

An Empirical Analysis of Repulsive Buying Behaviour

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Abstract

The study endeavours to access the repulsive buying behaviour and the various variables impacting a kind of revolting response of the consumer towards aptly marketed product. 292 respondents were analysed from Amritsar and Ludhiana in north India, the result were drawn using structural equation modelling which manifests latent variables i.e., psychological factor, the usage of product, the lifestyle and opinion and the product. The better understanding of repulsive buying behaviour has positive contribution to the country's economic state and also towards the quality of product and services. In the recent year's the consumer is showing a kind of revulsion in its buying pattern. Repulsive buying behaviour in consumer is repugnance for product i.e., a strong feeling of distaste for the product. The product is repelled by the consumer if it doesn't match the social status of the consumer, in case celebrity endorsing the product is not followed or admired by the consumer, adding to this are unresolved issues and complaints of customers which deteriorate the image of the marketer. The product are overloaded with wasteful features or are against the culture and religion of consumer or maybe are not according to the planning of consumer are not entertained by the consumer. It also proves that once customer has faced dissatisfaction by the usage of product or has no knowledge about the usage of product it turns off the consumer from the product.

Keywords: Repulsive buying behaviour; Repulsion effect; Brand; Distaste; Lifestyle

Introduction

Consumer is the only cause of existence of the organisation and standards to measure the failure and success of the organisation. Kotler and Keller [1] focus the dominance of consumer buying behaviour and the approach how the customers decide their products and services can be the most significant for manufacturers as this equip them with competitive advantage over its competitors.

With the increase in time the competition is proliferating which switch the depth-studies from market to the consumer. The essence of fostering a strong relationship with the customers is to contemplate, the buying behaviour of customers and what factors influence their purchase intention. As per, Solomon [2], consumer buying behaviour is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.

The repulsive buying behaviour as the name evinced is arousing intense distaste or revolt in the buying behaviour for the product. Frederick and Lee [3] in their research paper "Attraction and Compromise Effects Revisited: The Role of Attribute Characteristics and Representation in Context Effects" enunciated about the repulsion effect, the first paper, by Frederick and Lee, defined the role of attribute representation in the extent and direction of the attraction effect. Their study divulges that the attraction effect disappears, if the same information is presented in a perceptual manner, the attraction effect disappears or even reverses, the phenomena they named the repulsion effect.

The repulsive buying behaviour is when the product is repelled by the consumer, the attraction affect created by the marketer through promotion and other tools do not affect the consumer positively but the attraction affect is reversed to the repulsion which leads to the refusal in buying of product. For an instance Tata Nano was failure for all the marketers the car was presented as a symbol of social liberty and equality, but it was a proven blunder as the product did not match the social status of the consumer.

The study is immensely noteworthy in view of retail context of Indian market and also aids in expanding the horizon of the knowledge of marketer. The intriguing and significant phenomenon of repulsive buying entails to develop refined understanding as the liberalised Indian retail is flourishing with an elevated pace and there are different opportunities to reap profits in. With a paucity of literature on repulsive buying behaviour in Indian context, the findings of the study could stimulate related attempt in other geographical areas of this huge country.

Review of Literature

In present digital era the business organisations are looking for to enter in market space but they do not know how to enter in E-Marketing. It is universally acknowledged fact that good research cannot be made without critically studying what already exists in relationship to it in the form of general literature and specific work done by the researchers. The review of related literature, therefore, is considered as a perquisite to actual planning and execution of research work. Hence for proper understanding of the research work, sincere efforts have been made to review the related literature.

Durmaz [4] surveyed 1400 people in Ukraine to explore the effect of culture on consumer buying behaviour found that 60% of the respondent believed that belief, culture and tradition are the most important factor affecting the consumer buying behaviour. Suki and Suki [5] examined Muslim and non-Muslim consumers on their green food consumption and found that Muslim consumers follow a strict diet and act in accordance of religious dietary laws.

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Received August 07, 2017; **Accepted** November 28, 2017; **Published** December 04, 2017

Citation: Kumar S, Chauhan A (2017) An Empirical Analysis of Repulsive Buying Behaviour. Arabian J Bus Manag Review 7: 329.

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Grant and Stephen [6] while examining teenage girls found that this stage is highly fashion sensitive and is strongly influenced by brand name and its association's respondents were ready to pay high prices for branded clothing.

Triantafillidouet and Siomkos [7] found that long-lasting experiences gives satisfaction to the consumers prefer to repeat in the future. Anna Hellberg (2016) found that brand is avoided by the consumer due to experience-related factors such as poor performance, store environment, and product attributes.

Wei and Li [8] found that while choosing appropriate celebrity as endorsee risks are associated such as darkening the brand image as a result of negative publicity associated with the endorser. Saaksjarvi et al. [9] explored about advertisements featuring attractive and unattractive celebrities may reduce or enhance consumers' self-esteem as in comparison to attractive celebrities, unattractive celebrities sometimes seem to do a better job as product endorsers than attractive celebrities. Pileliene and Grigaliunaite [10] analysed famous female celebrity has a considerable influence on FMCG advertising effectiveness.

