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UNDERSTANDING PRIMARY FACTORS INFLUENCING CONSUMER RECEPTIVITY TOWARD ONLINE SALES CHANNELS BY TRADITIONAL HOME APPLIANCES

Project Report

Submitted By

ROSE THOMAS(Reg. No. SB22BMS025

Under the guidance of

Dr. SUNITHA T. R.

In partial fulfillment of the requirements for the award of the degree of

Bachelor of Management Studies (International Business)

ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

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March 2025

ST.TERESA'S COLLEGE (AUTONOMOUS) , ERNAKULAM, KOCHI - 682011

CERTIFICATE

This is to certify that the project report entitled, "Understanding primary factors influencing consumer receptivity toward online sales channels by traditional home appliance retailers", is a bonafide record submitted by Ms.Rose Thomas, Reg. No.SB22BMS025, in partial fulfillment of the requirements for the award of the Degree of Bachelor of Management Studies in International Business during the academic years 2022-2025.

Date :

Dr. Alphonsa Vijaya Joseph

PRINCIPAL

ST.TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM, KOCHI – 682011

CERTIFICATE

This is to certify that the project entitled "Understanding primary factors influencing consumer receptivity toward online sales channels by traditional home appliance retailers", has been successfully completed by Ms.Rose Thomas, Reg. No.SB22BMS025, in partial fulfillment of the requirements for the award of degree of Bachelor of Management Studies in International Business, under my guidance during the academic years 2022-2025.

Date :   **Dr. SUNITHA TR**

                                         INTERNAL FACULTY GUIDE

DECLARATION

I, **ROSE THOMAS, Reg. No.SB22BMS025**, *hereby declare that this project work entitled "Understanding primary factors influencing consumer receptivity toward online sales channels by traditional home appliance retailers" is my original work.*

I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.

Date: **ROSE THOMAS**

Reg.No.SB22BMS025

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ACKNOWLEDGMENT

First and foremost, I would like to thank God Almighty for giving me the strength, knowledge, ability, and opportunity to complete this project work successfully. I extend my sincere gratitude to the Directors of the college, **Rev. Dr. Sr. Francis Ann CSST** and **Rev. Sr. Tessa CSST**, the principal of the college, **Dr. Alphonsa Vijaya Joseph**, and all the faculty members of the Department of Management Studies for their overall guidance, inspiration, and suggestions throughout my project work.

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My acknowledgment would be incomplete without thanking my parents, other family members, friends, and everyone who has either directly or indirectly extended their support and guidance throughout the journey of making my research project a success.

ROSE THOMAS

EXECUTIVE SUMMARY

This research investigates the primary factors influencing consumer receptivity toward online sales channels offered by traditional home appliance retailers. With the rapid digital transformation in retail, understanding how consumers engage with online platforms has become essential for traditional retailers aiming to stay competitive.

The study focuses on key determinants such as brand salience, brand trust, brand quality, convenience, price perception, and product quality assurance, and how these factors influence consumers' purchasing behavior in a hybrid retail model that blends both offline and online experiences.

The research was conducted through a structured survey, gathering data from consumers with experience purchasing home appliances online. The results reveal that brand salience plays a significant role, as consumers are more receptive to brands they can easily recall and that stand out in the digital marketplace. Brand trust also emerged as a critical factor, influencing purchase intentions and loyalty by building confidence in product delivery and authenticity.

Perceived brand quality strongly impacts consumer choices, with customers valuing consistent product excellence across both physical and online stores. Convenience — defined by time-saving, accessibility, and ease of transaction — has a strong positive influence on consumer receptivity. Moreover, price perception and competitive pricing with transparent offers and discounts contribute significantly to consumer decisions. Product quality assurance, through return policies and guarantees, also enhances trust and purchase intention.

The findings emphasize that traditional home appliance retailers must strategically invest in strengthening their online presence by reinforcing brand recognition, building trust, maintaining quality, offering convenience, and ensuring transparent pricing and reliable product assurance. These efforts will not only improve consumer receptivity but also enhance brand loyalty in an increasingly competitive digital retail environment.

The study contributes to academic research on consumer behavior in hybrid retail models and provides practical insights for retailers transitioning to or expanding their digital sales channels.

CHAPTER -1

INTRODUCTION

1.1 INTRODUCTION TO STUDY

In an era marked by rapid technological advancement and shifting consumer preferences, traditional home appliance retailers are increasingly compelled to adapt their sales strategies to include online channels. The rise of e-commerce has transformed the retail landscape, presenting both opportunities and challenges for established brands. Understanding the primary factors influencing consumer receptivity toward these online sales channels is crucial for traditional retailers seeking to maintain their competitive edge. This research paper aims to explore the multifaceted dimensions of consumer receptivity in the context of online shopping for home appliances, focusing on the hybrid model that integrates both online and offline experiences.

Central to this investigation are several key factors that significantly impact consumer decision-making: brand salience, trust, loyalty, convenience and product quality assurance.

Brand salience is defined as "the awareness of the brand in the minds of consumers." Furthermore, brand salience can also be defined as "the propensity of the brand to be thought of by buyers (ie "stand out" from memory) in buying situations, with the aim to be remembered for the reasons intended rather than just achieve general awareness. ". So, it can be concluded that brand salience is the power of memory in individuals to remember the brand of a particular product, which is a consideration for individuals to buy the product **(Stella Lamlo,Frangky Selamat,2020)**.

