (2016) analyzed the effect of brand awareness and image on consumer perceived quality and purchase intention- A study case of carbonated drink brand at Bogor City. The objective of the study was to study the performance of brand awareness and image towards consumer perceived quality and purchase intention. The study found that brand awareness affects brand image, brand image affects perceived quality and perceived quality affects consumer purchase intention for both brand Coca Cola and Big Cola.

Pongrujaporn & Kapasuwar (2015) studied on the effects of brand awareness, perceived quality and influencers on purchase intentions on American and South Korean smart phones. The major objective was to investigate the factors influencing purchase intention of smart phones. The study concluded perceived quality is the factor that influences consumer purchase intention. The higher the level of perception on the quality of the product such as function, design and value for money there is a greater the chance of consumers intend to buy the products.

Yaseen, Tahira, Gilzar & Anwar (2011) measured an impact of brand awareness, perceived quality and customer loyalty on brand profitability and purchase intention: a reseller's view. The major objective of the study was to investigate the impact of brand awareness, perceived quality and customer loyalty on purchase intention. The study showed a significant influence of perceived quality on profitability and purchase intention.

Li, Li & Zhang (2013) conducted a research on corporate image cognition influence perceived quality and purchase intention. The study was conducted with only selected telecom service providers of 3G service brand. The major objective was to research on the relationship between enterprise image cognition and consumers perceived quality. It was found that perceived quality is the important influencing factor for consumer purchase intention. The enterprise can influence the perceived quality by improving the enterprise image.

Hazlin, Asshidin, abidin & Borhan (2016) studied on perceived quality and emotional value that influence consumer's purchase intention towards American and local products. The major objective was to investigate the effects of perceived quality and emotional value on consumer's purchase intention. The study was related to American and local products with the aim of an increasing understanding of Malaysian consumers' purchase intention in relation to American versus local products. Perceived quality is a significant prediction of Malaysian consumers in purchasing process for both American and local products.

Kakkos, Trivellas & Sdrolias (2015) researched on identifying drivers of purchase intentions for private label brands, preliminary evidence. The study was conducted among the consumers in three supermarkets chain which offer private label products in Greece. The major objective of the study was to identify the drivers of consumers' intention to purchase decision. Perceived quality, perceived value and brand awareness have great influence on the purchase intention of consumer for private label brands.

Perera & dissanayake (2013) measured the impact of brand awareness, brand association and brand perceived quality of female consumer's purchase decision of foreign make up products. The study was done with youth segments who use foreign make up products. The major objective of the study was to examine the impact of brand equity elements on female consumer purchase decisions. The study revealed that there were significant relationship between brand awareness, brand association and brand perceived quality and female consumers' buying decision for foreign make up products and those factors highly impact on female consumers' buying decision.

Effect of Age on Consumer Behavior

Awan & Abbas (2015), investigated the impact of demographic factors on impulse buying behavior of consumers in Multan, Pakistan. The objective of the study was to investigate the effect of demographic factors (gender, age, income and education) on impulse buying behavior of consumers. The dependent variable was impulse buying behavior of consumers and the independent variables were age, gender, income level and education. It was found

that consumer's age has incredible influence on impulse buying behavior and impulse buying phenomenon to specific product increased with the decrease in the age of consumers.

Baruk and Iwanicka (2016) analyzed the effect of age, gender and level of education on the consumer's expectation towards dairy product packaging. The main purpose of the study was to identify and analyze the elements of dairy product packaging, influencing customer purchase decision and analyze the relations between final consumer's expectations towards elements of dairy product packaging. The study was done to identify the expectations of Polish customers towards dairy product packaging. The dependent variable was consumer's expectation towards dairy product packaging and the independent variables were age, gender and educational level. It was found that age, gender and education level have significant influence the hierarchy of their expectations concerning elements of packaging that determine their purchase decisions relating with dairy products. The study concluded that as the age increases the consumers seek the information on the packaging about the origin of milk used for the product of a dairy product.

Alikhan& Chawla (2015) measured the impact of age on purchase decision from organized and unorganized retail stores: a research report in Indian context. The major objective of the study was to examine the impact of age on buying decision and to analyze association of age with respect to time and amount of money spent. The study is based on buying pattern from retail store in Uttarakahnd, India. The research was made to analyze the relationship between age and reason for choosing retail store. The dependent variable was purchase decision of consumer for choosing retail store and the independent variables were retail store, age. The study showed that the consumption pattern of an individual is influenced by the personality and personality is changed with the age and change in consumption pattern of individual. This study also depicted that impulsive buying increased between the age group18 to 30 and are more exposed technology and are being influenced by online purchase of products from the retail.

