An Empirical Analysis of Repulsive Buying Behaviour

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Abstract

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

Keywords: Repulsive Buying Behaviour, Repulsion Effect, Brand, Distaste, Lifestyle, Etc.

I. Introduction

Consumer is the only cause of existence of an organisation (Cochran, 2006) and standard for measuring failure and success of an organisation. Kotler and Keller (2011) focuses on dominance of consumer buying behaviour and the approach that how, customers decide their products and services. This concept is very significant for manufacturers, as this equips them with competitive advantage over its competitors.

With increase in time, the competition is proliferating which switches the need of in-depth-studies from market to consumer. The essence of fostering a strong relationship with customers is to contemplate, the buying behaviour of customers and what factors influence their purchase intention. As per, Solomon et al, (2006) consumer buying behaviour is the study of processes involved when individuals or groups select, purchase, use or dispose a product, service, idea or experience to satisfy his needs and desires.

Repulsive buying behaviour, as name evinced is arousing intense distaste or revolt in buying behaviour for product. Shane Frederick and Leonard Lee (2008) in their research paper "Attraction and Compromise Effects Revisited: The

Role of Attribute Characteristics and Representation in Context Effects" enunciated about repulsion effect. The first paper by Frederick and Lee, defined the role of attribute representation to the extent of attraction effect. Their study divulges that attraction effect disappears, if the same information is presented in a perceptual manner which they named as repulsion effect.

The repulsive buying behaviour is when, product is repelled by consumer and the attraction affect created by marketer through promotion and other tools, do not affect the consumer positively; while it gets reversed to repulsion which leads to refusal in buying of product. For an instance Tata Nano was failure for all. Marketers presented the car as a symbol of social liberty and equality, but it was a proven blunder, as it did not match the social status of consumer (Neelamkalla, 2015).

The study is immensely noteworthy, in view of retail context of Indian market and also aids in expanding the horizon of knowledge to 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 profit. With a paucity of

literature on repulsive buying behaviour in Indian context, the findings of study could stimulate related attempt in other geographical areas of this huge country.

II. Literature Review

In present digital era, the business organisations are looking for ways to enter into market space, but they do not know how to enter in e-marketing. It is universally acknowledged fact, that good research cannot be done, without critically studying what already exists in the form of general literature and specific work done by 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 research work, sincere efforts have been made to review the related literature.

Yakup Durmaz (2014) surveyed 1400 people in Ukraine to explore the effect of culture on consumer buying behaviour, found that 60% of respondents believed that belief, culture and tradition are the most important factor affecting the consumer buying behaviour. Norazah et al. (2015) examined Muslim and non-Muslim consumers on their green food consumption, found that Muslim consumers follow a strict diet and act in accordance of religious dietary laws.

Isabel J. Grant et al. (2005) while examining teenaged girls found, that they are highly fashion sensitive and are strongly influenced by brand name and its association. Respondents were even ready to pay high prices for branded clothing.

Malia Triantafillidouet et al. (2014) found that long-lasting experiences gives satisfaction to consumers and so they prefer to repeat buy in future. Anna Hellberg et al. (2016) found that certain brands are avoided by consumer due to experience-related factors, such as poor performance, store environment, and product attributes.

Khongkok et al. (2013) found that while choosing appropriate celebrity as endorsee, several risks are associated, such as darkening of brand image due to negative publicity associated with an endorser. Maria Saaksjarvi (2016) explored about advertisements featuring attractive and unattractive celebrities, which may reduce or enhance consumer's self-esteem. Study suggested that in comparison to attractive celebrities, unattractive celebrities sometimes seem to do a better job as endorsers. Lina Pileliene et al. (2017) analysed that famous female celebrities have much more influence in case of FMCG advertising effectiveness.

Seung Hwan (2015) found that luxury goods give rise to social affinity in consumers. People judged themselves to have high social affinity, when they brought a prestigious wine to a party in comparison to when they brought a cheaper generic wine.

