

Understanding Consumer Choices for Innovative Electronics in Kathmandu

Author

Rojina Shrestha
Lincoln University College, Malaysia.
Email: shrestharojina721@gmail.com
ORCID: 0009-0000-2150-2665

Corresponding author

Kiran Shrestha
Lecturer, Department of Economics,
Padmakanya Multiple Campus, TU,
Email: kiran.shrestha@pgc.tu.edu.np
ORCID: 0009-0003-6210-1923

Co-author

Pramod Pyara Shrestha
Department of Economics,
Padmakanya Multiple Campus, TU
Email: nispramod@gmail.com
ORCID ID: 0009-0008-9688-3413

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Abstract

Innovative electronic devices—from smartphones to smart watches—have become a regular part of life for people in cities like Kathmandu. As technology evolves, so do consumer expectations, making it more important than ever for businesses to understand the key determinants influencing consumer purchasing decisions. This study examines the key factors that shape consumer behavior when purchasing innovative electronic devices in Kathmandu Metropolitan City. Drawing on survey data from local consumers, the research looks closely at how price, accessibility, customer experience, and product features affect their choices. The findings indicate that product and service offerings play a significant role in shaping purchase behavior; while traditional factors such as price, convenience, and customer experience do not exert a direct influence in the Kathmandu context. The study offers useful insights for marketers, retailers, and product developers who want to connect better with today's tech-savvy, value-driven consumers in urban Nepal.

Keywords: *Consumer buying behavior, innovative electronic devices, price sensitivity, customer experience, digital marketing*

Introduction

In today's world, digital technologies are not just tools — they are an essential part of how people live, work, and connect with one another. Over the years, we've moved from relying on desktop computers for basic internet access to using smart devices like smartphones, tablets, wearables, and even voice-controlled home automation systems. This transformation has changed how we communicate, make decisions, and interact with the world around us.

As people's lifestyles evolve, so do their expectations. To keep up, tech companies are constantly introducing new and more advanced products. But bringing innovative gadgets to market is no longer enough. What really matters now is understanding what influences a consumer's decision to buy — a process that is often complex and deeply personal (Kiafar, 2013). This is especially true in a country

like Nepal, where both economic realities and social trends shape how people view and adopt new technologies.

In Kathmandu Metropolitan City, digital awareness is growing fast, and so is access to e-commerce. Consumers increasingly have greater access to explore electronic products online, compare features, read reviews, and weigh their options. But while innovation is attractive, consumers are also looking at other key factors — like price, value for money, convenience, and customer service. Research shows that for many young buyers in Kathmandu, the cost of a product plays a huge role in whether they decide to purchase it or not (Rai et al., 2023; Manandhar, 2022).

At the same time, easy access to products — especially through online shopping — and effective digital marketing are shaping buying habits. Businesses that use targeted and engaging online campaigns are more likely to catch consumers' attention and influence their decisions (Journal & Management, 2024).

Another important factor is the customer experience. How a company treats its customers — from the first inquiry to post-purchase support — can make or break the relationship. When buyers feel heard, supported, and valued, they're more likely to return and recommend the brand to others. On the flip side, bad service can turn them away, even if the product is good (Kushwaha et al., 2022).

Product quality and features also matter. Consumers in Kathmandu, especially the younger generation, are drawn to products that combine innovation with practicality. Things like design, usability, warranties, and after-sales support all contribute to their decision-making (Rai, 2021; Manandhar, 2022).

Despite all these known factors, many businesses in Kathmandu are still struggling to fully understand what their customers really want. This gap often leads to missed opportunities, poor customer retention, and less effective marketing. That's why this study aims to dig deeper into the factors that influence consumer buying behavior — to help businesses make smarter decisions and better serve the evolving needs of their market.

Research Objectives

- a. To identify and analyze the key factors—such as price, convenience, customer experience, and product features—that influence consumer buying behavior for innovative electronic devices in Kathmandu.
- b. To provide practical insights that help businesses better align their marketing, pricing, and service strategies with consumer expectations in the local market.

Literature Review

Understanding consumer buying behavior in the electronics market requires a comprehensive examination of multiple factors, including social, cultural, economic, and psychological influences. Several recent studies provide valuable insights into these determinants across different South Asian contexts.

