

A STUDY ON IMPACT OF FACTORS INFLUENCING TRIVIAL INCOME GROUPS TOWARDS THE PURCHASE OF REFURBISHED PRODUCTS

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Abstract A foretime “Purpose” played the main role in the Purchase process. Consumers bought commodities to satiate and fulfil their needs, that’s how they sought a particular product. In days of yore “Branded” products were meant for Elite people. When buyers have money, they can buy any desired branded product, if not they are bound to choose a product with the same expected configurations which is of a local brand. Their desires and needs are inflated but their earnings remain unchanged. But it doesn’t mean that the buyer can’t buy the product altogether. If not first handed they may get a pre-owned product of that specified brand, that’s how the refurbished markets are created. This study shows that buyers know that the products they purchase can even have some hitches. Even the people with trivial income are also offered a wide range of products available to choose from invariable of their economic conditions and they feel that a branded refurbished product is a key consideration in their purchase pronouncement. The price of the freshly launched product drops as time passes and so are the refurbished and used product’s prices. Thus, taking this as a chance the middle-income people buy the product of their aspirations.

Keywords Renewed Products, Refurbished, Economic Conditions, Customer Satisfaction, and Income

INTRODUCTION

The visible growth of the refurbished markets is noticeably uphill right now and can’t be denied. Also, the sellers of pre-owned goods started improvising their product’s quality which even more elevates the success rate of the markets.

Taken the initial pandemic duration majority of the students yearned to buy laptops and mobile phones as online was the only plausible platform for education. Online domains made attractive sales and offers on new and pre-owned products respectively. Simultaneously the refurbished products after proper renewals were launched on separate selling platforms too. We can’t help but acknowledge the fact that the want and need for a specific product arises time to time, the product may change but the need remains stable

The four potential factors justifying why customers opt to buy pre-owned products

- Brand name and the fame glued to it.
- Attractive and exclusive promotional deals.
- Lesser the money, hitched the products.
- Purchasing products on trial ground.
- Impulsive customers inconsiderate of brands.
- Green - The new watch word.

Inferring from all the above prongs it is vindicated that the buyer themselves are much aware of the snags and pitfalls,

still prefer to buy the refurbished products given their economic and monetary conditions.

The e-commerce giants have facilitated the customers of refurbished products with a separate space to view and purchase renewed goods and a very detailed analysis of it. The improvised products may even fail to meet the requirements of the purchaser. In that case it also has easy return policies and the customer once again gets to choose a better product for them, so their interest in these products won’t be disturbed in any ways, subsequently the refurbished markets won’t be in lack of customers.

From this it’s clearly seen how even the people with ordinary and trivial income also gets to have the choice of purchasing any brand invariable of their monetary level.

BRAND NAME AND THE FAME GLUED TO IT

Signified brands confer to the consumer’s obligation and trust factor. 57% of consumers say that a branded refurbished product is a key consideration in their purchase pronouncement, their belief is only an acclaimed and eminent brand genuinely cares about the accurate representation of its products in all channels. This paves way for both an opportunity and a potential challenge. If consumers are keen and eager in trying out a product from a particular brand and purchase the same in peripheral market where there is a lack

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of emphasis on the brand's part, the consumer might have a negative happening and may share that experience with their network. On the contrary the companies can expand and reach out their brand into the secondary markets, denoting their commitment to the customer experience by addressing their concerns, working with a provider with trusted online channels and that aligns with best practices.

ATTRACTIVE AND EXCLUSIVE PROMOTIONAL DEALS

The probed fact-finding work shows that discounting makes refurbished products more desirable to customers. Howbeit the escalating interest in remanufactured products when the discount exceeds 40% and only rises again at a cut price of 80% or even more.

Besides, many consumer product firms keep at it in heavily discounting remanufactured products. evidently, most remanufactured products that are from current or recent generation technology may not make a yield surplus profit at discounts past 80%. Additionally excessive discounting can have two major unintended consequences. Firstly, there is evidence that many consumers follow the adage "you get what you pay for" when considering any purchase and distrust products that seem to be too cheap. Secondly, there is also evidence that discounting too heavily can lead to mistrust not only of the remanufactured product, but also of the associative brand.

As noted by executives at Hewlett-Packard, brand managers do not want to risk diluting their brand equity just to make a few more sales of remanufactured products. These brand dilution fears can be offset by de-branding the products, assuming consumers are unable to determine the original brand through other means. Interestingly, HP did note that some remanufactured products, such as printers, also generate a revenue stream through continued sales of toner and other consumables. In such cases, the sale of the remanufactured product at near cost may be possible as the consumables sales revenue may offset the initially lost margins. However, all discounting strategies beyond the 40% range should be evaluated with care to avoid reducing profits for little, if any, market share benefits.

LESSER THE MONEY, HITCHED THE PRODUCTS

The contemporary happening is even if a family living with trivial income is bound to a coterie of same economic background, they tend to change their standard of living comparing themselves with an even more affluent family who is in their visible surrounding. Patently the interest is created by the neighbourhood where they live, so when an

opulent neighbour owns a particular branded product, he/she wants to atleast own a second-hand alike product. The advantage of the pre-owned electronic products and home appliances are that the minimal hitches won't be deliberately seen and can't be identified easily.

The refurbished markets also won't sell the used products as it is as it came for sale, they know how to modify, change a much-damaged part, cover any hindrance and add an attractive discount to make the customer fall for it in the first look of the product. It becomes natural that way. The trivial income people are already in a fixed mind to compromise in the quality and not brand, so when the seller gives them such glint options and discounts they are doubly impressed and determine to buy the refurbished product. The main goal is to show his/her economically elevated colleague or friend that I too own or capable of owning the same branded product as them. When a person with trivial income achieves this goal, they feel privileged as they are stuck in the fake notion.

