



“Assessing the Impact of Product Information and Online Demonstration on Purchase Decision for Consumer Durables at Navin Mart”

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1. ABSTRACT :

In the world of innovation and advancement, people experienced the various online services and try to adapt the new tech for their convenience. The online shopping ease the work of the professionals and consumers. The availability of various products on single platforms makes the life convenient for the customers. This research aims to study the online information and product demonstration on consumer purchase decision. Survey method was used to collect the data and 78 respondents were selected for the same. Cross-tab Chi-Square, Kruskal-Wallis and Mann-Witney U Test is used to study the Impact of detailed information and online demonstration on the purchase decision of the customers.

Keywords: Product Information, Online Demonstration, Purchase Decision, Online Sites, Online Purchase, Web Demonstrate, E-Commerce

2. INTRODUCTION:

In today's e-commerce-driven world, buying consumer durables like electronics, appliances, and furniture is a high-involvement process. Shoppers invest time researching specifications, pricing, and user reviews to make informed decisions. Online demonstrations—such as product videos, AR experiences, and live Q&As—help bridge the gap between online and offline shopping, reducing uncertainty and enhancing trust.

This study explores how detailed product information and interactive demonstrations shape consumer behaviour. It examines the role of transparent pricing, influencer-led showcases, and emerging technologies like AR and VR in influencing purchase decisions. Additionally, it considers how factors like brand perception, trust, and price sensitivity impact buying behaviour. India's consumer durables market is evolving rapidly, driven by rising incomes, changing lifestyles, and easy financing options. While brand consciousness is growing, value-for-money remains key. With increasing competition, businesses must refine their branding and digital strategies to stay relevant.

By analysing how consumers engage with product details and online demonstrations, this research will provide valuable insights for marketers, product managers, and e-commerce developers. Understanding what builds trust and drives purchases will help brands enhance their content strategies, ultimately improving customer satisfaction and sales.

3. LITERATURE REVIEW:

1. **Indirashini (2024)** had studied on “Influence of Online Product Reviews on Consumer Buying Behaviour” explores how online products reviews shape consumer buying decision. The research includes primary and secondary data with 100 samples and analyse with descriptive research design to study the factors that Impact of Online Product Reviews and Purchasing Decision making Customer. The study identifies online reviews as a critical source of information, enhancing trust and aiding decision making. Positive reviews build consumer confidence, while negative reviews can harm sales and brand perception. Factors like review credibility, volume, the timeliness of managing E- WOM (Electronic Word of Mouth) for business aiming to strengthen their online presence and customer relationships.
2. **Ashish Kumar et al. (2024)** had studied on topic “Impact of E-Commerce on Employment and Consumer Welfare focus on the dual impact on employment and consumer welfare of India. The study reveals that online retail has driven job creation, particularly in technology enabled sectors such as marketing and management. Three primary surveys were conducted with 2062 online vendors, 2031 offline vendors and 8209 consumers of products from e-commerce websites. Women have particularly benefited, with increased employment opportunities. Moreover, while E-commerce has improved market access and efficiency for business, traditional retail continues to thrive alongside, dismissing the “retail apocalypse” narrative. Consumer welfare gains primarily come from convenience, access to wide range of products, and digital innovations.