Effect of Income Level in consumer behavior
Thagunna and Khanal(2013)analyzed the dimensions affecting the purchasing behavior of Nepalese women. The major objective of the study was to study an impact of income level, occupation and personal status on purchasing behavior of Nepalese women and determine the dimensions that influence the purchasing behavior of Nepalese women. The independent variables were income level, occupation, personal status, age and gender and dependent variable was purchasing behavior of women. It was found that Nepalese women's purchasing decisions are influenced by value identification, customer service and lifestyle as well as price, brand awareness and accurate information about the products. The study showed that the age group also influences the purchasing decision as different age group women behave differently while purchasing different product for homes, offices or for personal use but there is no effect of income level in purchase decision.

It was found that all the variables taken for the research have a great impact on store selection. According to the study illiterate people find difficulties in searching required products in bug retail stores as there is less interaction with store representatives and stores are based on self-service that requires the use of floor signs and store sectors for getting the required products. Similarly it was found that salaried people purchase their grocery in bulk in the beginning of each month whereas the business people purchase their grocery in segment throughout the month not in specific monthly patter. It shows that high income level can afford to buy grocery in bulk and low income level buy necessary grocery only.

Soba and Aydin (2012) examined the role of income level on sensitivity levels for similar product: a purchasing behavior study. The major objective of the study was to analyze the role of income level on sensitivity level for similar product. The independent variables were price, brand and warranty sensitivity and income level and dependent variable was purchasing behavior of the consumers. It was found that the price sensitivity of consumer is low as income level of people is high. High income level consumers have highest brand sensitivity and attracted towards those products with good brand image. Consumers perceive high priced products as high quality. Lower income level people have high price sensitivity than high income level people and choose lower price products because of limited income and restricted for being brand sensitive.

Mbugua (2017) investigated the factors influencing consumer behavior for buying fast-moving consumer goods(FMCG). The investigation was carried out in Nairobi, Kenya. The major objective of the study was to determine the factors influencing consumer behavior for buying selected FMCG products. The independent variables were income level, culture, family, social status, occupation and level of education and the dependent variable was consumer buying behavior. It was found that various factors such as income level, education level, family, social status, occupation and cultural aspects to choose FMCG brands and income level plays crucial role to influence consumer buying behavior. It also explained that organization needs to keep in the mind for determining the price for product as consumers may not be interested with the price above their income level in their perception.

Awan & Abbas(2015), examined the impact of demographic factors on impulse buying behavior of consumers in Multan, Pakistan. The objective of the study was to investigate the effect of demographic factors (gender, age, income and education) on impulse buying behavior of consumers. The dependent variable was impulse buying behavior of consumers and the independent variables were age, gender, income level and education. It was found that consumers' income level is observed exert strong significant influence on impulse buying behavior of consumers and this impulse buying phenomenon to specific product increased with the increase of income level of consumers.

RESEARCH METHODOLOGY

Research Design

This research is descriptive and model building. The study analyzed the factors that influence consumer buying decision in purchasing consumer goods. The study analyzed the relationship among dependent variables (consumer buying decision) and independent variable (perceived quality). The study also analyzed the relationship between independent variables and moderating variables (gender and age).

Structured questionnaire comprising of five-point Likert scale has been employed to elicit responses on factors influencing consumer buying decision. Stratified sampling is done to generate data. The researcher utilized primary sources of data.

Nature and Sources of Data

Necessary data and information are collected through primary sources to obtain the objectives of the research. These data are quantitative in nature and collected through data collection instruments like questionnaire. Comprehensive literature reviews were made on factors influencing consumer buying decisions to analyze and compare and validate the possible outcome of the research.

Population and Sample

This study is intended to identify factors influencing consumer buying decisions. The sample size is 50 respondents in Kathmandu City. Stratification is also done based on age (youth, adult), and income level.

Respondents' Profile

Customers are the king of the market of modern business world. This study collected different viewpoints from the different respondents representing from different field. Respondents' views about the effect of perceived quality on consumer purchase decision from 50 respondents from different fields such as teachers, house wives and business in Kathmandu City. The survey questionnaire has been categorized with a view to understand consumer buying behavior and decisions of the respondents about dependent and independent variables ranging from "1" strongly disagree to "5" strongly agree.

The respondents' profile has been analyzed using frequencies and percentage analysis technique with SPPS 23.0, Frequencies and percentage were used to present the result of respondents' profile based on the survey questionnaires used in the study.

