

Understanding Consumer Behavior in Online Gadget Shopping: Trends and Insights

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Abstract

The rapid expansion of e-commerce has significantly influenced consumer behaviour in India, particularly in the online shopping of electronic gadgets. This study explores key factors shaping consumer preferences, including financial considerations, trust, convenience, and security concerns. The research highlights demographic trends, purchasing motivations, and online shopping patterns. Findings indicate that the 21-30 age groups represent the largest segment of online gadget buyers, with Amazon being the most preferred platform. Consumers prioritize affordability, product availability, and secure transactions. A Chi-square test confirms a significant relationship between age and satisfaction levels in online shopping. While online retail offers numerous advantages, concerns regarding cyber security and payment safety persist. The study suggests enhancing security measures and trust-building initiatives to further encourage digital adoption in India's e-commerce sector.

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

I. INTRODUCTION

India is the fifth-largest country in global online retail supply. Since the pandemic, electronic products have become the most searched items on the internet. The trend of combining offline and online shopping continues to influence consumer behaviour worldwide. In India, mobile phones have become a major driving force behind online purchases, reflecting a shift in buying habits.

This study focuses on understanding consumer behaviour in India regarding online shopping for gadgets. Online shopping has gained immense popularity across the country, growing at a faster rate compared to developed nations. Theories of online consumer behaviour, particularly those based on goal-oriented and experiential motivations, help in understanding customer preferences and shopping patterns. Online retailers and wholesalers play a crucial role in predicting consumer behaviour, especially in the gadget segment.

This research aims to identify key factors influencing consumer behaviour, including financial considerations, customer attitudes, and purchase intentions when shopping for gadgets online.

Scope of the Study

The study aims to analyse consumer behaviour toward online shopping for electronic gadgets such as televisions, laptops, mobile phones, and other electronic devices.

Literature Review

Consumer behaviour is a significant field of study that examines how individuals, groups, or organizations select, acquire, and dispose of products and services to satisfy their needs. It also considers the broader social and psychological factors that influence purchasing decisions.

- Kuester (2016) defines consumer behaviour as the process of selecting, acquiring, and using products and services, emphasizing customer satisfaction and the impact of decision-making on society.
- Brassington et al. (2018) argue that consumer behaviour varies among individuals, influenced by product selection, purchasing habits, and personal preferences, all shaped by psychological and social factors.

- Keys (2019) highlights that individuals often change their purchasing decisions unconsciously, reconstructing their opinions and believing they have always held those views.

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

These studies emphasize that consumer behaviour is unpredictable, making it difficult to establish a fixed decision-making framework. However, analysing post-purchase experiences can help predict future trends and develop profitable retail strategies. The rapid growth of interactive digital media, particularly through the internet, continues to shape consumer behaviour.

Online Shopping for Gadgets

Internet shopping has revolutionized the retail sector by making the purchasing process more convenient and efficient. Many businesses have adopted e-commerce as a strategic tool for economic and social growth. The internet serves as a powerful platform that connects competitors and consumers, enhancing product promotions, advertisements, and service offerings.

Currently, global e-commerce sales of gadgets exceed ₹700 billion, marking a 30% annual growth. This upward trend is expected to continue in the coming years. Online retailing has become an integral part of the economy, driven by increasing consumer trust and confidence in digital transactions (Weening, 2019).

Objectives of the Study

The main objectives of this research are:

- To identify key factors that attracts consumers to online shopping.
- To examine consumer perspectives and preferences influencing online shopping behaviour.
- To analyse the various stages of the purchasing process and customer satisfaction in online gadget shopping.

Research Methodology

- **Research Design** – In this study Descriptive research design was applied by the researcher.

- **Sample Design** – The questionnaire was distributed and collected from 150 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 – Safety Concerns:** Many Indian consumers hesitate to share personal information online due to the risk of cybercrimes.

Overview of Literature

Online shopping has become increasingly popular, especially among the younger generation, who find it more convenient, time-saving, and accessible. When consumers decide to purchase electronic goods online, several factors influence their decisions, including competitive pricing, convenience, and efficiency.

