ORIGINAL ARTICLE

Consumer Perception toward Book Buying Behavior: A Case Study of Chaudhaary Devi Lal University

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ABSTRACT

A consumer perception is a framework in the mind of consumers when they are going to buy books. The motive of this paper is to identify their decision for purchases of books and a factor influencing the student's buying behavior. Primary data have been collected with a sample of Students studying at Chaudhary Devi Lal University with the help of a questionnaire. The respondents were selected by using non random convince sampling technique. In the present study, the factor analysis technique was applied to the responses of respondents with regard to variables related to the perception of book buyers and five factors were extracted. The extracted factors were "Content and Editing, Quality and Recommendation, Presentation, Goodwill of Publisher, About a book factor". The results indicated that the respondents were negatively related to the perception of the book buying.
Key words*: Buying Behavior, Income, Perception, Recommendation, Publisher*

INTRODUCTION

Consumer buying behavior is studied as a part of the marketing and its main objective it to learn the way how the individuals, groups or organizations choose, purchase, use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions (Kotler and Keller, 2012). Consumer behavior reflects the totality of consumer decision with respect to the acquisition, consumption and disposition of goods, services, time and ideas by decision making units (Gautam & Jain, 2008). Consumer behavior studies are based on the buying behavior of final consumers-individual and household who buy goods and services for themselves (Kotler and Amastrong, 2005). In order to identify consumer buying behavior one has to know the driving factors that motivate them into a purchase decision. Here, consumer behavior is described as the mental, emotional and physical activity that people use during selection, purchase and usage of the product (Kotler). Consumer perception is also identified by the color, shape, and taste of the product (Kazmi, 2012). The purpose of the study is to recognize those factors which affect consumer perception about the book buying behavior decisions. Understanding of variables such as price, quality brand, cover image and color, case study, information covered in book understands how these variables affect the decision making of the consumer. This study is helpful for publisher and booksellers discover and analyze the book purchasing behavior of consumers in formatting the marketing sales and editorial strategies.

REVIEW OF LITERATURE

Perception is basically an organism which describes an individual's perceived image which he expect from any product or service. Observation can be changed or influenced by numerous factors. The review of literature has taken up and evaluate of studies made by different researchers on constructs taken up by present study and thoroughly reviewed their findings have presented in the following sections.

Vibhuti, *et al.* (2014) the buying decision of respondent of FMCG product like chocolate bar, milk, oil, bath soap and shampoo. In which consider factors like price, availability, quality, taste and attractiveness of package quantity, brand and influence of media. The chocolate bar taste was considered in most important factors and bath soap availability brand and media influence is considerd the most important factors. (Bhatia, *et al.* 2014) examined that study the income has no influence in the different aspects of the products which attract consumer towards product like functionality, reliability, benefit, discount, warranty and guarantee has no relationship and income or promotional schemes are no related with income.

Thanigachalan & Vijayarani (2014) studied the companies to sell their products in standard price with good quality, availability of brands in all stores and less costly to attracting new customers brand loyalty provides companies strong and competitive weapons to fight with competitors in market place. Mohan, C and Sequiera (2012) studied the building brand equity is crucial for fmcg products where consumers heavily depend on the brand for the product category in a highly competitive and brand conscious market researcher found that brand awareness, brand loyalty, perceived quality and brand association had a significant effect on brand equity the results significant influence of brand loyalty to the development of brand equity. The empirical data and statistical test in the study provide support for the positive and direct relationship between perceived quality and brand equity. Brand awareness as not important factor indicates that having a brand name alone is not a guarantee of a successful brand in the fmcg industry. Brand managers have limited resources in terms of money, time and manpower to important brand strategies.

Shrivastva (2013) examined the factors like reliability and product attributes plays a very important role in this low income and price conscious set of respondents. The consumers largely remain brand loyal. A considerable portion of monthly income is spent on buying of fmcg product. Promotions and offers have also considered and its impact on household.

Bhatia, *et al.* (2014) examined that study the income has no influence in the different aspects of the products which attract consumer towards product like functionality, reliability, benefit, discount, warranty and guarantee has no relationship and income or promotional schemes are not related with income. Damodran and kumudha (2014) the study of perception of customers on Tata Nano car and understand the main factor attracts to purchase of Nano. Mostly product features are attracting to purchase of four wheeler and price is attracting to twowheeler.