James E. Fisher et al. (1999) analysed on dissatisfied consumers, who complained to Better Business Bureau. Companies cannot afford to ignore the complaints raised by dissatisfied consumers, because such complaints attract major financial risks owing to the negative word-of-mouth communication.

Byung-Suh Kang (2007) explored that negative word of mouth and negative image affects, customer intention to switch between the products. Dissatisfied customers spread their bad experiences about the services to neighbours, which negatively affects potential customer base, future success and performance. Bill Bramwell (1998) suggested a way to enhance customer attraction for tourism. He recommended the use of survey to measure the consumer's level of satisfaction for future product development. In the absence of an appropriate tourism product, the dissatisfied users are likely to seek for alternative product options from alternate suppliers, possibly of alternate places.

Diehl and Poynor (2010) found that large assortments, affects negatively as the customer feels over loaded. Ilgim Dara Benoit Elizabeth G Miller, (2017) found that negative effect of large assortment can be reduced by holistic thinking.

Manfred Hammerl et al. (2016) observed that reference groups and self-brand connection, may alter the beliefs of customers about the brand. Maria Kumpel et al. (2013) explored the peer group influence on adolescents for products like snacks.

David R. et al. (2014) conducted a field experiment, on prices of buffet offering for food. He observed that lower is the price of buffet, less is the satisfaction received by customers. Hussain et al. (2016) measured the impact of pricing strategies on consumer psychology and found that consumers are more willing to purchase items with appropriate pricing.

Long-Yi et al (2006) 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 et al. (2011) analysed the consumer's response towards gift promotions and found that when the brand had high equity, gift promotion were favoured. Purchase intentions are positively affected if a high equity brands offers a gift that matches it. While studying the effect of short duration coupons, Rebecca K. Trump, (2016) found that price promotions, with overly restrictive requirements negatively affect the purchase decision.

Ebastian et al. (2015) opined that product purchase intentions get damaged by customer's negative review. Robert East et al. (2008) by role-play experiment and survey method found that negative word of mouth have lesser affect than positive word of mouth.

Nelson Oly et al. (2006) while studying about family structure and joint purchase decisions found that structure of the family is most important factor affecting purchase decisions. Joint purchase decisions are made by strongly cohesive families than weal cohesive families. Norzieiriani Ahma et al. (2007) found that online businesses will be able to predict prospective online shopper's intention, to repurchase more easily by identifying lifestyle factors and its cross relationship.

Domen Malc (2016) conducted an experiment on price fairness and concluded that price fairness impacts the intention to buy and may lead to negative behaviours that would directly affect the seller, e.g. negative word of mouth, complaints and leaving the seller.

Rauf Nisel, (2001) showed that with increase in repeat purchase by consumers, the motive of buying decision changes. Quality does not remain the only buying motive (Maria et al., 2014). According to their study Mexican

customers perceive their brand and its competitors to influence their buying behaviour.

Rakhi Thakur et al. (2012) studied the usage of mobile commerce; found that ease in usage of mobile and social influence are important aspect for using mobile commerce, while facilitating conditions were found not to have significant role. Icek Ajzen (2015) theory of planned behaviour helps to project and explain consumer buying behaviour. Elfriede Penz et al. (2011) studied consumer's emotional responses towards retail store..

III. Significance of the Study

Repulsive buying behaviour refers to negative buying, which implies the feeling of distaste among the consumers for a product. To investigate a broad range of negative human responses, the study of repulsive buying behaviourism is essential to be studied. It would assist in understanding, predicting and analysing critical market variations for 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. Thus considering the above discussion, detailed survey regarding repulsive buying behaviour and its factors is very important. To recover this relationship, a hypothesis has been developed, as all the variables have no significant relation with repulsive buying behaviour. This result would be useful for marketer to understand the repulsive behaviour of consumers more conscientiously, so that they could develop a product according to the latest need of consumers and reap a considerable profit.

IV. Research Methodology

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

To test this casual relationship between constructs in the research model, a 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.