Brand trust is the prevailing belief and assurance a particular customer may have in a brand. In this concern, it is evident that how individuals feel about the brand is critical and strongly influences a brand's overall reputation. In line with this, it can affect the bottom, like operational profits **(Rooney, 1995)**.

Brand quality is the "customer's perception of the overall quality or superiority of a product or service concerning its intended purpose, relative to alternatives." Brand quality can also be defined as "the consumer's judgment about a product's overall excellence or superiority. So, it is concluded that brand quality is the overall consumer perception or assessment of the

superiority of a product or service received that involves all elements both physical and non-physical**(Stella Lamlo,Frangky Selamat,2020).**

The term "convenience", in the context of online buying, means the ability to save time, to be able to purchase from anywhere and compare prices easily (**Al-Debei et al. 2015**; **Hung et al. 2014**; **Raman 2019**) Convenience is the key to online shopping success, and it is the reason for the recent and current market explosion in e-shopping. Online shopping allows customers to purchase stuff, when and where they want, using the payment method they prefer, and having the products and services delivered to their location (**Raman 2019**). According to **Kebah et al.** (**2019**), time-saving is crucial in all business operations, as clients prefer convenient alternatives to other time-consuming practices, where they can complete the purchases quickly and in the most comfortable method, by using internet platforms. The convenient concept includes time-saving, accessibility, availability, simplicity, affordably reduced purchasing anxiety, and enjoyable shopping (**Al Karim 2013**).

Quality is neither mind nor matter, but a third entity independent of two, even though quality cannot be defined, you know what it is. A key reason for the difficulty in defining quality is due to the different perspectives on quality rooted in different disciplines**(Garvin, 1984a; Golder et al., 2012)**. Every perspective on quality results in a different definition, e.g. the user-based approach says quality is the extent to which a product or service meets or exceeds customer expectations. In contrast, the manufacturing-based approach defines quality as conformance to design standards and specifications**(Garvin, 1988)**.

By examining these elements within the context of a hybrid retail model, this research seeks to provide valuable insights into how traditional home appliance retailers can effectively engage consumers in the digital marketplace. The findings will not only contribute to the academic discourse on consumer behavior and e-commerce but also offer practical implications for retailers aiming to enhance their online sales strategies. Ultimately, this study endeavors to bridge the gap between traditional retail practices and the evolving demands of the modern consumer, fostering a deeper understanding of the dynamics at play in the online sales environment.

1.2 STATEMENT OF PROBLEM

While the addition of an online channel offers opportunities to reach broader audiences and enhance customer convenience, it also risks disrupting traditional consumer perceptions, loyalty, and buying behavior. The expansion to online retail, especially in the home appliance sector, will hold greater significance only if it can cater to the needs of diverse consumer groups in an effective way. Achieving this requires a greater understanding of consumer behavior, which is influenced by factors like brand salience, product quality assurance. brand trust, convenience of purchase, and brand loyalty.

1.3 LITERATURE REVIEW

Sophia Mueller, George Belch, and Heather Honea(2019) examine the factors influencing consumer receptivity to foreign products within a globalized marketplace."Testing a Model of Consumer Purchase Receptivity Toward Foreign Products," Their research emphasizes the roles of perceived quality, brand familiarity, and cultural affinity, while also considering individual characteristics like ethnocentrism and openness to experience. By employing robust empirical methods, the study demonstrates that consumer receptivity is shaped by both objective product attributes and subjective perceptions, providing valuable insights for marketers seeking to enhance the appeal of foreign brands.

Ramesh Roshan Das Guru and Marcel Paulssen(2018) Geneva School of Economics and Management, University of Geneva,Geneva, Switzerland studied "Customers' Experienced Product Quality: Scale Development and Validation," focusing on the conceptualization and measurement of product quality from the consumer's perspective. The authors argue that traditional metrics often fail to capture the nuanced experiences of customers, leading to a gap in understanding how perceived quality influences purchasing behavior. The authors validate their scale using empirical data, demonstrating its effectiveness in capturing consumer perceptions across various product categories.

Jayesh P. Aagja, Toby Mammen, and Amit Saraswat (2011) studied, "Validating Service Convenience Scale and Profiling Customers: A Study in the Indian Retail Context," They explore the concept of service convenience and its influence on customer behavior in Indian retail. The authors develop and validate a comprehensive service convenience scale that encompasses dimensions such as access, transaction, and post-transaction convenience.

Through rigorous empirical analysis, the study confirms the scale's reliability and uses it to profile customer segments based on their convenience preferences.

Junhong Chu, Marta Arce-Urriza, Javier Cebollada, and Pradeep K. Chintagunta (2009) from Singapore studied,"Comparison of Household Shopping Behavior across Online and Offline Channels: Moderating Effects of Household and Product Characteristics," They investigate how household and product characteristics influence shopping behaviors in online versus offline channels. Utilizing a comprehensive analytical framework, the study reveals significant variations in consumer preferences based on demographic factors, household size, and income, as well as product attributes like price sensitivity and perceived quality.