Kazmi (2012) studied the consumer perception about Pasta study without any promotional strategy and product cannot run profitable in a market. Product awareness is factor which impact the popularity and usage rate of any product specially food.

Zeithamal (1988) studied the consumer perception of quality change over a time as a result of added information increased competition in a product category and changing expectations. Most of educating consumers on ways to evaluate quality advertising the information provided in packing can manage evoke desired quality perceptions. Monetary and non monetary (time and effort) must be effected by purchasing behavior, if product reduced time and effort search can reduce perceived sacrifice and increase perception of value.

Rani (2014) studied the consumer oriented market service provider should work as a psychologist to procure consumers. Different factors affecting things can be made

favorable and goal of consumer satisfaction can be achieved study of consumer buying behavior is gateway to success in the market.

Pugazhenthi, P (2010) studied the factors that the respondents consider as important while choosing a retailer and being a loyal customer to the same retailer has revealed that no matter what the background of the customer price, product quality and availability of all brands and products are the three main factors that determine same. Wasonga (2011) study founded that Kenyan respondents disagree buy laundry product they could always trust in quality, availability and other attributes, but Europe respondents agreed with good or bad quality, expensive or fair price and that they would rather buy laundry products made in Europe because they can always trust in quality and their availability.

OBJECTIVE

To study the factor influencing consumer behavior towards a purchase decision of book buying.

RESEARCH METHODOLOGY

The present research paper attempts to identify the factors affecting the purchase decisions of customers towards the purchase of the book and to recommend the particular factors that should be considered most important for such type of decisions. To achieve the said objective, only twenty four questions have considered in the questionnaire. The survey has been conducted in Chaudhary Devi Lal University through face to face interviews and included students (graduate, post graduate, M.Phil and Phd). Sampling technique is non probability and sample method judgment sampling selected for this study. Data was collected via questionnaire on a five point scale and 100 questionnaires were used. Further, to analyze and interpret factor analysis were used for confirmatory data analysis.

ANALYSIS

The factor analysis technique applied on perceptions of the respondents regarding the various (attributes) in book buying behavior revealed specific factors, which clearly define the perception of respondents. Five factors extracted from Twenty four variables explained 78.726 of variance and each factor was defined by at least three scale items. These specific factors were content and editing, Quality and Recommendation, Presentation, Goodwill of Publisher, and About a Book.

Table 1: Consumer perception for four factors (Mean, Correlated Item Total Correlation and communality)

Variables	Initial	Extraction	Corrected item total Correlation	Cronbach's Alpha if item Deleted	Mean	Std. Deviation
Chapter conclusion	1.000	.685	.692	.878	4.22	.871
New Edition	1.000	.750	.673	.879	4.27	.839
Book binding	1.000	.862	.653	.879	4.22	.883
Title of Book	1.000	.857	.679	.878	4.17	.922
Index in Book	1.000	.860	.655	.879	4.25	.869
Old Edition	1.000	.846	.660	.878	4.08	.950
Acknowledgement	1.000	.810	.634	.879	4.12	.998
Cover image and colours	1.000	.826	.878	.878	4.05	.989

Overall Mean of "Content and Editing" factors 4.17

National Author	1.000	.904	.494	.883	4.44	.729
International Author	1.000	.831	.405	.885	4.38	.838
Senior Recommendation	1.000	.839	.466	.884	4.43	.700
Knowledge of Book	1.000	.644	.482	.883	4.49	.798
Syllabus	1.000	.750	.540	.882	4.51	.785

Overall Mean of "Quality and Recommendation" factors 4.45

Case Study	1.000.	.912	.456	.884	4.43	.795
More Example	1.000	.909	.455	.884	4.42	.794
Medium	1.000	.652	.357	.886	4.38	.896
Information Covered in	1.000	.591	.374	.886	4.31	.992
Table, Figure and picture	1.000	.559	.375	.886	4.21	1.140