Lee and Luster [11] found that luxury goods give rise to social affinity in consumer for the self than for the other, people judged they high in social affinity when they brought a prestigious wine to a party compared to when they brought a cheaper generic wine.

Fisher et al. [12] analysed dissatisfied consumers who complain to the Better Business Bureau. Companies cannot ignore the complaints raised by dissatisfied consumers because when they raise their complain to better business bureau companies face major financial risk due to the highly negative word-of-mouth communication of these intensely dissatisfied consumers.

Kang et al. [13] explored that negative word of mouth and negative image affects the customer intention to switch the product. Dissatisfied customers spread their bad experiences about the services to neighbours, this will worsen potential customer basement, affecting company's future success and performance. Bill bramwell showed in tourism to increase the attraction of user's survey should be conducted so as to measure their satisfaction and use the findings of survey to develop a product. Without appropriate product development, dissatisfied users of tourism products in a city are likely to seek alternative products from other suppliers, possibly in other places.

Diehl and Poynor [14] found that large assortments affects negatively as the customer feels over loaded. Benoit and Miller [15] found that negative effect of large assortment can be reduced by holistic thinking.

Hammerl et al. [16] observed that reference groups and self-brand connection may alter the beliefs of a customer about the brand. Norgaard et al. [17] explored the peer influence in adolescents attached with snacks found that snack purchase and consumption in adolescents was significantly affected by peer group.

David R and his colleagues conducted a field experiment on buffet price and observed that lower the price of buffet less satisfaction it provided to customers. Hussain and his colleagues measured the impact of pricing strategies on consumer psychology and found that consumer is more willing to purchase items with suitable prices.

Long-Yi and his colleagues explored the influence of product knowledge on consumer purchase decision and observed that product knowledge have a significantly positive effect on consumer purchase decision.

Teresa and his colleagues analysed the consumer responses towards gift promotion found that when the brand promoted have high equity gift promotion is favourable. Purchase intentions are positively affected by using a high equity brands and offering a gift that fit with it. While studying the effect of short duration coupons, Trump [18] found that price promotions with overly restrictive requirements negatively affect the consumer purchasing decisions.

Ullrich and Brunne [19] opined product purchase intentions are damaged by negative customer review. Robert et al. [20] with role-play experiments and survey methods found that negative word of mouth have lesser affect than positive word of mouth.

Ndubisi and Koo [21] while exploring about family structure and joint purchase decisions found that family structure is the most important factor affecting the purchase decisions. Joint purchase decisions are made by strongly cohesive families than weal cohesive families. Norzieirani Ahma and his colleagues found that the online businesses will be able to predict prospective online shoppers' intention to repurchase more easily by identifying lifestyle factors and the relationship between lifestyle factors.

Domen et al. [22] conducted an experiment design about price fairness, study confirms that price fairness impact the intention to buy and sometimes forms of negative behaviours that directly harm the seller, e.g., negative word of mouth, complaints, and leaving the seller.

Nisel [23] showed if there is repetition of purchase of consumers, increased then the motive of buying decision will change. The quality is no longer the buying motive. They revealed that Mexican customers perceive their brand and the different competitors to compare what they can do to influence their buying behaviour.

Thakur and Srivastava [24] studied the usage of mobile commerce; found that easy usage and social influence are found to be important aspect to use mobile commerce while facilitating conditions were not found to be significant. Ajzen [25] theory of planned behaviour helps to project and explain consumer buying behaviour. Penz and Hogg [26] studied mixed consumers emotional responses to the retail store, the approach avoidance affects the consumer buying intention.

Significance of the Study

Repulsive buying behaviour is negative buying, which implies the feeling of distaste among the consumer for a product. To investigate a broad range of negative human responses, the study of repulsive buying behaviourism essential to be studied. It will assist in understanding, predicting and analysing critical market variations of a particular product or service due to repulsive buying. The summary of literature shows that there is very little comprehensive study on repulsive buying behaviour and the factors responsible for such kind of behaviour in the consumer. Thus considering the above discussion detailed survey regarding the repulsive buying behaviour and the factors affecting it is very important. To recover the relationship a hypothesis has been developed as all the variables have no significant relation with the repulsive buying behaviour. The results will be useful for the marketer to understand the repulsive behaviour of the consumer more conscientiously, so that the marketer could develop the product according to the latest need of the consumer and reap a considerable profit out of his efforts in understanding the behaviour of consumer.

Research Methodology

As discussed there is need for exploring more about the repulsive buying behaviour to cater the needs of the customer and deliver

value to them. In order to explore factors that affect the repulsive buying behaviour in consumer a boarder horizon of the research is to be applied. Both qualitative and quantitative research has been adopted but quantitative result was emphasized more. To develop the understanding for the repulsive buying behaviour in the consumer the qualitative research was used.

To test the casual relationship between the constructs in the research model the null hypothesis was formulated in an unorthodox way, Ho: There exists no significant association between the factors extracted with regard to repulsive buying behaviour of consumer.

