



Liaison of Innovation and Consumer Buying Behavior

Muhammad Arslan

1. *Research Associate, University of Central Punjab, Lahore, Pakistan*

The purpose of this study was to show the relationship between the innovation and consumer buying behavior as the in-dependent variable was Innovation and dependent was Consumer buying behavior, the consumer behavior has become an essential study in present market as all the organizations or business rely on consumer behavior and consumer behavior study is based on consumer buying behavior, innovation has been influencing and changing the trends throughout the world from several years, not only the consumers but the organizations and business as well, for this study total sample respondents was selected 150 and positivism approach and the purpose of this study is to test the impact of brand innovation on consumer buying behavior for which there is a need of fresh data I have taken quantitative approach for this study. There is a need of general point of view of consumers buying behavior regarding brand innovation that is not affordable in qualitative approach that is why quantitative research is choose. After collection of the data it was putted in the SPSS 16.0 the software for quantitative analysis of the respondent's data and for analysis of results. In the study there used the demographic variables like age and etc. frequency table and bar chat, compute variables descriptive, histogram with normal curve, reliability and regression. This research is done so that this could be beneficial for the future marketers and the organizations for making further strategies regarding to the consumer behavior relation with the innovations and as always research is an ongoing thing so there could be further more research done on this.

Keywords Innovations, Consumer Behavior, Consumer buying behavior, essential, marketers, Organizations,

INTRODUCTION

Innovation is thought to be a vital consider the efficiency innovation of any new merchandise of administrations presented, there are two perspectives through which the item innovation is being measured one deals' identity R&D which takes care of the new advancement and the other is the data which tells well ordered through which the advancement is being broke down (Hague and Heerlen 2009) another item idea as characterized by (Crawford 2003) "articulation about expected item

includes that will yield chose benefits with respect to different items or issue arrangements officially accessible" (cooper 2001) as the new dispatch of a fruitful new item is a standout amongst the most basic yet, the supervisors needs to confront the most difficult undertaking (Hauser 2005) we as a whole realize that innovation is one of the those things which mirrors the positive side as we see there are two terms which mirrors a similar signifying "Innovation" and "Authority" the initiative is

*Corresponding author: Muhammad Arslan,
Research Associate, University of Central Punjab, Lahore, Pakistan
E-Mail: arslan.queshi098@gmail.com

something which drives us to a brilliant future and from opposite side we see the advancement is likewise something which drives the organization to a splendid future also. (Selman 1989) on the off chance that we see the fabric business it is one of the greatest illustration how the advancement or mold functions, the plan of a material works same as a brand or name of an item the clients get such a great amount of affected by the new outline what advances them more on occasion they overlook the brand or the name of the item they get such a great amount of included in the outline of the item. Wulf (2007) The new pattern is such a great amount in nowadays we know the web based shopping is the new innovation and additionally we can state it is an innovation as internet shopping the clients purchase the new items or the new administrations offered by the organizations which we call the advancements and the clients which are purchasing the innovation are known as the trend-setter. Donuthu and Garcia (1999) when we build up an imaginative item or an administration we experience an innovation procedure in which we do the examination of a utilization practice. Meijkamp (2010) If we see from the previous couple of years the new innovation has impacted individuals so much that it changed their way of life, particularly when we discuss the cell phones as the cell phones turned into the advanced cells they changed the generally speaking the world into another era framework as the general population could be associated with anybody anyplace in the entire world yet we see it is not the clients it improved the endeavor and also with the assistance of (M-Commerce) which is an imperative versatile application for them two. (Stop 2008) Now days the M-trade have made it so natural for each other individual as it has expanded the nature of our life by improving the adequacy and proficiency of our correspondence furthermore the route exercises, even the exchange exercises are done through the cell phones so with the assistance of this innovation even the organizations now do their showcasing through this by posting advertisements and advancing their new items. (Chang 2006)

Purpose Statement

The basic marvels examined in the exploration ponder that takes after are the components of shopper's acquiring conduct is

impact by Innovation in the buy choice. This study depends on quantitative research and its motivation is to think about consumer buying behavior impaired by the innovation in the market.

In this study autonomous variable is Innovation which is characterized as "Innovation is about doing something in a new way" A definition consistent with these aspects would be the following "An innovation is something original, new, and important in whatever field that breaks in to a market or society"

Objectives of the research

The essential target of the exploration is to clarify why, when, and how Innovation has affected on buyer basic leadership prepare. Plus, maybe, with this specific point of view the examination holds, it can help to personality what are the open doors and downsides organizations are confronting with this effect on purchasers' basic leadership so as to grab and grasp the conceivable outcomes in the new promoting time.

