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Consumer Attitudes and Preferences in Online Shopping of Gadgets

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Abstract

The growth of e-commerce has revolutionized consumer shopping patterns, providing enhanced convenience, efficiency and accessibility. This study investigates consumer behaviour toward online shopping for gadgets in Tiruchirappalli city, focusing on factors influencing preferences, satisfaction levels, and decision-making processes. Using a descriptive research design, data were collected from 200 respondents through questionnaires, employing chi-square tests and percentage analysis for interpretation. Key findings reveal that convenience, competitive pricing and 24/7 accessibility are major drivers for online shopping. Technological features such as cash-on-delivery, product quality assurances, and promotional offers significantly impact consumer attitudes. Popular gadgets like mobile phones and laptops dominate online sales, with Amazon being the most preferred platform. The study also identifies a significant relationship between age and satisfaction levels in online gadget shopping.

The research highlights the importance of safety concerns, consumer education, and supply chain optimization for enhancing trust and satisfaction. By understanding evolving consumer preferences and behaviour, online platforms can improve service quality and customer engagement, reinforcing their position as a preferred shopping choice.

Keywords: Online Shopping, Factors, Consumer Behaviour, Customer Satisfaction, Gadgets.

I. INTRODUCTION

E-commerce has revolutionized the way customers shop, providing convenience and satisfaction by meeting their needs efficiently. In today's fast-paced technological world, where time is a scarce resource, many individuals lack the time for traditional in-store shopping. As a result, people prefer e-commerce platforms, which offer a more efficient alternative to conventional shopping. These platforms allow customers to shop from the comfort of their homes, offering a variety of goods and payment options, including EMI facilities. Online shopping has become a common practice worldwide.

Scope of the Study

The study aims to explore customer behaviour towards online shopping for gadgets, such as televisions, mobile phones, laptops, and other electronic devices, in Tiruchirappalli city.

Literature Review

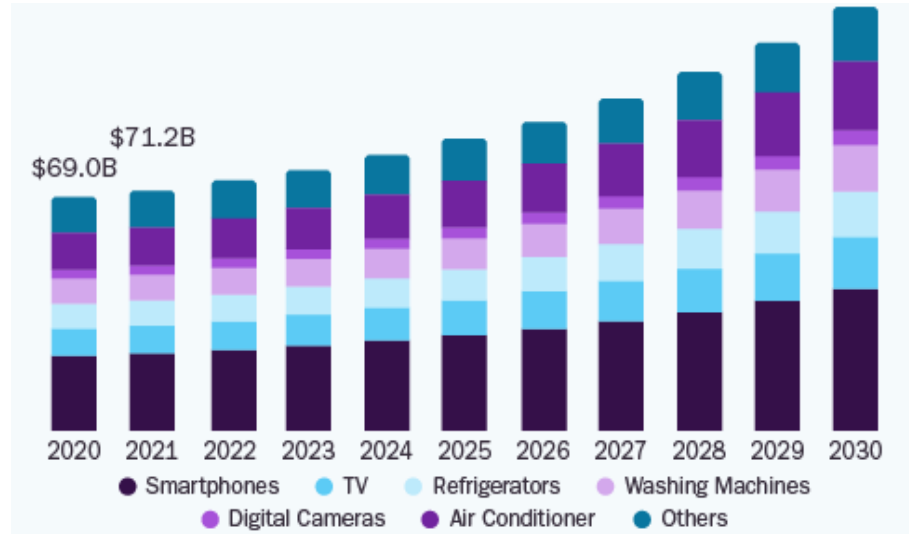
Consumer behavior, as a field of study, examines the purchasing habits of individuals and groups, focusing on their decision-making processes for products and services. According to Barbara (2018), consumer behavior spans both online and offline shopping, significantly influencing product selection and customer satisfaction. This behavior is crucial for understanding how customers decide on products and services, offering insights into the satisfaction of their needs and its impact on societal trends.

Jonas (2020) highlights that consumer behaviour varies based on individual preferences and psychological and social factors. These factors shape decision-making processes and buying habits, emphasizing the diverse nature of consumer behaviour.