In the present survey data collection was conducted by an instrument (questionnaire) through convenience sampling to record respondent's opinions. All items in the questionnaire were measured on a five-point Likert scale ranging from 'strongly disagree' (1) to 'strongly agree' (5), based on the construct. The instrument was pre-tested to remove unclear, leading and confusing statements. The mode of contact with respondents was face-to-face, of the 310 distributed 298 were received while screening the responses 6 were found uncomplete 292 completed the questionnaire with a 97.9% response rate. A series of statistical techniques and procedures were conducted using Statistical Package for the Social Sciences (SPSS) version 16 to evaluate the latent variables involved in the study.

Repulsive Buying Behaviour of Consumer

The repellent behaviour of the consumer i.e., the off putting from the product, to gather more information about the behaviour and the determinants which affects the behaviour the research problem can be stated a structural model of repulsive buying behaviour.

Development of scale

A scale was developed to investigate about the repulsive buying behaviour. The literature was thoroughly studied and reviewed, as shown in the review of literature. In the light of the literature and with the help of discussion with professional in the discipline of marketing, 20 variables were chosen in order to explore the factor affecting the

repulsive buying behaviour in consumer.

Refinement of scale

In order to build up the correct scale the each item was subjected to reliability analysis. Table 1 shows the inter-item correlation and Cronbach's alpha statistics was performed to ensure the scale reliability.

Factor Analysis

Factor analysis was performed with varimax rotated, Principal Component Analysis. The analysis extracted four factor namely; psychological, usage, lifestyle and opinion, product shown in Table 2.

To prove the application of factor analysis, results related to the Kaiser-Meyer-Olkin (KMO) the tests of sampling adequacy and Bartlett tests of sphericity were observed. Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MSA) value of 0.789 is adequate for validating factor analysis results. Measures of Sampling Adequacy value must exceed. 50 overall tests and each individual variable for research in social science. The value of Bartlett tests of sphericity is $X^2=719.203$, $DF=190$ shown in Table 2.

To justify the reliability of the scale Cronbach's Alpha was calculated, the value of Cronbach Alpha is. 845, Table 2 indicating good reliability of the scale. The range of Cronbach's alpha reliability coefficient is between 0 and 1 (Table 3).

Extraction of factors

There are four factors (psychological, usage, lifestyle and opinion, product) extracted using the factor analysis shown in Table 2. Factors having loading more than 0.5 are significant and loading range from 0.56 to 0.91. The Eigen values of the four factors ranges from 2.084 to 5.491. Results are shown in Table 2.

Psychological: The first factor named as psychological is embraced of six variables, i.e., culture and religion, value perceived against price, conflict in motives, inner urge of customer, brand association and experience, online review of product. Factor explains 19% of the

Variables	Initial	Extraction	Corrected item-total correlation	Cronbach's Alpha if item deleted	Mean	Std. deviation
Culture and religion	1	0.704	0.517	0.834	2.94	1.54
Value perceived against price	1	0.694	0.509	0.839	3.12	1.45
Conflict in motives	1	0.761	0.525	0.843	2.96	1.47
Inner urge of customer	1	0.762	0.719	0.824	2.78	1.46
Brand association and experience	1	0.758	0.662	0.827	3.04	1.45
Online review of the product	1	0.613	0.564	0.832	2.62	1.52
Accessibility and usage of product	1	0.751	0.562	0.841	3.06	1.33
Unresolved issues and complaints	1	0.776	0.54	0.834	2.5	1.31
Social status	1	0.816	0.583	0.832	2.54	1.34
Celebrity endorsement	1	0.744	0.532	0.834	2.42	1.27
Perception about the brand	1	0.656	0.618	0.843	2.78	1.47
Consumer dissatisfaction	1	0.835	0.558	0.841	3.42	1.24
Environment and reference groups	1	0.833	0.502	0.84	3.52	1.11
Price	1	0.723	0.538	0.846	3.18	1.3
Family	1	0.498	0.501	0.852	3.12	1.45
Lifestyle	1	0.604	0.533	0.838	2.92	1.41
Product knowledge	1	0.674	0.51	0.843	3.26	1.41
Customer feels overloaded	1	0.627	0.535	0.842	2.84	1.29
Purchase planning	1	0.593	0.539	0.838	2.8	1.34
Promotional scheme	1	0.498	0.545	0.842	2.4	1.12
Item mean: Mean=2.91, Minimum=2.40, Maximum= 3.52, Range= 1.12 , Max/Min=1.467, N=20						

Table 1: Scale reliability analysis (repulsive buying behaviour).

