

# Factors Affecting Consumer Purchasing Behavior among Customers of Electronics Retail Industry in Bahrain

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**Abstract** - This research is based on Factors affecting consumer purchasing behavior among customers of Electronics retail industry in Kingdom of Bahrain. We consider that the research was done in the Kingdom of Bahrain which actually is one of the newest marketing topics not just in the Kingdom of Bahrain but elsewhere. For maximizing the whole performance of the company it is vital for an employer to understand the factors affecting consumer purchasing behavior among customers of Electronics retail industry. The purpose of the study was to investigate the Factors of consumer purchasing behavior in the electronics retail Industry. The research was conducted through a survey, using the questionnaire as the research instrument. The respondents of the study were the customers and other Bahraini citizens who are consumers of electronic industry. The research instrument used was the five-points Likert scale. The statistical tools used in the study were Multiple Regression Analyses and weighted mean. The study provided suggestions and recommendations from factors affecting consumer purchasing behavior among customers of electronics retail industry. The future studies should focus on more specific items within the electronic industry which would be based on specific brands or the marketing strategy adopted by the hypermarkets to understand the consumer behavior and their relationship with purchasing a specific product. The main findings of the current study suggest that perception, motivation, learning, attitudes and behaviors and economic value significantly correlate with the consumer purchasing behavior in the electronic industry in the Kingdom of Bahrain.

**Keywords:** Consumer purchasing behavior, electronic retail industry, marketing, factors effecting, Economic factors, Psychological factors

## INTRODUCTION

According to the latest report of KPMG Bahrain (2018), Bahrain's retail industry has seen an extra-ordinary growth from 2007-17 with an immense opportunity of growth due to its local and tourist population. The retail industry is expected to increase by 13% with huge investments on malls and retail outlets (KPMG Bahrain, 2018). This means more competition for the outlets of electronics industry that needs to evaluate the preference of their consumers to enhance their competitive advantage. Consumer behavior consists of four factors: cultural, social, personal and psychological. In this study the focus was limited only to social, personal and psychological factors (Furaiji et al, 2012). These factors were mediated by the characteristics of the product which can be represented in the form of marketing mix of the company (product, price, place, promotion) (Ubeja, 2014) Furaiji et al (2012) talk about the factors affecting consumer purchasing behavior in Iraq on electrical appliance study. The current study adds value by utilizing the same model and testing these behaviors in Bahrain market on the electronic industry. Other researchers who worked on consumer behavior in Bahrain include Gomes (2018), however, the researcher only predicted the relationship of marketing mix factors. Currently, there is no specific study on the electronics industry in Bahrain that identifies the preferences of consumers. Further, the population in Bahrain is complex in terms of locals, expatriate population and tourists that may have different demands or consumer behaviors (KPMG Bahrain, 2018). The study is intended to solve this problem by

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demonstrating the factors influencing consumer behavior in electronics in Bahrain. Furaiji et al (2012) talk about the factors affecting consumer behavior in Iraq on electrical appliance study. The current study adds value by utilizing the same model with limited various and adopted only psychological behavior under consideration. Psychological behavior is used to test these behaviors in Bahrain market on the electronic retail industry and develop the same hypothesis. The aim of the study was to demonstrate the impact of consumer purchasing behavior on the buying intention in the Electronics retail industry in Bahrain which will enhance the recent findings of the report of KPMG (2019) based on the cultural, personal, psychological, social and marketing mix factors.

## **LITERATURE REVIEW**

Ramya& Ali (2016) conducted a survey that investigated the impact of cultural factors on consumer behavior. The main variables for the study were the culture, subculture and the social class. The method used in the study was a survey where face-to-face interviews were conducted on a sample of 100 people from each of the provinces in the country. The main findings were that cultural factors such as social status, beliefs and attitudes towards some products and services impact on the tastes and preferences developed by individuals. The study concluded that individuals in every society ascribe to certain beliefs and attitudes that are resistant to change. For instance, the members of the Muslim community have strong beliefs against the consumption of pork and such beliefs and attitudes cannot change. It demonstrates that the cultural beliefs and attitudes that have been protected over generations, especially those that boarder on religion are strong and have direct impacts on the consumer behavior. As per the study, cultural factors impact on the values and ideologies that are embraced by a community regarding the suitable consumption choices and the factors that guide the consumption decision-making process. Each of the cultures has various subcultures such as religion, age, gender, geographical location and status amongst others.

