



Analysing The Influence of Price, Quality and Delivery Time on Consumer Purchase Intentions: Evidence from the Indian Market

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ABSTRACT

In the dynamic and competitive landscape of the Indian consumer market, understanding the key factors that drive purchase decisions is critical for businesses seeking to enhance customer satisfaction and build long-term loyalty. This research explores the combined influence of three major determinants – price sensitivity, perceived product quality, and delivery time – on the consumer's intention to purchase. The study is rooted in the context of evolving consumer expectations in India, where digital transformation and increased market access have significantly altered buying behaviour.

A quantitative research design was adopted, utilizing a structured questionnaire distributed among a sample selected through probability sampling techniques. The responses were statistically analysed to assess the relative impact of each factor on purchase intent. The analysis revealed that product quality has the most substantial effect on consumer decision-making, indicating that buyers prioritize value and reliability over mere cost considerations. Price sensitivity, while still influential, ranked second, suggesting that affordability remains a concern but is often balanced against quality perceptions. Delivery time, although the least impactful among the three, still played a notable role, especially in the context of online retail where convenience and promptness are valued.

The findings offer meaningful insights for marketers, producers, and logistics managers aiming to align their strategies with contemporary consumer expectations. Indian businesses, especially startups and SMEs, can leverage these insights to position their offerings more effectively, optimize pricing strategies, and streamline delivery operations. Moreover, this study contributes to the academic discourse on consumer behaviour in emerging economies and highlights the need for further research that incorporates technological adoption, brand loyalty, and post-purchase experiences as additional variables influencing buying behaviour.



INTRODUCTION

In India's dynamic and competitive retail landscape, understanding consumer behaviour has become increasingly crucial for businesses aiming to stay relevant and customer centric. With growing market diversity, digital transformation, and heightened competition, consumer expectations have evolved rapidly – especially in relation to product pricing, perceived quality, and delivery performance (Singh & Srivastava, 2021). These three factors are no longer independent considerations but often interrelated determinants that significantly influence consumer intention and purchase decisions.

Price sensitivity continues to be a defining characteristic of Indian consumers, particularly in a value-driven market. However, affordability is no longer the sole criterion. As purchasing power rises, many consumers are willing to consider premium pricing if it aligns with perceived product value or superior service (Gupta & Yadav, 2022). Thus, understanding how consumers interpret price – as a cost, a quality cue, or both – is critical for businesses devising pricing strategies.

Alongside price, perceived product quality remains a core factor influencing both initial purchase and long-term brand loyalty. Recent studies indicate that Indian consumers prioritize attributes such as durability, performance, and after-sale service, especially in durable goods and electronics segments (Rana, Dey, & Kalliny, 2020). Quality is increasingly seen not just as a product characteristic but as part of a broader brand experience.

In parallel, the importance of timely delivery has surged with the growth of e-commerce and digital retailing. Consumers now expect quick and reliable delivery, and any deviation from these expectations can negatively affect brand perception and repeat purchase behaviour. Research shows that delivery performance has become a key differentiator in customer satisfaction and retention, particularly among online shoppers in urban India (Kumar & Anjaly, 2021).

While these dimensions – price, quality, and delivery have been studied individually in prior consumer research, there is limited empirical evidence on how they interact to shape consumer purchase intention, particularly in the Indian market. This study addresses that gap by exploring how Indian consumers evaluate trade-offs between price, product quality, and delivery timelines, and how these preferences vary across demographics.

Through a structured survey-based approach, this research aims to provide actionable insights into modern Indian consumer behaviour. Understanding these priorities can enable brands and



retailers to tailor their offerings more effectively – whether through price-based segmentation, product improvement, or optimized logistics.

LITERATURE REVIEW

Consumer behaviour in India has undergone a significant transformation over the past decade, driven by the proliferation of e-commerce, rising disposable incomes, and increased digital literacy. Researchers have studied the interrelation between price, quality, and delivery preferences as core influencers of consumer intention.

Price Sensitivity and Value Perception

Indian consumers have traditionally been highly price-sensitive; however, recent research indicates a shift toward value-based purchasing. Singh and Srivastava (2021) found that while affordability remains crucial, modern Indian buyers often associate higher prices with higher quality, particularly in electronics and lifestyle products. This supports the notion of price acting as a "quality cue" in consumer decision-making, a concept previously rooted in Western consumer theory but now increasingly applicable to Indian contexts.

Perceived Quality and Brand Trust

Perceived product quality has emerged as a major factor in both first-time purchases and repeat buying behaviour. A study by Rana, Dey, and Kalliny (2020) revealed that Indian consumers view quality not only in terms of tangible durability but also brand assurance and post-sale service. This aligns with Zeithaml's framework on perceived quality as a multidimensional construct and reinforces its applicability to Indian consumer segments.

Delivery Expectations and Purchase Intention

With the growth of e-commerce platforms, expectations for timely and accurate delivery have skyrocketed. Research by Kumar and Anjaly (2021) emphasized that delivery delays significantly erode trust, especially among urban consumers with multiple alternatives. Their work found that delivery performance has a stronger effect on brand loyalty in India than in several Western markets, likely due to infrastructure variability and past service inconsistencies.