The examination goal is additionally to survey if shoppers are keen on drawing in with new advancements about new items, so that the expansion their insight and get impacted by it.

Significance of the Research

As the market is ended up gigantic so we can see that there are extensive variety of items in the market from fundamental to high esteem items, customer buying behavior is about how the buyer purchases or settles on a choice to purchase an administration or item with the assistance of his accessible assets, for example, cash, time, and exertion, the consumer buying behavior in the long run impacts the financial wellbeing of the country. In purchaser purchasing choice conduct there comes three fundamental stages which are Pre-buy, buy and post-buy, the pre-buy is the point at which the customer feels the need of that item or administration so for that he gets data about that item and chooses some option marks in the wake of doing an inquiry and selecting the choices of a few brand he go for the brand which full fills his goals then he chooses one out of the options and buys that item after he has acquired the item he goes in the period of post-buy in which he thinks of the result

of the brand how was the involvement with the brand these are the primary purposes of a buyer purchasing choice however in the event that dive deep we see that the shopper purchasing choice process it incorporates 7 phases which are Need acknowledgment, hunt down data, pre-buy assessment, Purchase, Consumption, Post-utilization, assessment. (Cap, 2007) We realize that the client buying behavior is being affected by a few elements one of them is culture, the global advertisers trust that there would be a period in which the clients would look like the greater part of their items and method for living with each other they would eat a similar sustenance or wearing a similar garments or needed to watch a similar TV program however in the event that we see the truth it is entirely unexpected as should be obvious there are a few changes in culture among individuals so for that on the off chance that they need to exchange worldwide not only for the opposition in the market they have to beat the way of life and monetary boundaries and in addition they have to know the way of life convictions, customs. A standout amongst the most vital component in culture is Belief of the general population as it demonstrates a few likenesses among them and the other one is non-verbal conduct of the people we can take a case in France men utilize more beauty care products then the ladies' so the outcome demonstrates that learning or examining the way of life properties in the possibility of buyer buying behavior is a critical variable in advertising. (Yakup; Mucahit; Reyhan, 2011) Majority of the organizations discuss innovations the significance of doing the advancement is something which many organizations attempt to do as such though just few of them prevail out of it, on the off chance that we see the truth the advancement frequents the associations since it's a hazard calculate in light of the fact that for innovation there are so much back required which is tossed to the R&D division while the innovation requests calm of duty and inventiveness and also the assets so because of which this the innovation frequents the associations yet in the event that the associations prevail in it they appreciate a splendid future ahead. (Tan 2004) A general public which is of a future is the general public of the learning, though the ability of information focus on inventive and handy arrangements which are essential and individual qualities (European commission 2000).

Limitations & Delimitations of the Research

The exploration intends to serve as a pointer to potential perusers of how they can strike into the how the general population get impacted by the new innovation. Like all different explores, this exploration additionally has its restrictions and delimitations.

Elements, for example, innovation, foundation, social qualities, standards, et cetera, crosswise over continentals are distinctive, the ramifications of this exploration may differ in nations likewise.

This examination has been led from the couple of various college understudies of Lahore, Pakistan which may not be a sufficient example to speak to the entire populace. With a fast writing filter on the related subject, in fact there are inconceivable measure of diaries and articles, however with couple of logical/scholarly research and established literary works about online networking showcasing connecting with changes of buyer conduct. In this manner, this would be another constraint of the examination that the discourse on the theme is fairly in a general way.

Research Question

What is the impact of innovation on consumer buying behavior?

Hypothesis

Ho There is no relationship between innovation and consumer behavior.