Lamichhane and Adhikari (2024) investigated the factors influencing smartphone purchasing decisions in Nepal, focusing on social, cultural, personal, psychological factors, brand perception, price, and consumption values. Their study involved a structured survey of 143 smartphone users from diverse demographic and financial backgrounds. The results offered nuanced insights into consumer preferences and decision-making processes, enabling smartphone manufacturers to better understand market trends in Nepal.

Another study (Author names missing, 2023) examined how demographic factors impact purchasing decisions by comparing consumer preferences between Panasonic and competing brands. Data collected from 200 respondents through random and convenience sampling revealed that brand perception, product quality, pricing, and after-sales service significantly affect buying behavior. Notably, higher-income consumers tended to prefer premium products, and a strong relationship was observed between after-sales service and brand loyalty. These findings highlight the importance of pricing strategies, product durability, and brand reputation in shaping consumer choices and improving customer satisfaction.

Kushwaha et al. (2022) explored the buying behavior of electronic product consumers in Gadhimai Municipality, Nepal. Surveying 163 respondents over the age of 20, the study identified social influences such as family and peer opinions, as well as personal factors like income and lifestyle, as significant in decision-making. While product quality, service, and durability were found to strongly influence purchases, price was surprisingly not a major factor in this semi-urban context. The authors recommended that marketers focus on product availability and leverage social and personal factors to enhance customer loyalty.

In a broader South Asian context, Sobti et al. (2021) examined consumer behavior towards electronic goods in four major Indian cities. Surveying 421 respondents, the study found that quality, brand reputation, product features, and advertising greatly influenced buying decisions. Consumers preferred retailers offering competitive pricing, expert assistance, and promotional offers. Significant associations were observed between gender and product preferences, as well as between retail store selection and buying behavior. The study concluded that effective advertising and pricing models are essential for retailers seeking a competitive advantage.

Neckel and Boeing (2017) investigated consumer innovativeness and its effect on the adoption of online-purchased electronics. Analyzing responses from 448 consumers, they found that innovativeness, self-concept, product design, and perceived benefits played key roles in purchase decisions. Consumers prioritized functional benefits over symbolic value, and risk perception notably impacted online buying behavior. The study suggested that marketing efforts should focus on tangible benefits and risk mitigation to encourage adoption.

Lastly, Ravikanth and Rao (2016) studied the Indian electronics market, emphasizing the growing demand driven by rising disposable incomes and easier access to credit. Their research identified

affordability, brand reputation, and product features as key factors influencing consumer choices, particularly for televisions and mobile phones. The study underscored the need for businesses to understand consumer attitudes and tailor their strategies to a rapidly evolving market.

Collectively, these studies underline that while price and brand reputation remain important, factors such as customer experience, social influence, product features, and accessibility also significantly shape consumer buying behavior in the electronics sector across South Asia. This literature forms the foundation for examining these dynamics within Kathmandu's unique market context.

Theoretical Framework and Conceptual Model

The study is based on Technology Acceptance Model (TAM) which considers perceived usefulness and perceived ease of use as two main factors in accepting or rejecting any technology (Davis, 1989).

The construct 'Product and Service Offerings' is used to operationalize 'Perceived Usefulness. The indicator variables used are functional value, innovation, warranty, and service reliability which reflect the extent to which the product enhances consumers' utility and performance.

Similarly the construct 'Convenience and Accessibility' is used to measure 'Perceived Ease of Use'. The indicator variables for the construct are preference for nearby stores, influence of home delivery availability, impact of flexible return/exchange policies and willingness to pay more for early access to new technology reflecting consumers' demand for ease, speed, and location-based convenience in their purchasing experience

The study also draws on the Diffusion of Innovations Theory (Rogers, 1995) which emphasizes innovation characteristics and social influences and Ajzen's Theory of Planned Behavior (1991) which suggests that individuals' behavior is driven by behavioral intention which in turn is influenced by the main three factors, attitude, social influence and perceived control.