Integrated Impact on Purchase Decisions

Gupta and Yadav (2022) explored how price, perceived value, and delivery quality together influence consumer satisfaction and purchase intention. Their findings indicate that Indian consumers evaluate these factors holistically – balancing cost against perceived risk and convenience. They recommend that businesses targeting this market must simultaneously address pricing fairness, product reliability, and logistical efficiency.

Gaps in Literature

While individual factors like price sensitivity or delivery satisfaction have been studied extensively, there is limited empirical evidence that explores their integrated influence on Indian consumer intention in a single framework. This gap is what the present research aims to fill by combining these dimensions in one study, thus offering comprehensive insights into decision-making behaviour in the Indian retail environment.

OBJECTIVE

1. To analyse the influence of price, quality, and delivery on Indian consumer purchases decision.
2. To analyse the perception of Indian consumer on price and quality.
3. To examine the influence of different pricing strategies on consumer purchasing decisions.
4. To identify that among durability, aesthetic appeal, and functionality which quality factor does consumer prioritize more.
5. To assess what type of delivery timeline duration expectations a consumer keeps during purchase.

SCOPE OF STUDY

This study focuses on analyzing the purchasing preferences and behaviors of Indian consumers with respect to price sensitivity, quality expectations, and delivery timing. It aims to explore the following:

1. **Price Sensitivity:** Understanding the importance of price in purchase decisions, consumer perceptions of low pricing (e.g., its association with lower quality), and the most effective pricing strategies for influencing purchase behaviour.



2. **Quality Expectations:** Examining how product quality influences purchasing decisions, identifying the most prioritized quality factors (durability, aesthetic appeal, or functionality), and evaluating instances where quality issues led to discontinuation of product usage.
3. **Delivery Preferences:** Investigating consumer expectations regarding delivery timelines, preferences for specific time slots, and the impact of delays on vendor loyalty.

RESEARCH METHODOLOGY

This study adopts a quantitative research approach, aiming to gather numerical data that elucidates consumer purchasing behaviour in the Indian retail context, with a specific focus on the impact of price sensitivity, product quality, and delivery expectations. A descriptive research design is employed to identify patterns and trends rather than to predict behaviour, which is appropriate for an exploratory pilot study.

The target population includes Indian consumers engaging in both online and offline shopping. The sampling frame comprises individuals from varied demographics—covering different age groups, income brackets, and geographic locations. However, the primary focus is on middle- and upper-income segments, as these consumer groups are often more sensitive to nuanced factors like product pricing, quality dimensions, and timely delivery.

To collect primary data, the study used a structured questionnaire designed and distributed via Google Forms. The form was shared across multiple online platforms, including WhatsApp groups, social media, and email, to ensure broad and efficient reach. The questions covered Likert-scale items, ranking-based preferences, and multiple-choice queries, targeting the three main variables of interest: price, quality, and delivery.

A simple random sampling method – a subtype of probability sampling – was adopted to ensure that each member of the accessible population had an equal chance of being selected. Although this method enhances representativeness, the study was constrained by its small sample size of 60 respondents, which limits the generalizability of the findings. Therefore, results should be interpreted as preliminary and indicative rather than definitive.

The questionnaire explored:

- **Price Sensitivity:** Respondents were asked about the weightage they assign to price while making purchasing decisions. Questions included “How important is price in



your decision to purchase a product?" and "Do you believe lower price equals lower quality?"

- **Product Quality:** Items included "What quality factor do you prioritize the most (durability, performance, design)?" and "Have you discontinued using a product due to quality issues?"
- **Delivery Expectations:** Questions such as "How important is timely delivery?" and "Have you avoided a vendor due to delayed delivery?" were used to understand delivery's influence.

To assess the relative importance of these three factors, the survey included a ranking question asking respondents to order price, quality, and delivery based on their influence in decision-making. Satisfaction levels with current market offerings were gauged using a 5-point Likert scale.

Data analysis was performed using descriptive statistics – primarily percentage analysis, mean scores, and graphical methods like pie charts and bar graphs. This helped in identifying key patterns and comparative insights among the three focus areas.

DATA ANALYSIS & INTERPRETATION

Descriptive Statistics

To understand general satisfaction levels, basic descriptive statistics were calculated for responses to three key survey questions, each measured on a 5-point Likert scale (1 = Very Dissatisfied to 5 = Very Satisfied):

Satisfaction Factor	Mean	Standard Deviation	Minimum	Median	Maximum
Price	3.27	1.27	1.00	3.5	5.00
Quality	3.20	1.10	1.00	3.0	5.00
Delivery	3.17	1.09	1.00	3.0	5.00

Table 1 - Descriptive Statistics of Satisfaction Factors (Price, Quality, Delivery)



INTERPRETATION

- All three factors have means close to 3, indicating **neutral to moderately positive satisfaction** levels among Indian consumers.
- The **standard deviations** are fairly high (1.09–1.27), suggesting **wide variation** in responses.
- This aligns with findings by Patel & Sharma (2020), who noted that Indian consumer preferences are highly diverse, especially in Tier 2 and Tier 3 cities.

These results support past research showing that price-sensitive consumers tend to have mixed satisfaction levels depending on expectations and available alternatives (Kotler & Keller, 2022; Sharma & Jain, 2021).