Overall Mean of "Presentation" factors 4.35

Paper Quality	1.000	.910	.340	.889	4.10	1.07
Publisher	1.000	.891	.359	.887	4.08	1.11
Having with Friends	1.000	.559	.383	.886	3.92	1.12

Overall Mean of "Goodwill of Publisher"4.03

Language	1.000	.746	.246	.889	4.25	.914
Price	1.000	.685	.234	.891	3.87	1.19
Easily Availability	1.000	.629	.304	.888	4.02	1.07

Overall Mean of "About a Book" factors 4.04
*The overall mean of all seven consumer perception factors is 4.20

Firstly, the Concern for *content and editing* has less mean score of 4.17 than the overall mean score of 4.20 as well as the mean score of this factor is least as compared to all the factor's mean which implies content and editing is less important for consumer than others factors of influencing book buying behavior. But, Consumer perception factor leads to get more mean score of new edition 4.27 Index in the book is 4.25, chapter conclusion and book binding is 4.22 which is highest significant the variables of this factor. Title of the book is 4.17; Old edition 4.08, acknowledgements mean score is 4.12 and cover image and colours. Consumers do not take a decision as a useful of information, moreover, whatever content and editing are irrelevant and incomplete factors regarding purchasing decision of book.

Secondly, the *quality and recommendation* factor as a stated in Table 1 higher mean score of 4.45 than the overall mean score of 4.20. The mean score of this factor is too more as compared to other factors which implies this factor is more important than others. Five variables of this factor are; syllabus 4.51, knowledge of book 4.49, national author 4.44, senior recommendation is 4.43, international author 4.38. These all factors are more relevant perception of consumer buying behavior of book.

Thirdly, *presentation* factors have higher mean scores of 4.35 than the overall mean score of 4.20 this implied that they less impact of perception of consumer perception. The mean score of case study 4.43, more examples 4.42, and medium 4.38, information covered in 4.31 and tables, figure picture 4.21 means higher than the overall mean and this factor score is more important of perception of the consumer.

Fourthly, *goodwill of publisher* factor is mean score is 4.03 which is less than the mean score of the overall mean score is 4.20. This implied that they less impact is paper quality 4.10, publisher 4.08 and having with friends 3.92 is a less mean score of other average mean scores of factors. The mean score of less important factor is consumer perception factors.

Fifthly, *about a book* factor is mean score is 4.04 which is to less than the overall mean score of 4.20. The highest mean score of language is 4.25 in comparison of other factors. It is a significant effect on the perception of the buyer, but a less mean score of easily availability 4.02 it is irrelevant of consumer perception factors.

RELIABILITY AND VALIDITY

The cronbach's alpha of scale is .888 which is a good indicator to go ahead as the value of the cronbach's alpha coefficient of .06 and above is good for research in social science (cronbach, 1990). Also the correlated item total correlation $\geq$.05 and inter item

correlation is more than 0.3. Here it is pertinent to mention that corrected item total correlation ≥ 0.5 and inter item correlation ≥0.3 table 1 & 2 is good enough for reliability of the scale .The value of communalities using principal component analysis ranged from .559 to .935. Here, it is pertinent to mention that communalities ≥.05 is sufficient for the explanation of constructing. All these values show factors analysis has extracted good quantity of variance in these items. Hence all the requirements of reliability and validity are met.

