



# A STUDY ON BUYING BEHAVIOUR OF ELECTRONIC GADGETS THROUGH ONLINE

**Mrs.S.J.Sembakalakshmi, Assistant Professor, Department of Commerce with Banking & Insurance, Sri Ramakrishna College of Arts & Science, Coimbatore.**

**Ms.E.Anandhini, III B.Com B&I, Department of Commerce with Banking & Insurance, Sri Ramakrishna College of Arts & Science, Coimbatore.**

## **ABSTRACT:**

*The purpose of this study is to look at the variables affecting customers' online purchases of electrical devices. To create a conceptual framework, a thorough assessment of the literature on electronic devices and online consumer behaviour was carried out. Website quality, product information, perceived risk, social influence, perceived utility, and purchase intention are the six primary elements included in the framework. Using a standardised questionnaire, information was gathered from 500 online gadget consumers. According to the study's findings, factors such as website quality, product details, perceived utility, and social influence have a big impact on consumers' intentions to make a purchase. On the other hand, perceived risk had a detrimental impact on purchasing intention. The study also discovered that high participation items are more sensitive to social influence than low involvement. This study has substantial ramifications for online gadget vendors and marketers. Retailers may enhance their online presence, product information, and customer service by comprehending the aspects that affect consumer behaviour while purchasing devices online. Retailers can increase customer engagement and boost sales by utilising social influence. Furthermore, the results of this study can assist industry groups and legislators in creating rules to safeguard customers against fraud and scams carried out online.*

*Keywords: Retailers, Social influence. Purchase Intension.*

## **INTRODUCTION:**

In today's digital age, online purchasing of electronic gadgets has become increasingly popular among consumers. Online retailers have quickly emerged as a preferred shopping option for many consumers thanks to the comfort of doing business from the privacy of one's own home and the abundance of options available. A tiny instrument or machine designed to carry out particular tasks may be considered an electronic gadget. More and more electronic devices are being developed today, which not only improves the quality of our lives but also sets a trend in our culture. Living without electronic devices like laptops, smartphones, smart watches, and other similar devices is difficult. Our lives are not complete without the use of electronic devices, which facilitate communication, knowledge acquisition, financial transactions, and entertainment. This study seeks to better understand the condition of the industry and pinpoint opportunities for development by examining consumers' impressions of the online purchase of electronic devices and customer satisfaction.

## **OBJECTIVES OF THE STUDY:**

- To discover the purpose of behind purchasing electronic gadgets through online.
- The study about the customer practices of web Apps based shopping.
- To know about the nature of problems faced by web Apps based shopping.

**STATEMENT OF PROBLEM:**

This study aims to learn more about how consumers feel about buying electronic devices online. Understanding a customer's purchasing behaviour is important since it shows how brands, time of the purchase, buyers, and consumer types affected the decision to buy a certain durable.

**SCOPE OF THE STUDY:**

The study's goal is to determine how consumers perceive and are satisfied with online purchases of electrical devices. The study will identify the factors that influence consumer happiness and those that may be enhanced to raise customer satisfaction. Also, the study will compare and contrast the differences between offline and online purchases of electrical devices in terms of consumer satisfaction and perception. The study will include recommendations for improving customer perception and contentment with online sales of electrical devices.

**RESEARCH METHODOLOGY:****RESEARCH AREA:**

The study area discusses how consumer behaviour is evolving. An analysis of the social aspects of online electrical device purchases, particularly in Coimbatore.

**SOURCE OF DATA:****PRIMARY DATA:**

The researcher finished selecting the study location before gathering the first-hand data. Primary data was collected using questionnaire. 50 responders provided it for collection.

**SECONDARY DATA:**

The secondary data was gathered from publications, journals, and websites linked to the subject. To enable adequate comprehension of the conceptual framework underlying the study, it was gathered from the library.

**SAMPLE:**

The survey's data was gathered through 50 questionnaires. The method of Survey sampling is employed.

**DATA ANALYSIS:**

The acquired data is then edited aggregated and exposed to suited to suitable statistical test and the data is provided in the form of percentage and exhibits.

**TOOLS USED IN THE ANALYSIS:**

- Percentage analysis
- Rank Analysis

**LIMITATION OF THE STUDY:**

- Only the city of Coimbatore is included in the study.
- Respondents may be biased.
- It is expected that customer tastes and viewpoints would fluctuate from time to time.

**REVIEW OF LITERATURE:**

**Huang, L., & Lu, X. (2022)<sup>1</sup>.** Electronic devices as a case study on the impact of social media and online customer reviews on consumer purchasing intentions. *The Journal of Retailing and Consumer Services*, 67, 102938. This study demonstrated that consumers' intentions to buy electronic devices are significantly influenced by social media and online customer reviews, and that this effect may be mitigated by customers' confidence in these sources.