Kaplan et al (2019) conducted a study to determine the impacts of religion on shopping behavior. The variables of the study included religion and the status of an individual in society. The data for the study were gathered using interviews. The main finding was that religious affiliations have a significant impact on consumer behavior. Besides religion, the study also established that the status of an individual such as being a member of a lower, middle or upper class impacts on the consumption patterns and behaviors towards consumption spending (Shah et al., 2015). For instance, individuals from upper social classes tend to spend extravagantly through purchase of expensive products like vehicles, clothing and foods when compared with others in lower classes. Those in the lower social classes tend to focus on spending on the most vital products for survival due to their meager incomes. Also, social class is impacted by the residential area where one lives and the income one earns. There are residential neighborhoods that are regarded as more affluent than others and the nature of consumption preferences also change on the basis of such neighborhoods (Shah et al., 2015). Other cultural factors such as gender also impact on the consumer behavior as there are designated items ranging from foods, clothing and beauty products that are regarded suitable for men but not women or vice versa. For instance, in most cultures, beauty products are mainly associated with women.

Glykeria, et al. (2019) conducted a study to determine the factors that impact on the consumer behavior towards food in Greece. The data for the study were collected using interviews and the main method used in analysis was content analysis. The variables of the study were culture, social class and the subculture. The main findings were that cultural factors have a profound impact in influencing the consumer behavior and the factors include the subculture, social class and the culture (Shah et al., 2015). Also, culture refers to the customers, morals, traditions, knowledge systems and habits that are acquired by individuals communally or as a society. Such cultural attributes determine how the consumers think and feel that directly impacts on the nature of perceptions that they develop towards products and services. It demonstrates that cultural factors have a direct influence on the attitudes, personality types and values that individuals identify with and such values then shape the consumption behaviors that are embraced by a community. A culture has various subcultures that transfer the nature of beliefs and attitudes from one generation to another (Khan et al., 2015). For instance, the race, religion and ethnic backgrounds of individuals were found to determine the mode of dressing, food preferences and the forms of personal care that are embraced by different individuals (Rehman et al., 2015).

Guo et al. (2014) conducted a study to investigate the impacts of social and cultural factors on the electricity consumption behavior. The variables for the study included family background, status of the individual and reference groups. The data for the study were collected using the questionnaire approach. The main findings were that there are various social factors that impact on consumer behavior and some of the most prominent include reference groups, the family background, the roles of an individual and the status (Ashraf et al., 2017). The reference group that one belongs has a profound impact on the nature of consumption patterns as an individual aims at ensuring the consumption behaviors align with the trends that are evident in the reference group. Also, the reference group where one belongs has an impact on the attitudes, aspirations and behavior of an individual towards consumption of various products and services (Qamri et al., 2015). Some of the most common reference groups include inspirational leaders, initiators, influencers and decision makers. For instance, the influencers in a reference group hold significant sway as their points of view are held

in high regard by the other members of the reference group and determine the nature of the consumption decisions they make. Also, the initiators make suggestions and recommendations of the products and services that should be purchased and their proposals are included in the basket of goods that a consumer or members of the reference group intends to purchase. It means the nature of influence wielded by the various members of a reference group impacts directly on the consumption choices made by the other members.

Sreen et al (2018) conducted a study to determine the influence of culture on consumption behavior amongst consumers for buying green energy efficient appliances. The variables of the research included the family, local dialects, the values and beliefs. The data for the study were collected using the survey approach. The main findings of the study include that one of the most influential cultural factors that can also be classified as a social factor is the family. The family consists of individuals that are related either through blood, marriage or adoption where in most cases, they live together or in proximity to one another (Khan et al., 2012). Most of the family members tend to conform to the family values and beliefs towards consumption, especially due to the influences of factors like religion. The influence of the family on the consumption behavior of an individual is since it forms a unit of socialization where an individual evolves. It means the family has a significant impact on the personality of the individual and also the personality and the values that the individual embraces (Akram, 2017). Also, the family provides a platform where the opinions and attitudes of the individual are shaped and such opinions and attitudes impact on the nature of desires of an individual (Akram, Murugiah, & Arfan, 2017).

Ravindra et al, (2019) conducted a study to determine the impact of social-cultural factors on consumption behavior. The main variables in the study included role and status of the individual, education, income and the position held in the family. The data for the study were gathered using structured questionnaires and analyzed using analysis of variance and multi-stage regression. The main findings of the study were that social factors such as the role and status of individuals in society impact on their consumption behavior besides other factors such as the income, education level and the position or status within the family (Abbas, Ashiq, & Abrar ul haq, 2018; Murtaza, Abrar Ul Haq, & Ali, 2015). The main determinants of the role and status of the individual within the society include the levels of education, income earned, profession and the position held in the family. For instance, parents can have a significant impact on the consumption choices of their children as such children depend wholly on the advice and guidance of their parents to determine consumption choices and behavior that are acceptable within the society (Qasim et al., 2018; Raza et al., 2018; Ullah et al., 2016).

