

# Mapping The Antecedents of Consumer Buying Behaviour in The Consumer Electronics Industry: A Review Framework

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**Abstract**—Understanding consumer purchase behaviour toward consumer electronic products such as mobile phones, laptops, and appliances is important due to the market's competitive, rapidly evolving, and essential nature in everyday life. Existing research indicates that purchase decisions are influenced by multiple interacting factors, highlighting the need for a comprehensive review of prior studies. This study provides a comprehensive overview of the literature studied from 2015 to 2025. This study tries to understand what research has already been done in this area and what factors affect offline shopping and online shopping towards Consumer Electronics. This study identified the main drivers that affect consumers' decision for buying consumer electronics. These are product-value factors, technology-related factors, social and marketing factors, perceived risk, and Service & experience-related factors. Demographic variables show inconsistent and limited impact. Based on the identified factors, a conceptual model is proposed for empirical testing in future studies. This secondary research is going to be useful for the sellers to understand how consumers behave in this sector. So, they can frame policies accordingly for marketing their brands.

**Index Terms**—Consumer Electronics, Purchase Decision-Making, Antecedents affecting buying behaviour, Purchase Intention, Comprehensive review

## I. INTRODUCTION

The study of consumer behaviour in this ever-changing industry is critical because it not only demonstrates the complex relationship between people and technology but also determines the direction of market trends.(Dr. Abirany & Antony, 2024). Factors that affect the consumer decision process are personality, motives, perception, ability and knowledge attitudes, lifestyles, social factors, opinion

leaders, roles and family influences, reference groups, social class, culture and sub-culture (Ihechu, I. P., Madu, et al.,2022). The electronics market is very dynamic and requires high involvement of consumers. Purchasing an inappropriate model usually entails considerable financial losses for the consumer as well as emotional stress to the buyer due to one's varying levels of involvement.(Szopiński et al., 2020) To a great extent, the choice between online and offline channels is determined by the qualities of the products that are sought, the frequency of purchasing them, and the pace of technological changes that the needed goods undergo. The key factor that determines choosing between an online and offline channel during the stage of seeking information and making a purchase is the type of product (Dr. Saluja Rimpi et al., 2018). As there are diverse factors that affect buying behaviour and many studies available in this field, we need to understand the most significant factors playing their role. So, this research seeks to understand how the Consumer's decision-making is affected for Consumer electronics.

The market for consumer durables consists of two types: consumer electronics, also called brown goods (television, digital camera, audio-video equipment, computers, electronic accessories, etc.), and consumer appliances or white goods (air conditioner, refrigerator, microwave oven, etc.). Consumer electronics is a type of product category. Selecting the type of product category is deliberate and is based on three assumptions: first, that the purchase is infrequent but priced (short product life cycle and expensive/costly); second, that the purchase is high involvement (dissatisfaction leads to great financial

loss); third, that the variety of the consumer’s technical competencies is more relevant in the case of consumer electronics than in the case of the other types of product categories. (Nigam, 2018)

II. LITERATURE REVIEW

A detailed review of the previous 15-year studies has been undertaken to understand the current scenario regarding research on factors affecting consumer buying behaviour of electronic products.

Table 1

Sr. No.	Author, Year	Title	Factors Identified
1	(Shrestha et al., 2025)	Understanding Consumer Choices for Innovative Electronics in Kathmandu	Product and Service offerings, Price and Value of product, and Customer experience
2	(Gobbilla & Sanjana, 2025)	A study on analyzing the impact of demographic factors on the purchasing decisions of consumers at Bajaj Electronics	Demographic variables (such as age, gender, income, education, occupation), Brand Reputation, Price, Product Specification, Warranty & After Sales Service, Recommendation from Peers
3		Managing Social Media Marketing Variables and Consumer Purchase of Electronics Products in Anambra State, Nigeria	Social media marketing variables and consumer purchase of e-product
4	(Dr. Abirany & Antony, 2024)	Understanding Consumer Behavior in the Electronics Industry: A Comprehensive Review	Discount, disposable income, Brand trust, Price, product's quality, and functionality
5	(Dangol et al., 2024)	Effect of social media on Consumer Buying Behavior in the Electronics Market	Psychographic factors, Advertising Strategies, Social Media Engagement Metrics, Influence of social media influencers and celebrities
6	(Makwana et al., 2024)	A Survey on Comparative Study of Customer Behaviour in Online and Offline Purchase of Electronic Items in Ahmedabad	Age, Convenience, Comparison
7	(Ngomthi & Mbukanma, 2024)	Consumer Behavioural Model and the Mediating Role of Branding Concept on Consumer Willingness to Purchase Electronics Products	Individual factors - Perception, Motivation, Learning, Value, Beliefs, Attitude, Personality and Lifestyle, social factors - Culture, Reference groups, Opinion leaders, Family and Social Class and Purchase situation - Purchase reason, Purchase time, and Physical surroundings
8	(Majeed et al., 2024)	Salesforce Social Media Use, Adaptive Selling Behaviour and Consumer Outcomes in Consumer Electronics: An Emerging Market Perspective	Social media use, Salesforce adaptive selling behavior
9	(Duy Hung et al., 2024)	Switching intention to online channel in Vietnam– A case study of consumer electronics goods	Perceived risk, switching attitude, and Buying habits at traditional stores