H1 There is a relationship between innovation and consumer behavior

LITERATURE REVIEW

Innovation

As indicated by Buxton roughly 60 % of the organizations don't enhance as in they don't have these sorts of items. They saw that that "innovation is significantly more about prospecting, mining, refining and including esteem than it is about unadulterated creation" so they simply enhance to their single item by including more esteem in it on account of the market drift and to address the client's issues and needs. Web based shopping is

presently turned into a way of life of consumers, people now tolerating and utilizing web for shopping. As indicated by Mahajan and Wind 1989; Peterson et al, 1997; and Kotler 1991 it is seen that utilizing of web for shopping is really tolerating an innovation. Pre-exchange dissatisfaction, desires, saw trust, saw hazard and saw esteem are the essential develops toward advancement acknowledgment as purchaser conduct toward acknowledgment of advancement is not just stay no sweat of utilization and value. (Suki and Shah, 2004). To the extent organizations are making new items and offering inventive administrations in the market, buyers are likewise exceptionally educated and more requesting than some time recently. To make them fulfill and to react them rapidly and the inclination to contend in the market organizations get to be trailblazers and they have changed the buying behavior of the clients as they are encouraging their clients to an ever increasing extent, as indicated by Amue and Adiele, 2012 "when individuals act, they learn, learning depicts changes in an individual's conduct emerging for a fact". Another investigation of Amue and Adiele portrays that client recognition and client identity has huge effect on the new items and the reception of new items however their learning does not have any association with innovation appropriation. They proposed to the directors that when they acquire advancement their items and made new things they ought to utilize intermittent deals limited time exercises to teach, educate and remind clients about the item elements and benefits and the upsides of new innovation reception. Physical contrasts of items have diminished because of innovative changes. With a specific end goal to be more compelling organizations suggests quick item improvement and changing the interchanges.

Presently organizations are burning through cash to let their client conduct drive buying behavior, that is "the way by and by vital or intrigued you are in devouring an item. Innovation in old items typically gets pulled in to purchasers and when they see change in their items they get it moment. Though in a few items cases clients are high included and they are getting data in regards to the item and its components and contrast diverse brands as per its own particular need also in the term progression in that specific item. Individuals now expend item to keep up their social class and

in the mean time organizations are assembling disengaged items as we can take case of apple cell phones individuals are simply want to get the most recent form of their I-telephone. Indeed, even there is not a major change in it but rather by putting a few changes and getting new inventive thoughts I-telephones clients request the recently present telephone. Innovation and innovation matters and it shape the conduct of the clients however it relies on upon the contribution and the kind of an item (Saylor, 2003). The high rates of financial innovation of create nations have support by the exchange between mass application and a significant number of new mechanical advancements. This efficient innovation has effectively accomplished as a result of the consumers without their buying and embracing advancement this innovation can't be accomplished. delineates that innovations impact the conduct of shopper whether they buy it or not the effect of advancement in the end penetrate in the psyches of consumers through utilizing creative showcasing methodologies with new changes in promoting.

Consumer Buying Behavior

The inventive consumers effectively attempt new items and they not simply get them they additionally impact the other in there encompassing to attempt them, so for that this a vital variable for the advertisers to make new methodologies which would be sufficiently powerful to impact the purchasers to purchase the new advancement while there a few setting in which buyers purchase innovation, for example, Fashion, Electronic Products, Online Shopping. (Kyung 2012) In the cutting edge time we see the purchaser conduct is turned into an essential consider the advertisers as it's been said now that the clients are the lord of the market, without the clients there could be no business as all the sympathy toward the associations end on the buyer and their fulfillment (Brosekhan and Velayutham) There are two calculates which the clients end up making their choice one is Risk revulsion and the second is the imaginativeness in the event that we see the hazard avoidance there are two prospects on high hazard avoidance who are calm sure what they are purchasing concerning the second there are generally safe repugnance which are not certain what they need to purchase and are going to

purchase, The inventiveness is the level of which degree the shopper gets affected to purchase with the assistance of new thoughts or new components in the result of the administrations. (Brosekhan & Velayutham). The term alluded as buyer conduct is that movement when shopper gets, expend and arrange items and administrations (Tam, 2007). Buyer conduct alludes to the exercises in which individuals secure, expend and arrange items and administrations. As the expansion of advancements in the late decades there is a developing number research led in the field customer buying behavior identified with advancements (Tam, 2007). Presently days an association dispatches another item or administration in the market it speaks to the a critical component for them as it may expand the extent of the business or the benefit for the organization, the accomplishment of another item is vital issue for the present market programs as now the speed matters the most in the market and because of speed the item life cycle is diminishing step by step, as the opposition is expanding step by step it is decreasing the items life cycle as the contenders contend each other by acquainting new items with prevail among each other. (Amue and Adiele, 2012) If we see the present financial environment where the innovation headway is being done rapidly because of which the item life cycle is stopped so for that the organizations need to make new procedures for the recently items propelled in the market furthermore observe the elements which will make those items effective in the market. (Amue and Adiele, 2012) There are a few routes through which the innovation or increases should be possible in an item or administration, one is New-to-the world which item never existed and came as an advancement however for that the innovation is required to secure such item, second new class which we say new product offering in a current item new item comes. (Amue and Adiele, 2012) as of late the innovation has been expanding day by, for example, we find in versatile divisions or electronic market as E-business has been presented which was the new innovation in the market which affected many people on the planet (Huang, Hsieh and Chang, 2011).