Ur Rehman (2017) conducted a systematic analysis of the factors impacting on consumer behavior. The main focus or variables for the study included personal factors such as the age, lifestyle, economic condition and age and self-concept. The data for the study were gathered through content analysis. The main findings were that personal factors have considerable impact on the consumer behavior with factors such as the age, occupation, lifestyle, economic condition and self-concept playing a role in determining the consumption choices that are made by individuals. Any improvements in areas such as the economic condition due to factors like better earnings also improves the lifestyle of an individual and further impacts on the consumption behavior as the individual has to align it with the improved economic prospects (Bumjaid, Abid, & Malik, 2019).

Also, the study highlights that the age of the individual is another factor that impacts on the consumer behavior as different demographic groups such as the youth, young adults and the aged have different consumption behaviors. For instance, the youth are sensitive and prefer aligning their consumption behaviors with the latest trends in areas like fashion (H. A. M. Malik, Mahesar, Abid, & Wahiddin, 2014). However, the aged are considered to be more conservative and are lesser sensitive in aligning their consumption trends to the changes in fashion. Also, preferences in areas like hobbies, fashion and other activities change with age as they evolve throughout an individual's lifecycle.

Al-Salamin & Al-Hassan (2016) conducted a meta-analysis to determine the internal and external factors that impact on consumer behavior in the Kingdom of Saudi Arabia. The data for the study were collected and analyzed using content analysis and the main variables of focus in the study were the various stages in the family lifecycle. The main finding was that the family lifecycle such as the different ages when one is young, and single, married and aged also impact on the consumption behavior. It demonstrates the need for marketers to be responsive to such changes and develop products and services that align with the expectations of the individual based on the life stage (Malik et al., 2016). For instance, it is common for individuals to change their consumption patterns such that when they were young, they consumed unhealthy foods but as they get older and mature, they adopt to more healthy diets as they have better information and education on the impacts of unhealthy foods on their bodies.

Akbar & Azeemi (2017) conducted a study to determine the factors that influence consumer behavior on E-shopping in the Kingdom of Saudi Arabia. The variables of the study included the geographical region where one lives and the lifestyle. The data for the study were collected through self-administered questionnaires. Analysis of variance and regression methods were used to analyze the data. One of the findings was that the region where one lives whether in

the countryside, towns or in a city impacts on their consumption behaviors. There are cases where those that live in the countryside prefer more traditional foods and drinks as they are easily accessible in local stores unlike in cities where most of the products are available are the processed foods and drinks. It demonstrates that the regional dynamics shape consumer behavior from an early age as individuals shape their consumption preferences on the basis of the goods and services that are at their disposal. Also, such consumption patterns are shared amongst most of the community members that live within a region as patterns and customs are passed on over generations.

Also, the study found that the lifestyle of an individual also impacts on the consumption behavior. The lifestyle indicates the totality of the factors such as the values, interests, opinions and activities that an individual holds dear or prefers to be part of his or her identity. For instance, individuals that prefer to live healthy lifestyles are more inclined towards consuming organic foods as they are regarded as more healthy in comparison to foods that are grown using chemicals (Bhati, Shah, Waqas, Abid, & Malik, 2013). Also, such individual's express willingness to engage in activities like physical exercises to ensure they remain fit. It is also likely that such individuals will express willingness to join social circles and reference groups where other members engage in such activities.

Al Shahrani & Ghandour (2018) conducted a study to determine the factors that impact on consumer behavior of Saudi students in London. The variables in the study included the personality and the character traits associated with such personality. The data for the study were collected through interviews (Malik et al., 2017). The collected data was analyzed using content analysis. The findings of the study were that the personality and self-concept of an individual refer to the physiological and the psychological traits of an individual and impact on the nature of the character traits that shape the consumption behavior of the individual. The personality and self-concept of the individual is witnessed in character traits such as confidence, autonomy, sociability, and adaptability amongst others. These character traits then impact on the image of an individual. It is this image that the individual aims at portraying to others and such portrayals are manifested in behaviors in areas such as fashion, food, games and social circles that the individual prefers. It also means that an individual aims at engaging with colleagues and acquaintances that align with his or her self-concept.