Crisstove and Chelsia (2020) stress the importance of understanding shifts in consumer preferences. Their study highlights the need for analyzing how customers' opinions evolve and their tendency to rely on initial impressions when making purchasing decisions.

Online Shopping of Gadgets

Online gadget shopping is an innovative approach that simplifies the purchasing process. E-commerce platforms facilitate rapid development in online trading, benefiting both economic and social domains. The internet serves as a vital communication tool, promoting business processes and providing solutions. The World Wide Web (WWW) connects competitors and consumers, enabling the sharing of ideas, advertisements, and services in the online marketplace.

Figure 1.1: India Consumer Electronics Market (2020)

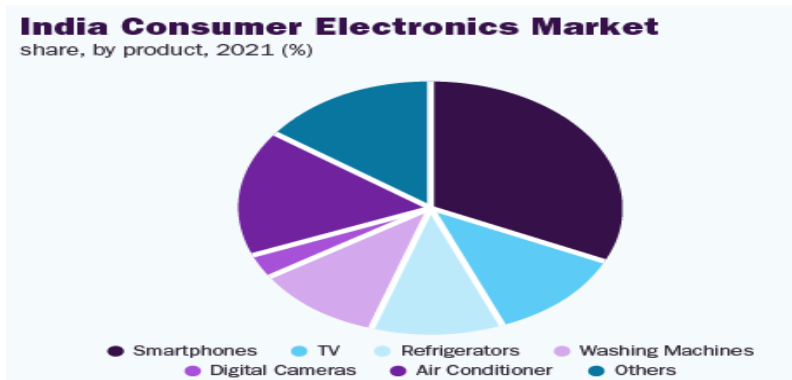
Consumer Behaviour

Understanding consumer behaviour is critical for decision-making processes, especially in the context of online shopping. Predicting changes in consumer behaviour is complex due to individual preferences and diverse decision-making patterns. The decision-making process in online shopping varies greatly among individuals, influenced by their past experiences. By analyzing these experiences, businesses can identify future trends and improve profitability, particularly in the sale of gadgets and online services offered by retail markets. The growth of interactive online media has significantly boosted the online trading market, enhancing opportunities for businesses.

Consumer Behaviour in Gadget Purchases in India

In India, the online electronic market has witnessed substantial growth, with smartphones being the most purchased gadgets, followed by air conditioners, televisions, refrigerators, digital cameras, washing machines, and other electronic devices. Smartphones dominate online sales due to the wide variety of brands available, catering to diverse customer needs.

India's online gadget market is thriving, driven by increasing consumer demand for smartphones. Major players in the Indian consumer electronics market include Samsung, LG Electronics, Godrej Appliances, Sony Corporation, Mitsubishi Electric Corporation, Vijay Sales, Panasonic Corporation, Haier Consumer Electronics Group, Bajaj Electricals Limited, Hitachi Limited, Toshiba Corporation, and Whirlpool Corporation. These brands hold prominent positions in the market, contributing to its rapid development and meeting customer satisfaction.



Objectives of the Study

- To identify the factors that attracts customers to online shopping.
- To find out the satisfaction level of gadgets purchased online shopping.
- To examine customer behaviour and preferences related to online shopping.
- To understand the various stages of purchasing and the return options available for gadgets purchased online.

Research Methodology

The purpose of this study was to study the consumer behaviour towards online purchasing in Trichy with the help of internet.

- **Research Design** – In this study Descriptive research design was applied by the researcher.
- **Sample Design** – The questionnaire was distributed and collected from 200 respondents through social media (Facebook, Google form, Whatsapp, Email) based on simple random sampling for the present study.
- **Collection of Data** – Both primary and secondary data are used for the research.

Primary Data: Collected through the structured questionnaire.

Secondary Data: Collected from the websites and journals.

- **Statistical Tools** – Chi-square test and simple percentage analysis are used to shown the behaviour of the respondents of online shopping of gadgets.
- **Limitation of the study** – The study is limited to Tiruchirappalli city only.**Safety Concerns:** Many Indian consumers hesitate to share personal information online due to the risk of cybercrimes.