Price is a crucial factor for Indian consumers due to their upbringing and purchasing habits, which emphasize seeking the best deals. Many shoppers compare prices across different online platforms, read reviews, provide feedback, and check product ratings before making a final purchase decision. This thorough evaluation process ensures they get the best value for their money. Among the various online purchases, electronic gadgets remain in high demand, with consumers prioritizing affordability, ease of purchase, and time efficiency.

Theoretical Foundation

Before conducting data analysis and collection, it is essential to consider key variables such as personal information, social characteristics, demographics, and consumer attitudes toward online shopping for gadgets. The identified variables are then assessed for their relevance to consumer behaviour.

Consumer Behaviour in the Buying Process

The process of consumer decision-making when purchasing gadgets online involves:

- **Purchase Intention** – The initial idea and motivation to buy.
- **Pre-Purchase Evaluation** – Researching, comparing, and analysing products before making a decision.
- **Factors Influencing Purchasing Behaviour** – Elements that impact the final purchase decision.

Key Consumer Concerns in Online Gadget Shopping

Consumers consider multiple factors before making an online purchase, including:

- **Price** – Affordability and competitive pricing.
- **Privacy** – Protection of personal and payment information.
- **Trust** – Reliability of online retailers.
- **Security** – Safe payment gateways and transaction processes.
- **Brand** – Brand reputation and product authenticity.
- **Delivery** – Timeliness and condition of received products.
- **Return Policy** – Ease of returning or exchanging products if needed.

Post-purchase behaviour and overall shopping experience also play a significant role in shaping consumer preferences and future buying decisions.

Analysis and Discussion

Table 1: Profile of Respondents

Variable	Category	Frequency	Percentage (%)
Gender	Male	90	60
	Female	60	40
Age Group	Below 20	15	10
	21-30	98	65
	31-40	20	13
	41-50	10	7
	Above 50	7	5
Education	School Level	10	7
	Graduate	105	70
	Post Graduate	30	20
	Illiterate	5	3

Occupation	Student	8	5
	Employed	113	75
	Self-employed	23	15
	Professionals	8	5
Income Per Month	Below 10000	8	5
	10000-20000	42	28
	20000-30000	90	60
	Above 30000	10	7

Table 1 indicates that 60% of the respondents are male and 65% belong to the 21-30 age group. Additionally, 70% of respondents have completed a graduate degree and 75% are employed. In terms of income, 60% earn between Rs. 20,000 - 30,000 per month, which represents the majority of respondents.

Table 2: General Information of Respondents on Online Shopping

Using Internet Since	Less than one Year	8	5
	1-2 years	15	10
	2-4 years	30	20
	More than 4 years	97	65
Awareness on Online shopping through	Family Members	14	9
	Relatives	21	14
	Friends	26	17
	Advertisement	90	60
Favourite Online shopping website for gadgets	Amazon	83	55
	Flipkart	30	20
	Paytm Mall	8	5
	Snapdeal	23	15
	Home shop18	6	4
	Others	1	1
Is the information given about the gadgets on site sufficient	Strongly Agree	8	5
	Agree	105	70
	Neutral	33	22
	Disagree	4	2
	Strongly Disagree	1	1
Mode of Payment	Debit Card	14	9
	Credit Card	6	4
	Online Transfer	18	12
	Cash on Delivery	113	75
	Highly Satisfied	65	43

Satisfaction level of online shopping for gadgets	Satisfied	59	39
	Moderate	21	14
	Dissatisfied	5	3
	Highly Dissatisfied	2	1

Table 2 shows that 65% of respondents have been using the internet for more than four years. The majority (60%) became aware of online shopping through advertisements. Additionally, 70% of respondents agree that the information provided about gadgets on websites is sufficient. Among shopping platforms, 55% prefer Amazon. In terms of payment, 75% of respondents choose cash on delivery (COD). Lastly, 43% of respondents expressed high satisfaction with online shopping.