Consumer Behavior

Buyer conduct towards the items or administrations can be influenced by the social classes in setting to the elements of the item like brand picture, cost and nature of administration (Khan, 2012). In Pakistan status marking, mark demeanor, paying premium for marked apparel, and reference gatherings were found to have positive effect of brands on customer buying behavior furthermore builds the inclusion level (Zeb, Rashid and Javeed, 2011). The purchaser conduct is profoundly affected relying upon their family structure, needs, values, identity, (Zeb, Rashid and Javeed, 2011). As the market has developed expansive we see that when a client goes in the market he has a few choices in a similar product offering so it is found that the feelings, fascination and advancements of the brand embodiment are the main considerations which affecting the client buying behavior (Tam, 2007). As the world is moved towards globalizations the business sectors are completely incorporated so we have seen that brands does not used to connote singular selves, they may likewise speak to assemble, society, or culture (Schmitt, 2011). We can take a few major brands case as Apple is enormous case how they turned into an image for the imaginative and innovation values with new economy experts, advancements are presently conventionalized in a brands that makes an intense radiance impact on alternate measurements of the brand esteem and culture (Holt).

Consumer Influenced By Innovation

The key driver of profitability innovation is advancement. Individuals are presently more cognizant about items on the grounds that their associations are getting high as they are getting increasingly data through media and ads. Interestingly of innovations, it makes items easy to use new administrations are presenting step by step, and also showcasing ideas shifts towards more noteworthy advancement and innovativeness to catch the group of onlookers contribution (Polder, Leeuwen, Mohnen and Raymond, 2009). In late decades new advancements and administrations were acquainted with the market for make buying simpler to the purchasers as we have seen that move of portable innovation is moving upwards and new to new administrations are presenting for

versatile use and for buyer to change their way of life and for the comfort. Cell phones have profoundly affect on individuals' way of life since it enables individuals easy to use and accommodation to them "at whatever time and anyplace" (Hong and Tam, 2006; Chang and Heng, 2006). While on account of web and PCs prominence E-trade has turned into a business marvel, the fast change in customer buying behavior is a direct result of the innovation as remote advances, high infiltration rates of cell phones and the web are making better approach for trade called M business that is currently assuming a vital part in the life of shoppers and in addition endeavors achievement (Lee and Park, 2008; Chang et al, 2009). The productivity and adequacy of the correspondence enhances with the new mechanical changes in the social orders. In this day and age business exchange exercises are being doing through the cell phones. A portion of the organizations' even sends E-coupons to the shoppers as their showcasing effort (Chang et al. 2006). There are a great deal of elements those are specifically and by implication invigorate the adjustments in consumer buying behavior from which quick innovation of hardware and innovations are the principle calculates that straightforwardly change the conduct of the buyers. There are a few individual contrasts that can impact the buying behavior of the buyers. The most imperative are identity, way of life and psychographics and inspiration. Then again different elements a few components impacts on the premise of principles, for example, electronic environment is distinctive and associations are stick and they can't make a difference similar models to the web acquiring. Data innovation is quick process however appropriation of this innovation is a moderate procedure, once innovation had happened, buyers are included in the use of innovation for long time (Gaile and Sarkane, 2009). The data advancements brought in late decades came into our regular day to day existence and changes our day by day schedules and exercises. As a result of increments in globalization of organizations it gives motivation to the purchaser to make their reluctant while acquiring (Msheswaran and Shavitt, 2000). A great many dollars spend each yea on research to grow new items and administrations to buyers. Purchasers are currently gotten to be pioneers implies they are presently exceptionally adoptable to the new