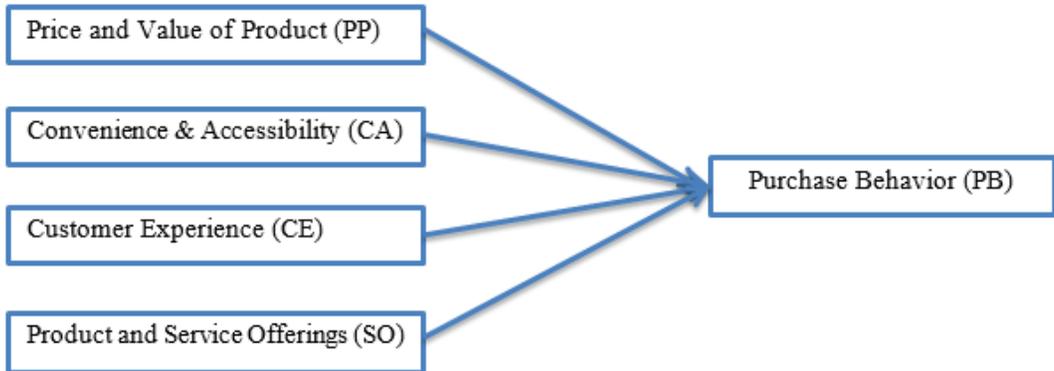
'Behavioral intentions' in the study is measured by the construct variable 'Customer Experience'. The study uses indicator variables like staffs knowledge, technical support, warranties, and pre-purchase interactions to measure the construct. Additionally, Product Price and Value is considered an external factor that affects consumers' perceived value, aligning with TAM extensions that integrate economic considerations into technology adoption decisions.

Based on the above theoretical foundation the independent variables that influence the dependent variable, 'Purchase Behavior' are;

1. Product Price and Value
2. Convenience and Accessibility
3. Customer Experience
4. Product and Service Offerings

Figure 1: illustrates the conceptual framework developed for this study.

Figure 1: *Conceptual Framework of the Study*



(Source: Survey 2025)

Methodology

This study employed a quantitative research design to investigate the factors influencing consumer buying behavior of innovative electronic devices in Kathmandu Metropolitan City. A cross-sectional survey was conducted to gather data from consumers actively purchasing such products.

A structured questionnaire, adapted from prior studies, was used to collect data on key variables such as price, value, convenience, customer experience, and product offerings. The study surveyed consumers in Kathmandu Metropolitan City who had purchased or intended to purchase innovative electronic devices. Using convenience and purposive sampling, 209 respondents were selected from diverse demographics through face-to-face and online surveys conducted over one month.

Variable Descriptions

- Product Price and Value
- Convenience and Accessibility
- Customer Experience
- Product Service and Offerings

Before analysis, the responses were checked carefully. Incomplete questionnaires were removed, and small missing values were adjusted. Outliers or unusual answers were reviewed and corrected. Some items that were negatively worded were reverse-coded. Finally, all data were organized and coded properly so they could be used for analysis in SmartPLS 4.

Analysis and Result

To better understand what influences consumers when buying innovative electronic devices, this

study analyzed responses from 209 participants using both descriptive and inferential statistics. The process included testing for reliability and validity, examining basic patterns in the data, and applying Structural Equation Modeling (SEM) through SmartPLS 4 to explore deeper relationships between variables.

To ensure the questionnaire accurately captured the intended concepts, reliability and validity checks were conducted using Cronbach's alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). Most constructs performed well, with values above the generally accepted thresholds (CR > .70, AVE > .50). However, "Convenience and Accessibility" and "Purchase Behavior" had slightly lower alpha values, hinting at potential for refinement.

Discriminant validity—tested through the Fornell-Larcker Criterion and Heterotrait-Monotrait (HTMT) ratio—suggested that the constructs were distinct from each other. Still, some overlap was observed between "Customer Experience" and "Product and Service Offerings."

Descriptive Findings

Among respondents, 64.1% were male and 74.2% were aged between 21 and 40. About 25.8% had a monthly income above NPR 50,000, and nearly half (45.9%) listed their occupation as "Other." When it came to what mattered most in their purchasing decisions, people prioritized return/exchange policies (63%), post-sale services (68%), and devices with the latest features (60%). Price comparisons, knowledgeable staff, and home delivery services also played a meaningful role.