Stella Lamlo and Frangky Selamat (2020) from the Management Department, Faculty of Economics & Business, Universitas Tarumanagara, Jakarta, Indonesia studied "Brand Salience, Brand Association, Brand Quality, and Brand Value to Predict Brand Loyalty Among the Tourists of Mount Bromo, East Java, Indonesia," They examine the factors influencing brand loyalty in tourism. The study finds that brand salience significantly affects brand associations, which enhance perceived brand quality and value, ultimately fostering stronger loyalty among tourists. These insights underscore the importance of managing brand attributes effectively to improve visitor engagement and retention in the competitive tourism sector.

Sarah S. Al Hamli 1 **and Abu El Nasr E. Sobaih(2023)** from Management Department, College of Business Administration, King Faisal University, Al-Ahsa 31982, Saudi Arabia studied, the Factors Influencing Consumer Behavior towards Online Shopping in Saudi Arabia Amid COVID-19: Implications for E-Businesses Post Pandemic.The findings of Al Hamli and Sobaih (2023) underscore the need for e-businesses in Saudi Arabia to adapt their strategies in response to these evolving consumer behaviors. Enhancing trust, improving user experience, leveraging social media, and offering competitive pricing are essential for businesses aiming to thrive in the post-pandemic landscape.

1.4 SIGNIFICANCE OF THE STUDY

This study focuses on understanding the primary factors influencing consumer receptivity toward online sales channels by traditional home appliance retailers. By identifying key

elements such as brand salience, trust, convenience, price, and product quality assurance, the research provides actionable insights that can help retailers adapt to the shifting market dynamics. Understanding these factors enables retailers to enhance their online strategies, build consumer trust, optimize pricing, and assure product quality, ultimately leading to improved customer satisfaction and loyalty. Additionally, the findings contribute to the academic literature on consumer behavior and hybrid retail models, offering a foundation for future research and informing industry practices.

1.5 SCOPE OF STUDY

The research aims to investigate the factors that drive and hinder consumer receptivity toward online sales channels among traditional home appliance retailers. By uncovering the opportunities and challenges perceived by consumers in their online shopping experiences, the study provides valuable insights into emerging trends, market dynamics, and potential areas for growth within this sector. This understanding will empower traditional retailers to adapt their strategies effectively, fostering a more innovative and responsive retail environment. Ultimately, enhancing consumer receptivity can lead to increased sales and economic sustainability, contributing to the overall development of the retail market and society at large.

1.6 OBJECTIVES OF STUDY

To study how existing brand salience,brand loyalty, brand trust, convenience and product quality assurance impact consumer receptivity when a traditional home appliance retailer switches into a hybrid model by adding online channels.

1.7 CONCEPTUAL MODEL
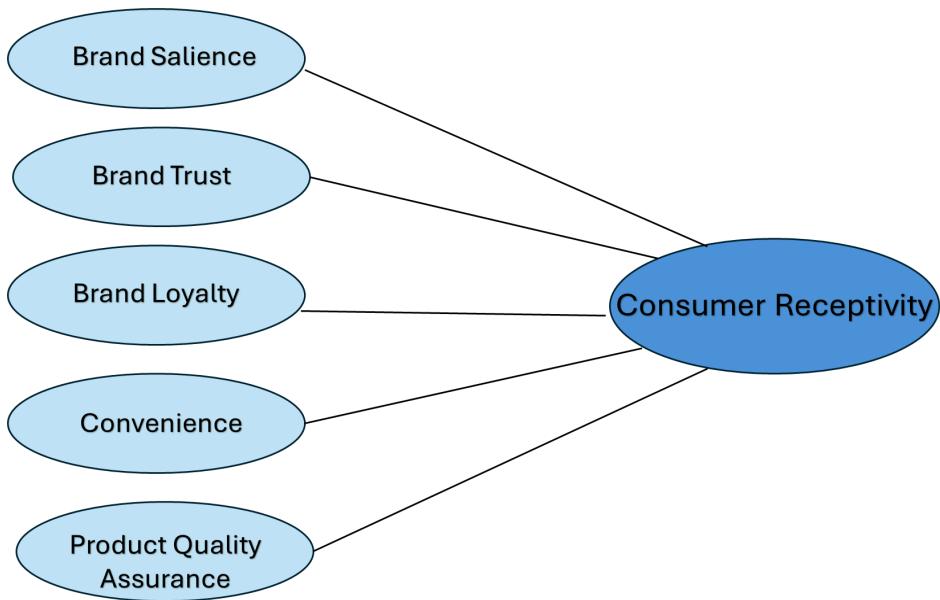
Figure 1.7

1.8 RESEARCH HYPOTHESIS

Hypothesis 1 (H1): Brand salience positively affects consumer receptivity.

Hypothesis 2 (H2): Brand trust has a positive impact on consumer receptivity.

Hypothesis 3 (H3): Brand loyalty positively influences consumer receptivity.

Hypothesis 4 (H4): Convenience significantly enhances consumer receptivity.

Hypothesis 5 (H5): Higher product quality assurance positively impacts consumer receptivity.

1.9. RESEARCH METHODOLOGY

1.9.1 DEFINING THE VARIABLES

Brand salience is defined as "the awareness of the brand in the minds of consumers." Furthermore, brand salience can also be defined as "the propensity of the brand to be thought of by buyers (ie "stand out" from memory) in buying situations, with the aim to be remembered for the reasons intended rather than just achieve general awareness. ". So, it can be concluded that brand salience is the power of memory in individuals to remember the brand of a particular product, which is a consideration for individuals to buy the product **(Stella Lamlo,Frangky Selamat,2020)**.