creations they tend to request new and new things in the market. The speed of advancement appropriation is continually relying upon interpersonal impacts (Tellefsen promotion Takada, 1999). A innovation is any item or administration that buyers see to be new (Solomon, 2005). Innovations are presently turned into the essential calculate for any business any industry that settle on shopper's decision better and up to the check. New advances are not far off, and it turns into the upper hands of various firms the achievement of the pioneers are to a great extent relies on upon the capacity of pattern. Imposing business model that picked up by the innovation is constrained to the market. This can keep up by utilizing the insurance of licensed innovation rights (Wulf, 2007). Individuals are currently more educated, their contribution is higher than before while settling on choice for buy anything. This proficiency and data are currently simpler to get as a result of the progression of globe. The innovation has made it simpler, the new methodology of promoting and advertising effort through all sort of media are changing over shoppers in faithful buyers. New sort of publicizing are currently acquainting in the business sectors with catch the psyches of the shoppers, to position their brands in the brains of the buyers. By utilizing the innovation and imaginative thoughts they let their buyers to settle on better decisions for keep up their principles and way of life (Sobkusare, 2013). As per Hasan Torun in their exact confirmation there is a connection between the advancement and financial innovation. The main modern transformation started in the late eighteenth century with the automation of the material business. Than the period of large scale manufacturing has begun in twentieth century in which new ventures are innovation to cross preparation. As the assembling are currently goes computerized and more adaptable the world is presently moving toward the third mechanical upheaval. The key empowering advances are presented (nanotechnology and small scale innovation) in all sort of parts those are prompting to adaptable robotization and without a moment to spare assembling. A definitive advantage of every one of these innovations are goes to the buyers. Large scale manufacturing gives them items dependably and all around and shopper conduct is presently ended up comfort situated. To the extent innovation is enhancing and creations happens a

definitive advantage will go to a definitive buyers (Probst and Bohn, 2013). Organizations are presently upgrading their execution via mechanizing business procedures to expand consumer loyalty, bring down operational cost, increment profitability and enhance basic leadership (Lee and Park, 2008). There is a linkage in particular item recognitions and subjective classifications that in the long run turns into the individual esteem in customer way of life (Brunso et al, 2004). Through this idea, it is mirroring that customer conduct influenced by the encompassing occasions happening around them. Customer more often than not embraces inventive items to related social gathering which they would like to have a place with (Gonzalez and Bello, 2002). Creative buyers are the individuals who use to buy new items and administrations present in the market. They are continually having a go at something new regardless of the possibility that they are not acquainted with it (Bowden and Corkindale, 2005). Customers have profound learning of advancement have more grounded propensities to embrace innovation. It is expressed in a portion of the studies that a few shoppers have hunger for of information and adapted new things while utilizing imaginative items (Hsu et al, 2008). The customers who used to buy creative items more often than not look for uniqueness and go out on a limb and them diverse in buying they have inclination to get data about new things and are continually investigating something new in the market (Hsu et al, 2008). These sort of customers creates the informal exchange of the new item in the market as they are constantly have a tendency to talk about it with others at whatever point they meet with anybody, it is in their inclination they generally advise the comments of new things to their group of friends and impact others. Through this cycle alternate shoppers get pulled in towards those items and their conduct in the long run get to resemble trailblazers for a brief timeframe (Huang; Hsieh and chang, 2011).

THEORETICAL MODEL HERE

In building up our reasonable structure (appeared in Figure 1), we survey writing on relationship benefit quality, item value, item picture, item cost and client exchanging that is important to our examination center. On the premise of this audit, we

characterize the key builds of our system and depict the hypothetical grounds and existing confirmation supporting the connections contained in this structure.

METHODOLOGY

Data Collection

Primary data and secondary data both type of data is collected to gain the purpose of this study, as the impact of brand innovation is different time frames general audience were unable to respond the exact situation so secondary data is used that is in the form of literature review. A questionnaire was made as a data collection tool to gain the fresh knowledge about the problem and it was made in accordance with the study aims and objectives.

Population and sampling

The group of people that we choose to for the collection of data those actually becomes the part of survey for the research known as population. , I would collect the data from 150 respondents with the help of questionnaire these 150n respondents will be my sample.

Sampling Technique

As there are different techniques of sampling but I am using probability sampling technique for determining the research nature. In probably sampling I have use simple random sampling that would be easier and related to my research and every one will get equal chance to respond.

Tools of data collection

Questionnaire

A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents.

Questionnaires can be distributed to a large number of people, increasing the odds for a greater number of respondents as well as respondents will attempt it properly because is easy to understand and make choices.

Interview

An interview is a face to face communication and conversation in between two parties, respondent and interviewer where information will obtain by asking questions from the respondents.