Overall, the data showed moderate levels of agreement with key statements, with average ratings mostly falling between 3.0 and 3.8 on a 5-point scale. Skewness and kurtosis measures indicated a near-normal distribution, making the data suitable for further statistical testing.

Structural Equation Modeling (SEM) and Inferential Statistics

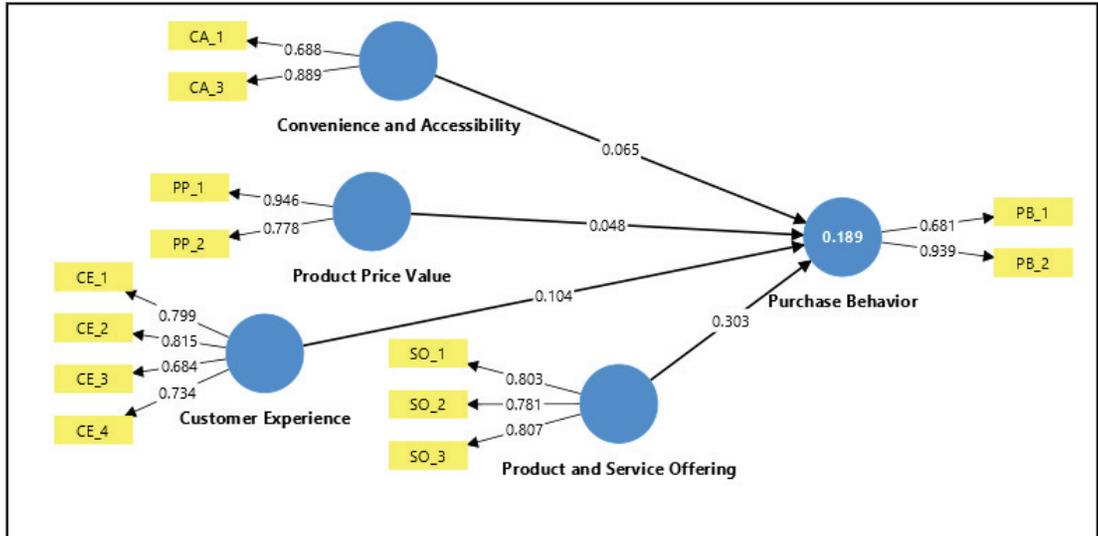
Multicollinearity Check (VIF)

None of the variables showed multicollinearity issues, as all Variance Inflation Factor (VIF) scores were below the commonly accepted limit of 5.0.

Measurement Model Evaluation

This section examines the reliability and validity of the measurement model through several key indicators, including outer loadings, Average Variance Extracted (AVE), Composite Reliability (CR), and the Heterotrait-Monotrait Ratio (HTMT). These metrics collectively assess the extent to which the constructs demonstrate internal consistency, convergent validity, and discriminant validity, thereby ensuring the robustness of the measurement framework.

Figure 2: Graphical Representation of Outer Loading, Path Coefficient and R-square of Constructs



Source: Author's Calculation

The figure presents a comprehensive graphical depiction of the structural equation model, highlighting the outer loadings, path coefficients, and R-square values for each construct. This path diagram serves as an analytical tool that visually integrates both the measurement and structural components of the model, thereby facilitating a clearer interpretation of the relationships among constructs and the explanatory power of the model. The visualization enhances conceptual understanding by illustrating the magnitude of indicator contributions and the direct effects within the structural paths.

Constructs and Indicators

The measurement model consists of five latent constructs: Product Price and Value (PP), Convenience and Accessibility (CA), Customer Experience (CE), Product and Service Offerings (SO), and Purchase Behavior (PB). Each construct is represented by multiple reflective indicators, with outer loadings indicating the strength of each indicator's contribution to its underlying construct.