10	(Kumar et al., 2023)	Impact of online advertising on consumer buying behavior with special reference to electronics industry in Delhi-NCR	Price, Brand, Service, Durability, Types of Ads, Personal experience, New Technology, Recommendation
11	(Vidani et al., 2023)	Exploring the Factors Influencing Consumer Buying Behaviour of LG Products: A Comprehensive Study	Brand Image, product quality, Price
12	(Ihechu et al., 2022)	Social Media Advertising and the Buying Behavior of Electronics Product Consumers in South-East Nigeria	Social media advertising
13	(Dhivya et al., 2022)	An Analysis of Consumer Electronics Products to Determine the Impact of Digital Marketing on Customer Purchasing Behaviour	Digital Marketing and Consumer Buying Behaviour
14	(Bulsara & Vaghela, 2022)	Millennials' Online Purchase Intention Towards Consumer Electronics: Empirical Evidence from India	Perceived Risk, E-Service Quality, Subjective Norms
15	(Chidume Anetoh et al., 2021)	Enablers of Online Shopping Behaviour: Evidence from Electronics Consumers in Anambra State of Nigeria	Attitude, Social influence, Trust, Experience, and Purchase intention
16	(Bulsara et al., 2020)	Examination of Online Purchase Intention towards Consumer Electronics Products	Perceived Usefulness, Perceived Ease of Use, Perceived Behavioral Control, Service Quality, Trust, Perceived Risk, and Subjective Norms
17	(Szopiński et al., 2020)	Cross-channel information search and patterns of consumer electronics purchasing	Customer traits: Age, gender, technical skills, technical education
18	(Bulsara & Vaghela, 2020a)	Online Shopping Intention for Consumer Electronics Products: A Literature Review and Conceptual Model	Trust, Subjective norms, E-shopping quality, Perceived enjoyment, Perceived risk, Perceived behavioral control, Perceived ease of use, Perceived usefulness,
19	(Bulsara & Vaghela, 2020b)	Understanding the Role of Trust in Online Shopping Intention for Consumer Electronics Products	Trust, Perceived ease of use, Perceived usefulness
20	(Pawar et al., 2020)	Analyzing the Dynamic Behaviour towards Electronic Goods: The Consumer and Sellers Perspective	Consumer-side variables: Information sources, Product attributes, Advertisement media Dealer-side variables: Sales strategies, Advertisement media, Availability of trained staff and after-sales service, Brand preference for selling
21	(Inkaew & Huang, 2019)	Exploring Consumer Behavior of Thai Millennials Towards Buying Consumer Electronics Online	Perceived ease of use, perceived usability, perceived transaction privacy and security, need for touch and electronic word of mouth
22	(Kaushik, 2019)	Influence of Digital Marketing on Consumer Buying Behaviour for	Search Engine Marketing, Content Marketing, Online PR, Social Media

		Electronic Products: An Empirical Study of Indian Urban Consumers	Marketing, Affiliate Marketing, and Email Marketing
23	(Rana Jyoti & Jha Priti, 2018)	Factors Influencing Consumer Buying-Behaviour Towards Durable (White) Products	Purchase Initiator, Search Information, Product Attributes
24	(Mehta & Chugan, 2018)	Impact of Visual Merchandising on Consumer Perception of Electronics Products and Usage of Technology	Window Display, Store Front, Shelf Display, Wall Mount Display, Counter Top Display, Signages or graphics, Electronics Center Racks, Store Atmospherics
25	(Fernandes & Panda, 2018)	Social Reference Group Influence on Women Buying Behaviour: A Review	Informational reference group, Utilitarian reference group and Value-expressive reference group
26	(Dasgupta & Dutta, 2017)	Understanding Online Consumer Purchase Behaviour for Varied Consumer Clusters for Electronics Brands in India	Demographic variable- Age group, social media marketing and Consumer buying behaviour
27	(Kumarapeli, 2017)	The Impact of Brand Loyalty on Buying Behavior of Consumers: An Examination of Consumer Electronics	Brand Loyalty - Brand Awareness, Brand Image, Perceived Quality, Company Reputation
28	(Ravikanth & Rao, 2016)	Buying Behavior of Electronic Products in Andhra Pradesh – A Study of Selected Electronic Consumer Products	Willingness to visit store, Type of store visited, Willingness to purchase in the first visit, Distance travelled to store, Preferred product features, Purchase destination, Time spent, Family decision-maker, Source of awareness, Influence of promotional campaigns, Brand preference, Price perception, Expected innovative features
29	(Chander & Raza, 2015)	Consumer Buying Behaviour: A Comparative Study of Male and Female Users of Electronics	Demographic variable - Gender, Source of information, Tangible aspects - Price, Aesthetics, Brand image, Functionality, Intangible aspects - Promotion, Re-sale, After-sales services
30	(Khyzer Bin Dost & Abdul Rehman Professor, 2015)	Online Shopping Trends and its effects on Consumer Buying Behavior: A Case Study of Young Generation of Pakistan	Trust, Time, Product variety, Convenience and Privacy
31	(Si & Kapoor, 2014)	Impact of Branding Strategies on Consumer Buying Behavior in FMCD Industry	Branding strategies (advertisements, celebrity endorsements, brand extensions, umbrella branding, private labels, etc.)
32	(Singh & Singh, 2014)	A cross-sectional study of online shopping behavior trends of electronics in UAE: A case of Ajman	Easiness and Fun, Price analysis, Happy shopping, Product trust, Value for Money