Data collection was conducted by an instrument (questionnaire) through convenience sampling to record respondent's opinion. 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. Out of the 310 distributed questionnaires, 298 were received; while screening 6 were found incomplete and 292 completed the questionnaire with a 97.9% response rate. A series of statistical techniques and procedures were conducted using SPSS version 16 to evaluate the latent variables involved in study.

V. Repulsive Buying Behaviour of Consumer

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

Development of Scale: A scale was developed to investigate about the repulsive buying behaviour. In light of the literature, 20 variables were chosen to explore the factor affecting repulsive buying behaviour.

Refinement of Scale: Each item was then subjected to reliability analysis through Cronbach's alpha. Table 1 shows the inter-item correlation.

Table 1- Scale Reliability Analysis (repulsive buying behaviour)

Variables	Initial	Extraction	Corrected item–total correlation	Cronbach's Alpha if item deleted	Mean	Std. deviation
Culture and religion	1.000	.704	.517	.834	2.94	1.54
Value perceived against price	1.000	.694	.509	.839	3.12	1.45
Conflict in motives	1.000	.761	.525	.843	2.96	1.47
Inner urge of customer	1.000	.762	.719	.824	2.78	1.46
Brand association and experience	1.000	.758	.662	.827	3.04	1.45
Online review of the product	1.000	.613	.564	.832	2.62	1.52
Accessibility and usage of product	1.000	.751	.562	.841	3.06	1.33
Unresolved issues and complaints	1.000	.776	.540	.834	2.50	1.31
Social status	1.000	.816	.583	.832	2.54	1.34
Celebrity endorsement	1.000	.744	.532	.834	2.42	1.27
Perception about the brand	1.000	.656	.618	.843	2.78	1.47
Consumer dissatisfaction	1.000	.835	.558	.841	3.42	1.24
Environment and reference groups	1.000	.833	.502	.840	3.52	1.11
Price	1.000	.723	.538	.846	3.18	1.30
Family	1.000	.498	.501	.852	3.12	1.45
Lifestyle	1.000	.604	.533	.838	2.92	1.41
Product knowledge	1.000	.674	.510	.843	3.26	1.41
Customer feels overloaded	1.000	.627	.535	.842	2.84	1.29
Purchase planning	1.000	.593	.539	.838	2.80	1.34
Promotional scheme	1.000	.498	.545	.842	2.40	1.12
Item mean: Mean =2.91, Minimum=2.40, Maximum= 3.52, Range= 1.12 , Max/Min=1.467, N=20						

VI. Factor Analysis

Factor analysis was performed with varimax rotated, PCA. The analysis extracted four factor namely; psychological, usage, lifestyle and opinion, product shown in Table 3.

To prove the application of factor analysis, results related to Kaiser–Meyer–Olkin (KMO), tests of sampling adequacy and Bartlett tests of sphericity were observed. KMO's value of .789 is adequate for validating factor analysis results. The Measures of Sampling Adequacy value must exceed .50 overall in social science (Hair et al., 2009). The value of Bartlett tests of sphericity is X2= 719.203, DF=190 shown in (Table 3).

To justify the reliability of scale Cronbach's Alpha was calculated; the value of Cronbach Alpha is .845 (Table3) indicating good reliability of scale. The range of Cronbach's alpha reliability coefficient is between 0 and 1 (Gliem & Gilem, 2003).