Variables	Factors			
	Psychological	Usage	Lifestyle and opinion	Product
Culture and religion	0.82	-	-	-
Value perceived against price	0.8	-	-	-
Conflict in motives	0.8	-	-	-
Inner urge of customer	0.77	-	-	-
Brand association and experience	0.75	-	-	-
Online review of the product	0.72	-	-	-
Accessibility and usage of product	-	0.86	-	-
Unresolved issues and complaints	-	0.85	-	-
Social status	-	0.84	-	-
Celebrity endorsement	-	0.82	-	-
Perception about the brand	-	0.8	-	-
Consumer dissatisfaction	-	-	0.91	-
Environment and reference groups	-	-	0.9	-
Price	-	-	0.84	-
Family	-	-	0.69	-
lifestyle	-	-	0.56	-
Product knowledge	-	-	-	0.81
Customer feels overloaded	-	-	-	0.79
Purchase planning	-	-	-	0.71
Promotional scheme	-	-	-	0.6
Eigen value	5.491	3.524	2.822	2.084
%Variance	19.299	19.191	17.752	13.359
Cumulative % Variance	19.299	38.49	56.243	69.602
Scale Reliability alpha	0.884	0.903	0.848	0.756

Cronbach's Alpha= .845, Kaiser-Meyer-Olkin Measure of Sampling Adequacy= .789, Bartlett's Test of Sphericity Approx. Chi-square= 719.203, Df=190, Sig= .00, Mean= 58.22

Table 2: Varimax-rotated results and scale reliability (repulsive buying behaviour).

	SW1	SW2	SW3	SW4	SW5	SW6	SW7	SW8	SW9	SW10	SW11	SW12	SW13	SW14	SW15	SW16	SW17	SW18	SW19	SW20
SW1	1.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SW2	0.09	1.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SW3	0.36	0.11	1.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SW4	0.13	50.00	0.05	1.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SW5	0.10	0.32	0.10	0.10	1.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SW6	0.06	0.10	0.01	0.01	0.01	1.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SW7	0.19	0.35	0.28	0.10	0.67	0.01	1.00	-	-	-	-	-	-	-	-	-	-	-	-	-
SW8	0.10	0.44	0.11	0.35	0.07	0.20	0.08	1.00	-	-	-	-	-	-	-	-	-	-	-	-
SW9	0.04	0.31	0.06	0.21	0.53	0.09	0.49	0.10	1.00	-	-	-	-	-	-	-	-	-	-	-
SW10	0.08	0.20	0.19	0.12	0.45	0.17	0.68	0.02	0.48	1.00	-	-	-	-	-	-	-	-	-	-
SW11	0.72	0.11	0.59	0.05	0.25	0.15	0.18	0.06	0.41	0.09	1.00	-	-	-	-	-	-	-	-	-
SW12	0.10	0.15	0.06	0.12	0.23	0.50	0.17	0.03	0.45	0.15	0.13	1.00	-	-	-	-	-	-	-	-
SW13	0.32	0.18	0.19	0.12	0.67	0.19	0.35	0.17	0.51	0.53	0.31	0.19	1.00	-	-	-	-	-	-	-
SW14	0.03	0.26	0.06	0.23	0.18	0.49	0.13	0.42	0.42	0.17	0.17	0.87	0.18	1.00	-	-	-	-	-	-
SW15	0.70	0.02	0.52	0.09	0.21	0.49	0.25	0.38	0.58	0.08	0.85	0.05	0.44	0.04	1.00	-	-	-	-	-
SW16	0.08	0.41	0.01	0.55	0.07	0.14	0.10	0.33	0.24	0.08	0.08	0.09	0.11	0.16	0.18	1.00	-	-	-	-
SW17	0.11	0.36	0.01	0.25	0.55	0.11	0.51	0.32	0.65	0.60	0.12	0.41	0.75	0.49	0.15	0.24	1.00	-	-	-
SW18	0.17	0.09	0.05	0.01	0.05	0.69	0.06	0.29	0.10	0.28	0.02	0.65	0.19	0.69	0.04	0.03	0.18	1.00	-	-
SW19	0.56	0.31	0.23	0.27	0.22	0.05	0.12	0.11	0.24	0.03	0.44	0.05	0.32	0.69	0.44	0.50	0.32	0.13	1.00	-
SW20	0.16	0.12	0.02	0.06	0.04	0.66	0.01	0.24	0.39	0.22	0.16	0.71	0.30	0.67	0.15	0.02	0.41	0.64	0.09	1.00

Table 3: Correlation matrix of repulsive buying behaviour variables.

total variance in the factor analysis solution. The result indicates while studying the repulsive buying behaviour “psychology” of customer should be taken care. The study reveals that customer purchase intention can be negative for a product as the value perceived about the product may be less as compared to its price, the bad brand experience and negative online review of the customers may affect the image about the brand adversely. The site of product opposing the consumer cultural and religious value may be repelled by the customer. The conflicts in the buying motive of the purchaser hinder in understanding their inner

urge and thus create a state of confusion in their minds. The factor loading ranges from 0.72 to 0.82 the inter-item correlation ranges from 0.003 to 0.681 and item to total correlation ranges from .525 to 0.719. It covers 5.491 of the Eigen value. Marketers need to critique individually the intrinsic and extrinsic environment influencing the repulsive purchase behaviour consumer.