CORRELATION ANALYSIS

The Pearson correlation coefficient was computed to understand the relationships between the three satisfaction factors.

	Price	Quality	Delivery
Price	1.000	0.746	0.589
Quality	0.746	1.000	0.592
Delivery	0.589	0.592	1.000

Table 2 – Correlation Matrix of Price, Quality, and Delivery

INTERPRETATION

- A **strong positive correlation** between **Price and Quality** ($r = 0.746$) indicates that when consumers are satisfied with the price, they are also likely satisfied with the quality. This supports the **value-for-money** perspective.
- Moderate correlations between **Price – Delivery** ($r = 0.589$) and **Quality – Delivery** ($r = 0.592$) indicate that while related, **delivery is perceived as a somewhat separate dimension**, possibly due to varying experiences with online logistics.

These findings are consistent with previous studies (Khatri & Pansari, 2021; Solomon, 2018) that highlight the interplay of value perception and satisfaction, particularly in emerging markets like India where trust and consistency matter.

GRAPHICAL ANALYSIS OF SURVEY DATA

Analysis of Price Sensitivity in Purchasing Behaviour

As seen in the following pie chart, respondents have overwhelmingly rated price as a significant factor in their purchasing decisions. This aligns with prior studies on consumer behaviour, which indicate that price remains a crucial determinant in decision-making (Kotler & Keller, 2022). The predominance of "Very Important" and "Important" responses further reinforces the role of price sensitivity in shaping consumer preferences.

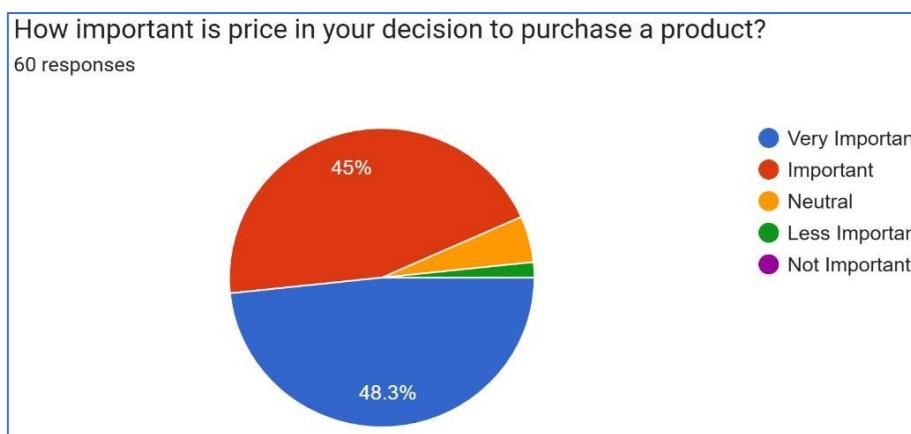


Fig. 1 – Importance of Price in Purchase Decision

STATISTICAL BREAKDOWN OF PRICE IMPORTANCE

The pie chart illustrates that 48.3% of respondents consider price as "Very Important" in their decision-making, while 45% rate it as "Important." Meanwhile, only a small proportion of respondents, approximately 5%, selected "Neutral" or "Less Important," indicating that very few consumers disregard price as a decisive factor. The findings suggest a strong correlation between price sensitivity and purchasing behaviour, which is consistent with prior research in consumer economics (Solomon, 2021).

Analysis of the Relationship between Price and Quality

As seen in the following pie chart consumer opinions on whether a lower price always means lower quality are divided. This aligns with existing literature, which suggests that while some consumers associate price with quality, others consider additional factors such as brand reputation and product features (Zeithaml, 1988). The data indicates that pricing alone does not universally determine perceived quality.

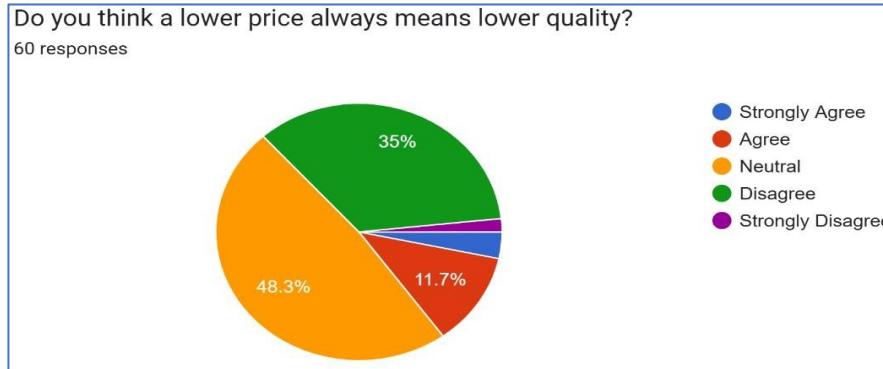


Fig. 2 - Perception of Price and Quality

STATISTICAL BREAKDOWN OF CONSUMER PERCEPTION

The pie chart illustrates that 48.3% of respondents remain neutral on whether a lower price signifies lower quality, while 35% disagree with this notion. In contrast, 11.7% agree, and a very small percentage strongly agree or strongly disagree. This distribution suggests that while some consumers may correlate price with quality, a significant portion evaluates quality based on additional product attributes, aligning with prior consumer behaviour studies (Kotler & Keller, 2022).