In addition, the study also determined that the economic situation of an individual also has significant impacts on his or her consumption behavior. The consumption trends demonstrated by individuals in management positions are different when compared to that of individuals in lower-level positions due to their differences in economic standing as their incomes and lifestyles are different.

Briñol, Petty, Gallardo, DeMarree (2007) evaluated the impacts of persuasion and the factors associated with persuasion on consumption behavior. The variables for the study include motivation levels, attitudes and beliefs. The data for the study were collected using questionnaires. The data were analyzed using regression analysis. The main findings were that psychological factors also impact on the consumer behavior where factors such as the levels of motivation, beliefs, attitudes and learning determine the choices made by individuals towards consumption patterns (Malik et al., 2019). Motivation is regarded as the driving force towards the choices made by consumers as it reveals their tastes and preferences as directed through their thought patterns. Due to motivation, individuals are willing to express their willingness to consume a product or service indicating that most of the consumption behaviors are guided or are the source of the nature of motivation that is in a person. Most of the motivations expressed by individuals work at the subconscious level and can be difficult to determine but they vary based on the nature of choices that are at the disposal of the individual.

Rahman & Naaz (2019) conducted a study to determine sociological Impact of Advertisements on Saudi Arabian. The main variables for the study included motivation, perception and the need levels of the individual. The data for the study were collected using a survey and the data was analyzed using qualitative methods like regression analysis (Malik et al., 2019). The findings of the study were included that the need of an individual impacts on the motivation due to the diverse nature of needs such as the social needs, physiological needs, and biological needs amongst others. Some of the needs are more pressing hence the motivation to satisfy them is higher than that of others. Most marketers invest in reinforcing a particular need in the minds of the targeted consumers to raise their interests and motivation towards the purchase of their products and services. The marketers invest considerable resources in discerning the nature of needs amongst the targeted consumers and determine how the product or service being marketed can be directly linked to a pressing need for the consumer to speed up the consumption decision-making process.

Another psychological factor according to the study by Al Nemer & Ansari (2016) that impacts on the Protection and savings insurance consumer behavior in Saudi Arabia. The perception of an individual determines how the individual selects, organizes and interprets the information at his or her disposal. Also, the beliefs and attitudes are another set of psychological factors that impact on the consumer behavior as they determine how the customer ranks the available products and services. The beliefs and attitudes of a consumer are shaped by the knowledge acquired in the learning processes and through the external influence such as the insights gained from friends and peers.

Kassim& Zain (2016) conducted a study to determine the main factors that influence purchase of luxury products in the UAE. The study main focus was Quality of lifestyle and luxury purchase inclinations from the perspectives of affluent Muslim consumers. The methodology used was a literature study and the data gathered was analyzed through content analysis. The main variables included family, peers and symbols. One of the findings is that the main factors that influence consumer behavior were the family, peers and culture. Most of the countries in the Arab world are collectivist in nature and they have strong values and beliefs, especially those bordering on religion. Culture impacts on each of the stages of the purchase-decision making process such as the searching, evaluation, purchase and the eventual consumption of the targeted products and services. Through culture, peer and family influences, the consumers adopt sets of values, beliefs and attitudes towards their consumption patterns that are evident on the nature of products such as fashion and foods that they prioritize or avoid when making their consumption decisions.

Jawa&Chaichi (2015) conducted a study on the factors influencing consumer behavior in Saudi Arabia. The main variables included website quality, perceived trust, perceived convenience and prevalence of advertisements and promotions. The data were gathered using a questionnaire approach and the gathered data was analyzed using SPSS statistical software. The main findings were that perceived trust from close individuals like parents has significant influence on the consumption preferences, lifestyle choices and the consumption ideologies that their children embrace from an early age. Most of the children carry such ideologies to adulthood and later pass them on to their dependents as a form of maintaining their identity based on the collectivist nature of most households. Further, reference groups also exert significant influence on the consumption decision-making process as they determine the nature of comparisons or associations that individuals develop and such associations heavily influence the consumption choices made by individuals. Some of the major reference groups include clubs, religious groups and friendship circles that may prefer to associate with certain brands of products and services as a form of their identity. The various forms of engagements and deliberations undertaken in the reference groups lead to the endorsement of some of the product and service brands and members demonstrate their allegiance through consumption of such products and services.