Usage: The second factor labeled as usage comprises of five variables i.e., accessibility and usage of the product, unresolved issues and

complaints, social status, celebrity endorsement, perception about the brand. The result shows that factor explains 19.19% of the total variance of the factor analysis solution. The factor explains about difficulty in usage of product and complaints aroused against the marketer from the previous purchase, affecting inversely the perception of purchaser about the brand. A product which disappoints the social need of the consumer is usually rejected as product is attached to the social affinity of the consumer. The factor loading ranges from 0.656 to 0.816 and it covers 3.524 of the Eigen values. The inter item correlation ranges from 0.404 to 0.875 with a total to item correlation range of 0.532 to 0.618. The managers should engage proper channels to attend the complaints of customer patiently and resolve the complaints by the earliest.

Lifestyle and opinion: Factor third has been assigned as lifestyle and opinion extracted from five variables i.e. consumer dissatisfaction, environment and reference groups, family, lifestyle, price. The factor explains 17.752% of the total variance of the factor analysis solution. The factor explains the consumer dissatisfaction or any kind of discontent faced by the consumer himself, his family or by any influencer of his purchase i.e., his environment or reference group to which he belong to leads to repulsive buying. The factor also explains the lifestyle of consumer and the price of the products as other two determinant of the same behavior. The factor loading ranges from 0.56 to 0.91. It covers 2.88 of the Eigen values. The inter-item correlation is 0.233 to 0.856 and item to total correlation ranges from 0.502 to 0.558. The prevent the repulsive buying managers should try to apprehend each and every influencer which encompass the purchase intention of the consumer.

Product: The fourth factor i.e., product extracted from another four variables i.e., product knowledge, customer feels over-loaded, purchase planning and promotional schemes. The result reveals that consumer lacks proper knowledge about the product due to which he could not plan the purchase and also feels overloaded with the variety features of the product. It unhidden the truth about the excess promotion which is leading to deteriorate the interest of the consumer. It covers 2.084 of the Eigen values. The factor explains 13.359% of the total variance of the factor analysis solution. The factor loading ranges from and the inter item correlation ranges from 0.332 to 0.557. The item to total correlation ranges from 0.510 to 0.545. Managers and marketers are suggested to update the knowledge of consumer time to time.

Validation of Factor Analysis Results

The marketer needs to think beyond the buying behaviour, he needs to understand the force under influence of which the consumer tends to move away from the product. Repulsive buying behaviour is basically a negative buying in which consumer don't buy the product or lessen the quantity of purchase.

The extracted factors determining the repulsive buying behaviour are validated in Tables 4a and 4b by calculating "correlation between summated scales" and correlation between representative of factors and summated scales". The factor are independent of each other as the scores of the correlation between the factors for repulsive buying behaviour was <.291, which prove that multi collinearity does not exist (Table 4a).

Factors	Psychological	Usage	Lifestyle and opinion	Product
Psychological	1			
Usage	0.291	1		
Lifestyle and opinion	0.121	0.03	1	
Product	0.286	0.196	0.161	1

Table 4a: Factor analysis result validation (repulsive buying behaviour): Correlation between summated scales.

Variable/factors	Psychological	Usage	Lifestyle and opinion	Product
Cultural value	0.809	0.117	0.226	0.171
Accessibility and usage of product	0.183	0.854	0.101	0.113
Dissatisfaction	0.116	0.059	0.877	0.098
Product knowledge	0.167	0.02	0.228	0.777

Table 4b: Factor analysis result validation (repulsive buying behaviour): Correlation between representative factors and summated scales.

Fit index	Guidelines(recommended)	Model values
Chi square	-	140.975
CMIN/DF	Between 1 and 5	2.563
NFI	>0.9	0.947
TLI	>0.9	0.951
GFI	>0.9	0.953
AGFI	>0.9	0.922
RMSEA	<0.5	0.054
P	<0.5	0

Table 5: Fit indices and guidelines for model analysis.

The Table 4b explains about the association of the representative factor with the latent variable. The values are more than 0.777 which reflects the high association within them and low than 0.228 among other the summated scales.

Confirmatory Model of Factors Affecting Repulsive Buying Behaviour

Structural equation modelling is comprehensive technique that essentially combines complex path models and confirmatory factor models. SEM handles both informative and reflective indicators. For the implementation of SEM Amos software was used. Reliability and validity of the questionnaire were tested by the confirmatory factor analysis (Table 5).

Path analysis

SEM is visualized by the path diagram [27]. To analyse the relationship between the repulsive buying behaviour and the factors a structural model was proposed shown in Figure 1.

The value of RMR, RMSEA, AGFI and TLI of the path model (Figure 1) are not as recommended in Table 5 so modification were made with reference to modification index, standardised residual values, regression weights etc. The final model is displayed in Figure 2 which exhibit the relationship between the values perceived against price and conflict in motive or conflict in motives and brand association and experience. The path model is now significant and the value of chi square and various fit Indies are according Table 5.

