



Factor Analysis Of Consumer's Buying Behaviour: A Case Study Of A Durable Good.

^{1*}Oladimeji A.O., ²Oyegoke O.A. and ³Ayotokun K.E

^{1*}Department of Statistics, Osun State College Technology, Esa-Oke, Nigeria [adedipupo.oladimeji@gmail.com]

²Osun State Polytechnic, Department of Mathematics and Statistics, P.M.B 301, Iree, Osun State
[odunayo4mine@gmail.com]

³Department of Statistics, Osun State College Technology, Esa-Oke, Nigeria [joyspeaks844@gmail.com]

Abstract: Consumer is nerve centre of the modern marketing, understanding his behaviour is quite essential for efficient and effective marketing management. Customers may state their needs, wants but act otherwise. They may not be in touch with their deeper motivations. India's consumer market is riding the crest of the country's economic boom. Driven by a young population with access to disposable incomes and easy finance options, the consumer market has been throwing up staggering figures. Marketing problem enhancing from the consumers' behaviour has a greater degree of similarity behavioural problems relating to the consumer durables. Television is used to represent consumer durable goods. as a product is getting the status of essential commodity all over the world. The potential of getting television market is indeed quite enormous. The Nigeria consumers were indifferent in choosing the brand since a lot of close substitutes were available in the market. However they have changed ever since there is a shift in Nigerian economy. Choosing the right brand of television is difficult enough when there are different brand and all this clam to give excellent quality. Researchers are interested not only in the product but also the behaviour of the consumers because it gives them the right orientation for products development and positioning. The level of consumer satisfaction provides the scope for repeated purchases' and brand loyalty that lead to optimum profitability. This research finds that consumer's perception on buying television is mostly affected by technical features, durability, ground reality and discount.

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Introduction

In recent times, considerable attempt has been made on the current competitive market. This is based on customer orientation which has forced producers to produce goods services based on customer needs (Tafler, 2004). For companies to attain commercial success, it is important that managers understand consumer behavior. An understanding of consumer behavior is essential in planning and programming the marketing system. An organization will continue to survive if it can supply consumer needs and wants with a comprehensive understanding of them. This shows the importance of studying consumer behavior. Behavioural dimension added new complexity to marketing people; there is no other alternative but to face the situation. Organizations are continuously facing new equation for operating environment in every direction (Bettis & Hitt,1995). Complex competitive status, vulnerable demand forecast, varying consumer preference, existence of too many brands, changing attitudes of intermediaries, shortening of the product life cycle (Hammer. 1997)

are making marketing decisions extremely difficult and risky. The role of multidimensional analysis of a particular field plays an important role in this area of study. Television, as a product is getting the status of essential commodity inviting complicacies and uncertainties. Television market has also one unique problem. Residential area in cities, towns and villages are growing at a faster rate. Industrialization, infrastructure development, and extension of area under amusement and entertainment are creating huge scope for further market growth. Social developments are community and upcoming middle class with increasing purchasing power have this field as an area of additional complicacies and uncertainties. As a result, the television market has been an ideal selection for strategic analysis. In the view of the growing importance and market (porter,1980), it is proposed to carry out a study covering factors affecting the consumer buying behaviour for television. A total of fifteen factors influencing consumer buying behaviour

have been identified and reduced to six through the use of factors analysis. These six factors influence the buying behaviour of customer's in television market. The method as used here can be easily replicated for other product in consumer durable market.

In spite of low growth rate, the penetration level of television sets in Nigeria is low as compared to the rest of the world. If we go by statistics, it is less than 35% in Nigeria as compared to 98% in China, 235% in Japan and 333% in the US. This suggests that the potential of television market for further growth is enormous. In general, Nigerian consumers were indifferent in choosing the brand, since a lot of close substitutes were available in the market. Due to technological and knowledge up-gradation, today's customers prefer to opt for "fairly used". This is because of an urge for getting value against payment made (Sheth, Newman and Gross 1991). In Nigeria, LG, Samsung, Sanusi, Akai, Toshiba, Sony, Panasonic, Thomson, Thermocool, BPL, Sharp, Oscar, Texla, Weston, and Philip are leading players. According to Upshaw (2000), building a brand identity is the foremost task of a seller to reduce the searching cost of the potential customers. The customer's product preference is influenced by the brand services that go with it. It is difficult to imagine that in a normal situation, a consumer will make a purchase without paying enough attention to his needs and desires. But when several brands of a particular product, which are similar in a quality of performance and external appearance, are available to the consumers, the quality, style or pattern of the article, availability of discount and durability, previous advertising information and retailers' recommendations create a preference in the mind of consumers. This is the reason that prompted us to make a study on both fairly used and branded television.