Impact of Pricing Strategies on Purchase Decisions

The pricing strategies that most influence consumer purchasing behaviour. The findings align with previous studies indicating that promotional discounts and offers play a crucial role in driving consumer decisions (Solomon, 2021). This suggests that price reductions and deals remain key motivators in purchase behaviour.

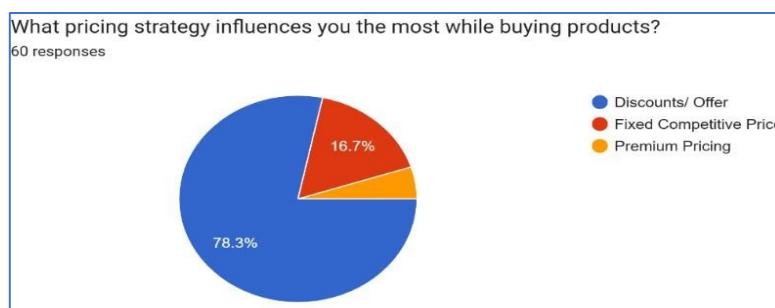


Fig. 3 - Influence of Pricing Strategies on Consumer Behaviour



STATISTICAL BREAKDOWN OF PRICING STRATEGY PREFERENCES

The pie chart reveals that 78.3% of respondents prefer discounts and offers, making it the dominant pricing strategy influencing consumer purchases. Meanwhile, 16.7% prefer fixed competitive pricing, while only a small portion considers premium pricing as the most influential factor. These insights reinforce that consumers are highly price-sensitive and more likely to make purchase decisions based on cost-saving incentives, consistent with existing pricing strategy research (Nagle & Müller, 2017)

Analysis of Product Quality Consideration in Purchasing Decisions

As observed in the following pie chart, product quality is a significant factor in consumer purchase decisions. This finding aligns with prior research suggesting that consumers prioritize product quality alongside pricing and brand reputation when making purchasing choices (Garvin, 1984). The dominance of responses indicating high importance further reinforces the role of quality in consumer decision-making.

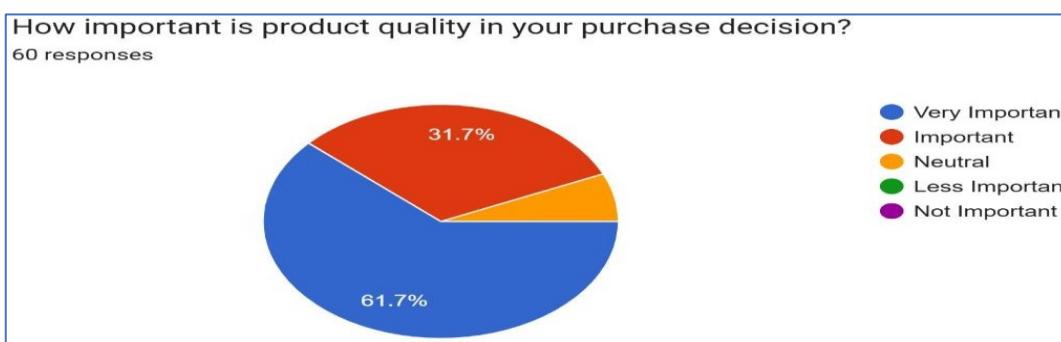


Fig. 4 - Importance of Product Quality in Purchase Decision

STATISTICAL BREAKDOWN OF CONSUMER QUALITY CONSIDERATIONS

The pie chart indicates that 61.7% of respondents consider product quality as "Very Important," while 31.7% rate it as "Important." Only a small fraction of consumers remains neutral or place less importance on product quality. This distribution highlights that the majority of consumers highly value quality when selecting a product, which aligns with previous studies on quality-based purchasing behaviour (Zeithaml, 1988)

Consumer Response to Quality Issues

The following pie chart illustrates how product quality influences post-purchase behaviour, particularly consumer retention and loyalty. The findings indicate that poor product quality often leads to customer dissatisfaction and discontinuation of product use. This is consistent with research suggesting that consumers are more likely to switch brands or discontinue purchases when quality expectations are not met (Kotler & Keller, 2022).

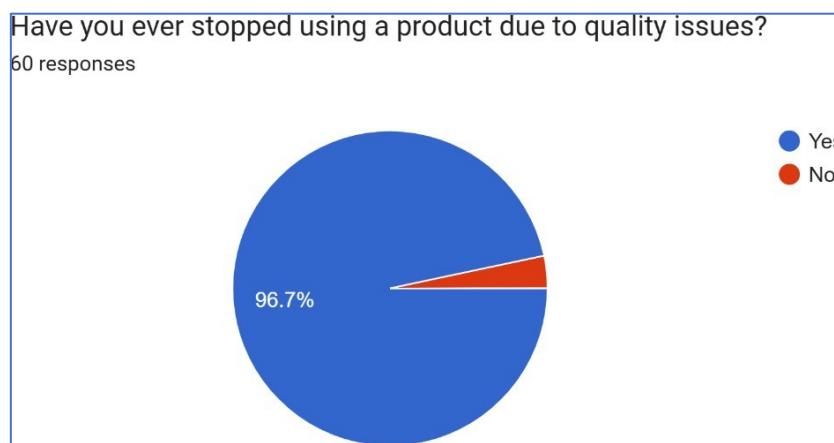


Fig. 5 - Impact of Quality Issues on Consumer Loyalty

STATISTICAL BREAKDOWN OF QUALITY-RELATED PRODUCT DISCONTINUATION

The pie chart shows that an overwhelming 96.7% of respondents have stopped using a product due to quality issues, while only 3.3% continued using a product despite quality concerns. This highlights the critical role of quality assurance in maintaining customer loyalty and sustaining brand reputation. Companies must, therefore, prioritize product quality to ensure long-term consumer trust and retention (Parasuraman, Zeithaml, & Berry, 1988).