### III. RESEARCH METHODOLOGY:

The study is based on data derived from previously published research, constituting a secondary data source. A literature search was conducted for the past

15 years of studies on consumer buying behavior in electronic products. The search string followed: “Electronics AND Consumer buying behaviour” in an academic database. The review of 32 studies reveals a clear hierarchical structure of determinants

influencing consumer buying behaviour in the ever-changing field of consumer electronics.

#### IV. DISCUSSION AND FINDINGS

The study reveals a number of trends that consistently affect the purchasing decisions of consumer electronics. It also discusses alongside critical research gaps that warrant further investigation. The literature identified the main driving factors that affect consumer buying behaviour towards electronic products. The identified factors are: product-value factors, technology-related factors, social and marketing influences, perceived risk, and Service and experience-related factors. Demographic variables such as age, gender, and education show inconsistent and limited impact on purchasing behavior, suggesting that today's online shoppers are primarily motivated by values rather than demographic characteristics. (Gobbilla & Sanjana, 2025).

These factors are explained in detail below:

##### A. Product Value Factors:

At the base of the hierarchy, the product value factors of price, quality, and brand image are found to be the most dominant and significant determinants of consumer buying behavior. Consumers are found to be highly sensitive to value, where quality and functionality of a product are expected to match the price, and brand image helps reduce uncertainty and increase perceptions of reliability. The combination of these factors appears to be the primary decision factor, and a number of studies also found that consumers are willing to switch brands if value perceptions are high. (Singh & Singh, 2014), (Dr. Abirany & Antony, 2024), (Shrestha et al., 2025), (Kumar et al., 2023).

##### B. Technology-mediated behavioral factors:

The next level of determinants consists of technology-mediated behavioral factors, where trust, perceived usefulness, ease of use, and convenience are found to be significant determinants of consumer buying behavior, especially for online purchases. Ease of use and usefulness are found to be the most dominant determinants of online purchase intentions, and trust appears to be a central mediator for service quality and perceptions of risk. (Bulsara & Vaghela, 2020b)

##### C. Social and Marketing factors:

A third set of factors relates to social and marketing factors, including social media engagement, e-word-of-mouth, advertisement exposure, and reference group influence. These factors are seen to have a significant influence on the awareness, attitude, and evaluation stages of the buying decision, though the influence on the final buying decision itself is less consistent. (Fernandes & Panda, 2018), (Majeed et al., 2024), (Yuan et al., 2025)

##### D. Perceived risk,

as a factor shows mixed results. Traditionally, it is seen as a hindrance, though studies show that it does not affect the buying decision if there are high levels of trust and service quality. (Duy Hung et al., 2024)

##### E. Service and Experience related factors:

Service quality, customer experience, and after-sales service show a moderate level of influence, though this varies depending on the type of product. For instance, after-sales service shows minimal influence in the smartphone segment but is relevant for durable products such as home appliances. On the contrary, demographic factors such as age, gender, and education show a low and inconsistent relationship with buying behavior, suggesting that the electronic consumer of today is not demographic-driven but value-driven. (Bulsara & Vaghela, 2022)

#### V. LIMITATIONS & SCOPE FOR FUTURE RESEARCH

The consumer electronics field is highly complex, requiring significant consumer involvement and careful consideration before making purchasing decisions. A notable theoretical paradox exists in the current literature concerning the temporal valuation of after-sales services. While some studies suggest that after-sales services have a minimal impact on initial purchases, others identify "service quality" as a crucial factor influencing platform loyalty and brand switching. This indicates a cognitive disconnect between pre-purchase evaluation and post-purchase utility that has not been adequately theorized. Additionally, academic discussion on perceived risk is fragmented. Conflicting findings on its influence on trust and purchase intention suggest that existing models may be subject to aggregation bias.

Additionally, there is a need for a detailed analysis of how risk perception is moderated by specific product-related contextual factors, ranging from low-cost peripherals to high-end smart appliances. This requires a shift from general e-commerce models to behavior models for specific products. Further, the method of choice-based conjoint analysis or longitudinal research can be employed to identify the exact timing of the intervention of post-purchase support in the consumer decision process beyond initial brand heuristics. Moreover, a more complex understanding of risk perception in subgroups can be achieved by incorporating moderating factors such as Technological Readiness and sub-differentiating risks such as Platform Risk and Functional Product Risk.

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