Discussion and Result

The results interpreted from Figure 2 shows that Factor 1 coded as psychological path loading ranged from 0.770 to 1.0. The path loadings 1.0 for culture and religion and brand association and experience 0.94 inner urge of customer shows the significant effect of these items on the repulsive buying behaviour. The other variable have i.e., online review of the customer and value perceived against price have a considerable effect on the repulsive buying behaviour. The result reveals customer circumvent the products that are against his culture and religion ,beside this brand gives identity to the product and products not associated with brand name is evinced to be repelled by the customer. Here it is important to mention that the three items represented by arrows

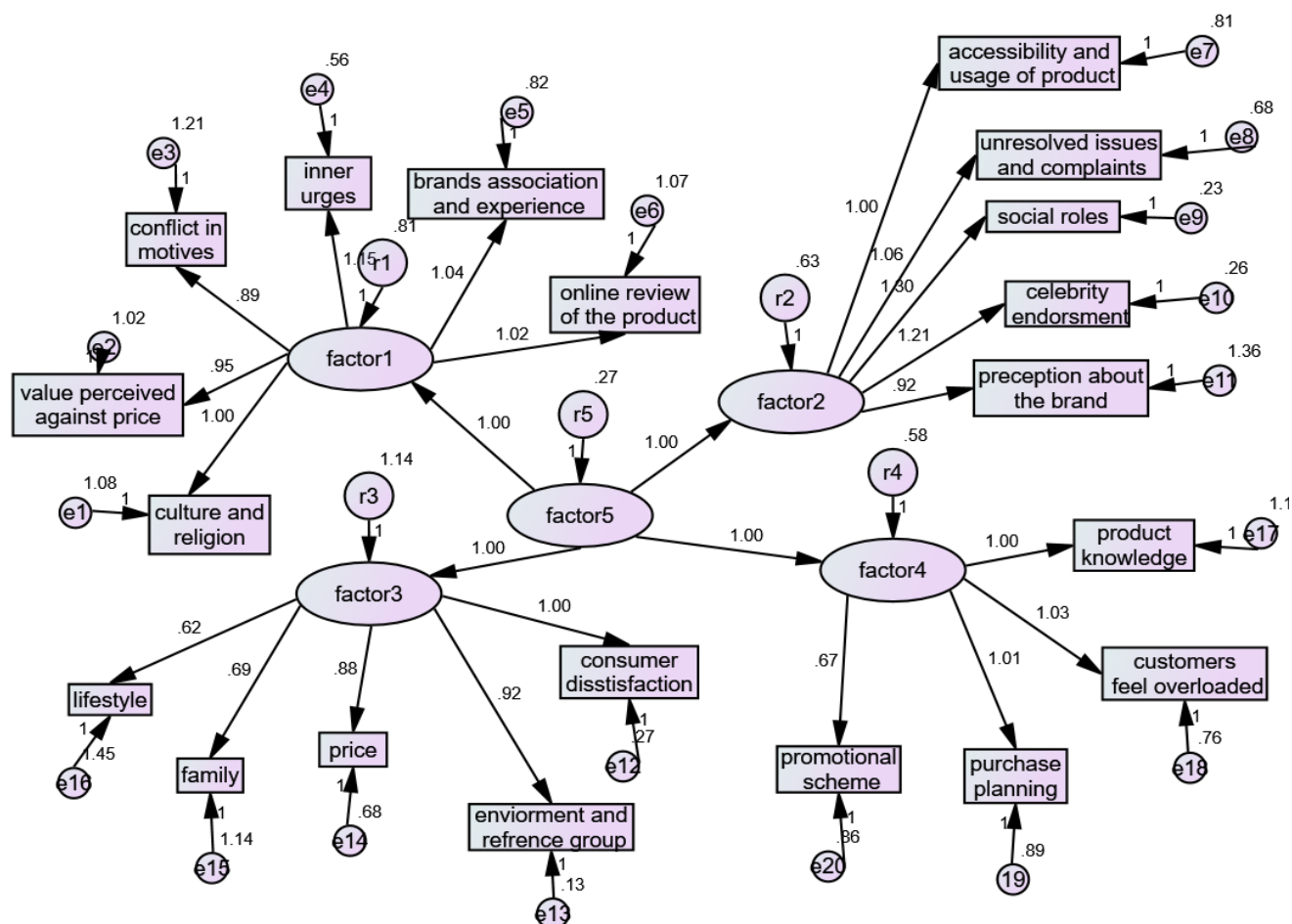


Figure 1: A proposed path model revealing the determinants of the repulsive buying behaviour.