Table 2: Correlation Matrix of Consumer Perception

Perticulars	Price	Syllabus	Language	Paper Quality	Easy Availability	Having with Friends	Senior Recommendations	Publisher	International Author	National Author	Knowledge of Book	New Edition	Old Edition	Information covered in	Index in Book	More Examples	Book Binding	Table, Figure, Picture	Chapter Conclusions	Case Study	Acknowledgement	Medium	Titles of the Book
Price																							
Syllabus	.013																						
Language	.000	.003																					
Paper Quality	.190	.009	.440																				
Easy Availability	.000	.001	.000	.073																			
Having with Friends	.133	.000	.314	.000	.056																		
Senior Recommendations	.040	.000	.074	.154	.021	.002																	
Publisher	.076	.015	.461	.000	.107	.000	.280																
International Author	.010	.000	.051	.247	.070	.044	.000	.034															
National Author	.006	.000	.035	.167	.019	.011	.000	.028	.000														
Knowledge of Book	.116	.000	.090	.173	.063	.022	.000	.213	.000	.000													
New Edition	.327	.043	.114	.318	.053	.066	.104	.233	.135	.048	.006												
Old Edition	.092	.214	.283	.023	.144	.059	.040	.017	.016	.008	.022	.000											
Information covered in	.088	.000	.489	.459	.050	.021	.002	.410	.007	.001	.001	.180	.355										
Index in Book	.433	.049	.110	.244	.090	.025	.031	.379	.269	.172	.005	.000	.000	.077									
More Examples	.355	.000	.120	.181	.400	.238	.009	.227	.145	.049	.024	.013	.126	.000	.003								
Book Binding	.313	.102	.146	.059	.111	.018	.030	.174	.266	.098	.007	.000	.000	.277	.000	.012							
Table, Figure, Picture	.364	.015	.471	.002	.116	.022	.227	.003	.449	.284	.303	.007	.054	.000	.028	.000	.051						
Chapter Conclusions	.495	.099	.093	.148	.108	.027	.108	.104	.118	.051	.001	.000	.000	.144	.000	.016	.000	.049					
Case Study	.321	.000	.101	.217	.357	.236	.018	.197	.125	.040	.020	.010	.158	.000	.006	.000	.018	.000	.012				
Acknowledgement	.096	.227	.114	.136	.296	.124	.244	.018	.018	.015	.011	.000	.000	.107	.000	.065	.000	.136	.000	.052			
Medium	.259	.008	.150	.103	.387	.116	.111	.160	.367	.210	.151	.009	.121	.000	.031	.000	.012	.000	.040	.000	.203		
Titles of the Book	.351	.076	.212	.061	.056	.024	.089	.042	.108	.042	.000	.000	.000	.170	.000	.039	.000	.031	.000	.030	.000	.181	
Cover Image and colours	.142	.203	.339	.021	.095	.013	.010	.009	.044	.019	.002	.000	.000	.290	.000	.082	.000	.031	.000	.105	.000	.127	.000

Inter item correlation: Mean =. 263, Minimum= -. 049, Maximum=.992, Range= 1.041, Max/Min=0.154, Variance= .065, N= 24

According to the scale used if all the 24 items get a rating of 5 each, the total score would be 120. The mean score of the respondents is 101.62 (Table 3). The correlation matrix is computed as shown as (Table 2). The mean correlation is .263 and it varies from -0.49 to .992 with a range 1.041. There is a sufficient correlation to go ahead with factor analysis. The scale reliability is made for factors, so classified. The results are shown in the Table 3. Table 3 shows the factor analysis of the twenty four variables this analysis extracted five factors from the variables. Each factor was defined by at least five scale items. Kaiser Meyer akin (KMO) measure of sampling adequacy value of.552 is sufficient enough for validating factor analysis results. The Bartlett's Test of Sphericity also has a value of $x^2 =$ 3.406, DF=276, which is shown in the table 3. All these requirements are sufficient for validating factor analysis. The nine factors classified using the factor analysis is shown in the table 3. All the factors loading ranged from .669 to .957. The five factors generated Eigenvalues ranging from 1.772 to 7.837.

Table 3: Factor analysis results in consumer's perception toward book buying behaviour

Rotated Component Matrix[a]					
Variables	**Component**				
	1	**2**	**3**	**4**	**5**
Chapter Conclusions	.957				
New Edition	.928				
Book Binding	.918				
Titles of the Book	.912				
Index in Book	.910				
Old Edition	.903				
Acknowledgement	.892				
Cover Image and colours	.886				
National Author		.933			
International Author		.902			
Senior Recommendations		.902			
Knowledge of Book		.760			
Syllabus		.734			
Case Study			.939		
More Examples			.937		
Medium			.800		
Information covered in			.699		
Table, Figure, Picture			.669		
Paper Quality				.947	
Publisher				.935	
Having with Friends				.695	
Language					.845
Price					.809
Easy Availability					.769
Eigen value	7.837	4.127	2.879	2.242	1.772
%Variance	32.805	17.195	11.998	9.343	7.385
Cumulative % variance	32.805	50.000	61.998	71.341	78.726
Cronbach's Alpha=.888 Kaiser Meyer Olkin Measure of sampling adequacy =.552, Bartlett's Test of Sphericity (Approx. Chi square = 3.406, sig=0. 00 Mean= 101.62)					