The conception is that they too must compete with their rich friend by owning atleast a refurbished branded products to maintain the relationship or friendship and big thanks to our society for creating this misconception. The person with meagre salary will definitely have a product but in an ordinary brand, then looks up to another prominent brand just because their friend or colleague or a close acquaintance possess it. This is how the desire towards a distinct brand is created. The mindset of the trivial income person is like their friend may know that he owns the branded product but not as a refurbished piece, this enhances the advantage of them owning the second handed product. The hitches of the product also will be minor thus reducing the chances of others discovering the product as a pre-owned one.

Firstly, people won't know that it's a second hand, secondly, they'll even have a stepped-up image of the person belonging to trivial income category. Another reason why a product lands in refurbished market is that a succeeding version of the product would have been released and this current product will still be a dream to the buyer with a middle-class income. When an affluent person affords the next and costly version of same product, his used product becomes a former and unused stuff to them. In turn these trivial income people demanding long for the same used product. Not all refurbished products will have defects, some may even seem old fashioned to the affluent owner that caused them to sell it away.

A freshly launched product when comes to the refurbished market will be of affordable price comparison it's release price, also it doesn't mean that all second-hand products will be with hitches. There are some particular branded motorbikes which cost double or triple the original price even after so many years. So now the hitches are not taken into consideration when the need or want of the product is prominent.

PURCHASING PRODUCTS ON TRIAL GROUND

Some people consider refurbished products as trial products. When they decide to buy a specific product, they first buy used or can be used refurbished products to equip themselves with the knowledge, technology and techniques for how to handle and use the product they may buy in future. They don't see the pre-owned product as a waste but a way to know better about the usage and get used to use the concerned product. Also, it is an easy way to analyse whether the product will be useful and satiate their needs without paying the first handed market price. When the buyer is unsure and not clear about buying a specific product then buying a pre-owned one becomes the best way to get to know the configurations and usage, further helping them to decide if they want to make the purchase. Taking the usage of phones, every company has a specific OS in their phones, when a buyer decides to switch from one brand phone to another, he will be bound to use a different OS in his new phone. So, to avoid being a newbie to their new phone, they follow the smart way of getting a used product use it, get used to it and know it in and out. For this the refurbished product sector is a real cool way. Starting from a very small product to a very big product everything is available in this platform which helps in the buyers to identify their compatibility with the product, also to understand if it fits in their need moulds or not

Apart from the concept of discounts, lesser price, high end refurbished product in lower price, this trial ground buyers are benefited with usage practice, getting to know the product, analysing its advantages disadvantages. Most importantly with lesser investment of money they can get a clear conclusion if or not to buy a specific product.

IMPULSIVE CUSTOMERS INCONSIDERATE OF BRANDS

The buyers who are concerned only about the usage of the product doesn't consider the price or the pride that will be associated if they purchase it, because all they are considerate about is why they need it and how the product would fulfil their needs. When a buyer with this mind set develops interest on a specific gadget, they first intend to understand the OS used in it. Because every brand will follow their own OS in their variant of gadgets, so to get an idea of the OS one must definitely have a practical usage of the gadget, as reading manual may not inculcate a perfect clarification.

These category buyers don't ever reckon with or obsessed with a particular brand or product, when need arises they purchase to furnish them. Be it a mobile or laptop or anything, before going to a first handed purchase they buy the same product from a refurbished platform for using it

priorly to know if the chosen product can suffice their needs and demanded expectations.

GREEN - THE NEW WATCH WORD

Many researchers have focused on the green consumer as the primary target market for remanufactured products. The assumption has been that the environmental benefits of reuse through remanufacturing will be far more motivating and provoking to consumers than any other concerns related to purchasing a previously used product. Besides, the data are unclear on how the green consumer views remanufactured products. In multiple studies, those consumers who view remanufacturing as a green initiative showed increased interest in purchasing remanufactured products. Unfortunately, those well-informed consumers were not a large segment of the sampled population. Additionally, the consumers who self-identify themselves as green-minded found all products, new and remanufactured, more appealing than their non-green counterparts. This not-so-green behavioural phenomenon has also been noted by executives at target who observed that their wealthier, green consumers purchased bundles of goods that had an overall worse environmental footprint than their non-green counterparts. Other recent research has shown that consumers who could prominently display the greenness of their purchases did buy green products.

CONCLUSION

Focusing on the customers with trivial income, prime factors like Brand name, trial purchases, deals, discounts and impulsive purchase influence them to give in to buy a pre-owned product. Refurbished products alleviate their burden by allotting them a wider and fortunate opportunity to buy the products they desire by paying a fairly less price. By purchasing a refurbished product, the customer from a trivial income background not only owns his yearned product but also funds for it without causing heavy hole in their budget lifestyle. Same way around the companies are also satisfied with how their products are sold in the refurbished markets and spot that as "Green initiatives. Any manager reading the popular press over the past few years would have a hard time and adversity missing the increasing coverage of green marketing, green products and environmental initiatives. Interviews with consumer-facing companies show just how ingrained the green processes have become for some firms. The most effective firms find ways simultaneously to reduce costs and improve their environmental footprints. Such win-win environmental and profit-generating ventures are simply no-brainers. The issue becomes one of communicating that the firm acts in an environmentally conscious way versus promoting the product as an environmentally friendly alternative. Though the firm may increase their brand equity

through operational improvements, the ability to translate those improvements into increased product appeal is another matter entirely that needs to be dealt with.

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