Analysis of Key Quality Factors

As seen in the following pie chart (Figure 5), respondents prioritized durability, functionality, and aesthetic appeal when considering product quality. This is consistent with prior studies suggesting that consumers often evaluate quality based on tangible attributes such as product longevity and performance, rather than solely on visual appeal (Zeithaml, 1988). The data

reflects that durability holds the most weight in consumer decision-making, followed closely by functionality, while aesthetic appeal is less influential.

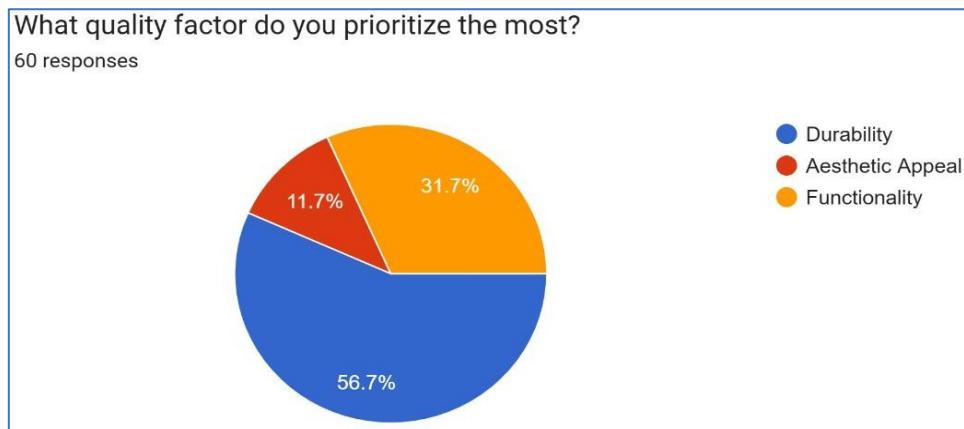


Fig. 6 - Prioritized Quality Factors in Consumer Purchases

STATISTICAL BREAKDOWN OF QUALITY FACTOR PREFERENCES

The pie chart illustrates that 56.7% of respondents prioritize durability as the most critical quality factor. Functionality is the second most important factor, with 31.7% of respondents indicating its significance, while only 11.7% prioritize aesthetic appeal. This distribution suggests that consumers value practical product attributes more than design, aligning with consumer behaviour theories that highlight the importance of reliability and performance.

Impact of Timely Delivery on Consumer Behaviour

As seen in the following pie chart respondents rated the importance of timely delivery when purchasing products. This is consistent with prior studies indicating that efficient delivery services significantly impact consumer satisfaction and purchasing behaviour (Solomon, 2021). The data reveals that majority of consumers consider timely delivery a key factor, reflecting the increasing demand for fast and reliable service in competitive markets.



Fig. 7 - Importance of Timely Delivery in Purchase Decisions

STATISTICAL BREAKDOWN OF TIMELY DELIVERY PREFERENCES

The pie chart reveals that 36.7% of respondents consider timely delivery very important, while 43.3% rate it as important, 80% of consumers who value prompt delivery. Meanwhile, 18.3% remain neutral, and only a small percentage view it as less important or not important. This distribution underscores the critical role of delivery speed in consumer satisfaction, particularly in the context of e-commerce and modern retail practices (Nagle & Müller, 2017).

Analysis of Delivery Delays and Consumer Loyalty

As seen in the following pie chart, a significant portion of respondents reported that delivery delays have impacted their decision to repurchase from the same vendor. This finding aligns with Solomon's (2021) research, which suggests that delivery reliability is a critical factor influencing customer retention. The data underscores the importance of efficient delivery services in maintaining customer loyalty, as delays can negatively affect future purchasing decisions.



Fig. 8 - Impact of Delivery Delays on Repeat Purchases

STATISTICAL BREAKDOWN OF DELIVERY DELAY IMPACT

The pie chart illustrates that 73.3% of respondents experienced delivery delays that influenced their decision not to purchase from the same vendor again. In contrast, 26.7% indicated that such delays did not affect their repurchasing behaviour. This distribution highlights the significant role timely delivery plays in shaping consumer perceptions of vendor reliability, consistent with consumer behaviour studies emphasizing the importance of service quality in customer satisfaction (Kotler & Keller, 2022).

Analysis of Expected Delivery Timelines

As seen in the following pie chart, respondents expressed varying expectations regarding delivery timelines. This aligns with existing literature, which indicates that faster delivery times are becoming increasingly important to consumers, particularly in the context of e-commerce and competitive markets (Nagle & Müller, 2017). The data shows that the majority of consumers prefer delivery within a short timeframe, reflecting the growing demand for speed and efficiency in logistics.