Table 3: Factors that influences during Online Shopping of Gadgets

Responses were collected using a **five-point Likert scale**:

- **Strongly Agree (SA) = 1**
- **Agree (A) = 2**
- **Neutral (N) = 3**
- **Disagree (D) = 4**
- **Strongly Disagree (SD) = 5**

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 gadgets online over local stores	90	28	22	6	3	150
I get the latest gadget updates online	60	19	15	4	2	100
I have fast and sufficient internet for online shopping	110	30	8	2	2	150
Online shopping is more convenient than store shopping	73	20	5	1	1	100
Online shopping saves time, Online shopping allows purchasing from anywhere, anytime	90	48	11	1	1	150
Online shopping ensures timely delivery	60	32	7	0.5	0.5	100
Online gadget purchases have guaranteed quality	106	26	11	4	3	150
Regular discounts and offers attract me to shop online	70	17	7	3	2	100
Cash on Delivery is the best payment method	120	16	13	2	0	150
I trust online shopping websites Demo videos and specifications help my purchase decision	80	10	9	1	0	100
Return policies discourage online shopping I prefer purchasing gadgets online over local stores	128	17	4	0	2	150
I get the latest gadget updates online	85	11	3	0	1	100
I have fast and sufficient internet for online shopping	94	39	12	2	3	150
Online shopping is more convenient than store shopping	63	26	8	1	2	100
Online shopping saves time	102	23	18	4	3	150
Online shopping allows purchasing from anywhere, anytime Online shopping ensures timely delivery	68	15	12	3	2	100
Online gadget purchases have guaranteed quality	123	12	10	3	2	150
Regular discounts and offers attract me to shop online	82	8	7	2	1	100
Cash on Delivery is the best payment method	106	31	11	2	0	150
I trust online shopping websites	71	21	7	1	0	100
Demo videos and specifications help my purchase decision	98	32	15	4	2	150
	65	21	10	3	1	100
	102	32	12	3	2	150
	68	21	8	2	1	100
	120	13	16	0	2	150
	80	9	10	0	1	100

From the above table, it can be concluded that among the various factors, **85% of respondents strongly agree** that online shopping allows them to shop from anywhere and at any time. Additionally, the majority of respondents strongly agree with all the factors influencing online shopping for gadgets.

Hypothesis (Ho): There is no significant relationship between Age and Satisfaction 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

More than 60% of male consumers prefer online shopping for gadgets.

- Among individuals aged 21 to 30 years, 65% have been identified as frequent online gadget buyers.
- A turnover of more than 30K has been recorded for a single branch through a single application, particularly among the lower middle-class consumers.
- Most respondents are educated and have completed their graduation.

Suggestions

- Safety concerns, the primary barrier to online shopping, can be mitigated through enhanced security measures.
- Indian consumers need greater confidence in using credit cards for online purchases, which can be fostered through secure payment options and awareness campaigns.
- Online retailers and intermediaries must strengthen trust-building efforts to eliminate these barriers and encourage more consumers to shop online.

II. CONCLUSION

The study provides valuable insights into consumer behaviour regarding online shopping for gadgets in India, particularly among different age groups, income levels, and educational backgrounds. Factors such as convenience, competitive pricing, product availability, and trust in online retailers play a crucial role in shaping consumer preferences.

The statistical analysis, including the Chi-square test, confirms a significant relationship between age and satisfaction levels in online gadget shopping. While consumers appreciate the advantages of online shopping, concerns regarding security, payment safety, and trust in online platforms remain prevalent.

To enhance consumer confidence and further boost online gadget sales, retailers should focus on implementing stricter security measures, promoting safer payment options, and ensuring transparency in product quality and return policies. As online shopping continues to grow in India, addressing these concerns will be key to sustaining consumer trust and increasing digital retail adoption.

Scope for Further Research

- ☐ Impact of Digital Payment Security on Online Shopping Behaviour
- ☐ Role of Social Media and Influencer Marketing in Online Gadget Purchases.
- ☐ Consumer Trust and Loyalty in Online Gadget Shopping

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