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1.9.2 SAMPLING

1.9.2.1 POPULATION

  A population is a group of elements that share some or all their characteristics. The population size is determined by the number of elements in the population. In this survey, the population comprises the customers of Arackal Steel House.

1.9.2.2 SAMPLE SIZE

Sample size consisted of 163 respondents, provided there were constraints of time and other resources.The link to questionnaire was displayed in the form of QR code for easy accessibility for the customers who visited the shop.The customers were guided how to attend the questions. Also, sampling errors were minimised by providing enough time to complete the questionnaire.

1.9.2.3 SAMPLING TECHNIQUE

There are two types of sampling techniques: probability sampling techniques and non-probability sampling techniques. Randomization is used in probability sampling techniques to ensure that every element of the population has an equal chance of being represented in the selected sample. Probability sampling techniques include simple random, systematic, stratified random, cluster, and multistage sampling. The non-probability sampling technique is more dependent on the researcher's ability to select sample elements. The results of this type of sampling may be accused of bias, and extrapolation to the population may be extremely difficult. Non-probability sampling techniques include convenience, purposive, quota, and snowball sampling.

The researcher has used a convenience sampling technique in non-probability sampling to collect data on time and to get maximum possible response rates.

Convenience sampling is a non-probability method where the researcher selects participants based on their availability and willingness to participate, rather than specific characteristics. In the context of this study, which focuses on understanding consumer receptivity toward online sales channels among traditional home appliance retailers, the most convenient samples are the customers. This approach allows for the collection of insights from a diverse

group of consumers who can provide valuable perspectives on their online shopping experiences, preferences, and behaviors, thereby enriching the study's findings.

1.9.3 DATA COLLECTION

Data collection or data gathering is the process of gathering and measuring information on targeted variables in an established system, which then enables one to answer relevant questions and evaluate outcomes.

When it comes to data collection, there are two methods that are commonly used by researchers. These methods are classified as primary data collection methods and secondary data collection methods. Data collection methods for primary data include observation, interviews, questionnaires, case studies, projective techniques, and schedules. Secondary data is data that already exists and can be acquired through published or unpublished sources. Published sources include government publications, public records, bank records, and so on. Unpublished data sources encompass letters, diaries, unpublished biographies and work, and so on.

The tool used by researchers for the primary data collection was questionnaires. Secondary data in research was used to find out about consumer receptivity, brand trust, loyalty, salience, convenience and product quality assurance.It was also used for introduction of the study and literature review.

All secondary data related information has been collected from previously done research papers, and credible internet websites.

1.9.4 TOOLS USED FOR DATA COLLECTION

The questionnaire is carefully designed by the researcher to meet the research requirements. Initial questions are based on the respondent basic demographics. However, it significantly concentrates on questions about brand salience,loyalty,trust,convenience,product quality assurance and consumer receptivity.

The questionnaire mainly consists of Likert scales ranging between

1 – Strongly Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, 5 – Strongly Agree.

 Nominal scales were also used.

1.9.5 DATA ANALYSIS TECHNIQUES

Entire data has been analysed using SPSS (version 20) software. The tools used for analysis in SPSS for this research are as follows:

1. Percentage Analysis
2. Multiple Linear Regression

1.10. LIMITATIONS OF STUDY

● One major limitation was the time constraints.

● Convincing people to fill in the questionnaire was also an issue.

CHAPTER - 2
HOME APPLIANCES AND
KITCHENWARE

2.1 HOME APPLIANCES AND KITCHENWARE

The home appliance and kitchenware industry is a dynamic sector characterized by significant growth and innovation. The global kitchen appliances market was valued at approximately USD 217.74 billion in 2022, with a projected CAGR of 5.9% from 2023 to 2030. Similarly, the kitchenware market is expected to grow at a CAGR of over 3.83% in the coming years, driven by consumer demand for innovative and sustainable products.Key players in this industry include established brands and emerging entrepreneurs who focus on sustainability, energy efficiency, and ethical manufacturing practices. The rise of e-commerce and social media has also transformed consumer shopping behaviors, further fueling market expansion.

2.2 GLOBAL INDUSTRY PROFILE OF HOME APPLIANCE AND KITCHENWARE

1. Market Size and Growth:
- The global kitchen appliances market was valued at approximately USD 217.74 billion in 2022.
- It is projected to grow at a CAGR of 5.9% from 2023 to 2030.
- The kitchenware market is expected to grow at a CAGR of over 3.83%, driven by consumer demand for innovative and sustainable products.

2. Key Players:
- The industry features a mix of established brands and emerging entrepreneurs.
- Major companies include Samsung Electronics, Whirlpool, LG Electronics, and Bosch, among others.
- New entrants focus on sustainability and innovative designs to capture market share.

3. Consumer Trends:
- There is a growing preference for smart appliances that offer convenience and energy efficiency.
- Consumers are increasingly seeking eco-friendly products, leading to a rise in sustainable manufacturing practices.
- The influence of social media and online reviews significantly impacts purchasing decisions.

4. Distribution Channels:

- The rise of e-commerce has transformed how consumers shop for home appliances and kitchenware.
- Online platforms, including brand-owned websites and third-party e-commerce sites, are becoming primary sales channels.
- Traditional retail channels, such as supermarkets and specialty stores, continue to play a role but are increasingly complemented by online sales.

