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Study on Factor Influence in the Customer Preference for Online Electronic Gadgets Shopping.

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ABSTRACT:

This study looks investigating various factors which influence consumer preferences while buying gadgets online. Using a method of quantitative study, primary data has been collected through giving students, family members, and friends an online survey through Google Forms. The study's main goal was to examine and understand the key factors that influence consumers' preferences in this market. For data analysis, the study used the Statistical Package for Social Science (SPSS) version 23. This enabled an extensive examination of the data collected. There are 9 factors considered for the research study. A regression model was the method of choice for the study. For thorough analysis and statistical frameworks were built to look at relationships and project outcomes. The outcomes of this research provide valuable information for online retailers and marketers, helping them better satisfy customer demands and enhance their experience of online purchasing for electronic gadgets.

Keywords: Online shopping, Electronics gadgets, Factors, consumers.

INTRODUCTION:

Through personal interaction with a store's website, customers are able to perform research for information while making purchases in the connected to the internet electronic commerce environment. Therefore, instead of the real-life experience, customer purchases mainly depend on an item's presentation through cyberspace, which includes pictures, photographs, high-quality data, even video footage. Since the two types of purchases get delivered via mail and buyers never smell or touch the products, acquiring online is equivalent to browsing an actual catalogue. Potential of online purchasing and electronic transactions so heavily sits on the user experience and the manner in which users engage with computers.

Shopping via the internet has become a vital part of consumer behaviour in the constantly shifting landscape that is contemporary commerce. Consumer tastes and demands change as well as advances in technology so when it comes to the worldwide availability of electronic gadgets. This study begins with an in-depth examination of the numerous factors that significantly influence and form consumer preferences throughout the area of e-commerce gadget purchases.

Online shopping platforms' swift growth has reshaped the retail sector by placing an enormous variety of electronic devices to customers' fingertips while offering incomparable ease. Yet in this online economy, make a decision which ends in buying something is far from simple. Many factors, including personal preferences and demographic population size, along with the complexities associated with internet platforms, promotional methods, and related to technology achievements, all have a direct effect on it.

Buyers must have accessibility to both the internet and an authorised payment option for them to make purchases online. Successful online merchants like Amazon, Myntra, and Flipkart attract customers by offering affordable prices and an extensive selection of goods. Consumers with greater financial resources and higher-level educational backgrounds usually demonstrate a more positive tendency towards internet shopping. People who buy things online are inclined to be knowledgeable in technology as well as have extensive internet exposure. The continued growth of technology has been essential in promoting consumer enthusiasm in online shopping and creating an appealing attitude between them.

LITERATURE REVIEW:

Gupta, P. (2015). A study investigated into the factors influencing consumers' choices among purchasing goods online and offline. The investigation focused on three primary variables: the attributes of the products offered, the readily available features of shopping sites, and the true value of the goods. Findings demonstrated that the ease of use and accessibility characteristics of platforms for shopping online had a substantial impact on the intent of consumers to make a purchase. Also, the decisions consumers made across online and offline choosing were significantly impacted by the type, features and price of the products.

Vaghela, M. P. (2017). Consumers' overall concern about risks internet can be seen in the worry about being exploited online or their belief that it is hazardous to give out financial data online. Consumers' sensitivity to profit the optimisation by purchasing things online only when provided at attractive rates highlights considerations regarding product quality, reliance on information on online shopping sites, or finding purchasing things online more economical and tempting.

Kiran, R., Sharma, A., & Mittal, K. C. (2008). Identifying the difference between normal and online shopping was additionally the focus of a lot of study. Online shoppers' worries about being denied an opportunity to look at things or feel them are regarded as one particular aspect influencing their decision regarding a purchase. Therefore, a number of investigates demonstrated that the ways customers shop in online shops could possibly be considerably distinct from those who shop in regular stores.

Bhalerao, J. V., & Gujar, R. V. (2019). There are actually two merchandise categories: suggested search and experience items. Before making a purchase, the search for the goods' key product/service standards are evaluated. Because it takes more to evaluate based on experience things than they do to use them directly, this is often the case. As a result, experience-based products are regarded as having a greater danger then searching products since online shopping doesn't allow for physically inspection of the items.