Table 2- Correlation Matrix of Repulsive Buying Behaviour Variables

	SW1	SW2	SW3	SW4	SW5	SW6	SW7	SW8	SW9	SW10	SW11	SW12	SW13	SW14	SW15	SW16	SW17	SW18	SW19	SW20
SW1	1																			
SW2	.09	1																		
SW3	.36	.11	1																	
SW4	.13	50	.05	1																
SW5	.10	.32	.10	.10	1															
SW6	.06	.10	.01	.01	.01	1														
SW7	.19	.35	.28	.10	.67	.01	1													
SW8	.10	.44	.11	.35	.07	.20	.08	1												
SW9	.04	.31	.06	.21	.53	.09	.49	.10	1											
SW10	.08	.20	.19	.12	.45	.17	.68	.02	.48	1										
SW11	.72	.11	.59	.05	.25	.15	.18	.06	.41	.09	1									
SW12	.10	.15	.06	.12	.23	.50	.17	.27	.45	.15	.13	1								
SW13	.32	.18	.19	.12	.67	.19	.35	.17	.51	.53	.31	.19	1							
SW14	.03	.26	.06	.23	.18	.49	.13	.42	.42	.17	.17	.87	.18	1						
SW15	.70	.02	.52	.09	.21	.49	.25	.38	.58	.08	.85	.05	.44	.04	1					
SW16	.08	.41	.01	.55	.07	.14	.10	.33	.24	.08	.08	.09	.11	.16	.18	1				
SW17	.11	.36	.01	.25	.55	.11	.51	.32	.65	.60	.12	.41	.75	.49	.15	.24	1			
SW18	.17	.09	.05	.01	.051	.69	.06	.29	.10	.28	.02	.65	.19	.69	.04	.03	.18	1		
SW19	.56	.31	.23	.27	.22	.05	.12	.11	.24	.03	.44	.05	.32	.69	.44	.50	.32	.13	1	
SW20	.16	.12	.02	.06	.04	.66	.01	.24	.39	.22	.16	.71	.30	.67	.15	.02	.41	.64	.09	1

VII. Extraction of Factors

There are four factors (psychological, usage, lifestyle and opinion, product) extracted using factor analysis shown in (Table 3). Factors having loading more than 0.5 are significant and loading range from 0.56 to 0.91. The Eigen values of four factors ranges from 2.084 to 5.491.Results are shown in (table 3)

Table 3- Varimax-Rotated Results and Scale Reliability (repulsive buying behaviour)

Variables	Factors			
	Psychological	Usage	Lifestyle and opinion	Product
Culture and religion	0.82			
Value perceived against price	0.80			
Conflict in motives	0.80			
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		0.80		
Consumer dissatisfaction				
Environment and reference groups			0.91	
Price			0.90	
Family			0.84	
lifestyle			0.69	
Product knowledge			0.56	0.81
Customer feels overloaded				0.79
Purchase planning				0.71
Promotional scheme				0.60
Eigen value	5.491	3.524	2.822	2.084
%Variance	19.299	19.191	17.752	13.359
Cumulative % Variance	19.299	38.490	56.243	69.602
Scale Reliability alpha	.884	.903	.848	.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				

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. Factors explain 19% of total variance in factor analysis solution. The result indicates that "psychology" is an important factor .The study reveals that customer purchase intention can be negative for a product, if the value perceived regarding product is less compared to its price or bad brand experience and negative online review of customers. Even products opposing the consumer's cultural and religious value may be repelled by customer. The conflicts in buying motive of 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, inter-item correlation ranges from .003 to .681 and item to total correlation ranges from .525 to .719. It covers 5.491 of Eigen value. Thus a marketers need to critically analyze, the intrinsic and extrinsic environment influencing repulsive purchase behaviour.

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 factor analysis solution. The factor explains about difficulty in usage of product and complaints aroused against marketer from previous purchases, which inversely affects the perception of purchaser. A product which disappoints the social need of consumers are usually rejected, since they are attached to social affinity. The factor loading ranges from .656 to .816 and covers 3.524 of the Eigen values. The inter item correlation ranges from .404 to .875 with a total to item correlation range of .532 to.618. Thus managers should engage proper channels to attend all complaints of customers patiently.

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 total variance of factor analysis solution. The factor explains consumer dissatisfaction or any kind of discontent faced by consumer himself, his family or by any influencer, i.e. his environment or reference group to which he belong to. This factor also explains the lifestyle of consumer and price of products. The factor loading ranges from 0.56 to 0.91. It covers 2.88 of Eigen values. The inter –item correlation is .233 to .856 and item to total correlation ranges from .502 to .558. Thus managers should try to apprehend each influencer which encompasses the purchase intention of 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 consumers lack proper knowledge about products due to which he is not able to plan his purchase and also feels overloaded with variety of features. It unhides the truth about excess promotion which deteriorates the interest of the consumer. It covers 2.084 of Eigen values. The factor explains 13.359% of total variance of factor analysis solution. The factor loading ranges from and inter item correlation ranges from .332 to .557. The item to total correlation ranges from .510 to .545. Managers are suggested to update knowledge of consumers from time to time.