3. **Boardman, McCormick (2019)** made a study entitled “Impact of Product Presentation on Decision Making and Purchasing”. A mixed methodology was employed, including eye-tracking and qualitative in-depth interviews, with a purposive sample of 50 participants aged 20-70. Found that higher number of product presentation features resulted in increased positive visuals, cognitive and effective responses as consumer wanted as much visual information as possible to aid decision making. Image of models attracted the most influential product presentation feature, followed by mannequin image and the zoom function. The 20s spent much less time viewing and interacting with the product presentation features than middle aged group (30s-50s), had minimal fixations on mannequin images and had much quicker decision-making process than other age groups.
4. **Dr. Girija Nandini (2020)** had studied on topic “Online Shopping: Impact on Consumer Behaviour”. The research analyses internet shopping and its impact on consumer behaviour. Primary and secondary data is used for the research. The five point Likert scale and stratified random sampling is used on sample size of 141 respondent. Concluded that online shopping is highly popular among individuals aged 21-30, specially graduates and postgraduates, due to its convenience, time, cost saving and easy access from various locations. Despite its advantages, including flexibility and wide range of product options like clothes, tickets, and electronics, concern about securities, trust in product visuals, and delivery delays remain. Enhancing website security, building consumer trust, and improving delivery services can further boost its adoption and user satisfaction.
5. **Huiliang Zhao (2021)** studied entitled “Impact of pricing and product information on Consumer Buying Behaviour with Customer Satisfaction in a Mediating Role”. The relationship between product pricing and product packaging plays an important role in the buying behaviour of consumers, whereas customer satisfaction plays a mediating role. Research was conducted through Questionnaire based convenience sampling was conducted on 500 students for data collection. Conclude that both product pricing and packaging have a statistically significant relationship with the buyer’s decision process. Packaging adds value, focusing on pricing yields greater benefits.
6. **Jia CHEN (2018)** had studied on “The Dynamic Effects of Online Products Reviews on Purchase Decisions”. The online reviews play an important role in the purchase decision process. Though the effects of positive and negative reviews to consumers purchase decision have been analysed, they were examined statistically and separately. Positive and negative online product reviews are usually random. Concluded that consumer responds differently based on membership levels: low level consumers are easily influenced but fail to form stable opinions, medium level consumers develop extreme opinions and maker quicker decisions, while high level consumers rely on initial impressions with minimal influence from reviews.

4. OBJECTIVES OF THE STUDY:

The aim of the paper is to analyse the extent to which product information and online demonstration influence decision.

5. RESEARCH METHODOLOGY:

- Sampling Frame: Surat city
- Sampling Size: 78 people using online shopping sites and analyse product information.
- Sampling Method: Non probability (Convenience Sampling Method)
- Sampling Information: Primary and Secondary Data
- Data Collection Method: Questionnaire and Interview

6. ANALYSIS AND INTERPRETATION:

Demographic Details:

As per the analysis, it was found that almost most respondents (54.5%) are young adults aged 20-30, with a nearly even gender split. Students form the largest group (53.4%), while business owners, employees, homemakers, and self-employed individuals make up the rest. Over half (52.3%) come from families earning less than ₹200,000 annually. AR/VR tools are widely appreciated for product visualization, with 97.7% finding them effective. Online shopping for durable goods feels secure to 78.4% of respondents, though Multibrand retailers (34.1%) and malls (28.4%) remain the top shopping choices. Family advice strongly influences purchase decisions (40.9%), and cash remains the preferred payment method, followed by UPI. When it comes to marketing Navin Mart, social media is the top choice (50%), far ahead of TV/radio (18.2%).

Other Details:

The analysis reveals that gender, age, and income do not significantly influence how consumers value detailed product information or make purchase decisions after experiencing AR/VR demonstrations. Both men and women prioritize similar factors like price, features, and accessibility when buying electronics, with only slight, non-significant differences in preferences. Product tutorials (31.6%) and unboxing videos (26.9%) are the most preferred demonstration types, while 3D views and live Q&A sessions have moderate appeal, and AR tools rank the lowest. Overall, purchase decisions for consumer durables appear to be shaped more by product-related factors than by demographic differences.