2.3 INDUSTRY PROFILE OF HOME APPLIANCE AND KITCHENWARE IN INDIA

1. Market Size and Growth:

- The household appliances market is estimated at USD 63.84 billion in 2025.
- The kitchen appliances market is projected to grow at a CAGR of 15.2%.

2. Key Players:

- Major companies include LG Electronics, Samsung, TTK Prestige, and Bajaj Electricals.
- These brands focus on innovation, energy efficiency, and catering to local consumer preferences.

3. Consumer Trends:

- There is a growing demand for smart kitchen appliances and eco-friendly products.
- Consumers are increasingly influenced by online reviews and social media, impacting their purchasing decisions.

4. Distribution Channels:

- E-commerce is rapidly transforming the retail landscape, with online sales becoming a significant channel.
- Traditional retail remains important, but brands are enhancing their online presence to reach consumers effectively

2.4 MARKET PROFILE OF HOME APPLIANCE AND KITCHENWARE

1. Market Segmentation:

- The market is segmented into various categories, including large appliances (e.g., refrigerators, ovens) and small appliances (e.g., blenders, coffee makers).
- Kitchenware products include cookware, tableware, and utensils, with a significant share attributed to innovative and multifunctional items.

2. Regional Insights:

- North America is expected to dominate the market, driven by high consumer spending and a strong presence of commercial kitchens.
- The Asia Pacific region is witnessing rapid growth due to increasing urbanization, rising disposable incomes, and a growing middle class.
- Europe also remains a significant market, with a focus on energy-efficient and sustainable products.

3. Challenges:

- Economic fluctuations and inflation can impact consumer spending on non-essential items.
- High competition necessitates continuous innovation and marketing strategies to maintain market position.
- Supply chain disruptions and rising raw material costs pose challenges for manufacturers.

4. Future Outlook:

- The market is expected to continue evolving with advancements in technology, particularly in smart home integration.
- Sustainability will remain a key focus, with companies investing in eco-friendly materials and practices.
- The increasing popularity of online shopping will further shape the distribution landscape, making it essential for brands to enhance their digital presence.

2.5 MARKET PROFILE OF HOME APPLIANCE AND KITCHENWARE IN INDIA

1. Market Segmentation:
- The market includes large appliances (e.g., refrigerators, washing machines) and small appliances (e.g., mixers, toasters).
- Kitchenware encompasses cookware, utensils, and storage solutions, with a focus on multifunctional products.

2. Regional Insights:
- Urban areas are driving demand due to lifestyle changes and increased spending power.
- Rural markets are also emerging as significant contributors to growth, supported by government initiatives.

3. Challenges:
- Economic fluctuations and inflation can affect consumer spending.
- Intense competition requires continuous innovation and effective marketing strategies.

4. Future Outlook:
- The market is expected to evolve with advancements in technology and a focus on sustainability.
- The increasing popularity of online shopping will continue to shape the distribution landscape.

In summary, the home appliance and kitchenware industry is poised for growth, driven by innovation, sustainability, and changing consumer preferences. Key players are adapting to market trends while navigating challenges to maintain competitiveness in this dynamic sector.The home appliance and kitchenware industry in India is on a growth trajectory, fueled by innovation, changing consumer preferences, and the rise of e-commerce. Key players are adapting to market dynamics while addressing challenges to maintain competitiveness.

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CHAPTER-3
DATA ANALYSIS
AND
INTERPRETATION

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DATA ANALYSIS AND INTERPRETATION

The study was conducted on customers of Arackal Steel House, to study the consumer receptivity in purchasing home appliances online and the factors contributing to them. Several questions were asked pertaining to the dependent and independent factors. The questions were obtained from the extensive literature review that was conducted prior to embarking on data collection. Regression was conducted to understand the relationship between the dependent and independent variables with specific significance values.

Sample Size

The sample size constituted 163 respondents.

Primary data were collected from customers of Arackal Steel House, through surveys and questionnaires.

3.1. DESCRIPTIVE STATISTICS

3.1.1. DEMOGRAPHIC REPRESENTATIONS

Demographic Characteristics	Range	Frequency	Percentage	Cumulative Percentage
AGE	20 - 30	60	36.8	36.8
	31 - 40	46	28.2	65
	41 - 50	54	33.1	98.1
	51 - 60	3	1.9	100
	TOTAL	163	100	100
	Gender	Frequency	Percentage	Cumulative Percentage
GENDER	Female	92	56.5	56.5
	Male	71	43.5	100
	Total	163	100	100

*Table 3.1.1.(a) Table showing respondent's Age and Gender*
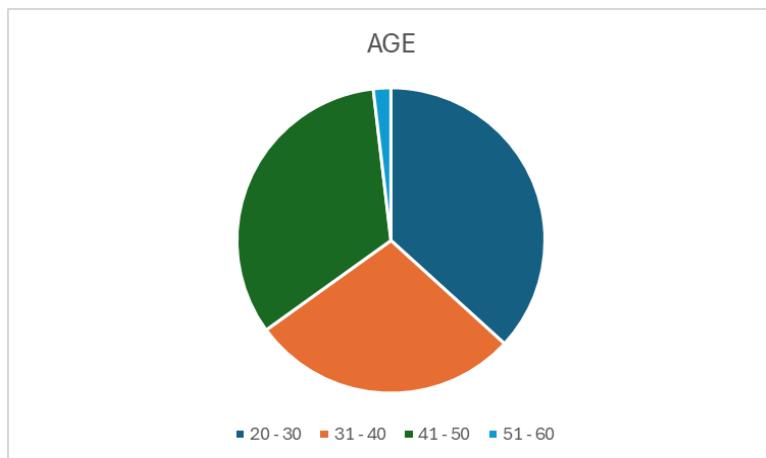
Figure 3.3.1.(a) Pie chart showing the Age groups of respondents