Table 1: No. of Respondents by Age group

Age Group	Frequency	Percent
Above 25	10	2
26-34	08	16
35-50	27	54
51-60	05	1
Total	50	100

Table 1 showed that 54 percent of the respondents are between 35 to 50 which is the highest number of the respondents. 16 percent of the respondents are from the age of 26 to 35 and only 2 percent of the respondents are above the age of 25 and 1 percent is from the age of 51 to 60.

Table 2: No. of Respondents by Academic Qualification

Academic Qualification	Frequency	Percent
SLC/SEE	10	2
Plus Two/Intermediate	10	2
Bachelor	30	6
Total	50	100

Table 3.3 depicts 6 percent of the respondents are from bachelor level and 2 percent of the respondents are from SLC/SEE and 2 percent from Bachelor level.

Table 3: No. of Respondents by Income Level

Income Level (Rs.)	Frequency	Percent
10,000 – 20,000	10	2
21,000 – 30,000	5	1
31,000- 40,000	25	5
41,000 – 50,000	5	1
Above 50,000	5	1
Total	50	100

Table 3.4 shows that 2 percent of the respondents' income level lies between Rs.10,000 to Rs.20,000. Similarly, 5 percent of the respondents' have Rs.31,000 to Rs. 40,000 and only 1 percent have above Rs. 50,000. And 1 percent of the respondents' income level lies between Rs. 21000 to 30,000.

Table 4: No. of Respondents by Occupation

Occupation	Frequency	Percent
Service	15	3
Business	25	5
Home Maker	10	2
Total	50	100

Table 3.5 shows that 3 percent of the respondents are service holder. 5 percent of the respondents have their own business and 2 percent of them are home maker.

Analytical tools

It is important to assess factors influencing consumer behavior in purchasing consumer goods at the individual level. It is needed to collect individual consumer data to measure each customer's behavior in purchasing product. The research involved the exploration and interpretation of the perceptions, opinions, behaviors, concerns, motivation, and culture of consumers.

Based on the data generated through structured questionnaires quantitative research methods are also be applied to define the relationship between various construct and model fit. .

The questionnaire considered of Likert-type statement about which respondents were asked to indicate their degree of agreement and disagreement using a five –point scale (with anchors 1= strongly disagree and 5= strongly agree). Database such as SPSS, Excel was employed for this research.

Reliability Test

Reliability analysis is a popular and frequently used procedure. SPSS method of accessing reliability analysis is user friendly and largely intuitive. Chronbach's alpha is a measure of reliability that is most widely used (George & Mallery.2009).

Descriptive Statistics

Descriptive statistics is an important statistical tool to compute different values of the cases or variables of a study. It exactly provides different aspects of measurement. In this research, different statistical values are calculated such as sum. Mean median, mode, range, quartiles, standard deviations, standard error, minimum, maximum, graphs etc. Primary data will have been analyzed with the use of it.

Correlation analysis

In this research, correlation analysis is conducted to assess the impact of moderating variable on dependent variables and moderating variables on independent variables. Correlation is computed coefficient to show the composite relationships.

Linear regression is used to model the value of a dependent scale variable based on its linear relationship to one or more predictors. The linear regression model assumes that there is a linear or "straight line", relationship between the dependent variable and each predictor. The regression models proposed for tested in this study are as follows:

$$Y_1 = \alpha + \beta_1 X_1 + Ei \ldots\ldots\ldots\ldots(1)$$
Where, Y_1 = Consumer Purchase Decision
X_1 = Perceived Quality

β **=** Coefficient of Independent Variables

$\mathcal{E}$ = Error term

α = Constant

CPD= α + $β_1$PQ + $\mathcal{E}$

Where, CPD = Consumer Purchase decision

PQ=Perceived Quality

$\mathcal{E}$ = Error term

α = Constant

Presentation and Data Analysis

The chapter deals with analysis of primary data collected through the questionnaire survey. The researcher has attempted to present and explain the results of the primary data. The major objective of the study was to measure the influence of perceived quality on consumer purchase decisions for consumer non durable goods and to analyze the relationship between perceived quality and consumer purchase decision.

Firstly, reliability is tested using Cronbach's alpha coefficient. The chapter also concentrated on exploring the condition of perceived quality and consumer purchase decisions and age and gender by using descriptive statistics.