Al-Hashimi&AlDhari (2019) conducted a study to determine the factors that influence the consumption behavior of women in the Spa industry in Bahrain. The main variables for the study included self-image and demographic factors. The data were gathered through a survey and analyzed using chi-square, beta correlation and Pearson product moment correlation. One of the findings was that most of the demographic factors except education impact on the consumer behavior. Also, self-image and self-expression are crucial in determining the choice decisions of spa and beauty treatments. From the study, it can be concluded that the social class of an individual also impacts on the consumption choices. Some of the most prominent determinants of the social class include wealth, and power. The members of the society that prefer identifying with a specific social class tend to avoid products or brands that could be associated with individuals of lower classes. It indicates that social class is a determinant of the consumption choices made by individuals.

Almutawa, H. (2019) looks to clarify the successful of Internet advertising in expanding the reach and consciousness of purchasers in The Kingdom of Bahrain. After the examination directed a decent audit about the privies writing identified with the investigation. It drives a short thought of the examination before articulating the announcement of the issue. From the announcement of the issue deducting the exploration base. The ascent of web-based life implies it's strange to discover an association that doesn't arrive at its clients and prospects through some web-based life stage. Organizations see the significance of utilizing online life to associate with clients and assemble income. Organizations have acknowledged they can utilize online life to produce bits of knowledge, animate interest, and make focused on item contributions. This is significant in customary block and-engine organizations, and, clearly, in the realm of e-commerce. In this exploration, to satisfactorily address the examination addresses an assortment of information assortment strategies and instruments were utilized, for example, poll study and t-test. From the investigation, the specialist reasoned that there is no noteworthy connection between the Level of usage and Effectiveness of Internet advertising among customers in Bahrain. Accordingly, the scientists acknowledge the invalid hypothesis. The issues looked by the respondents on the level of use and effectiveness of Internet advertising among buyers in Bahrain is protection, oversight and online security. The Internet, web-based life, web-based publicizing, versatile applications and so forth in general, can be viewed as innovation that has significantly improved our lives yet ought to be done mindfully.

Shabib ,&Ganguli (2017) explore the effect of corporate social duty (CSR) mindfulness on the mentalities of Bahraini ladies' purchasers in the age gathering of 18-55 and their purchasing conduct toward makeup items. Quantitative technique is utilized for concentrating on Bahraini ladies' buyers matured between 18-55 years. Essential information including customer's purchasing conduct and mentalities were gathered through an online survey and dissected utilizing programming like SPSS and Microsoft Office Excel. The exact discoveries uncovered that Bahraini ladies don't know about CSR. This absence of mindfulness prompts the avoidance of CSR as a factor in their buy choices. Nonetheless, the attention to CSR can turn into an explanation behind maintaining a strategic distance from acquisition of explicit

beauty care products when the shopper finds that the maker has been associated with socially reckless strategic approaches. Additionally, Bahraini ladies don't look for CSR-related data willfully from the beautifying agent's industry. This study is limited because of the to tested sample or the population considered into the study that does not represent the whole Bahrain because it centers around ladies of a particular age bunch utilizing beautifying agents and is restricted to the Kingdom of Bahrain. Review strategy was utilized as the main essential information assortment method. This look into gives an away from of how buyers act without any or almost no attention to CSR. It can profit beauty care products organizations, both existing and new, for receiving future long haul showcasing techniques to make open attention to CSR. This inquire about features the significance of bringing issues to light of CSR in the Kingdom of Bahrain and the potential ramifications of such exercises on buyers' acquisition of beautifying agents' products. This paper contributes altogether toward data in regards to Bahraini customers' absence of consciousness of CSR and reveals insight into buyers' conduct toward makeup items in the Kingdom of Bahrain.

### CONCEPTUAL FRAMEWORK

The conceptual framework of the current study was based on five group factors which were inspired from “Theory of reasoned action” and act as the input indicators of the study. The input factors include psychological, social, personal and cultural factors. These variables will be based on specific characteristics of each variables as explained by Furaij et al (2019) and presented in the model Figure 1. The final dependent variables will be consumer intention based on buying intention.

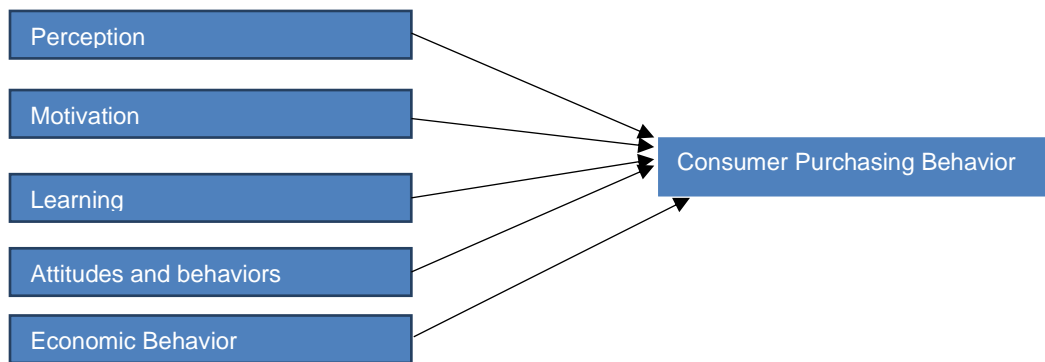


Figure 1: Conceptual Framework of consumer purchasing behavior for the current study