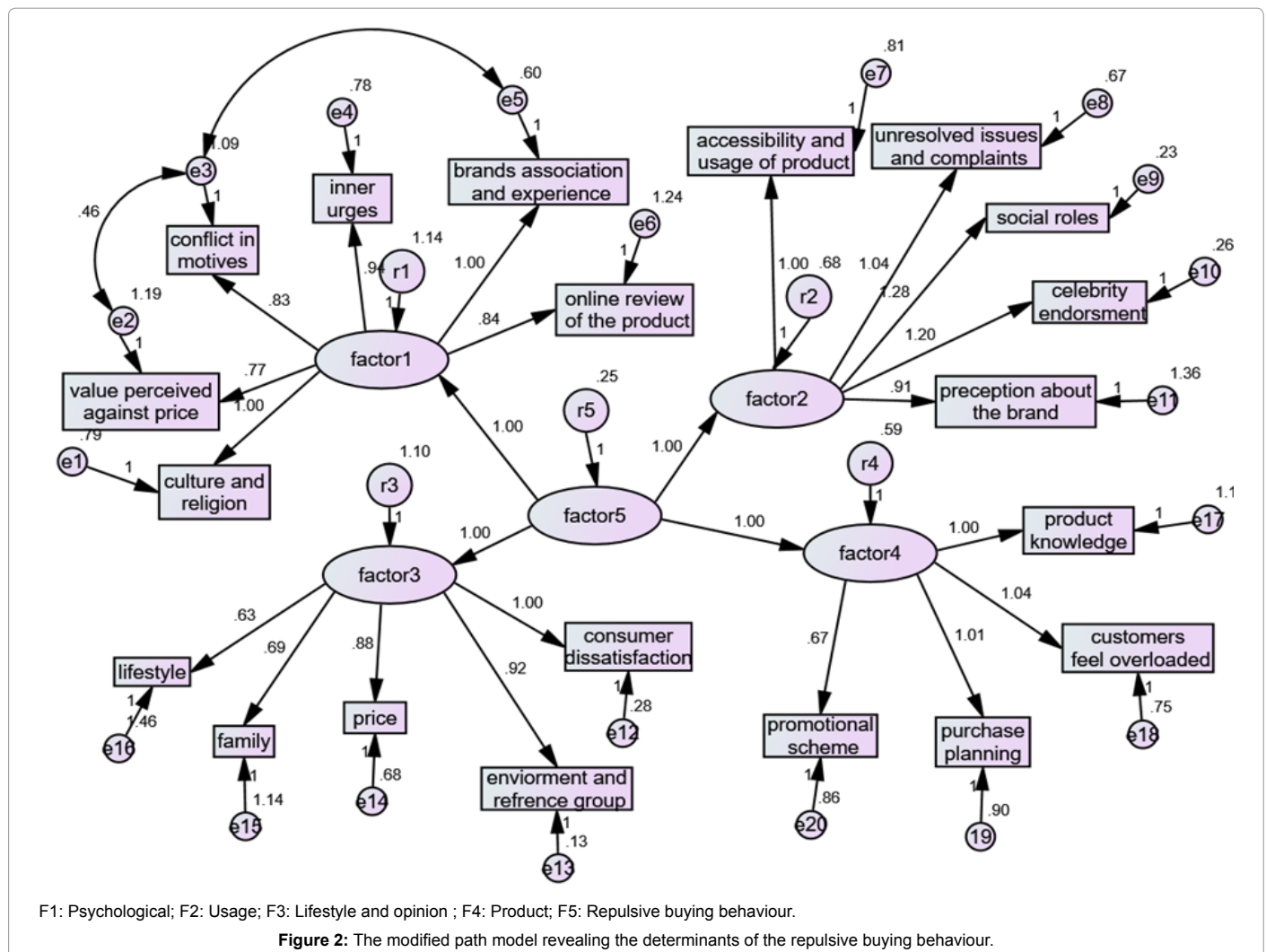
proves their influence on each other, conflict in motive with brand association and experience and conflict in motive with inner urge of customer. The Path loading for usage (coded factor 2) is highest in comparison to all other factor, factor 2 dominate the effect on repulsive buying behaviour. The value of path loading of factor 2 ranges from 1.285 to 0.912. Social status with highest path loading 1.128 ought to be most influential of all other factors and variable involved in the study. The second highest is celebrity endorsement with path loading 1.20, followed by unresolved issues and complaints 1.04, accessibility and usage of product 1.0 and perception about the brand 0.91. The result interpreted the most important cause for repulsion in buying behaviour is his social status and the celebrity endorsing the product. It also reveals that unsolved complaint of customer, his perception about the brand of product and the cumbersome usage process turn off the customer from the product. The Path loading of lifestyle and opinion ranges from 1.0 to 0.626. All five items are different and are enough to explain the factor. Here it is important to mention that consumer dissatisfaction has path loading of 1.00, environment and reference groups are loaded as 0.92. The result reveals that once the consumer is dissatisfied from a product their buying behaviour is inclined towards rejection of product moreover while buying the product consumer seeks the approval of the environment he is surrounded by. The path loading on product (loaded-factor 4) has the range from 1.04 to 0.67. The item path loading are 1.04 for consumer feel over served, 1.01 for purchase planning and

1.00 for product knowledge. The result reveals that sometimes product feature are over served by the marketer, lowering the interest of the consumer. It also shows that consumer like to plan the purchase before buying the product as it provides knowledge about the product.