Choosing the right television is difficult enough when there are different brands and all of these claim to give a huge variety available in the market today – not just brands, but also products categories, choosing the right type involves many different factors. These include, of course, the budget, picture quality, sound quality, remote control, facility for DVD connections, emotional consideration such as recognizing the importance of a dealer or neighbours advice, etc. There are several units in the market that can be analyzed. Our main thrust in this study is the consumer and their perception towards choosing television. Keeping all these aspects in view, we have analyzed the attitude of the consumers on the basis of the attributes, preferable brand, sound quality, durability, recommendations, price, advertisement, location, e.t.c.

Literature Review

Consumer behaviour or buyer behaviour has attained increasing importance in a consumer oriented marketing planning and management. The study of consumer behaviour is an attempt to understand what the consumer wants, why they want. Clear understanding of the buying behaviour of consumer has become a great necessity in modern marketing system, because success or failure ultimately depends upon the buying behaviour of the target customers considered individually or a group. Therefore in order to undertake the marketing programmed among different segment markets, the marketing management must find out the various factors that influence buying decisions of the consumer. The subject of buying behaviour is relatively a new discipline of the study of marketing. It has now become the central topic of modern marketing since the ultimate aim of marketing is consumer satisfaction and profit making. Consumer behaviour can be defined as "the decision making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services". According to Webster, "Buying behaviour is all psychological, social and physical behaviour of potential customer as they become aware of evaluate purchase consume and tell other people about the product and services. In other words of Walter and Paul, "consumer behaviour is the process whereby individual decide what, when, how and from where to purchase goods and service". Thus the buyer behaviour may be defined as that behaviour exhibited by people in planning, purchasing and using economic goods and service in the satisfaction of their wants. 2.1 Characteristics of Buyer Behaviour.

Buyer behaviour comprise mental and physical activates of a buyer when he wants to buy goods and service to satisfy his needs, It includes both visible and invisible of buyer. The visible activates refer to physical activity like actually going to the market place, buying the product and consuming them. The invisible activates on the other hand, refer to mental activates like thinking about the product, deciding to buy or not to buy that product, to buy one brand instead of another.

Buyer behaviour is very complex and dynamic also. it is constantly changing requiring the marketing management fails to make such adjustments, it would certainly lose its market. An individual buying behaviour is also influenced by internal factors such as needs, habits, instincts, motives, attitudes etc and also by outside or environmental factors such as family, social, groups, culture, status, positions, economic and business conditions. In narrow sense consumer behaviour is the act when he is engaged in buying and consuming a good or a service.

Large numbers of research studies have been conducted on consumer behaviour both in India and abroad. The studies have covered both durables and non-durables goods. The available literature on selected topic reveals that research studies on consumer behaviour date back to early fifties up to the present period. An attempt is made here review some selected works on consumer behaviours on consumer durables. Aradhana Krishna (2003) viewed that buyers' purchase behaviours can be influenced not only by the current prices of a product but also by those prices expect in the future and Bhawaniprasad and Kumari (1987) have analyzed "Impact of advertising on consumer durables markets: A study of Refrigerator consumer", in this study a ranking/importance of refrigerator among other consumer durables is studied. Study of 200 owners of television in the twin cities of Hyderabad and Secunderabad and Districts of Nizamabad and Karimnagar in Andhra Pradesh indicates that a very positive impact of advertising is found on the consumer durables market. Bayus (1991) studied "The consumer durable replacement buyer", and found that replacements account for a substantial portion of the sale of consumer durables in the U S. Results of replacement of automobiles indicate that "early" replacement buyers are more concerned with styling and image and less concerned with costs than "late" replacement buyers.

Gupta & Verma (2000) have done a study under convenience sampling of 50 household of New Delhi by questionnaire. It indicates that husband's influence is considerably higher than the wives. Children also play an active role in brand selection of TV. Jain and Sharma (2000) studied 584 respondents out of 800 questionnaires of Delhi in five professional category observed that selected products represent different product categories in terms of both durability and frequency of purchase as required. Study shows that the levels of consumer involvement differ across products.