Measures

In case of measuring innovation effect consumer buying behavior only respondent filled questionnaire will be used. Participant data was obtained thorough in one survey with 5-point like scale only. Participant will fill out the questionnaire that is based on the scale. The survey contained a total of 15 questions and took approximately 5 to 10 minutes to complete. Incomplete survey was not included in the survey. There were different measures for the variables defined and were thought of with many complications. There were at least 6 questions in the survey obtaining data for one variable and some questions were directly obtaining data with no complications. Measure for each variable is defined below

Consumer buying behavior

Customer buying behavior was measure by asking the four questions by using the 5-points itemized rating type scale ranging from (1) strongly disagrees to (5) strongly agree.

Innovation

Innovation was measure by asking the four questions by using the 5-points itemized rating type scales ranging from (1) strongly disagree to (5) strongly agree.

Methodology

There are two types of analysis descriptive and inferential analysis in our research we use following tests which I am going to discuss one by one.

Descriptive statistics

A set of brief descriptive coefficients that summarizes a given data set, which can either be a representation of the entire population or a sample. The measures used to describe the data set are

measures of central tendency and measures of variability or dispersion.

Inferential analysis

It is the process of drawing conclusions from data subject to random variation, for example, observational errors or sampling variation. More substantially, the terms statistical inference, statistical induction and inferential statistics are used to describe systems of procedures that can be used to draw conclusions from datasets arising from systems affected by random variation, such as observational errors.

Histogram

A histogram is a graphical representation showing a visual impression of the distribution of data. A graphical representation, similar to a bar chart in structure, that organizes a group of data points into user-specified ranges. Histograms are used to plot density of data

Scatter plot

A scatter plot is a graph of plotted points that shows relationship between two sets of data. The data is displayed as a collection of points, each having the value of one variable determining the position on the horizontal axis and the value of the other variable determining the position on the vertical axis

Correlation

Correlation research is a form of analysis in which you correlate one variable with another to determine if there is a relationship between them. It is different to an experiment because in correlation research you do not manipulate a variable, you gather information through.

Regression

Regression is a statistical measure that attempts to determine the strength of the relationship between one dependent variable (usually denoted by Y)

Linear Regression $Y=a+bx$

Multiple Regression $Y=a+bx_1+cx_2+dx_3+ex_4$

Data analysis

Data is collected through questionnaire and is coded to make it simpler. The data is collected through questionnaire and SPSS is used for the data analysis.

ANALYSIS

Demographic Tables Here

These show the frequency table and bar chart of the age group. According to this table and bar chart this show Most of respondents were from age group below 25 age 67.3%. Most of the respondents were from age group 26 to 35 years old 11.7% Most of respondents were from 36 to 45 years old 11.1% and remaining were from the age group 46 and above 2.5%.

The table show that the frequency table and bar chart of the gender. From above table, demographic analysis is used to draw an illustration of respondents' characteristics. From the demographic information, within the sample of 150 respondents, the percentages for gender are 24.7% of male respondents and 67.9% female respondents who filled the questionnaires. And the graph also shows the same result the female are less than the male respondents.

This shows the frequency table and bar chart of qualification. Most of respondents were from Intermediate, graduate and post graduate the frequency ratio is (30.2%), (46.3%) and (16.0%) out of 150 items from conducting survey. it is valid percentage. Because there is no missing value and no invalid frequency after completion of frequency table we drag a Graph which shows verification of frequency table.

TABLE 1 HERE

The table shows that the reliability and validity of the dependent and independents variables. The variables is reliable when the value of cronbach's alpha is greater than 0.7. The innovation is independent variable and its value is .738 its show that the vale is greater than 0.7 so it's reliable variable. The second is dependent variable is consumer buying behavior its value is .725 and it is greater than 0.07 and it is reliable variable.

Histogram

FIGURE 1 HERE

The fig.1 shows the graphical representation of the bars that are showing the response of respondents regarding Innovation. So, due to the proper center location of hump of data in the histogram, my data is properly distributed. Mean is 2.86 and standard deviation is 0.428.

FIGURE 2 HERE

The fig.2 shows the graphical representation of the bars that are showing the response of respondents regarding Consumer Buying Behavior and shows the hump of the data in histogram which is not in center location which shows that our data is not normally distributed. Mean is 2.85 and standard deviation is 0.368.