VII. Validation of Factor Analysis Results

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

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

Table 4- Factor analysis Result validation (repulsive buying behaviour)

Table 4 (a) Correlation between summated scales

Factors	Psychological	Usage	Lifestyle and opinion	Product
Psychological	1			
Usage	**.291**	1		
Lifestyle and opinion	.121	.030	1	
Product	.286	.196	.161	1

Table 4 (b) Correlation between representative factors and summated scales

Table 4(b) explains about the association of representative factor with latent variable. The value is more than .777 which reflects high association within them and low than .228 among other the summated scales

VIII. Confirmatory Model of Factors Affecting Repulsive Buying Behaviour

IX. Path Analysis

SEM is visualized by path diagram (J.J.hox, 2007). To analyse the relationship between repulsive buying behaviour and factors, a structural model was proposed as shown in (Fig 1).

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 questionnaire was tested by confirmatory factor analysis.

TABLE 5- Fit Indices and Guidelines for Model Analysis

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	.951
GFI	>0.9	0.953
AGFI	>0.9	.922
RMSEA	<0.5	.054
P	<0.5	0.000

The above table (Table 5) shows multiple fit indices and the model values; the model values are according to the guidelines recommended.
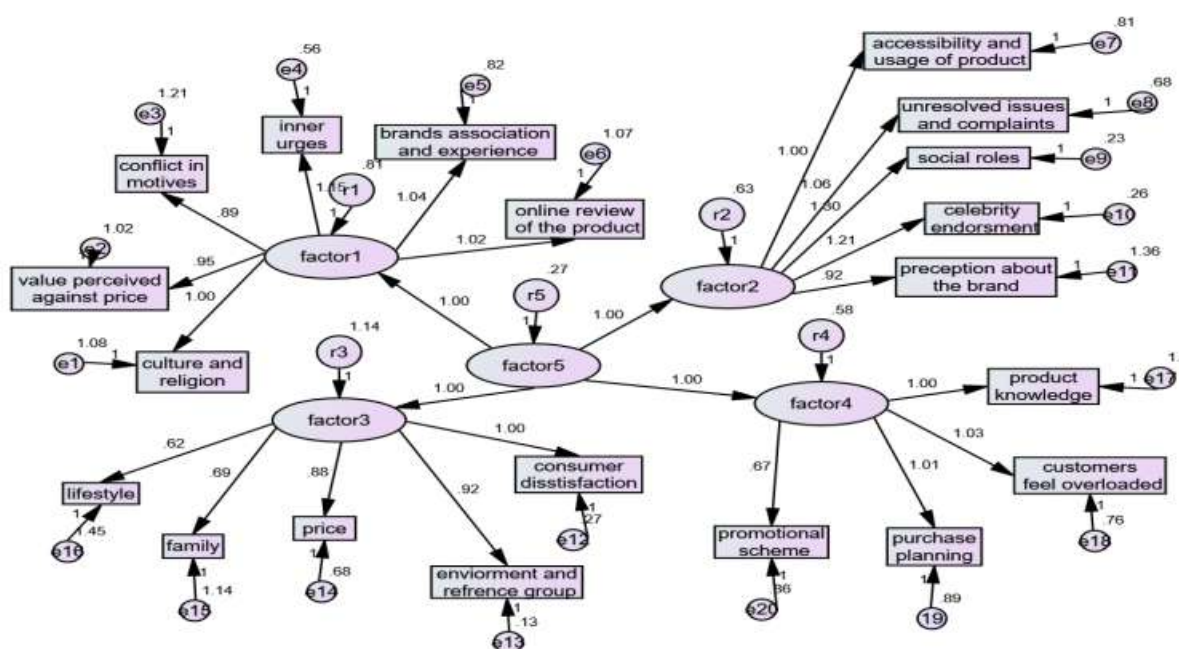