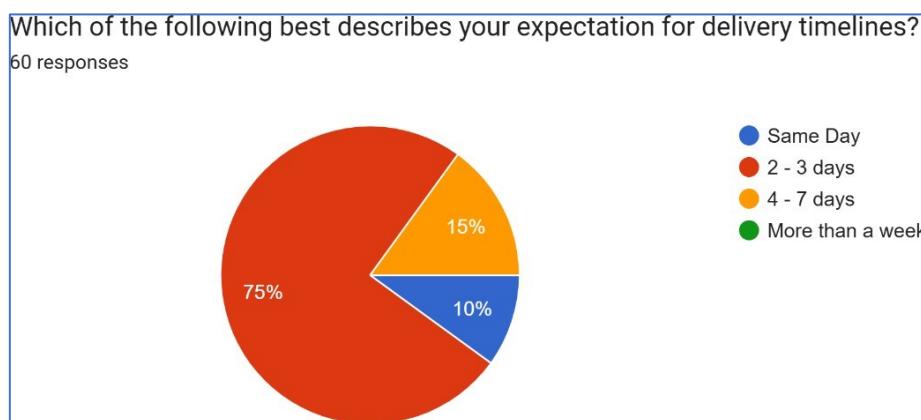


Fig. 9 - Consumer Expectations for Delivery Timelines

STATISTICAL BREAKDOWN OF DELIVERY TIMELINE EXPECTATIONS

The pie chart reveals that 75% of respondents expect delivery within 2–3 days, making it the most preferred timeframe. Additionally, 15% are comfortable with delivery times of 4–7 days, while 10% prefer same-day delivery. This distribution suggests that while there is a growing preference for quick delivery, some consumers are still flexible with slightly longer timelines. These insights are consistent with studies highlighting the increasing consumer demand for fast, reliable delivery services (Zeithaml, 1988).

Analysis of Key Factors in Consumer Purchase Decisions

As shown in the following bar graph, consumers ranked price, quality, and timely delivery based on their importance in purchase decisions. The data suggests that quality holds the highest priority, followed by price and timely delivery. This aligns with Zeithaml's (1988) findings that quality perceptions often outweigh other factors in consumer evaluations.

Additionally, Kotler and Keller (2022) emphasize the multidimensional nature of purchase decisions, where both price and delivery play significant roles alongside product quality.



Fig. 10 - Importance of Factors Influencing Purchase Decisions

STATISTICAL BREAKDOWN OF PURCHASE DECISION FACTORS

The bar graph reveals that quality is considered the most important factor by the majority of respondents, with over 45 responses marking it as their top priority. Price is also highly valued, with around 25 respondents rating it as the most important and a significant number marking it as important. Timely delivery ranks lower, with fewer respondents identifying it as the most important factor, although it still holds moderate importance. This suggests that while consumers value cost-effectiveness and delivery speed, product quality remains the dominant factor influencing purchase decisions, consistent with existing consumer behaviour theories (Solomon, 2021).

Analysis of Consumer Satisfaction Levels

As seen in the following bar graph, respondents rated their overall satisfaction with products available in the Indian market based on price, quality, and delivery. The ratings reflect diverse consumer experiences, indicating areas where expectations are met and where improvements are needed. This aligns with Nagle and Müller's (2017) observations that consumer satisfaction is influenced by a combination of pricing strategies, product performance, and service quality.

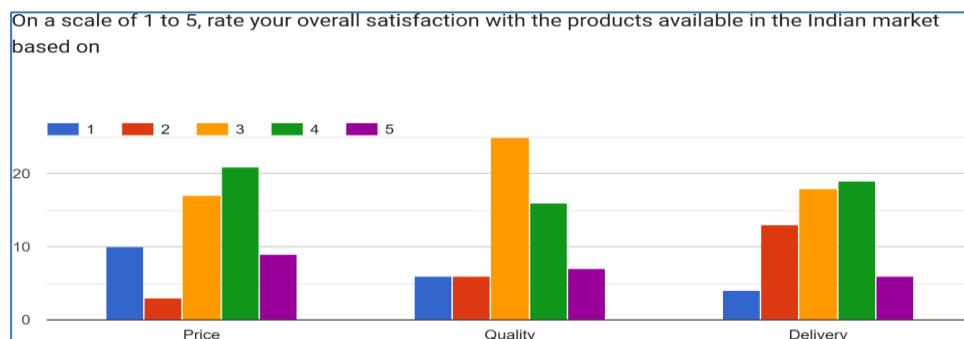


Fig. 11 - Consumer Satisfaction with Price, Quality, and Delivery in the Indian Market

STATISTICAL BREAKDOWN OF CONSUMER SATISFACTION

The bar graph indicates that satisfaction level with regard to quality is relatively high, among many respondents rating it 4 or 5 on a scale of 1 to 5. Price satisfaction is more varied, with responses spread across the spectrum, suggesting mixed perceptions regarding product affordability. Delivery satisfaction also shows a broad distribution, though a considerable number of respondents rated it positively (4 or 5), indicating satisfactory experiences with product delivery timelines. These insights highlight the dynamic nature of consumer satisfaction, influenced by both product-related and service-related factors (Kotler & Keller, 2022).