TABLE 2 HERE

In order to known contribution, linear regressions were conducted to examine the best predictors of the impact of innovation on consumer buying behavior. The means and standard deviation and inter correlations can be originate in the table. The mixture of variables to predict the impact of innovation on consumer buying behavior were not statistically considerable because $p > 0.05$. The beta coefficients are presented in the last table. The adjusted R square value was .020. Impact of innovation on consumer buying behavior and it is put in plain words by the model and it has positive and strong relation as well as great affect.

CONCLUSION AND DISCUSSION

Discussion

The thought process of this study was drive from the individual enthusiasm as how does nowadays innovation has been impacting the consumer buying behavior, The writing audit too In the second part says that the advancement nowadays has been affecting the customers a ton. The principle reason for the stud was to see the relationship between the innovation and buyer buying behavior, as there had been a few studies or research has been directed from the previous years yet particularly this examination is concentrating on the item advancement has been affecting the

shopper buying behavior and concentrating on their relationship. I trust this study gives a few arrangements in the functional field.

The advertising research says that the Innovation has been influencing the shopper buying behavior from the previous quite a long while. Especially to the new era, the new eras is calm abundantly pulled in towards the innovation? In this study the advancement is the autonomous variable and the customer buying behavior is the reliant variable.

The net part incorporates the hypothetical model establishment furthermore clarification of the considerable number of factors and their association with the reliant variable. The examination was the following part in which I chose the example of 150 respondent's things to various segments.

The method utilized for information accumulation was Questionnaire, when the hypothetical edge work was outlined there was a definite poll was produced to research the effect of advancement on the customer buying behavior. The focused on populace was understudies for the most part and couple of arbitrary individuals. The respondents were appropriately guided with the detail of the inquiries. After the poll was filled the information was further included the SPSS 16.0 the product for quantitative examination of the respondent's information and for investigation of results.

the study I utilized the demographic factors like age and so forth recurrence table and bar visit, process factors expressive, histogram with ordinary bend, unwavering quality and relapse. The demographic of the respondents were likewise asked in the survey, which included age, sexual orientation and capability of each respondent's. The synopsis of the demographic demonstrates that how much the members took part in this action, the reaction of the respondents is likewise incorporated into the expressive measurements. The methods esteem demonstrates that how much the solid reaction about the inquiries gave by the respondents while most extreme and least vales demonstrate that how much individuals reacted decidedly and contrarily. The writing survey laid

out the significance of the advancement how it has been influencing the buyer conduct and additionally how the innovation has changed the patterns of the world. In late decades new advancements and administrations were acquainted with the market for make buying less demanding to the customers as we have seen that move of versatile innovation is moving upwards and new to new administrations are presenting for portable utilization and for shopper to change their way of life and for the accommodation. Cell phones have profoundly effect on individuals' way of life since it engages individuals easy to use and accommodation to them "whenever and anyplace" (Hong and Tam, 2006; Chang &Heng, 2006.) the new pattern is such a great amount in nowadays we know the web based shopping is the new innovation and additionally we can state it is a innovation as web based shopping the purchasers purchase the new items or the new administrations offered by the organizations which we call the advancements and the customers which are purchasing the innovation are known as the pioneer. (Donuthu& Garcia 1999) A general public which is of a future is the general public of the learning, though the ability of information focuses on creative and useful arrangements which are critical and separate qualities. Advancements are currently turned into the vital calculate for any business any industry that settle on buyer's decision better and up to the stamp. New advancements are not far off, and it turns into the upper hands of various firms the achievement of the trailblazers are to a great extent relies on upon the capacity of pattern. Restraining infrastructure that picked up by the innovation is constrained to the market. This can keep up by utilizing the assurance of licensed innovation rights (Wulf, 2007).People are currently more educated, their association is higher than before while settling on choice for buy anything. This proficiency and data are presently simpler to get due to the headway of globe. The innovation has made it less demanding, the new system of promoting and showcasing effort through all kind of media are changing over shoppers in steadfast purchasers. New kind of promoting are currently acquainting in the business sectors with catch the brains of the purchasers, to position their brands in the psyches of the buyers. By utilizing the innovation and creative thoughts they let their shoppers to settle on better decisions for keep up