Effect Estimates of Factors and Variables

The study is an attempt to identify the factors which affect the repulsive buying behaviour. A comparison among the values of the proposed and modified model based on values of it indices is given in Table 6. The study revealed most of the variance of repulsive buying behaviour is explained by the four factors psychological, usage, lifestyle and opinion and lastly the product. The total effect estimate of all factors was 1.00; corroborate their effects on repulsive buying behaviour. Hereby it is riveting that various other items total effects are very high for social status (1.28), celebrity endorsement (1.20), unresolved issues and complaints (1.04), customer feel over served (1.04), purchase planning (1.01), culture (1.0), brand association and experience (1.0), accessibility and usage of product (1.0), consumer dissatisfaction (1.0), and product knowledge (1.0) authenticating their considerable effect on repulsive buying behaviour (Table 6).

The hypothesis has been rejected as the factor loading are significantly loaded to establish to study the factor affecting the repulsive buying behaviour. The result here proves that "psychological,



usage, lifestyle and opinion and product” are the determinants of the repulsive buying behaviour.

The study reveals that repulsive buying behaviour is affected by psychological factor, the usage, lifestyle and opinion of consumer and the product itself. The product is repelled by the consumer if it don't fulfil the social need of the consumer, in case celebrity promoting the product admired by the consumer, adding to this are unresolved issues and complaints of customers which deteriorate the image of the marketer in the front of consumer. The product are overloaded with wasteful features or are against the culture and religion of consumer or maybe are not according to the planning of consumer are not entertained by the consumer. It also proves that once customer has faced dissatisfaction by the usage of product or has no knowledge about the usage of product it turns off the consumer from the product.

Limitation of the Study and Future Research Directions

The study discuss the factor which affects the repulsive buying behaviour as a whole, the future research may focus on the individual effect of each factor on repulsive buying behaviour. The sample size selected was relatively small for large cities Amritsar and Ludhiana in state of Punjab. A larger sample would certainly improve the generalizability of the population. The study was conducted in the

urban area, implies that there could be considerable distinctiveness in terms of behavioural model if the study is replicated in metro cities or rural areas. The future research could be more focussed on metro cities and cross-country or can also use online context to identify factors affecting the repulsive buying behaviour. The research methodology used was more quantitative, the future research could be more focused on qualitative methodology.

Conclusion

Considering the global importance of the Indian market, the study explains the useful insight about the factor impacting the repulsive buying behaviour. The study reveals that repulsive buying behaviour is repugnance for the product. The factors affecting the repulsive buying behaviour are mainly psychological, usage, lifestyle and opinion and product. The study explains that consumer repel if it don't match the social status of the consumer, in case celebrity endorsing the product is not followed or admired by the consumer, adding to this are unresolved issues and complaints of customers which deteriorate the image of the marketer in the eye of consumer. The product are overloaded with wasteful features or are against the culture and religion of consumer or maybe are not according to the planning of consumer are not entertained by the consumer. It also proves that once customer has

Factors/variables Affecting Repulsive buying behaviour	Effect estimates Repulsive buying			Model comparison	
	Total	Direct	Indirect	Figure 1	Figure 2
Psychological	1	1	0	Chi square=360. DF=169 RM=0.077 RMSEA=0.087	Chi square=140.975 DF=167 RMR=0.045 RMSEA=0.054
Usage	1	1	0		
Lifestyle and opinion	1	1	0		
Product	1	1	0	GFI=.911	GFI=.953
Culture and religion	1	0	1		
Value perceived against price	0.77	0	0.77	AGFI=.868	AGFI=.922
Conflict in motive	0.828	0	0.828		
Inner urge of customer	0.939	0	0.939	PGFI=.605	PGFI=.607
Brand association and experience	0.998	0	0.998		
Online review of customers	0.836	0	0.836	NFI=.892	NFI=.947
Accessibility and usage of product	1	0	1		
Unresolved issues and complaints	1.044	0	1.044	RFI=.864	RFI=.932
Social status	1.285	0	1.285		
Celebrity endorsement	1.198	0	1.198	IFI=.907	IFI=.962
Perception about the brand	0.912	0	0.912		
Consumer dissatisfaction	1	0	1	TLI=.872	TLI=.951
Environment and reference groups	0.923	0	0.923		
Price	0.882	0	0.882	CFI=.907	CFI=.962
Family	0.689	0	0.689		
Lifestyle	0.626	0	0.626	Significance Level=0.000	Significance Level=0.000
Product knowledge	1	0	1		
Customer feels overloaded	1.037	0	1.037	The model is not significant as RMR, RMSEA, AGFI, RFI and TLI are not according to given guidelines in Table 5	The model is significant as RMR, RMSEA, AGFI, RFI and TLI are according to given guidelines in Table 5 (DF difference is 2)
Purchase planning	1.013	0	1.013		
Promotional scheme	0.67	0	0.67		

Table 6: Estimates effect of factors affecting repulsive buying behaviour.

faced dissatisfaction by the usage of product or has no knowledge about the usage of product it turns off the consumer from the product.

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