Figure1: A Proposed Path Model Revealing the Determinants of Repulsive Buying Behaviour

The value of RMR, RMSEA, AGFI and TLI of path model (Fig1) are not as recommended in Table 5, so modifications were made with reference to modification index, standardised residual values, regression weights etc. The final model is displayed in Figure2 which exhibit t 33 :ionship between value of 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 indices are according to Table 5
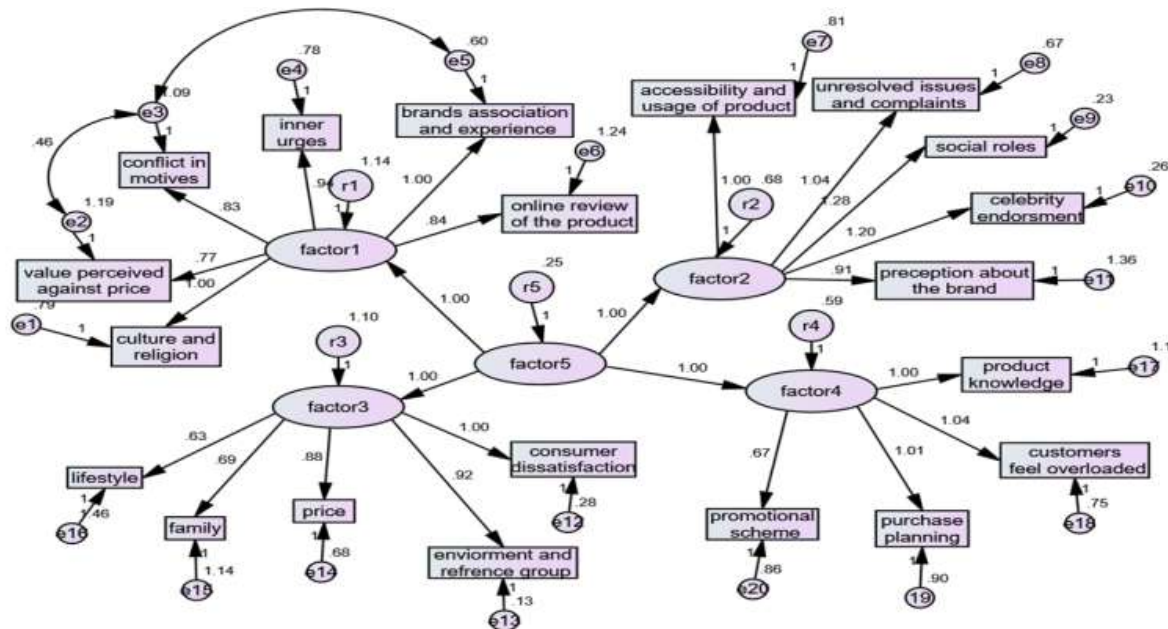

Figure 2 :The modified path model revealing determinants of Repulsive Buying Behaviour.

F1- Psychological   F2- Usage

F3 - Lifestyle and opinion   F4- Product

F5- Repulsive Buying Behaviour

Discussion and Result

The results interpreted from Figure 2 shows that Factor 1 coded as psychological path loading ranged from.770 to1.0. The path loading is 1.0 for culture &religion and brand association & experience, .94 for inner urge of customers. The other variables like online review of the customer and value perceived against price has a considerable effect on the repulsive buying behaviour. The result reveals that customer circumvent the products that are against his culture and religion. It is presumed that brand gives an identity to products and products not associated with brand name are also repelled by customer. Here it is important to mention that, the three items represented by arrows 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 factors, which means that it dominates the effect on repulsive buying behaviour. The value of path loading of factor 2 ranges from 1.285 to .912. Social status with highest path loading 1.128 ought to be most influential of all other factors 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 (.91). The result interprets that the most important cause for repulsion is his social status and celebrity endorsing the product. It also reveals that unsolved complaint of customer, his perception about brand and usage process turn off the customer from product. The Path loading of lifestyle and opinion ranges from 1.0 to .626. All five items are different and are