As against non-durables, consumer perceives durables as more involving products.

Mujahid-Mukhtar E, Mukhtar H (1991) has studied role of decision making for household durables: good measure of women's power within a household in Pakistan. It is their influence in the purchase of new home improvement technology good (cars, appliances, etc.), who's expense and life-long nature makes their purchase. SRI-IMRB (2000) evaluated a comparison of the education and income levels of different clusters, and it indicated that those who give higher priority to consumer electronic products are more educated and affluent. The study also revealed that transportation durables preceded consumer electronic products in the acquisition

hierarchy, suggesting a tactical approach. Venkateshwar and Rao (2000) have focused on tracing and identifying the elements in consumer decision-making; the research has studied 200 urban workingwomen belonging to different occupation, educational and income groups. Study observed television as a major source of information, for 65.5% consumers. While group forces affects 50% respondents. Surprisingly 45% employed women still feel radio as a source of information.

Methodology

Keeping objectives of this research in mind, 150 consumers were selected at random by using simple random sampling technique where at least 70% of the consumers are expected to respond to ease the analysis. A questionnaire on different items related to the attributes of preferring a television was constituted in order to measure the perception of consumers about the criteria of choosing a television and its underlying factors. 5-point Likert scale for all fifteen attributes (as in Table 3) were measures on the where 5 indicates strongly disagree and 1 indicate strongly agree.

The maximum focus was given on quality, durability, advertisement, recommendations of users and dealers. The questionnaire was pre-tested on a set of 20 respondents to assess its validity and reliability. The sampling size includes both male and female users from different occupation, age and income group. The data collected in the month of May 2009 was classified, tabulated and processed mainly to identify the group of determinants. However, the study has few limitations and that needs to be taken care of i.e. considering the sample size (150) and selection of respondent from Ibadan city only, there is a risk of generalizing the result obtained. However, it is seen that consumer behaviour does not differ much with respect to the area on such topic under consideration.

Factor analysis is a general name denoting a class of procedures used for data-reduction and summarizing. It is a manipulative technique and is employed in our study for the purpose of analyzing the data. The principal component method is considered appropriate, as the primary purpose is to determine the minimum number of factors that would account for the maximum variance in the data collected. Only factors with eigen value (s) greater than 1 were retained and others were ignored. By comparing the Varimax Rotated Factor Matrix with Un-rotated Factor Matrix (entitled as Component Matrix), rotation has provided simplicity and has enhanced interpretability. From the rotated factor matrix in the Table 8, six factors have been extracted and listed in Table 10. To supplement our analysis, Scree Plot, a graph of the eigen values against all the factors was constructed for determining the number of factors to be retained. The point of interest is where the curve starts to flatten.

Data Analysis

Factor analysis reveals that the consumer consider various aspects of television which include physical structure, technical aspects, quality, price, e.t.c. Communalities shows how much of variance of the variables has been accounted for by the extracted factors. By analyzing communalities (Table 5), it is found that factor loading for Discount Offer (X_{10}) is comparatively low to the tune of 53.6% of the total variance. However, the remaining fourteen services were explained reasonably well as evidenced by high factor loading of above 0.6. The services like Remote Control facility (X_{14}) and the Dealers recommendation (X_{15}) have the factor loading of 81% and 87.1% respectively. Table 6 explains the extraction statistics and the number of the factors to be extracted in the succeeding level. The factor loading pattern and percentage of variance for each of the factors have been derived by using "Orthogonal Varimax Rotation" The first factor is accounted for 20.343% of the variance explained as compared to 15.6% in the roated matrix. To supplement the above, it can be seen from the Scree Plot (Figure 1) that the curve begins to flatten between the factor 6 and 7. Moreover, factor 7 has an eigen value of less than 1 (Table 6). Hence only six factors have been retained.

Table 7 and 8 simplify the data by grouping those under six factors. The factor solution was derived from the "component Analysis" with "Orthogonal Varimax Rotation" of the fifteen variables listed for the purpose of study. The ideal of rotation is to reduce the number of factor on which the variables under investigation have high loadings. Rotation does not actually change anything but makes the interpretation of the analysis easier. Looking at table 8, it can be noticed that factor 2(F_1) has four significant loadings, while only one variable is included under F_3 and F_6 , two variables are included under F_4 and the variables are included under F_5 , F_2 . These factors can be used as variables for further analysis. The six factors extracted are labelled as structured add-ons, word of mouth durability, technical features, Ground reality and recommendation of dealers (Table 10). The factors extracted not only reveal the important dimensions associated with a television but also reveal the important dimensions' associated with a television but also reveal the sequence of their important for the consumers.