their principles and way of life (Sobkusare, 2013). In the present day time we see the purchaser conduct is turned into a vital figure the advertisers as is commonly said now that the customers are the lord of the market, without the buyers there could be no business as all the sympathy toward the associations end on the buyer and their fulfillment (Brosekhan&Velayutham) There are two calculates which the buyers end up making their choice one is Risk abhorrence and the second is the ingenuity in the event that we see the hazard avoidance there are two prospects on high hazard avoidance who are calm sure what they are purchasing concerning the second there are generally safe revultion which are not certain what they need to purchase and are going to purchase, The inventiveness is the level of which degree the purchaser gets impacted to purchase with the assistance of new thoughts or new components in the result of the administrations. The term alluded as customer conduct is that movement when shopper procures, devour and arrange items and administrations (Tam, 2007). Individuals now devour item to keep up their social class and in the mean time organizations are assembling separated items as we can take case of apple cell phones individuals are simply pine for to get the most recent adaptation of their I-telephone. Indeed, even there is not a major change in it but rather by putting a few changes and getting new imaginative thoughts I-telephones customers request the recently present telephone. Innovation and advancement matters and it forms the conduct of the customers however it relies on upon the inclusion and the kind of an item.

Conclusion

The advancement has been influencing the general public now and again as we probably am aware the principle result we have produced out of this exploration is that the innovation positively affects the shopper buying behavior, the vast majority of the general population are youth which have been affected by this new innovations in the items, as we probably am aware advancement intends to make something new or concoct another inventiveness.

The fundamental goal of the examination was to portray, how, when and why do the item advancement affects the customer buying behavior, on the off chance that we begin we have seen a few

mechanical innovations and in addition the new innovations in the administration business which has been affecting the purchaser as well as the organizations too, the discoveries of this exploration are reliable with the hypotheses exhibited in the hypothetical structure and writing audit. Advancement has likewise been a key component for a few organizations also and improved the degree for the organizations. The primary motivation behind leading he research is to examine the effect of the innovation on the customer buying behavior. The study will direct both the analyst and advertisers, to create and execute such procedures and promoting effort that will help them to make something new which could impact the buyers buying behavior and in addition the organizations in the market.

Future Research Directions

Considering the restricted time and extent of this examination, numerous hypotheses identified with the subject were canvassed however in a somewhat broad perspective to give a major picture to the perusers. Consequently, if encourage research could be led, then an inside and out overview ought to be completed in managing the examination objective.

Since research has uncovered that buyers are profoundly impacted by the new item innovations which comes in the market and changes the pattern in the market also so hence, a future research can be led in light of this perspective in discovering the reasons associated with this specific feeling.

Future research can likewise be led by including all the more interceding factors and additionally indicate on a particular advancement e.g. advancement in administrations, innovation into improve the extent of study. It will take a gander at the effects of Innovation in numerous more ways and measurements after all the advancement itself are an exceptionally immense point which prompts to a few new themes.

The consequences of the study ought to move advertisers to discover a promoting technique that will build the impact of advancement on the new clients also there can be

overview how could the innovation can impact on the up and coming buyers in the market too .

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APPENDIX

Theoretical Model

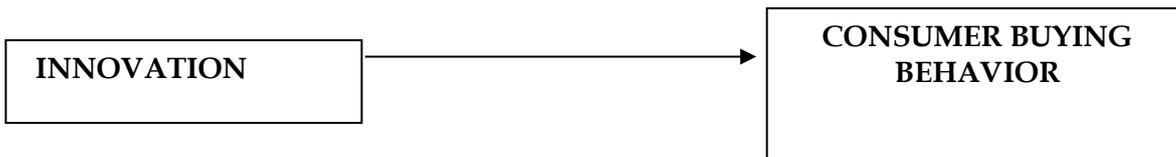


Table 1

Sr. No	Variable	Cronbach's Alpha
1	Innovation	0.738
2	Consumer Buying Behavior	0.725

Respondents' Demographics	Frequency	Percentage
Gender (N=150)		
Male	40	24.7%
Female	110	67.9%
Age (N=150)		
less than 25	109	67.3%
26-35	19	11.7%
36-45	18	11.1%
46 and above	4	2.5%
Qualification(N=150)		
Intermediate	49	30.2%
Bachelor	75	46.3%
Masters	26	16.0%

Table .02

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	innovation ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable consumer buying behavior

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.164 ^a	.027	.020	.36378

a. Predictors (Constant), innovation

ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	.539	1	.539	4.075	.045 ^a
Residual	19.586	148	.132		
Total	20.125	149			

a. Predictors (Constant), innovation

b. Dependent Variable consumer buying behavior

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.244	.202		11.136	.000
innovation	.141	.070	.164	2.019	.045

a. Dependent Variable consumer buying behavior