Overview of Literature

Consumer behaviour varies significantly among individuals, influenced by personal preferences, product selection criteria and buying habits. These variations stem from factors such as the nature of goods, consumer priorities, and reference choices. Personal experiences play a critical role in shaping customer satisfaction, impacting their decision-making process and overall shopping behaviour. Additionally, societal influences contribute to consumer behaviour trends.

However, there is a lack of comprehensive awareness about the dynamic nature of consumer preferences. Understanding these evolving preferences requires an in-depth analysis of post-purchase feedback and the factors influencing consumer decisions. Key elements driving online gadget shopping include:

- Positive reviews from previous buyers
- Demonstration videos provided by retailers
- Detailed product specifications
- Availability of trusted shopping sites with secure payment methods
- A wide range of suggestions and options
- Easy and convenient return policies

Theoretical Foundation

To analyze the data collected through primary and secondary methods, several variables are considered, including:

- Consumer demographics
- Social characteristics and behaviour toward online platforms
- Attitudes and preferences related to online gadget purchases
- Identified variables discovered during data analysis

The concept of consumer behaviour in the purchasing process can be broken down into the following stages:

- **Purchase Idea:** Identifying the need for a product
- **Product Idea:** Researching product options
- **Site Visiting:** Exploring various e-commerce platforms
- **Time for Purchase:** Duration required to complete the transaction
- **Product Price:** Comparing costs
- **Security:** Ensuring personal data protection
- **Supplier Trust:** Confidence in the retailer
- **Brand Name:** Preference for recognized brands
- **Delivery Time:** Evaluating shipping duration
- **Return Policy:** Assessing ease of returns

Post-purchase behaviour and experiences are also critical aspects of consumer analysis. These factors contribute to understanding the broader patterns of online shopping behaviour.

Analysis and Discussion**Table 1: Profile of Respondents**

Variable	Category	Frequency	Percentage (%)
Gender	Male	120	60
	Female	80	40
Age Group	Below 20	20	10
	21-30	130	65
	31-40	25	13
	41-50	15	7
	Above 50	10	5
Education	School Level	13	7
	Graduate	140	70
	Post Graduate	40	20
	Illiterate	07	3
Occupation	Student	10	5
	Employed	150	75
	Self-employed	30	15
	Professionals	10	5
Income Per Month	Below 10000	11	5
	10000-20000	56	28
	20000-30000	120	60
	Above 30000	13	7

Table1 shows that the 60% of the respondents are Male. 65% of the respondents belong to the age group of 21-30 years. 70% of the respondents have completed Graduate degrees. 75% of the respondents are employed. 60% of the respondents have the monthly income of Rs.20000-30000 are the percentages for maximum respondents.

Table 2: General Information of Respondents on Online Shopping

Using Internet Since	Less than one Year	10	5
	1-2 years	20	10
	2-4 years	40	20
	More than 4 years	130	65
Awareness on Online shopping through	Family Members	18	9
	Relatives	28	14
	Friends	34	17
	Advertisement	120	60
Favourite Online shopping website for gadgets	Amazon	110	55
	Flipkart	40	20
	Paytm Mall	10	5
	Snapdeal	30	15
	Home shop18	08	4
	Others	02	1
Is the information given about the gadgets on site sufficient	Strongly Agree	10	5
	Agree	140	70
	Neutral	44	22
	Disagree	5	2
	Strongly Disagree	01	1
Mode of Payment	Debit Card	18	9
	Credit Card	08	4
	Online Transfer	24	12
	Cash on Delivery	150	75
Satisfaction level of online shopping for gadgets	Highly Satisfied	86	43
	Satisfied	78	39
	Moderate	28	14
	Dissatisfied	06	3
	Highly Dissatisfied	02	1

Table 2 shows that the 65% of the respondents have been using the internet for more than 4 years. 60% of the respondents know about online shopping through advertisement. 70% of the respondents agree that the information given about the gadgets on the site is sufficient. 55% of the respondents prefer Amazon. 75% respondents make payment only through (COD) cash on delivery in online shopping. 43% of the respondents were highly satisfied with online shopping.