Findings From The Study

The first factors extracted indicate that consumers prefer to buy a television with the satisfactory sound quality, facility for the remote good advertising and the technology with DVD connection. As a mean score for the variable "sound quality" is low (table 3), it is clear that the consumer give much

emphasis on "sound quality" as well as "remote control facility". The second extracted factor indicates that although the consumer's general tendency is to collect the information from the friends or neighbours about the product, but they prefer to buy a television with a good brand image, having the lowest mean score (table 3) among the group of variables such as brand image, External appearance and discount offers. It is interesting to quote here that consumer are not attracted much by the discount offered by the dealers of television. The third factors signifies only the durability with a lower degree of mean score indicating the significance of TV with higher durability, likewise the fourth factors which indicates the importance of stabilizer and the foreign collaboration which using TV, emphasising the built-in stabilizer the most.

Conclusion

Every day, consumers and households make decisions about the goods and the services they purchase. The factors that influence this buying decision are commonly price, quality, advertisement, recommendation from near and dears etc. This research work finds that the consumer's perception on buying television is mostly affected by the extracted factors such as "Structural add-ons, World of mouth, Technical features, Durability and Ground reality". The above result has far reaching implication for the television marketers, dealers and advertising agencies as it gives insight into the minds consumers and how they view their televisions. There are many dimension associated with television and their usage which need to be explored and understood. In view of this, a research study like this can serve as an ideal guideline and precedent for further research in any product in consumer durable markets. The factors analysis conducted in study has important implications for further research which will be useful for marketing personnel to customize their products and services for the general people not only in Ibadan but also in other part of Nigeria.

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Appendix

Table 1: Sales of Some Selected Consumer Durables In Nigeria. (In '000s of Units).

ITEMS	2006 – 2007	2007 – 2008	% GROWTH
Colour Television	82.5	92.5	12.1
Black and White TV	30.0	30.0	-16.7
Television	112.5	117.5	4.4
VCD/DVD Players	72.0	78.4	16.7
Refrigerator	37.0	38.9	5.0
Air- conditioners	9.8	12.3	25.1
Washing Machines	13.6	16.0	18.1
Micro- Ovens	2.8	3.5	27.3
TOTAL	247.6	272.1	9.9

Consumer Goods Price Regulatory Commission (CGPRC)
 Source: “Consumer Durable Goods Survey”, October 2015.

Table 2: TV Player’s market share (%)

Brands	00 – 01	01 – 02	02 - 03	03 - 04
MIRC Group (onida & igo)	11.3	12.2	12.5	13.1
LG	6.4	5.6	14.9	19.0
Samsung	8.1	6.0	12.3	14.5
V’con Group (sansui, Akai, Videocon & Toshiba)	20.5	19.4	19.4	22.1
TOTAL	46.3	43.2	59.1	68.7
BLP	18.4	16.5	10.8	5.2
Philips	3.7	5.6	5.7	5.8
Panasonic	2.1	1.3	1.4	0.8
Sharp	3.7	2.1	2.1	2.0
Sony	3.1	1.8	2.8	2.9
Thomson	2.6	1.8	2.5	2.3
Others	20.1	27.7	15.6	12.3
TOTAL	53.7	56.8	40.9	31.3

Table 3. Descriptive statistic

Attributes	Description	N	Mean
X ₁	Picture quality	105	1.1500
X ₂	Higher durability	105	1.6750
X ₃	Sound quality	105	1.2500
X ₄	Price	105	2.1750
X ₅	Built in stabilizer	105	2.1500
X ₆	Brand image	105	1.9750
X ₇	Recommendation of friend and neighbour	105	3.1500
X ₈	External appearance	105	2.5750
X ₉	DVD connection	105	2.1000
X ₁₀	Discount offer	105	2.4750
X ₁₁	Proximity to dealer	105	2.2750
X ₁₂	Foreign collaboration	105	3.6750
X ₁₃	Advertisement	105	2.3500
X ₁₄	Remote control facility	105	1.6000
X ₁₅	Recommendation of dealer	105	3.0250
Valid N (list wise)		105	

Table 4. Attributes correlation matrix.