The respondents majorly fall under the age group between 20-30 years. Out of 163 respondents, 60 respondents are from the age group 20-30 years, 46 respondents are from age group 31 - 40 years,54 from 41 - 50, and 3 from 51 - 60.
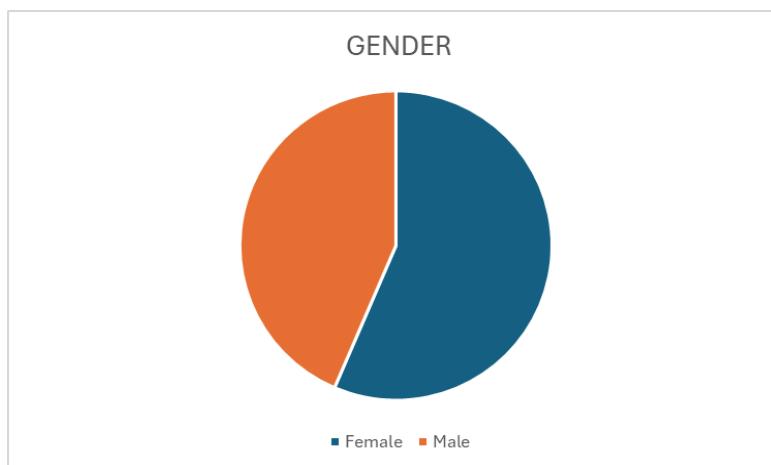
Figure 3.3.1.(b) Pie chart showing the Gender of respondents

The sample majorly comprised female respondents. It comprised 56.5% female respondents and 43.5% male respondents.

3.2 INFERENTIAL STATISTICS

Researchers can obtain a deeper understanding of the connections between Brand Salience, Brand Trust, Brand Loyalty, Convenience, Product Quality Assurance and Consumer Receptivity by utilising regression analysis as their inferential statistical method. This

knowledge can then be used to understand how customers may respond to an addition of a new online sales channel.

The purpose of regression analysis is to determine how well one or more independent variables—such as brand salience,brand loyalty,brand trust, convenience and product quality assurance —predict or explain changes in a dependent variable—such as consumer receptivity. The most influential factors can be found and their relative contributions to consumer receptivity can be estimated by multiple regression.

3.3 HYPOTHESIS TESTING:

Consumer receptivity is greatly influenced by Brand Salience, Brand Trust, Brand Loyalty, Convenience and Product Quality Assurance. The researcher notes that there may be a connection between the listed independent variables and consumer receptivity.

The following hypotheses are generated to better understand the link between :

1. Brand Salience and Consumer Receptivity
2. Brand Trust and Consumer Receptivity
3. Brand Loyalty and Consumer Receptivity
4. Convenience and Consumer Receptivity
5. Product Quality Assurance and Consumer Receptivity, using regression analysis.

H1: Brand salience positively affects consumer receptivity.
H2: Brand trust has a positive impact on consumer receptivity.
H3: Brand loyalty positively influences consumer receptivity.
H4: Convenience significantly enhances consumer receptivity.
H5: Higher product quality assurance positively impacts consumer receptivity.

To test the above mentioned hypotheses, a Multiple Linear Regression was conducted with Independent variables like Brand……

Multiple regression also allows us to determine the overall fit (variance explained) of the model and the relative contribution of each of the predictors to the total variance explained.

The SPSS output of the multiple linear regression is shown below. The ANOVA table shows a significant model fit ($p<.05$).

The *F*-ratio in the **ANOVA** table (*Table 3.2(b)*) tests whether the overall regression model is a good fit for the data. The table shows that the independent variables statistically significantly predict the dependent variable, $F(5, 157) = 27.239$, $p < .0005$ (i.e., the regression model is a good fit of the data).

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.366	5	7.273	27.239	.000[b]
	Residual	41.921	157	.267		
	Total	78.287	162			

a. Dependent Variable: Consumer Receptivity

b. Predictors: (Constant), Brand Loyalty, Brand Trust, Brand Salience, Product Quality Assurance, Convenience

Table 3.2(b)

The first table of interest is the **Model Summary** table. This table provides the R, R^2, adjusted R^2, and the standard error of the estimate, which can be used to determine how well a regression model fits the data.

The "**R**" column represents the value of R, the **multiple correlation coefficient**. R can be considered to be one measure of the quality of the prediction of the dependent variable; in this case Consumer Receptivity. The value of 0.682, from *Table 3.2(b)*, indicates a good level of prediction. The "**R Square**" column represents the R^2 value (also called the coefficient of determination), which is the proportion of variance in the dependent variable that can be explained by the independent variables (technically, it is the proportion of variation accounted for by the regression model above and beyond the mean model). The value of 0.465 that the independent variables explain 46.5% of the variability of the dependent variable,Consumer Receptivity.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.682[a]	.465	.447	.51673

a. Predictors: (Constant), Brand Loyalty, Brand Trust, Brand Salience, Product Quality Assurance, Convenience

b. Dependent Variable: Consumer Receptivity

Table 3.2.(a)

The impact of individual independent variable o the dependent variable can be seen from the coefficient table shown below.