Table 3: Factors that influences during Online Shopping of Gadgets

The responses were captured on a five point **Likert's Scalling** from Strongly Agree, Agree, Neither Agree nor disagree, Disagree and Strongly Disagree which have been converted to numerical scores of 1,2,3,4 and 5 respectively.

Remember your past online shopping experience and kindly provide your degree of agreement for the following statements:

Factors	SA	A	N	D	SD	Total %
I prefer purchasing online of gadgets than using local malls or stores	120	38	30	8	4	200
	60	19	15	4	2	100
I am getting the latest information/updates from the Internet regardinggadgets that is not available in the market	146	40	10	2	2	200
	73	20	5	1	1	100
I have speed and sufficient internet accessibility to shop online	120	64	14	1	1	200
	60	32	7	0.5	0.5	100
Online shopping isconvenient than direct store shopping for gadgets	142	34	14	6	4	200
	70	17	7	3	2	100
Online shopping saves time over direct store shopping.	160	21	17	2	0	200
	80	10	9	1	0	100
Online shopping allows us to shop fromanywhere and at anytime.	170	23	5	0	2	200
	85	11	3	0	1	100
Online shopping gives opportunity to receive theproducts delivered on specific date and time anywhere as required.	126	52	16	2	4	200
	63	26	8	1	2	100
Gadgets purchased through online are with guaranteed quality.	136	31	24	5	4	200
	68	15	12	3	2	100
I found regular discounts and promotional offers on gadgets from online shopping.	164	16	13	4	3	200
	82	8	7	2	1	100
While shopping online Cash on delivery is better way.	142	41	14	3	0	200
	71	21	7	1	0	100
I trust shopping websites.	130	42	20	6	2	200
	65	21	10	3	1	100
Demo video and specification	136	42	16	4	2	200
	68	21	8	2	1	100
Return policies are dragging us back from online	160	17	21	0	2	200
	80	9	10	0	1	100

So, it is concluded from the above table is among different factors 85% of respondents strongly agree for anywhere and anytime and majority of respondents strongly agree with all factors influencing online shopping of gadgets.

Hypothesis (Ho): There is no significant relationship between Age andSatisfaction level of online shopping of gadgets. Chi-square test has used by researcher to test the above hypothesis.

Result of Chi-square Test

Chi-square test			
Calculated Value	Degree of freedom	Level of significance	Table value
34.42	16	5%	26.30

Since the calculated value of chi-square is (34.42) is greater than the table value of (26.30) at 5% level of significance and the degree of freedom at 16. The Null hypothesis is rejected. Therefore, “there is significant relationship between Age and Satisfaction level of online shopping of gadgets”.

Findings

- **Consumer-Oriented Factors:** The primary factors influencing consumer behavior in online shopping for gadgets include convenience, time efficiency, competitive pricing, product quality, easy accessibility, the ability to shop from anywhere, and 24/7 availability.
- **Technology-Oriented Factors:** Significant technological factors shaping customer attitudes towards online shopping are cash-on-delivery (COD) options, assured product quality, and attractive discounts and promotional offers.
- **Popular Gadgets:** Mobile phones, laptops, and headphones are among the most sought-after gadgets in online shopping. The analysis indicates that the majority of respondents are highly satisfied with their online gadget shopping experiences.

Suggestions:

- Online platforms should leverage safety concerns as a key focus in their advertisements to attract and reassure customers.
- Young individuals should be educated about responsible credit card usage to avoid overspending or falling into debt while shopping and making payments online.
- Online retailers and intermediaries should prioritize improving the quality of their products and optimize their supply chain to enhance customer satisfaction and trust.

II. CONCLUSION

Consumer behaviour is shaped by personal preferences, experiences and decision-making processes, which vary widely among individuals. To understand and adapt to evolving consumer preferences, businesses must continuously evaluate these behaviours. Key drivers of online gadget shopping include detailed product information, secure transactions, and convenient policies, which collectively enhance customer satisfaction and trust in e-commerce platforms.

Scope for Further Research

- An investigation into consumer behavior regarding online gadget shopping in Tiruchirappalli District.
- A comparative analysis of consumer behavior towards online gadget shopping in Tiruchirappalli District.

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