Product Price and Value (PP) is measured by PP_1 and PP_2, which load at 0.946 and 0.778, reflecting a strong representation of the construct. Convenience and Accessibility (CA) is captured by CA_1 and CA_3, with loadings of 0.688 and 0.889; while CA_1 is slightly below the preferred threshold, both indicators are acceptable in an exploratory context. Customer Experience (CE) comprises four indicators (CE_1–CE_4) with loadings ranging from 0.684 to 0.815, demonstrating moderate to strong associations. Product and Service Offerings (SO) is represented by SO_1 to SO_3, all exceeding the recommended 0.70 threshold (0.781–0.807). Purchase Behavior (PB), the dependent construct, is measured by PB_1 and PB_2, with loadings of 0.681 and 0.939, indicating a particularly strong contribution from PB_2. Overall, the indicators exhibit satisfactory performance in representing their respective constructs.

Outer Loadings

Outer loadings evaluate how well each indicator represents its corresponding latent construct in a structural equation model. Loadings above 0.70 are considered indicative of strong indicator reliability, whereas values between 0.50 and 0.70 may be acceptable in exploratory studies if supported by the rationale.

In the present study, all indicators satisfy these criteria, confirming the reliability of the measurement model. For instance, the very high loading of PP_1 (0.946) demonstrates a strong association with the Product Price and Value construct. The other indicators also fall within acceptable ranges, supporting their inclusion and providing evidence of convergent validity across the constructs.

Although some indicators had outer loadings slightly below the recommended 0.70 threshold, they were retained because of their strong theoretical importance and satisfactory composite reliability. Following PLS-SEM guidelines, indicators with loadings between 0.50 and 0.70 can be kept in exploratory research if they meaningfully support content validity and do not undermine the reliability of the construct.

Path Coefficient Analysis

Out of four independent variables—Convenience and Accessibility (CA), Customer Experience (CE), Product Price and Value (PP), and Product and Service Offerings (SO)—only SO significantly influenced Purchase Behavior (PB) ($\beta = .303$, $p = .004$). The other three had p-values above .05, indicating no statistically significant effect.

Explained Variance (R^2) and Adjusted Coefficient of Determinant

The model explained 18.9% of the variation in Purchase Behavior ($R^2 = .189$). While this is a modest amount, it suggests that other unmeasured variables might also influence consumer decisions.

Hypothesis Testing Summary

Table 1: *Hypothesis Testing*

Hypothesis	Description	P-value	Result
H1	CA significantly influences PB	.253	Rejected
H2	CE significantly influences PB	.156	Rejected
H3	PP significantly influences PB	.268	Rejected
H4	SO significantly influences PB	.004	Accepted

Only the fourth hypothesis (H4) was supported by the data, showing that product and service offerings play a meaningful role in shaping purchasing decisions. The remaining hypotheses were rejected, implying that price, convenience, and experience alone may not directly drive buying behavior.

Discussion and Implications

The findings of this study indicate that product and service offerings are the only significant predictors of purchase behavior for innovative electronic devices in Kathmandu. This suggests that consumers place higher importance on the functional value of a device—such as features, durability, warranty coverage, and after-sales support—compared to traditional determinants like price, convenience, or customer experience. Buyers appear willing to tolerate slightly higher prices or minor inconveniences if the product provides strong long-term value. In a market where technological awareness is increasing, consumers make more rational and informed decisions, preferring devices that feel reliable and future-ready.

These results carry practical implications for businesses. Retailers and marketers should focus on clearly communicating product features, demonstrating long-term value, and strengthening after-sales services to build consumer trust. Rather than competing primarily on discounts or promotions, businesses can benefit more from enhancing service quality, warranty assurance, and technical support. Manufacturers can also leverage these insights by emphasizing innovation and ensuring that service centers are accessible and reliable across Kathmandu.

Finally, the study highlights opportunities for future research. Since the model explains only part of consumer behavior, additional factors—such as brand loyalty, peer recommendations, online reviews, environmental preferences, and emotional or lifestyle alignment—should be explored to gain a fuller understanding of buying patterns in Nepal. Policymakers can also support the market by promoting consumer protection and ensuring transparency in warranty and repair standards, contributing to a healthier and more trustworthy electronics marketplace.