Reliability Analysis Gliem and Gliem (2003) opined that the value above 0.7 is considered acceptable and reliable. In order to prove internal reliability of the construct used, the researcher has performed Cronbach's alpha Test of Reliability. According to Nunnally and Berstein (1994). The variables perceived quality and consumer purchase decisions were separately tested to find out whether designed questions are reliable or not. Below table shows the scores estimated based on the collected primary data.

Table 6: Reliability Test using Cronbach's alpha Coefficient

Variables	Cronbach's Alpha Coefficient	No. of Items
Perceived Quality	0.747	6
Consumer Purchase Decisions	0.795	6

Table no.6 shows that Cronbach's alpha of variable perceived quality is 0.747 and number of items are 6 and consumer purchase decisions is 0.795 with 6 items. The table shows Cronbach's alpha of both variables is greater than 0.7.

Descriptive Statistics Analysis

Mean and standard deviation analysis are used to analyze data in this study. Higher mean value means more respondents are agreed that the variable could have a great impact on consumer purchase decisions.

Perceived Quality

This section explores the impact of perceived quality in purchasing decision for consumer non-durable goods through descriptive analysis. In this study perceived quality includes six statements. The perceived quality includes six statements. The perceived quality variable is measured in 5 point likert scale: 1-strongly disagree to 5 – strongly agree. The opinion of respondents is observed by computing its mean and standard deviation. Mean value gives the result of average condition of respondent's feeling and standard deviation shows the deviation from the average mean of the respondents. The data presented below represent the impact of perceived quality in purchase decision of consumers.

Table 7: Perceived Quality Items

Code No.	Description	Mean	Std. Dv.
PQ1	I perceived branded product would be a very good quality	3.50	1.11
PQ2	Branded products offer excellent features	3.28	0.81
PQ3	Products from weak /fake brand do not have required features	3.04	1.16
PQ4	Branded products use modern technology	3.64	0.78
PQ5	The brand of product provides me with a pleasant experience	3.76	0.94
PQ6	The brand with high price means better quality compared to other brands	3.16	0.89
	Overall average	3.97	0.64

Above table no.7 depicts the descriptive statistics of an individual item and as a whole of perceived quality. Among six statements, the statement code PQ5 "the brand of product provides me with a pleasant experience" has scored the highest mean 3.76 with standard deviation of 0.94 and the statement code no. PQ3 has scored the least mean 3.04 with standard deviation of 1.16. the grand mean of percieve quality item is 3.97 and standard deviation is 0.64.

Consumer Purchase Decision

This section shows the scenario of consumer purchase decision for purchasing consumer non-durable goods through descriptive analysis. In this study, consumer purchase decision includes six different statements**.**

Table 8: Consumer Purchase Decisions

Code No.	Description	Mean	Std. Dv.
CPD1	I understand my need before taking buying decisions	3.76	0.94
CPD2	I do not think about my need before buying	2.28	1.11
CPD3	I understand the brand before buying the product	4.06	1.02
CPD4	I compare the available alternatives before buying	3.86	0.73
CPD5	I evaluate the available features before buying	4.06	0.68
CPD6	I search information from various sources before buying	3.90	0.81
	Overall average	3.65	0.469

The table shows the descriptive statistics of and individual item and as a whole of consumer purchase decision. Among 6 statements, the statement code CPD3 "I understand the brand before buying the product" and CPD5 "I evaluate the available features before buying" have scored highest mean 4.06 with standard deviation of 1.02 and 0.68 respectively and code CPD2 has scored the least mean of 2.28 with 1.11 standard deviation.

Correlation Coefficient Analysis

Karl Pearson's Correlation coefficient is used to find out the relationship between dependent and independent variables. In this study consumer purchase decision is taken as dependent variable and perceived quality as an independent variable. The following table shows the relationship between dependent and independent variables without considering moderating variables.

According to Levin and Fox(2006) if p-value is less than 0.3 there is weak correlation between the variables. If p-value is greater than 0.3 but less than 0.6 there is moderate correlation between the variables and if p- value is greater than .06 there is strong correlation between the variables.

Table No. 9: Correlation Analysis

		CPD	PQ
CPD	Correlation	1	0.598
	p-value		0.000
PQ	Correlation	0.598	1
	p-value	0.000	

Table shows significantly positive correlation between perceived quality and consumer purchase decision which is 0.598.

Multiple Regression Analysis

Multiple regression is one of the most widely used techniques in the analysis of data in the social sciences (Bryman & Cramer, 2001). The technique can be used to analyze the relationship between a single dependent variable and several independent variables (Tabachnick & Fidell, 2001). Taking consumer purchase decision as dependent variable and perceived quality as independent variables. The independent variable is regressed with consumer purchase decision.