Kruskal-Wallis

Range			
	Age	N	Mean Rank
(Technical specification)	Below 20 years	15	36.43
	20-30 years	48	42.04
	31-40 years	8	48.50
	41-50 years	14	56.64
	Above 50 years	3	56.83
	Total	88	
(Warranty and after-sales services)	Below 20 years	15	45.07
	20-30 years	48	44.99
	31-40 years	8	40.38
	41-50 years	14	41.11
	Above 50 years	3	60.67
	Total	88	
(Customer reviews and rating)	Below 20 years	15	47.27
	20-30 years	48	44.10
	31-40 years	8	47.38
	41-50 years	14	39.07
	Above 50 years	3	54.67
	Total	88	
(Pricing and Discount)	Below 20 years	15	41.30
	20-30 years	48	42.06
	31-40 years	8	53.25
	41-50 years	14	45.82
	Above 50 years	3	70.00
	Total	88	

(Brand reputation)	Below 20 years	15	35.60
	20-30 years	48	46.20
	31-40 years	8	34.12
	41-50 years	14	51.93
	Above 50 years	3	54.83
	Total	88	
(Product comparison chart)	Below 20 years	15	40.53
	20-30 years	48	43.53
	31-40 years	8	51.38
	41-50 years	14	41.61
	Above 50 years	3	75.00

	Total	88	
(Availability of detailed product videos or demonstrations)	Below 20 years	15	44.50
	20-30 years	48	46.06
	31-40 years	8	28.62
	41-50 years	14	44.86
	Above 50 years	3	60.17
	Total	88	
(Expert recommendation or endorsement)	Below 20 years	15	40.93
	20-30 years	48	44.84
	31-40 years	8	40.19
	41-50 years	14	47.21
	Above 50 years	3	55.67
	Total	88	
(Availability of in-depth FAQs or guides)	Below 20 years	15	34.60
	20-30 years	48	47.78
	31-40 years	8	36.88
	41-50 years	14	49.04
	Above 50 years	3	40.67
	Total	88	

Interpretation:

The data reveals that people of different age groups prioritize various aspects of product information differently when purchasing consumer durables. Older individuals, place greater importance on technical specification and product comparison charts. Younger buyers tend to focus more on customer reviews, brand reputation, and videos or demonstrations. Overall, older consumer seems to pay closer attention to detailed information.

Test Statistics:

Aspect of Product Information	Chi-Square	df	Asymp. Sig.
Technical Specification	6.561	4	0.161
Warranty and After-Sales Services	1.911	4	0.752
Customer Reviews and Rating	1.539	4	0.820
Pricing and Discount	5.276	4	0.260
Brand Reputation	5.586	4	0.232
Product Comparison Chart	5.948	4	0.203
Availability of Detailed Product Videos or Demonstrations	4.733	4	0.316
Expert Recommendation or Endorsement	1.391	4	0.846
Availability of in-depth FAQs or guides	4.685	4	0.321

Interpretation:

The Chi- Square test results indicate that none of the examined aspect of product information have statistically significant association with age, as all P-value are greater than the standard threshold of 0.05. This means we fail to reject the null hypothesis (H0), suggesting based on Kruskal Wallish test that there is no significant difference among age and other factors.

Mann-Whitney U Test:

Ranks				
	Gender	N	Mean Rank	Sum of Ranks
(Varieties)	Male	49	43.60	2136.50
	Female	39	45.63	1779.50
	Total	88		
(Price consciousness)	Male	49	44.81	2195.50
	Female	39	44.12	1720.50
	Total	88		
(Easy accessibility)	Male	49	45.62	2235.50
	Female	39	43.09	1680.50
	Total	88		
(Better performance)	Male	49	48.18	2361.00
	Female	39	39.87	1555.00
	Total	88		
(Product features)	Male	49	45.74	2241.50
	Female	39	42.94	1674.50
	Total	88		

(Offers)	Male	49	45.27	2218.00
	Female	39	43.54	1698.00
	Total	88		
(Demonstrations)	Male	49	44.06	2159.00
	Female	39	45.05	1757.00
	Total	88		
(Celebrity endorsement)	Male	49	43.00	2107.00
	Female	39	46.38	1809.00
	Total	88		
(Awareness)	Male	49	46.64	2285.50
	Female	39	41.81	1630.50
	Total	88		
(Others)	Male	49	44.37	2174.00
	Female	39	44.67	1742.00
	Total	88		

Interpretation:

The Mann-Whitney test shows no major difference between men and women regarding the factors influencing their purchase of electronic durable goods. Both genders ranked factors like price, accessibility, product features, offers, and awareness fairly similarly, with only minor variations. Men seem to value better performance and awareness slightly more, while women place somewhat higher importance on demonstration and celebrity endorsements. Overall, the result suggests that gender doesn't significantly impact the factors people prioritize when buying electronic durables.