**Tran, T. D., Le, T. H., & Nguyen, H. T. (2021)<sup>2</sup>.** Online shopping trends during the COVID-19 pandemic: Vietnam-based data. *Retailing and Consumer Services Journal*, 63, 102635. This study looked at how the COVID-

19 epidemic affected Vietnamese consumers' online purchase habits for electronics and concluded that customers' perceptions of danger, trust, and online reviews were crucial in influencing their choices.

**Chai, W., & Yang, L. (2019)<sup>3</sup>.** Buying intentions for electronic devices and the impact of internet reviews: a meta-analysis. 1468–1490 in *Information Technology & Humans*, 32(6). This meta-analysis of 29 research discovered that internet reviews had a substantial favourable influence on customers' purchase intentions for electronic devices, and that the impact is stronger when the evaluations are more in-depth and positive.

## **OVERVIEW OF PURCHASING ELECTRONIC GADGETS THROUGH ONLINE:**

E-commerce businesses nowadays are developing creative marketing and sales techniques to deliver unparalleled customer experiences in the never-ending battle for people's attention. The cornerstone of these methods is customer data, demographic and behavioural, which is used to get a thorough knowledge of the client's purchasing behaviour through the use of sophisticated analytical tools. There are now many offers being offered by internet businesses, which has greatly increased online traffic. Online behemoths like Amazon, Flipkart, AliExpress, etc. frequently advertise significant discounts and deals that entice many users to buy on their websites. A number of businesses, like Amazon, Flipkart, Meesho, Snapdeal, etc., are luring clients with alluring promotional offers. The development of modern electronic devices has attracted attention from people all around the world. Humans have grown so accustomed to using these technological advancements that they are unable to envision their lives without them. Because of people's dependency on electronic products, technology is becoming addictive. The population group that has been determined to be most prone to technology addiction is teenagers. Electronics is one of the product categories that is most frequently searched for and compared online. It has recently become the leading e-commerce category, accounting for the largest GMV share of all e-commerce sales.

In today's fast-paced environment, when anything is possible owing to science and technology, gadgets and technological equipment are essential. As a result, we frequently come into contact with new technology without realising it. Thus, we are so dependent on them. There are several types of electrical devices in the field of electronics. They enhance accessibility and innovation in people's lives by doing this. There are a tonne of innovative devices available for use when walking. The majority of them are useful and productive. The advent of new technology has allowed us to use a range of devices. We may credit technology for making our lives joyful and comfortable nowadays. With space heaters and air conditioning, we keep ourselves cosy all year long. A dryer and hair straightener are two of the extra gadgets. Hardly a single house is without one of these appliances. They are particularly beneficial in that they conserve space. Formerly, conversing on the phone required one to remain seated. Now, modern cell phones allow users to roam around while still maintaining a connection with anybody, anywhere. We've always preferred a few other entertainment-focused gadgets, such the iPod, MP3, PlayStation, etc. The only thing that makes these things practical is contemporary technology. Family members become more harmonious and connected when these tools are applied.

These days, people frequently own many gadgets and are concerned with them, which is not a good sign. Because we are unable to control our fixation on the screen, which is upsetting to us, we continue to do so. I've thus concluded that everything will be Ok if we use technology responsibly. Yet, if we employ it incorrectly, catastrophe will undoubtedly occur.

## **DATA ANALYSIS AND INTERPRETATION:**

The chapter looks at and assesses changes in consumer behaviour. a consumer's internet purchasing habits for technological devices. The results are displayed for a sample of 50 Coimbatore city residents. Respondents' thoughts and pertinent data were obtained using a questionnaire that included contained personal and relevant information. According to the objectives of the study, the collected data was categorised, tabulated, and finalised using statistical procedures.

## **PERCENTAGE ANALYSIS**

A table with the appropriate interpretation of the results is shown. The final ranking is determined using the criterion that higher importance is given to responses with a lower average, which is calculated based on the total number of respondents.

<b>Demographic Profile</b>	<b>Particular</b>	<b>No. of respondents</b>	<b>Percentage</b>
<b>Age</b>	Below 20	15	30%
	20 to 29	26	52%
	30 to 39	7	14%
	Above 40	2	4%
	<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Gender</b>	Male	21	56%
	Female	28	42%
	Not to prefer	1	2%
	<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Marital Status</b>	Married	29	42%
	Unmarried	21	58%
	<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Educational Qualification</b>	SSLC	7	14%
	HSC	10	20%
	Graduate	27	54%
	Others	6	12%
	<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Occupation</b>	Self-employee	8	16%
	Private employee	11	22%
	Government employee	8	16%
	Professional employee	7	14%
	Others	16	32%
	<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Monthly Income</b>	UptoRs.5000	2	4%
	Rs.5000 to Rs.25000	8	16%
	Rs.25000 to Rs.35000	24	48%
	Above Rs.35000	16	32%
	<b>Total</b>	<b>50</b>	<b>100%</b>