Unstandardized coefficients indicate how much the dependent variable varies with an independent variable when all other independent variables are held constant.

You can test for the statistical significance of each of the independent variables. This tests whether the unstandardized (or standardized) coefficients are equal to 0 (zero) in the population. If $p < .05$, you can conclude that the coefficients are statistically significantly different to 0 (zero). The *t*-value and corresponding *p*-value are located in the "**t**" and "**Sig.**" columns, respectively, as in *Table 3.2(c)*

You can see from the "**Sig.**" column that all independent variable coefficients are statistically significantly different from 0 (zero). Although the intercept, B_0, is tested for statistical significance, this is rarely an important or interesting finding.

A multiple regression was run to predict Consumer Receptivity from Product Quality Assurance,Convenience,Brand Trust,Brand Salience and Brand Loyalty. These variables statistically significantly predicted Consumer Receptivity,$F(5, 157) = 27.239$, $p < .0005$, $R^2 = 0.465$. Variables such as Brand Trust, Convenience and Product Quality Assurance added statistically significantly to the prediction, $p < .05$.
Hence H1 & H3 are rejected and H2,H4 & H5 are accepted

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.418	.153		9.260	.000
	Product Quality Assurance	.135	.042	.227	3.248	.001
	Convenience	.204	.041	.357	4.968	.000
	Brand Trust	.156	.034	.310	4.537	.000
	Brand Salience	-.014	.040	-.027	-.364	.716
	Brand Loyalty	.040	.040	.069	1.010	.314

a. Dependent Variable: Consumer Receptivity

Table 3.2(c)

Table 3.2.(a,b,c) Shows the relationship between Dependent and Independent variables in Regression Analysis

REGRESSION EQUATION:

The general form of the equation to predict Consumer Receptivity from Product Quality Assurance,Convenience,Brand Trust,Brand Salience and Brand Loyalty is:

Consumer Receptivity = 1.418 + (0.135 x Product Quality Assurance) + (0.204 x Convenience) + (0.156 x Brand Trust) – (0.14 x Brand Salience) + (0.040 x Brand Loyalty)

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CHAPTER - 4
FINDINGS, SUGGESTIONS & CONCLUSION

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4.1 FINDINGS

- The model summary presented in *Table 3.2.(a)* provides key insights into the effectiveness of the regression model in explaining consumer receptivity. The correlation coefficient (R = 0.682) indicates a strong positive relationship between the combined independent variables and consumer receptivity, suggesting that the predictors collectively explain a significant portion of the variation in consumer behavior. The coefficient of determination (R Square = 0.465) reveals that

approximately 46.5% of the variance in consumer receptivity can be explained by factors such as brand loyalty, brand trust, brand salience, product quality assurance, and convenience, indicating a moderate level of explanatory power for the model. The adjusted R square (0.447) accounts for the number of predictors, providing a more accurate estimate and implying that even after adjustment, 44.7% of the variance in consumer receptivity is explained by these variables. Lastly, the standard error of the estimate (0.51673) reflects the average deviation of observed values from the predicted regression line, suggesting a reasonable level of accuracy in the model's predictions with moderate dispersion around the predicted values.

- The ANOVA table (*Table 3.2(b))* provides insights into the overall fit and effectiveness of the regression model in explaining consumer receptivity. The regression sum of squares (36.366) represents the portion of variation in consumer receptivity that is explained by the independent variables, indicating that a substantial amount of the total variability is accounted for by the model. The residual sum of squares (41.921) shows the part of consumer receptivity variation that remains unexplained by the model, highlighting the existence of other influencing factors not captured in this analysis. The total sum of squares (78.287) reflects the combined explained and unexplained variations in consumer receptivity. The model's F-statistic (27.239) is considerably high, indicating that the regression model is a good fit and that the predictors — including brand loyalty, brand trust, brand salience, product quality assurance, and convenience — collectively have a significant impact on consumer receptivity. Furthermore, the significance level (p-value = 0.000), being less than 0.05, confirms that the model is statistically significant, demonstrating a strong and reliable relationship between the predictors and consumer receptivity.

- The analysis of the coefficients table (*Table.3.2.(c))* highlights the significant and non-significant predictors of consumer receptivity. Among the significant predictors, convenience ($\beta = 0.357$) emerges as the strongest driver, indicating that consumers are highly influenced by the ease and accessibility of the product. Brand trust ($\beta = 0.310$) also plays a crucial role, showing that trust in the brand significantly enhances consumer receptivity. Additionally, product quality assurance ($\beta = 0.227$) has a positive and meaningful impact, suggesting that consumers respond well to brands that assure high product quality. On the other hand, brand salience and brand loyalty were found to be non-significant in this model, indicating that while they may be important in other contexts, they are less critical factors compared to convenience,

trust, and quality in influencing consumer receptivity in this case.

4.2 SUGGESTION

To enhance consumer receptivity toward online sales channels by traditional home appliance retailers that sell products in store, businesses should strategically focus on the key factors identified through regression analysis and statistical findings.