Correlation between	X ₁	X ₂	X ₃	X ₄	X ₅	X ₆	X ₇	X ₈	X ₉	X ₁₀	X ₁₁	X ₁₂	X ₁₃	X ₁₄	X ₁₅
X ₁	1	0.306	243	292	0.145	-0.117	236	-0.09	0.25	-0.047	-214	-0.063	-0.064	-0.051	0.197
X ₂	0.306	1	271	388	0.026	0.42	249	255	-0.216	0.222	0.018	-0.088	-0.08	0.16	0.091
X ₃	0.243	0.271	1	321	-0.085	0.117	0.024	0.495	0.363	0.148	0.17	-0.087	0.507	0.487	-0.071
X ₄	0.292	0.388	321	1	0.39	-235	347	0.014	-0.088	0.307	-211	202	0.256	-0.07	0.048
X ₅	0.145	0.026	-0.085	390	1	-0.064	225	-201	-0.213	0.061	-0.132	0.473	-0.105	-0.137	386
X ₆	-0.117	0.042	0.117	-0.235	-0.064	1	-0.462	0.126	0.144	-0.045	0.059	-0.143	0.252	0.424	-0.089
X ₇	0.236	0.249	0.024	347	0.225	-0.462	1	-0.189	-0.011	0.23	0.08	293	-0.053	-0.213	-261
X ₈	-0.09	0.255	495	104	-0.201	0.126	-0.189	1	0.233	0.063	0.33	-0.151	0.165	-527	-0.021
X ₉	0.025	-0.216	363	-0.088	-0.213	0.144	-0.011	233	1	-0.069	0.231	-0.124	0.406	341	-0.002
X ₁₀	-0.047	0.222	148	307	0.061	-0.045	230	0.63	-0.069	1	0.018	0.155	0.006	276	342
X ₁₁	-0.214	0.018	0.017	-0.211	-0.132	0.059	0.08	330	0.231	0.018	1	-0.054	0.028	-0.021	0.049
X ₁₂	-0.063	-0.088	-0.087	202	0.473	-0.143	293	-0.151	-0.124	0.155	-0.054	1	-0.165	-0.109	0.046
X ₁₃	-0.061	-80	507	256	-0.105	0.252	-0.053	0.165	0.406	0.006	0.028	-0.165	1	393	-0.193
X ₁₄	-0.051	0.16	487	-0.07	-0.137	0.424	-213	527	0.341	0.276	-0.021	-0.109	0.393	1	0.19
X ₁₅	0.197	0.091	-0.071	0.048	3.86	-0.089	261	-0.021	-0.002	0.342	0.049	0.046	-0.193	0.19	1

Table 5: Communalities.

Attributes	Description	Initial	Extraction
X ₁	Picture quality	1.000	.779
X ₂	Higher durability	1.000	.784
X ₃	Sound quality	1.000	.768
X ₄	Price	1.000	.795
X ₅	Built in stabilizer	1.000	.667
X ₆	Brand image	1.000	.639
X ₇	Recommendation of friend and neighbour	1.000	.730
X ₈	External appearance	1.000	.672
X ₉	DVD connection	1.000	.792
X ₁₀	Discount offer	1.000	.536
X ₁₁	Proximity to dealer	1.000	.683
X ₁₂	Foreign collaboration	1.000	.663
X ₁₃	Advertisement	1.000	.739
X ₁₄	Remote control facility	1.000	.810
X ₁₅	Recommendation of dealer	1.000	.871

Extraction Method: principal component analysis

Table 6. Total variance explained.

Attribute	Initial Eigenvalues			Extraction sums of squared loadings			Rotation sums of squared loading		
	Total	% variance	Cumulative %	Total	% of variance	Cumulative	Total	% variance	Cumulative
1	3.051	20.343	20.343	3.051	20.343	20.343	2.340	15.602	15.602
2	2.602	17.347	37.690	2.602	17.347	37.690	1.934	12.892	28.494
3	1.477	9.845	47.535	1.477	9.845	47.535	1.892	12.892	41.110
4	1.359	9.058	56.593	1.359	9.058	56.593	1.727	11.514	52.624
5	1.330	8.865	63.458	1.330	8.865	65.458	1.594	10.626	63.250
6	1.109	7.397	72.855	1.109	7.397	72.855	1.441	9.605	72.855
7	0.937	6.246	79.101						
8	0.755	5.037	84.137						
9	0.652	4.349	88.487						
10	0.488	3.256	91.742						
11	0.388	2.590	94.332						
12	0.281	1.871	96.203						
13	0.231	1.540	97.743						
14	0.203	1.350	99.093						
15	0.136	0.907	100.000						