Wang, D., & Yang, L. (2010). A further advantage is the fact that customers can have their bought delivered directly to their doorsteps, saving them the expense and effort of touring stores, travelling to malls, and transporting large electronics back to their houses. As an outcome, buying electronic products online continues to be more beneficial than travelling to a store in person due to the fact that there are more options readily available and it requires less time.

Kushwaha, B. P., Rao, N. S., & Ahmad, S. Y. (2015). The key considerations in women's buying choices were Price Identification, Service to Customers, and Wellness. Most of these features had had an effect regarding the way Nepalese women purchase. In along with these, price, recognition of the brand, as well as accurate knowledge additionally have a direct effect on what they buy. Assessment of choices is a crucial activity which influences the consumer's choice in addition to information search. They maintained that "cognitive patterns" plays a role within the way people decide what things they'll purchase, or, to state it straightforwardly, how shoppers purchase organisations through their assessments of the product's perceived worth along with prior experiences.

Shergill, G. S., & Chen, Z. (2005). A model assessing sentiments and intent to buy with regard to shopping on the internet broadly was suggested. Consumer attitudes towards online shopping are a significant factor deciding actual spending habits. The model incorporated a number of factors that fall into four main categories: product value, shopping experience, website quality of service, overall opinions on risks connected with online store transactions.

Al Hamli, S. S., & Sobaih, A. E. E. (2023). The digital revolution has brought down boundaries and raised interest among merchants and service providers, which has changed consumer demands, wants to have, and loyalties. Depending on their actions, buyers were separated into five main groups by McKinsey (2018) in a region-wide sentiment survey: intelligent cost-cutters, branded investors, trade-down converts, choosy and omnichannel purchasers.

OBJECTIVES OF THE STUDIES:

- To identify and evaluate the key factors influencing consumer preferences while purchasing electronic gadgets online.
- To investigate how customer preferences are influenced by product availability and variety when buying gadgets online.

RESEARCH METHODOLOGY:

Research method: For analysing the connections between variables, the present investigation uses the method of quantitative research.

Sample Method: The convenience sample method is used to collect details from individuals who've recently shopped on electronics online.

Sample Size: A survey conducted electronically produced a total of 100 responds. Instruments for gathering data. A Google Forms-created organised survey was a key tool for collecting data.

Formulation of the Questionnaire: The survey, which addresses factors affecting consumer choices when purchasing for electrical appliances online, consists of a combination of closed-ended & Likert-scale questions.

Pilot Testing: A test phase of research was carried out on a small sample to evaluate the questionnaire's clarity and efficacy. In accordance with the feedback that was obtained, the corresponding enhancements had been made.

A regression model was the method of choice for the study. For thorough analysis and informative results, data was obtained, factors were determined, and statistical frameworks were built to look at relationships and project outcomes

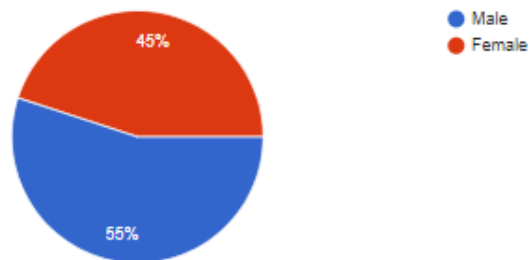
LIMITATIONS:

The data's ability to be broadly utilised in more people may be limited by the sample size's likely small size or poor representativeness. Because the fact that it primarily targets people with a computer and a keen interest in completing surveys on the internet, utilising a form created by Google to collect information could result in bias in the sample. The research's internet-based nature and potential geographic variability in buying patterns may make it not as helpful in other parts of the nation. Results might not be generically accountable, particularly in locales where various societal or economic factors impact the choices individuals make for buying things online.