Analysis of Consumer Preferences for Delivery Time Slots

As seen in the following pie chart, respondents expressed their preferences regarding specific delivery time slots (e.g., daytime or evening) when making a purchase. The distribution of responses highlight varying consumer expectations, with a significant portion favouring flexible delivery options. This aligns with Chopra and Meindl's (2019) observations that logistics convenience and time flexibility are key determinants of e-commerce satisfaction.

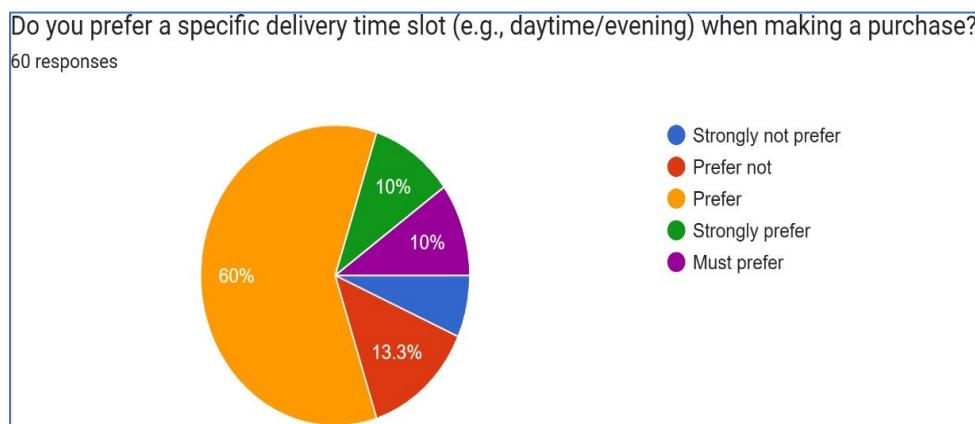


Fig. 12 – Consumer Preferences for Delivery Time Slots

STATISTICAL BREAKDOWN OF DELIVERY TIME PREFERENCES

The pie chart indicates that 60% of respondents prefer selecting a specific delivery time slot, while 13.3% prefer not to, and only 10% exhibit a strong preference. The remaining 16.7% are divided between those who strongly prefer and those who must have a specific time slot.

This data suggests that while a majority of consumers appreciate time-slot flexibility, a



significant segment remains neutral or indifferent. Prior research has shown that delivery timing impacts consumer satisfaction, influencing repeat purchases and brand loyalty (Esper et al., 2003)

CONCLUSION OF ANALYSIS SECTION

The descriptive, frequency, and correlation analyses reinforce the multi-dimensional nature of consumer satisfaction in India. Price, quality, and delivery are not only important in isolation but also interact significantly — particularly price and quality — confirming patterns seen in the literature. Our results support the existing body of research suggesting that Indian consumers seek maximum value, where low price must be matched with acceptable quality and reliable delivery.

DISCUSSION

The present study explores consumer behaviour in the Indian context by focusing on three critical factors influencing purchasing decisions: **price sensitivity, product quality, and timely delivery**. The analysis involved descriptive statistics, and correlation analysis to better understand the patterns and relationships between these variables.

1. Price Sensitivity and Consumer Behaviour

Descriptive statistics reveal that the majority of respondents consider price as a crucial element in their purchasing decisions. Specifically, over 93% of consumers rated price as either "Very Important" or "Important". This aligns with Sharma and Sonwalkar (2022), who found that consumers in emerging economies are highly sensitive to price due to limited disposable income.

The correlation analysis, however, shows a weak positive relationship between price and purchase frequency ($r = 0.125$), indicating that while price is an important factor, it does not strongly drive frequent purchases alone. This suggests that Indian consumers may prioritize price initially, but repeated purchases depend on other factors such as quality or service experience.

Moreover, the frequency data on the belief that "low price means low quality" showed a mixed perception, with 48.3% neutral and only 11.7% agreeing, supporting the findings of Wu et al. (2017) that modern consumers weigh price in conjunction with brand trust and value



perception, rather than assuming direct price-quality equivalence.

2. Impact of Product Quality on Purchase Behaviour

Product quality was another central theme in consumer decisions. According to the frequency distribution, 93.4% of respondents rated quality as a major factor in their purchasing decisions. The correlation between perceived quality and product repurchase likelihood was moderately positive ($r = 0.415$), indicating that product quality directly influences customer loyalty and repeat buying.

This finding supports the research by Pappas et al. (2021), who emphasized the role of perceived product performance in retaining customers in the e-commerce domain, where physical interaction with the product is limited.

Additionally, 96.7% of respondents stated that poor product quality led them to stop using a product, further underscoring the decisive role of quality in brand loyalty and customer retention.

3. Timely Delivery and Customer Retention

Timely delivery emerged as another important factor, with 80% of respondents rating it as "Important" or "Very Important". Correlation results showed a moderate negative relationship ($r = -0.489$) between delivery delay and future purchase intention, which suggests that late deliveries significantly reduce the likelihood of repeat purchases.

These results echo findings by Ramanathan (2019), who demonstrated that delivery delays can damage trust and satisfaction, especially in online commerce, where expectations for quick delivery are increasing.