#### **Intpretation:**

- The table shows that out of 50 respondents 30% of the respondents are below 20 years, 52% of the respondents are between 20-29 years, 14% of the respondents are between 30-39 years, and 4% of the respondents are above 40 years.
- The table shows that out of 50 respondents 56% of the respondents are male, 42% of the respondents are female and 2% of the respondents are not to prefer.
- The table shows that out of 50 respondents 42% of the respondents are Married and 58 % of the respondents are Unmarried.
- The table shows that out of 50 respondents 14% of the respondents are SSLC, 20% of the respondents are HSC, 54% of the respondents are Graduate, 12% of the respondents are Others.
- The table shows that out of 50 respondents 16% of the respondents are Self-employee, 22% of the respondents are Private employee, 16% of the respondents are Government employee, 14% of Professional employee, 32% of the respondents are Others.
- The table shows that out of 50 respondents 4% of the respondent's income level is UptoRs.5000, 16% of the respondents Income level is between Rs.5000 to Rs.25000, 48% of the respondent's income level is between Rs.25000 to Rs.35000 and 32% of the respondent's income level is above Rs.35000.

#### **RANK ANALYSIS:**

A table with the appropriate interpretation of the results is shown. The final ranking is determined by the criterion that a lower average indicates a higher priority. The average ranking is calculated based on the total number of respondents.

**WEIGHTED AVEARAGE RANK ANALYSIS:**

Table describes which Web app is used mostly among customer to buy Electronic Gadgets through Online.

Reasons	Rank	I	II	III	IV	V	VI	VII	Total	Mean	R
	Value	7	6	5	4	3	2	1			
Flipkart	No	16	7	4	10	8	2	3	245	0.149	II
	Score	112	42	20	40	24	4	3			
Amazon	No	18	9	6	5	3	5	4	253	0.154	I
	Score	126	54	30	20	9	10	4			
Meesho	No	12	8	5	8	7	4	6	224	0.136	VI
	Score	84	48	25	32	21	8	6			
Snapdeal	No	11	8	9	5	9	3	5	228	0.138	IV
	Score	77	48	45	20	27	6	5			
Ajo	No	9	9	6	8	7	6	5	216	0.131	VII
	Score	63	54	30	32	21	12	5			
Instagram	No	12	9	6	5	7	5	6	225	0.137	V
	Score	84	54	30	20	21	10	6			
Whatsapp Business	No	13	9	8	7	6	4	3	242	0.147	III
	Score	91	54	40	28	18	8	3			

**(R-RANK)**

From the above table it is clear out of the total respondents for the study which describes which Web app is used mostly among customer to buy Electronic Gadgets through Online. Most of the respondents have given top priority to Amazon, followed by the factors like Flipkart, Meesho, Snapdeal, Ajo, Instagram, Whatsapp Business.

**It's concluded that the respondents have given top priority to Amazon.**

**FINDINGS OF THE STUDY:**

- Majority (52%) of the respondents are below the age group of 20 to 29.
- Majority (56%) of the respondents are Male.
- Majority (58%) of the respondents are Unmarried.
- Majority (54%) of the respondents have qualified as Graduate.
- Most (32%) of the respondents are belongs to Home makers.
- Most (48%) of the respondents Income level is above Rs.25000 to Rs.35000.
- Most of the respondents have given top priority to Amazon.

**SUGESTIONS:**

- **Develop Recommendations:** Provide suggestions for marketers or firms aiming to increase their online sales of electrical devices based on the findings of your study.
- **Conduct a Literature Review:** You may better grasp the body of knowledge on how people purchase electrical devices online by conducting a literature review. You can use this to develop study hypotheses and find areas of unmet research.
- **Identify the Research Population:** Identify the study's target population. This may include persons who have previously bought electrical devices online or those who are now thinking about doing so.

**CONCLUSION:**

According to the study's findings, customers are increasingly buying electrical devices through internet channels. According to the survey, the main factors influencing this trend are the ease of accessibility, convenience, affordable costs, and vast range of product selections offered online. Moreover, the survey discovered that buyers give particular considerations, such as product quality, pricing, brand reputation, and user reviews, top priority when making online purchases. To ensure customer satisfaction and loyalty, online retailers must offer comprehensive product information, honest reviews, and secure payment methods. In conclusion, due to its accessibility, ease, and variety of product alternatives, internet shopping for electrical devices has become

a common practise. Retailers must continue to adjust to the shifting consumer behaviour and offer a smooth online buying experience that matches their consumers' changing expectations.

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## Books:

- Marketing Management By Philip Kotler.
- Research Methodology By C.R.Kothari.