Discussion of Unexpected and Non-significant Findings

The finding suggests that Product Price and Value, Convenience and Accessibility, and Customer Experience did not have a significant effect on the purchase behavior of innovative electronic devices in Kathmandu. These factors, according to the existing literatures, were typically identified as the key factors that drive consumer decisions.

Firstly, the non-significance of product price and value could suggest that people of Kathmandu may see benefits over the price. It may also suggest intertemporal choices due to the availability of financing or availability of installment payment option. In the digital era innovative devices are also seen as a necessity rather than luxury which may also lead consumer to focus on long-term benefits of innovative electronic devices over initial costs. This trend aligns with studies from semi-urban Nepal, where price was also found to have limited influence (Kushwaha et al., 2022).

Secondly the indirect effect of convenience and accessibility on purchase behavior may lead to non-significant effect of convenience and accessibility. It indirectly affects buying behavior through

perceived value and satisfaction. Evidence shows that consumer satisfaction is a key driver for future purchase intention and convenience strongly affects consumer satisfaction (Sapkota & Adhikari, 2024). It may also reflect the standardization of retail channels in Kathmandu. The widespread presence of, has reduced differences in convenience across sellers. Consequently, convenience is now more of a baseline expectation as both physical electronics stores and expanding e-commerce platforms, along with home delivery services.

Third the non-significance of customer experience may suggest the influence of omitted variables like situational and psychological factors like innovation attributes, subjective norms, trust, lifestyle (Zhao, Xu, & Xu, 2023). It may also be partly due to overlap with product and service offerings. Consumers may perceive service quality, after-sales support, and staff interactions as inherent to the product itself rather than as separate influences. This case could be supported by our discriminant validity analysis which indicated some correlation between these constructs. As a result, the effect of customer experience may be indirectly captured through the significant impact of product and service offerings.

The findings aligns with extension of the Technology Acceptance Model which states that perceived usefulness rather than external or contextual factors in the digitally literate markets is a stronger predictor of technology adoption. Similarly consumers of Kathmandu seem to focus on devices with superior features, reliable after-sales support rather than price and convenience in deciding final purchase.

Overall, the non-significant relationships observed in this study underscore the importance of contextual factors in consumer behavior.

Limitations and Future Research

Even if the power of the model as expressed by R^2 of 0.189 is modest it is consistent with prior studies grounded in the Technology Acceptance Model, Theory of Planned Behaviour, and Diffusion of Innovations theory. As acknowledged by these studies, technology adoption does not only depend on functional and economic factors but is also shaped by attitudinal, social and psychological forces. Thus, addressing these attributes may further enhance the explanatory power of the model.

The generalizability of findings is limited as the study is solely conducted on the consumers of Kathmandu Metropolitan City. Further the study used convenience and purposive sampling. The purchasing power, technology access and consumer preferences may differ across regions so further studies can expand the geographic scope and employ probability based sampling to enhance the external validity and allow for comparative analysis.

Conclusion

This study set out to understand what really influences people in Kathmandu when they buy innovative electronic devices. By analyzing the responses of 209 consumers using Structural Equation

Modeling (SEM), the research gives a clearer picture of how buyers make decisions in a fast-growing, tech-focused market.

The findings show that product and service offerings—things like useful features, durability, warranties, and after-sales support—are the main factors that drive purchase decisions. Surprisingly, price, convenience, and overall customer experience did not directly impact buying behavior. This suggests a shift toward more deliberate and value-oriented purchasing behavior. Instead of being swayed by low prices or quick access, they are looking for products that will last and give them good long-term value.

For businesses, this means that competing on discounts or promotions is not enough. To stand out, companies should focus on clearly communicating what their products offer, investing in reliable after-sales service, and showing customers why their devices are worth the investment.

Although the model explains part of consumer behavior, it also shows that other factors—such as brand loyalty, recommendations from friends, online reviews, or even environmental concerns—may play an important role. Future studies that look at these aspects can help create a more complete understanding of consumer choices in Nepal's growing electronics market.

Overall, this study contributes to the existing literature by understanding of how people in urban Nepal make technology-related decisions. It highlights the importance of strong product value and dependable service, offering useful guidance for businesses hoping to meet the expectations of today's well-informed and value-conscious consumers in Kathmandu.

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