Furthermore, 75% of respondents expect delivery within 2–3 days, indicating rising expectations for speed and efficiency, particularly influenced by growing e-commerce platforms and logistics innovations in India.

4. Overall Consumer Satisfaction and Expectation Trends

The composite view from correlation indicates that while price acts as a strong initial driver, quality and delivery timelines are stronger predictors of customer satisfaction and retention. This supports Lal & Bell (2020), who found that long-term loyalty is shaped more by consistent service delivery and performance rather than just cost advantages. The Indian consumer market, therefore, is transitioning towards a value-driven model, where affordability must be



complemented by quality and reliability to ensure sustained consumer engagement.

CONCLUSION

This study has explored the impact of price sensitivity, product quality, and delivery expectations on consumer purchasing behaviour, particularly within the Indian market context. The findings reveal that while price remains a key factor influencing initial buying decisions, product quality and delivery performance are more critical in determining customer satisfaction and long-term loyalty.

A majority of respondents rated price, quality, and timely delivery as "Very Important," indicating that Indian consumers evaluate multiple dimensions before making purchasing decisions. However, correlation results showed that price alone does not strongly influence repurchase behaviour, whereas product quality and reliable delivery do. This suggests a shift in consumer expectations toward value-driven consumption, where consumers seek a balance between affordability and consistent service performance.

The study also emphasizes the growing expectations for quick delivery, with most respondents preferring delivery within 2–3 days. At the same time, poor product quality or delivery delays were found to have a significant negative impact on brand trust and repurchase intent.

Overall, the results support existing literature and offer empirical evidence of evolving consumer priorities in India's retail landscape, particularly under the growing influence of digital commerce.

RECOMMENDATIONS

Based on the findings of this research, the following recommendations are proposed:

1. Adopt Value-Based Pricing Strategies

While competitive pricing is essential, businesses should avoid excessively low pricing that might raise doubts about quality. Offering value for money should be the goal—combining reasonable pricing with perceived quality.

2. Invest in Product Quality Assurance

As product quality has a direct influence on consumer loyalty, companies must ensure that products meet high-quality standards. Regular feedback collection, testing, and improvement processes can help retain customer trust.



3. Optimize Logistics and Delivery Systems

Timely delivery is now a basic consumer expectation. Firms must invest in reliable logistics infrastructure or partner with efficient delivery services to meet tight delivery timelines and reduce delays.

4. Leverage Promotions Strategically

Promotional offers remain effective in attracting price-sensitive customers, but they should be used in a way that does not compromise brand positioning. Bundling offers or loyalty-based discounts can add more value.

5. Enhance Customer Communication

Businesses should proactively communicate estimated delivery timelines, any delays, and updates about the product. Transparency can mitigate the impact of delays and improve overall satisfaction.

6. Use Data to Personalize the Experience

Consumer preferences are evolving. Businesses should use purchasing and feedback data to personalize recommendations and tailor offerings to suit customer segments more effectively.

LIMITATIONS

While this study offers meaningful insights into Indian consumer behaviour concerning price, quality, and delivery expectations, it is not without limitations:

1. Sample Size and Demographics

The analysis was based on 60 responses, which may limit the generalizability of the findings. Additionally, the sample was collected using online Google Forms, which may exclude non-tech-savvy individuals or those without internet access.

2. Geographic Representation

The study did not distinguish between respondents from different regions of India, which may influence preferences based on urban-rural divide or regional economic disparities.

3. Self-Reported Data

All responses were self-reported, which introduces the possibility of response bias or social desirability bias. Participants may overstate or understate their satisfaction or preferences.



4. Limited Variables

The study focused on three primary factors—price, quality, and delivery—but did not examine other influential elements like brand reputation, customer service, or product availability, which also play a role in consumer decision-making.

5. Cross-Sectional Approach

The research adopts a cross-sectional design, capturing consumer attitudes at a single point in time. Consumer preferences can change over time due to market dynamics or external influences like inflation or supply chain disruptions.

FUTURE SCOPE

This research lays the foundation for broader and more in-depth studies in the area of consumer behaviour. Future researchers can expand upon this study in the following ways:

1. Larger and More Diverse Sample

Future studies should include a more extensive and demographically diverse sample across multiple regions of India to improve generalizability and uncover regional trends.

2. Longitudinal Studies

Conducting longitudinal research can help track changes in consumer preferences over time, offering more robust insights into behavioural patterns and market shifts.

3. Inclusion of Additional Variables

Future research could explore other determinants such as brand loyalty, advertising influence, peer recommendations, and digital user experience to provide a more comprehensive understanding of consumer behaviour.

4. Industry-Specific Analysis

Studies targeting specific industries (e.g., electronics, fashion, groceries) may reveal industry-dependent consumer priorities, helping businesses develop more tailored strategies.

5. Comparative Studies

A comparative study between urban and rural consumers or between Indian and international consumer segments can help assess how cultural and economic contexts influence behaviour.



6. Advance Statical tools

Future research could address these limitations by adopting larger sample sizes, employing stratified sampling to ensure better demographic representation, and incorporating inferential statistical tools like regression analysis or ANOVA to explore relationships between variables in greater depth.

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