The model results reveal that convenience ($\beta = 0.357$, $p < 0.000$) is the strongest driver of consumer receptivity, highlighting the critical importance of designing seamless, user-friendly online platforms with easy navigation, secure payment options, and prompt delivery services. Retailers should also prioritize building brand trust ($\beta = 0.310$, $p < 0.000$) by offering transparent policies, reliable customer service, and clear product information to reduce consumer uncertainty and encourage online purchases.

Additionally, product quality assurance ($\beta = 0.227$, $p = 0.001$) has a significant positive influence, indicating that traditional retailers must emphasize certifications, product warranties, and customer reviews to build confidence in the quality of their offerings.

Although brand loyalty and brand salience were not found to be significant predictors ($p > 0.05$), they should not be entirely neglected; rather, they should support the primary strategies by enhancing brand visibility and offering loyalty incentives without overshadowing convenience, trust, and product quality efforts. The model's R Square value of 0.465 suggests that approximately 46.5% of the variation in consumer receptivity is explained by these factors, providing moderate predictive power.Furthermore, the ANOVA results ($F = 27.239$, Sig. $= 0.000$) confirm that the model is statistically significant and that these predictors collectively have a meaningful impact. Therefore, traditional home appliance retailers transitioning to online sales channels are advised to invest in intuitive and convenient online experiences, reinforce trust through credibility-building measures, and consistently ensure product quality. Personalized marketing, transparent communication, and convenience-focused incentives such as easy returns, quick delivery, and real-time customer support will be essential to capturing and maintaining consumer receptivity in the digital landscape.

4.3 CONCLUSION

In conclusion, the study on understanding the primary factors influencing consumer receptivity toward online sales channels by traditional home appliance retailers has highlighted several key insights. The findings reveal that convenience, brand trust, and product quality assurance are the most significant factors shaping consumer receptivity. Consumers are more inclined to engage with online platforms that are user-friendly, trustworthy, and consistently deliver high-quality products. On the other hand, factors such as brand loyalty and brand salience were found to have minimal impact in this context, suggesting that while brand image and recognition are valuable, they do not directly influence the decision to shop through online channels.

The overall model demonstrates a strong and reliable relationship between the identified predictors and consumer receptivity, confirming that these factors collectively contribute meaningfully to consumer behavior in the digital retail space. This implies that traditional home appliance retailers looking to strengthen their online presence should focus on enhancing the convenience of their platforms, fostering consumer trust, and ensuring clear communication of product quality. By concentrating efforts on these primary areas, retailers can effectively increase consumer acceptance and engagement with their online sales channels, paving the way for sustained growth in the evolving digital marketplace.

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ANNEXURE

This survey is given to customers of Arackal Steel House as a part of the data-gathering process to Understanding primary factors influencing consumer receptivity toward online sales channels by traditional home appliance retailers. To obtain precise answers, a total of 29 questions were added to the survey. Using this questionnaire, 162 responses were gathered.

Section A: Demographic Information

1. Age

- 20-30
- 31-40
- 41-50
- 51-60
- Above 60
2. Gender
   - Female
   - Male

Section B: Consumer Perceptions Toward Online Sales Channels

1. To understand Brand Salience in customers ,please mark the level of agreement/disagreement with the following statements

   (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)

   - Arackal Steel House has a good name and reputation.
   - The location of Arackal Steel House is easy to remember.
   - Arackal Steel house is very famous in the neighbourhood
   - Arackal Steel House is frequently being promoted.
   - It is easier to recognize Arackal Steel House than other competitors.

2. To understand Brand Loyalty customers, please mark the level of agreement/disagreement with the following statements

   (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)

   - Arackal Steel House is the best choice for purchasing Home appliances and kitchenware.
   - I recommend that others purchase from Arackal Steel House.
   - I would purchase products from Arackal Steel House in the future.
   - I would keep purchasing from Arackal Steel House even if the price is higher than the competitors.
   - Arackal Steel House becomes the first choice when purchasing Home appliances and kitchenware.
   - Arackal Steel House is a reliable retailer
   - Arackal Steel House has excellent options to choose from.
   - Products from Arackal Steel House have good quality

3. To understand Brand Quality in customers, please mark the level of agreement/disagreement with the following statements

(Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)

- Arackal Steel House is a reliable retailer
- Arackal Steel House has excellent options to choose from.
- Products from Arackal Steel House have good quality

4. To understand Convenience for customers, please mark the level of agreement/disagreement with the following statements

(Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)

- The store is at a convenient location
- It is easy to find the products I am looking for at the store
- The store takes care of product exchanges and returns promptly
- Any after-purchase problems I experience are quickly resolved at the store

5. To understand Product Quality Assurance, please mark the level of agreement/disagreement with the following statements

(Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)

- Compared to other competitors the competence of our customer service staff is
- The responsiveness of our customer service staff is
- The promptness with which our customer service reacts to the issues is
- Compared to other competitors the frequency of defects of products from Arackal Steel House is
- The severity of defects of the products from Arackal Steel House is

6. To understand Consumer Receptivity, please mark the level of agreement/disagreement with the following statements

(Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)

- How familiar are you with online home appliance stores?
- How interested would you be in buying kitchenware and home appliances from online stores?
- What would be your primary reason for buying kitchenware and home appliances online?
- I would prefer to buy kitchenware or home appliance products online if Arackal Steel House has an online store
- I do not like the idea of buying products from the online store of Arackal Steel House

- If products were available both online and in the physical store, I would pay 10% more for the product from the physical store.