Test Statistics:

Factor	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Varieties	911.500	2136.500	-0.388	0.698

Price Consciousness	940.500	1720.500	-0.134	0.893
Easy Accessibility	900.500	1680.500	-0.494	0.621
Better Performance	775.000	1555.000	-1.672	0.095
Product Features	894.500	1674.500	-0.551	0.582
Offers	918.000	1698.000	-0.329	0.742
Demonstrations	934.000	2159.000	-0.190	0.849
Celebrity Endorsement	882.000	2107.000	-0.636	0.525
Awareness	850.500	1630.500	-0.924	0.356
Others	949.000	2174.000	-0.057	0.955

Interpretation: The Mann-Whitney U test result reveals no statistically significant difference between genders regarding most factors influencing the purchase of electronics durable goods. For factors like varieties ($p = 0.698$), price consciousness ($p = 0.893$), easy accessibility ($p = 0.621$), product features ($p = 0.582$), offers ($p = 0.742$), demonstrations ($p = 0.849$), celebrity endorsements ($p = 0.525$), and awareness ($p = 0.356$), the p-values are well above the 0.05 threshold, suggesting that both men and women rate these factors similarly. However, for better performance ($p = 0.095$), the difference approaches significance, indicating that men may slightly prioritize this factor more than women. Thus, we fail to reject the null hypothesis (H_0), therefore there is no significance between gender and factors affecting consumer durable goods.

Multiple Analysis:

		Responses		Percent of Cases
		N	Percent	
Type of online demonstration most useful	Which types of online demonstrations do you find most useful? (Product tutorial videos)	54	31.6%	63.5%
	Which types of online demonstrations do you find most useful? (Unboxing videos)	46	26.9%	54.1%
	Which types of online demonstrations do you find most useful? (3d view of the products)	25	14.6%	29.4%
	Which types of online demonstrations do you find most useful? (Augmented reality-AR tools)	15	8.8%	17.6%
	Which types of online demonstrations do you find most useful? (Liv QA sessions with experts or influencers)	31	18.1%	36.5%
Total		171	100.0%	201.2%

Interpretation: The multiple-factor analysis provides an overview of the most useful types of product demonstrations as perceived by respondents. Product tutorial videos are the most favoured, with 31.6% of responses, which highlights the widespread appeal. Unboxing videos follow closely, accounting for 26.9% of responses and appealing to 54.1% of respondents, indicating Strong interest in seeing product presentations. 3D views at 14.6% and Liv Q&A sessions at 18.1% have moderate appeal, whereas AR tools are least preferred. Overall Tutorial and Unboxing videos dominate, other preferences are niche or selective.

7. Conclusion:

The main purpose of the study is to know the impact of product information and online demonstration on purchase decision of consumer for consumer durables. The present study highlights that consumer preferences for product information and demonstrations vary, but no significant differences exist based on age or gender. Older buyers tend to focus on technical specifications and product comparisons, while younger consumers lean toward customer reviews and brand reputation. However, statistical tests show that age doesn't significantly impact these preferences. Similarly, men and women prioritize similar factors when purchasing electronic durables, with only minor variations-men slightly favouring performance and awareness, while women show a slight preference for demonstrations and celebrity endorsements. When it comes to online demonstrations, product tutorial videos (31.6%) and unboxing videos (26.9%) are the most popular, with 3D views and live Q&A sessions having moderate appeal, while AR tools are the least preferred. Overall, the study suggests that detailed product information, engaging demonstrations, and trusted reviews play a crucial role in influencing purchase decisions, regardless of demographic differences.

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