Table No. 10: Regression Analysis

	Coefficient value of B	Std. Error	t-value	p-value
(constant)	2.157	0.295	7.322	0.000
Perceived Quality	0.441	0.085	5.168	0.000
R2	0.357			
Adjusted R2	0.344			
Standard Error of Estimate	0.509			
F- value	26.707			
p-value of F test	0.000			

Model 1: CPD = 2.157+0.441PQ
Where, CPD= Consumer Purchase Decision, PQ=Perceived Quality

R-square of this model is 0.357 or 35.7% which means 35.7% of variation in consumer purchase decision is explained by perceived quality. Coefficient of perceived quality is 0.441. This means that changes in one unit of perceived quality leads to increase 0.441 units in purchasing decision of consumers for consumer non-durable goods and coefficient an independent variable is found to be positive.

Hypothesis Testing
H1: Perceived quality has significant relationship with consumer purchase decisions

Table no. 11: Summary of Hypothesis Testing

Hypothesis	Relationship	Standard Coefficient	t-Value	p-Value	Result
H1	Perceived Quality→CPD	0.441	5.168	0.000	Supported

According to table 11,p-value of perceived quality is 0.000 which is highly significant so hypothesis 1 is accepted.

H2: Age moderates consumer buying decisions

Table 12: One Way ANOVA by age with consumer Purchase Decisions

	Sum of Squares	**df**	**Means Square**	**F**	**Sig.**
Between Groups	0.994	4	0.249	0.697	0.595
Within Groups	140.925	395	0.357		
Total	141.919	399			

Table 12 showed that p-value for age was 0.595 which was greater than 0.05. That means there was no significance difference on consumer purchase decision of different age group. So, age does not moderate the consumer purchase decisions.

H3: Income level moderates consumer buying behavior

One Way ANOVA

Table 14 : One Way ANOVA by Income Level with Consumer Purchase Decision

Consumer Purchase Decisions	Sum of Square	df	Mean square	F	Sig.
Between Groups	1.772	4	0.443	1.398	0.250
Within Groups	14.253	45	0.317		
Total	16.924	49			

Table 14 depicts that the p-value of income level is 0.250 which is greater than 0.05. It means there is no significance difference in buying behavior of respondents with different income level. So , income level does not moderate the purchasing decision of consumers.

Major Findings

The respondents are the males and females with different academic background such as SLC/SEE, Intermediate, Bachelor and Masters with different age groups. And were engaged in different sectors such as bankers, teachers, business personnel, homemaker etc.

The study showed that there was significantly positive correlation between perceived quality and purchase decision of the consumers and that purchase attitude was moderately influenced by the perceived quality. It was found from the data that age and income level of the respondents do not influence on consumer purchase decisions. Gender wise all the respondents were female of the ages between 35 to 50 with certain income. The result indicated that the respondents were aware with the quality and brand and price of the product was not important factor for them. According to respondents the quality of the product was the most important factor because use of those products were directly relating with their health and it also showed their concern on the health from the study.

Conclusion

The major objective of the study was to analyze the factors influencing consumer purchase decision for non-durables. Consumers are influenced by different factors in their purchase decisions for products to meeting the requirements.

The research found that people were aware about the brand and the quality of the product. The findings showed perceived quality is the most important factor affecting consumer purchase intention.

The finding of this study is consistent with Iza, Syamsun & Najib (2016) who studied the effect of brand awareness and image on consumer perceived quality and purchase intention. The study found that brand awareness affects brand image, brand image affects perceived quality and perceived quality affects consumer purchase intention for both brand Coca-cola and Big-cola. This study is also consistent with Perrera & Dissanayak (2013), who measured the impact of brand awareness, brand association and brand perceived quality of female consumer's purchase decision of foreign make up products. The study revealed that there was a significant relationship between brand awareness, brand association and brand perceived quality on female consumer's buying decision for foreign make up products and these factors highly impact on female consumer's buying decision.

It can be concluded that perceived quality plays a crucial role in buying behavior. Consumers buy products on the basis of quality and consistency of the product quality which should be maintained by the marketers. The study also can be concluded that age and income level of

the respondents were not the important factor in purchasing decisions. The data showed that there was no significant relationship of consumer purchase decisions with age and income level. This study was based on consumer buying behavior on non-durable goods which are frequently purchased and consumed and these goods are required for them to satisfy their day to day needs. So, income level and age do not influence on consumer purchase decisions.

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