The first perception factor alone has explained 32.805% of the total variation in the factor analysis. The present factor includes eight variables i.g. Chapter conclusion, New edition, Book binding, Title of book, Index in book, Old edition, Acknowledgement, Cover image & colour. The results indicate the content and editing factor has effected of consumer perception of book buying behavior toward purchasing decision. The factor loading ranges from .886 to 9.57. The inter item correlation ranges from .746 to .934 and item to total correlation ranges from .634 to .878. It covers 7.837 of the Eigenvalues.

A second pereption factor loaded with another five variables. This factor can be relevant of purchasing decision and in which includes National author, International author, Senior Recommendation, Knowledge of books and Syllabus. This factor has explained 17.195% of the total variation in the factor analysis. The factor loading ranges from .734 to .933. The iter item correlation ranges from .578 to .947 and item to total correlation ranges from .403 to .540. It covers 4.127 of the Eigenvalues.

Factor third is correlated with another four variable; Case study, More Example, Medium, Information covered in, Table, figure & chart. This factor indicated that it is important for

purchasing decision because it is related to study. This factor has explained 11.998% of the total variation in the factor analysis. The factor loading ranges from.669 to .800. The inter item correlation .380 to .992 and the item to total correlation ranges from .357 to .456. It covers 2.879 of the Eigenvalues.

The fourth perception factor loaded with another three variables. This factor less indicates the perception of the buyer. This factor has explained 9.434% of the total variation in the factor analysis. The factor loading ranges from .695 to .947. The inter item correlation ranges from .520 to .934 and item total correlation ranges from .234 to .304. It covers Eigenvalues 2.242. Goodwill of publisher factor has no effect on perception of the book buying behavior decision of a customer.

Table 4: Validation of factor analysis results for factors affecting consumer's Perception toward book buying behavior

Factors	Content	Quality	Goodwill of Publisher	Presentation	About of Book
Content	1				
Quality	.216	1			
Goodwill of Publisher	.205	.264	1		
Presentation	.190	.226	.177	1	
About of Book	.118	.273	.084	.120	1

** Correlation is significant at the 0.01 level (2 tailed)

Table 5: Correlation between factors affecting consumer's perception toward book buying behavior

Variables/Factors	Content	Quality	Goodwill of Publisher	Presentation	About of Book
Chapter Conclusion	.961	.195	.214	.162	.097
National Author	.191	.941	.188	.197	.265
Case Study	.201	.259	.917	.090	.039
Paper Quality	.145	.138	.148	.936	.096
Language	.106	.027	.080	.021	.815

A fifth perception factor alone has explained 7.385% of the total variation in the factor analysis. About a book factor has not correlated the study of behavior of buyers. This factor includes another three variables Language, Price, Easily availability. The factor loading ranges from .769 to .845. The inter items correlation ranges from .459 to .557 and total items correlation ranges from .234 to .304. It covers of the Eigenvlues 1.772.

LIMITATIONS AND FURTHER DIRECTIONS OF THE STUDY
As this is the first ever research conducted on Chaudhary Devi Lal University data, it has set the other institutional respondents for further research. Firstly, random sampling technique is not used in this research; the ability of the collected data to infer the entire population is reduced because only students in C.D.L.U. Sample. A larger sample should be used to implement any future research in this area. This study is only considering the postgraduate and higher educated students, but other respondents like graduate students and teacher include to may be used for future study.

CONCLUSION
In the light and above analysis and discussion the conclusion drawn there from the implies that the respondents are negatively perception towards the book buying behaviour. Respondents felt that content and editing, presentation, about a book factor are irrelevant. Respondents also indicate important factors like quality and

recommendation syllabus, knowledge of book, recommendation of senior, case study example and medium is relevant factors of perception of buyers.

On the application of the variables (factors), it was revealed that one factors quality and recommendation are positive attitude of the consumer towards the book buying behavior. The Publisher should also try to check the quality, syllabus and medium consider when publish a book

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