### Hypotheses

1. There is no effect of perception on consumer purchasing behavior in the electronic retail industry.
2. There is no effect of motivation on consumer purchasing behavior in the electronic retail industry.
3. There is no effect of learning on consumer purchasing behavior in the electronic retail industry.
4. There is no effect of attitudes and behaviors on consumer purchasing behavior electronic retail industry.
5. There is no effect of economic on consumer purchasing behavior in the electronic retail industry.

### METHODOLOGY OF THE STUDY

Research methodology is an important section of the study as it deals with the processes of data collection based on the identified research problem. This chapter explains and justifies the reasons why a specific approach has been applied under the context. And a total of 370 respondents filled the questionnaire and all of them were locals, expatriate of Kingdom of Bahrain.

#### Research Instrument

Questionnaire survey was prepared based on the identified variables. The questions were taken from previous conducted research so it can enhance the credibility of the questionnaire. The questions were based on two types of data: demographic and Inferential section. Demographic questions were based on specific personal questions about the respondent in terms of Age, Gender, Nationality, Income status, working status, Designation, Years of experience and others. The data helped to test the hypothesis in terms of their personal, social and cultural factors. Further, the psychological factors will be demonstrating in the current study where motivation and behavioral approaches of buying will be asked. The current section was based on multiple choice questions. Second section is about the inferential statistical questions which are related to consumer purchasing behavior based on personal, social, cultural factors and the psychological factors. Each variable is based on the specific questions which are made on a Likert type scale where the responded is likely to mark from “strongly disagree” to “strongly agree” points represented from 1 to 5 over a scale. Likert type scale is an ordinal scale and therefore helps to understand the perception and choices in an objective manner through quantification of these ideas. The Questions related to Perception variable was adopted from (Al-

Hashimi&AlDhari, 2019), Questions related to Motivation variable was adopted from (Al-Hashimi&AlDhari, 2019), Questions related to Learning variable was adopted from (Furaiji et al, 2012), Questions related to Attitudes and Behaviors variable was adopted from (Furaiji et al, 2012), Questions Related to Economic Behavior variable was adopted from (ec.europe, 2018), and Questions Related to Purchasing Behavior variable was adopted from (Al-Hashimi&AlDhari, 2019). all these tables are in Appendix.

#### Data Process and Statistical Treatment of the Data

The analysis was conducted through a questionnaire. The questionnaire was based on descriptive data of the consumers and personal behaviors based on Likert type scale. Pearson's correlation was conducted between the personal choices or behaviors (Abrar ul haq, Jali, & Islam, 2019). Particularly, questions based on liker type scale will be analyzed through the test such as social factors, psychological factors, marketing mix and consumer behavior (Abrar Ul Haq, Jali, & Islam, 2018). Regression test was conducted to find the relationship between cultural and personal factors and different types of consumer behavior (Abrar ul Haq et al., 2019). The main variables for this was demographic data of the consumers including age, income level, gender and country of origin. The results revealed the statistical difference among various variables tested.

#### RESULTS AND DISCUSSION

The most frequently observed category of Gender was Male ( $n = 244$ , 58%). The most frequently observed category of Marital Status was Married ( $n = 251$ , 59%). The most frequently observed category of Nationality was Bahraini ( $n = 192$ , 45%). The most frequently observed category of Occupation was Private Job ( $n = 177$ , 42%). The most frequently observed category of Age was 25 - 34 ( $n = 113$ , 27%). Frequencies and percentages are presented in Table 1.

Table 1: *Frequency Table for Nominal Variables*

Demographic Characteristic		<i>n</i>	%
Gender	Female	175	41.47
	Male	244	57.82
	Prefer not to say	3	0.71
Marital Status	Married	251	59.48
	Single	171	40.52
Nationality	Other	62	14.69
	Bahraini	192	45.50
	Asian	115	27.25
	Other Arab (Gulf nations and Arabic region)	23	5.45
	African	8	1.90
	European	22	5.21
	Missing	0	0.00
Occupation	Self-Employed	147	34.83
	Government Job	98	23.22
	Private Job	177	41.94
	Missing	0	0.00
Age	25 – 34	113	26.78
	35 – 44	101	23.93
	18 – 24	91	21.56
	45 – 60	91	21.56
	60 or older	22	5.21

*Note.* Due to rounding errors, percentages may not equal 100%.