Extraction Method: principal component analysis

Table 7 Component Matrix

Attributes	Components					
	F ₁	F ₂	F ₃	F ₄	F ₅	F ₆
X ₁	-.164	.458	-.419	-.254	-.9.636E-02	.542
X ₂	2.492E-02	.582	-.6.834E-02	-.589	-.211	-.221
X ₃	.593	.587	-.244	5.381E-02	8.968E-02	-3.750E-02
X ₄	-.208	.724	-.336	.140	8.735E-03	-.263
X ₅	-.501	.377	.168	.439	-.220	6.343E-02
X ₆	.532	-.152	.129	.178	-.533	2.158E-02
X ₇	-.455	.516	4.006E-02	-5.060E-02	.498	7.007E-02
X ₈	.644	.258	.231	-.275	9.487E-02	-.232
X ₉	.564	7.288E-02	1.261E-03	.303	.457	.410
X ₁₀	-2.912E-02	.525	.457	-9.747E-03	-.104	-.197

X ₁₁	.248	-8.357E-02	.481	-.214	.572	-9.950E-02
X ₁₂	-.439	.218	.242	.511	6.310E-02	-.314
X ₁₃	.587	.248	-.314	.459	.145	-4.658E-02
X ₁₄	.712	.333	.290	.110	-.298	8.803E-02
X ₁₅	-.220	.391	.585	-3.720E-02	-.134	.555

Table 8: Rotated component Matrix.

Attributes	Factor interpretation component					
	F ₁	F ₂	F ₃	F ₄	F ₅	F ₆
X ₁	.154	.341	.233	-.299	-.606	.359
X ₂	-5.528E-02	9.827E-02	.863	-.111	-9.160E-02	7.368E-02
X ₃	.760	-4.258E-02	.428	-6.196E-02	-3.419E-02	-2.876E-02
X ₄	.298	.359	.496	.433	-.364	-.109
X ₅	-7.853E-02	9.857E-02	-2.756E-02	.664	-.327	.319
X ₆	.161	-.779	-8.595E-03	-5.751E-02	-3.300E-02	3.418E-02
X ₇	6.619E-02	.757	.160	.255	3.339E-02	.245
X ₈	.357	-.232	.474	-.183	.482	3.482E-03
X ₉	.741	3.167E-02	-.333	-.207	.226	.193
X ₁₀	3.016E-02	-4.113E-02	.455	.422	.209	.323
X ₁₁	7.623E-02	.174	-1.225E-02	-.129	.788	9.787E-02
X ₁₂	-7.078E-02	.164	-8.526E-02	.789	3.395E-02	-1.217E-02
X ₁₃	.809	-.151	-3.515E-02	7.162E-02	-5.262E-02	-.230
X ₁₄	.511	-.591	.287	-5.888E-03	.154	.307
X ₁₅	-8.776E-02	4.131E-02	5.954E-02	.158	2.686E-03	.913

Extraction Method: principal component analysis. 6 components extracted.
 Rotation Method: varimax with Kaiser normalization. Rotation converged in 11 iterations.

Table 9. Component Transformation Matrix.

Component	1	2	3	4	5	6
1	.659	-.537	.124	-.388	.319	-.096
2	.447	.279	.665	.343	-.188	.356
3	-.255	-.245	-.005	.315	.670	.572
4	.420	-.180	-.559	.668	-.163	-.071
5	.313	.731	-.254	-.096	.530	-.118
6	.162	.087	-.406	-.421	-.326	.720

Extraction method: principal Component analysis.
 Rotation method: varimax with Kaiser normalization.

Table 10: Factors Influencing The Consumer Perception Towards Television.

Factors	Factors interpretation	Variables included in the factors
F ₁	Structural add-ons	Sound quality, DVD connection, remote control facility, advertisement
F ₂	Word of mouth	Recommendation of friends and neighbours, Brand image, External appearance, Discount offer.
F ₃	Durability	Higher durability
F ₄	Technical features	Built in stabilizer, foreign collaboration.
F ₅	Ground reality	Proximity of Dealers, Price, Picture quality.
F ₆	Recommendation of dealer	Recommendation of the dealers