Variable/ factors	Psychological	Usage	Lifestyle and opinion	product
Cultural value	**.809**	.117	.226	.171
Accessibility and usage of product	.183	**.854**	.101	.113
Dissatisfaction	.116	.059	**.877**	.098
Product knowledge	.167	.020	.228	**.777**

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 .92. The result reveals that once a consumer gets dissatisfied from a product, he gets inclined towards rejection of product. The path loading on product (loaded – factor 4) ranges from1.04 to .67. The item path loading is 1.04 for consumer feel over served, 1.01 for purchase planning and 1.00 for product knowledge. This result reveals that sometimes product feature are over served by marketer, lowering the interest of the consumer.

X. 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- Estimates Effect of Factors Affecting Repulsive Buying Behaviour

Factors/variables Affecting Repulsive buying behaviour	Effect estimates Repulsive buying			Model comparison	
	Total	Direct	Indirect	Figure1	Figure2
Psychological	**1.000**	1.000	0.000	Chi square=360.	Chi square=140.975
Usage	**1.000**	1.000	0.000	DF=169	DF=167
Lifestyle and opinion	**1.000**	1.000	0.000	RM=0.077	RMR=0.045
Product	**1.000**	1.000	0.000	RMSEA=0.087	RMSEA=0.054
Culture and religion	**1.000**	0.000	1.000	GFI=.911	GFI=.953
Value perceived against price	.770	0.000	.770	AGFI=.868	AGFI=.922
Conflict in motive	.828	0.000	.828	PGFI=.605	PGFI=.607
Inner urge of customer	**.939**	0.000	.939	NFI=.892	NFI=.947
Brand association and experience	**.998**	0.000	.998	RFI=.864	RFI=.932
Online review of customers	.836	0.000	.836	IFI=.907	IFI=.962
Accessibility and usage of product	**1.000**	0.000	1.000	TLI=.872	TLI=.951
Unresolved issues and complaints	**1.044**	0.000	1.044	CFI=.907	CFI=.962
Social status	**1.285**	0.000	1.285	Significance Level=0.000	Significance Level=0.000
Celebrity endorsement	**1.198**	0.000	1.198	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)
Perception about the brand	.912	0.000	.912		
Consumer dissatisfaction	**1.000**	0.000	1.000		
Environment and reference groups	.923	0.000	.923		
Price	.882	0.000	.882		
Family	.689	0.000	.689		
Lifestyle	.626	0.000	.626		
Product knowledge	**1.000**	0.000	1.000		
Customer feels overloaded	**1.037**	0.000	1.037		
Purchase planning	**1.013**	0.000	1.013		
Promotional scheme	.670	0.000	.670		

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 doesn't fulfill the social need of the consumer, in case celebrity promoting the product is not 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

XI. Limitation of the Study And Future Research Directions

The study discusses 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 of Amritsar and Ludhiana in state of Punjab. A larger sample would certainly improve the generalisability 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.

XII. Conclusion

Regarding the worldwide importance of the Indian market, the subject explains the useful insight about the factor impacting the repulsive buying behaviour. The survey reveals that repulsive buying behaviour is repugnant for the merchandise. The factors affecting the repulsive buying behaviour are primarily psychological, employment, 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 is overloaded with wasteful features or are against the culture and religion of consumer or perhaps are not according to the planning of consumer are not

planning of consumer and 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.

nursed by the consumer. In order to attract the customers or to develop the positive behaviour of the customers' the marketers need to focus on the above explored constructs to frame their marketing strategies. Now at present for the marketers, to understand the hideous behaviour of the customer is more important than the impulsive or compulsive behaviour. The study also tries out that once a client has faced dissatisfaction by the use of the product or has no knowledge about the utilization of the product it turns off the consumer from the merchandise.

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