#### Analysis of Data

R is the square root of R square and the correlation between observed and predicted variables. Correlation measures the strength of relationship among the variables. If the value of correlation greater than 50 then the relationship is strong. Here the relationship among perception and purchasing behavior are positively strong. R square value tells us that how much variation in the dependent variable is explained by the model. Here 34.5% variation in the dependent variables is explained by the model. The results of the linear regression model were significant,  $p < .001$ ,  $R^2 = 0.64$ , indicating that approximately 64% of the variance in Purchasing Behavior is explainable by Perception., Motivation, learning, Attitudes, and Economic. Behavior. Perception. did not significantly predict Purchasing Behavior.,  $B = 0.07$ ,  $t(416) = 1.82$ ,  $p =$

.069. Based on this sample, a one-unit increase in Perception. does not have a significant effect on Purchasing Behavior Motivation significantly predicted Purchasing Behavior.,  $B = 0.18$ ,  $t(416) = 3.58$ ,  $p < .001$ . This indicates that on average, a one-unit increase of Motivation will increase the value of Purchasing Behavior. by 0.18 units. learning did not significantly predict Purchasing Behavior.,  $B = 0.08$ ,  $t(416) = 1.79$ ,  $p = .075$ . Based on this sample, a one-unit increase in learning does not have a significant effect on Purchasing Behavior Attitudes significantly predicted Purchasing Behavior.,  $B = 0.33$ ,  $t(416) = 5.76$ ,  $p < .001$ . This indicates that on average, a one-unit increase of Attitudes will increase the value of Purchasing Behavior. by 0.33 units. Economic. Behavior. significantly predicted Purchasing Behavior.,  $B = 0.22$ ,  $t(416) = 5.56$ ,  $p < .001$ . This indicates that on average, a one-unit increase of Economic. Behavior. will increase the value of Purchasing Behavior. by 0.22 units.

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803a	.644	.640	.54051

a. Predictors: (Constant), Economic Behavior, learning, Perception, Motivation, Attitudes

Table 3: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	220.186	5	44.037	150.733	.000b
	Residual	121.536	416	.292		
	Total	341.722	421			

a. Dependent Variable: Purchasing Behavior

b. Predictors: (Constant), Economic Behavior, learning, Perception, Motivation, Attitudes

Table 4: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.458	.115		3.986	.000
	Perception	.073	.040	.075	1.821	.069
	Motivation	.183	.051	.190	3.584	.000
	learning	.084	.047	.090	1.786	.075
	Attitudes	.326	.057	.334	5.764	.000
	Economic Behavior	.216	.039	.232	5.556	.000

a. Dependent Variable: Purchasing Behavior

### Pearson Correlation Analysis

A Pearson correlation analysis was conducted among purchasing behavior., learning, motivation, economic behavior., perception., and attitudes. Correlation measures strength of relationship among variables. Correlation value lies between -1,+1. If value of correlation greater than 0.50 the relationship among the variables are strong. Here the variables motivation and purchasing behavior(0.719) Perception and purchasing behavior(0.588), Learning and purchasing behavior(0.657), Altitude and purchasing behavior(0.748) and economic behavior and purchasing behavior(0.665) shows strong positive relationship.

Table 12: Pearson Correlation

Correlations		Perception.	Motivation	learning	Attitudes	Economic Behavior.	Purchasing. Behavior.
Perception	Pearson Correlation	1	.661**	.582**	.601**	.576**	.588**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	422	422	422	422	422	422



Motivation	Pearson Correlation	.661**	1	.705**	.777**	.671**	.719**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	422	422	422	422	422	422
learning	Pearson Correlation	.582**	.705**	1	.799**	.526**	.657**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	422	422	422	422	422	422
Attitudes	Pearson Correlation	.601**	.777**	.799**	1	.641**	.748**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	422	422	422	422	422	422
Economic Behavior.	Pearson Correlation	.576**	.671**	.526**	.641**	1	.665**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	422	422	422	422	422	422
Purchasing Behavior.	Pearson Correlation	.588**	.719**	.657**	.748**	.665**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	422	422	422	422	422	422

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

## Conclusion

The study overall suggested that there were various factors that impact the Consumer behavior within the electronic retail industry ensuring that all the psychological factors were widely impacting the consumer behavior and therefore rejecting all the null hypothesis. In conclusion therefore it can be suggested perception, motivation, learning, attitudes and behaviors and economic are directly impacting the consumer behavior therefore all the hypothesis have been accepted while the non-hypothesis has been rejected. Further, the retail of electronic business is limited by the online offers and reselling of the products. As most of the corresponding administrations were favored by respondents of the examination buyers in Bahrain, it's incredibly suggested that the electronics industry proprietors incorporate those administrations particularly. Additionally, since this exploration inferred that respondents of the examination in Bahrain will get Spa benefits chiefly when they perceive that they need them, it's significant for advertisers and business to build up those requirements for respondents of the investigation in Bahrain by embraced substantial showcasing efforts through their preferred internet based life channel which is the Instagram as this examination demonstrates. What's more, since the greater part of them follow the suggestions of relatives and companions, quickening the positive informal exchange through loved ones offers is likewise suggested. The principle impediment of this examination was the time limitation; it was hard to accumulate 384 reactions in a brief timeframe. Particularly with the testing technique applied by the analyst that confines the quantity of respondents that ought to be drawn closer from each governorate inside the realm of Bahrain as per the inspecting proportion determined according to the general populace and test size. Despite the fact that the example was huge considering the time requirements looked by the specialist, guaranteeing more noteworthy representativeness could be accomplished by applying a certainty level of 99% and expanding the example size and in this way expanding the precision of speculations general populace of the s of Bahrain.

## Recommendations

The retail sector within the electronic industry should focus on various points to enhance their marketing and advertising efforts and the following recommendations were suggested.

It is important for the company within the electronic industry to create a high perception value of their products which can be conducted by delivering a message that products are high quality, company is big and deals are appropriate.

Motivation of the individuals to buy a specific product can be increased by offering sales price, discounts and package deals within electronic industry. The limited time offers will increase the motivation of individuals to avail the opportunities.

Learning of the individuals about the products is important, sales people in shops or malls should take proactive actions to detail the features and limited time offers to the interested consumers to enhance their learning. Awareness and knowledge of the consumers can be enhanced by social media marketing of the offers the company is offering along with the features of the products.

Economic value is important to be considered for buying of electronic products, this can be conducted by offering installment packages which will help the consumers to buy the products on installment.

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## APPENDIX

### *Questions related to Perception*

Item no.	Perception	Reference
1	I consider that branded phones show class and status.	
2	Chinese brands have lower quality than the novel electronic brands.	(Al-Hashimi&AlDhari, 2019)
3	Technology used in novel brand electronic products is top class.	
4	Technology used in Chinese electronic brands is not reliable.	

### *Questions related to Motivation*

Item no.	Motivation	Reference
1	I am motivated by the transformation in technology.	(Al-Hashimi&AlDhari, 2019)
2	I feel proud when i use top class brands.	
3	I feel enthusiastic when I adopt.	
4	I like to specific products when I use people who inspire me using them.	

### *Questions related to Learning (Furajji et al, 2012)*

Item no.	Learning	Reference
1	I support brands that continuously improve their products through learning and development	(Furajji et al, 2012)
2	I tend to buy products who support innovation	
3	I prefer buying products from companies who provide extensive learning sources along with products	
4	I buy products which are first doers in the technology as they learn through their experience	

### *Questions related to Attitudes and Behaviors*

Item no.	Attitudes and Behaviors	Reference
1	I am concerned about the environmental impact on the product I buy	(Furajji et al, 2012)
2	I prefer product that has a high level of innovation	
3	I tend to buy products which is a class and status symbol	
4	I like to buy products which has an impact on long term sustainability	

*Questions Related to Economic Behavior*

<b>Item no.</b>	<b>Economic Behavior</b>	<b>Reference</b>
1	I prefer to buy new products regardless of their price	(ec.europe, 2018)
2	I like to buy top-quality products and brands	
3	I do not like to get products repaired and prefer to buy a new one	
4	I like to book new products before when their launch date is announced	

*Questions Related to Purchasing Behavior*

<b>Item no.</b>	<b>Purchasing Behavior</b>	<b>Reference</b>
1	I like to purchase products that can fulfill my needs	(Al-Hashimi&AlDhari, 2019)
2	I like to purchase products that can fulfill my wants	
3	I have a strong influence on buying which are promoted through celebrity endorsement	
4	I follow the trends of the market while buying products	