ANALYSIS AND FINDINGS:

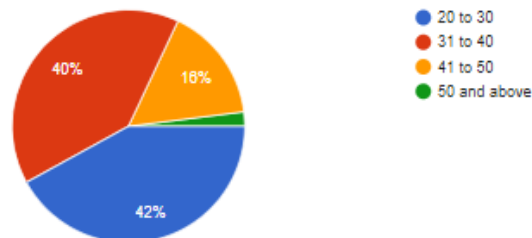
Gender:

100 responses



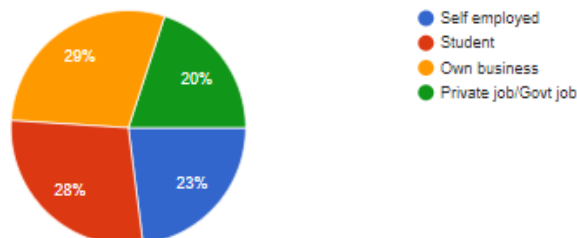
Age

100 responses



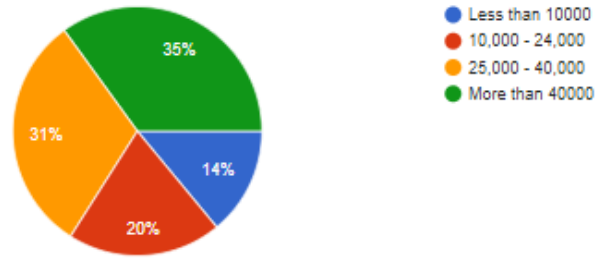
Occupation

100 responses



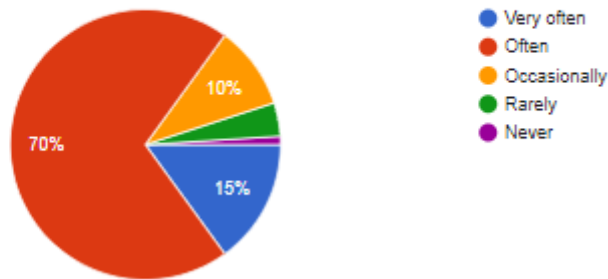
Income level

100 responses



How often do you shop for electronic gadgets online?

100 responses



Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.592 ^a	.351	.286	.202	2.271

a. Predictors: (Constant), convenience , online stores offer a wider variety , I trust online reviews and ratings , concerned about the security of information., Competitive pricing , return or exchange products easy., Online customer support and assistance , Online promotions and discounts influence , it saves me time

b. Dependent Variable: Do you prefer to shop online?

R Square: The variable that is the dependent variable's variance (the answer to the question "Do you prefer to shop online?") has been determined by the model in 35.1% of cases, based on the R Squared value of 0.351. A reasonable level of power to explain is shown by this.

R Square corrected for the total amount of variables in the model has a value of 0.286. It's a little smaller than R Square, that may indicate that not each of the variables are equally accountable for the variance's interpretation.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.977	9	.220	5.398	.000 ^b
	Residual	3.663	90	.041		
	Total	5.640	99			

a. Dependent Variable: Do you prefer to shop online?

b. Predictors: (Constant), convenience , online stores offer a wider variety , I trust online reviews and ratings , concerned about the security of information., Competitive pricing , return or exchange products easy., Online customer support and assistance , Online promotions and discounts influence , it saves me time

The ANOVA figure shows that the total regression models is economically significant ($F = 5.398$, $p 0.001$), based to the F-statistic. The result indicates that any variance in the variable being studied is significantly determined by not less than a single forecasting variable.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.901	.059		15.222	.000
	online stores offer a wider variety	-.027	.039	-.099	-.699	.486
	Competitive pricing	.023	.043	.090	.550	.584
	I trust online reviews and ratings	-.011	.034	-.045	-.318	.751
	concerned about the security of information.	-.107	.033	-.446	-3.276	.001
	Online customer support and assistance	.029	.037	.118	.790	.431
	Online promotions and discounts influence	-.056	.038	-.229	-1.472	.145
	it saves me time	-.001	.037	-.006	-.036	.972
	return or exchange products easy.	.076	.033	.338	2.310	.023
	convenience	.163	.032	.614	5.037	.000

a. Dependent Variable: Do you prefer to shop online?

Considerations with regard to the security of personal and financial information, the ease of returns and exchanges, and convenience are just some of the factors that have been studied and have had an important effect on preferences for online electronic gadget shopping.

But factors like wide range of products, affordable prices, faith in online reviews, customer service, promotions, and time savings don't seem to have a significant any impact on consumer preferences for online shopping of electronic gadgets.

CONCLUSION:

The results of this research indicate that a variety of variables influence the choices individuals make for purchasing gadgets online. The simplicity of use, worry about the safety of private information, and an empathetic return/exchange policies all play important parts. Additional data from the analysis of demographics points to the youthful to a middle-aged demographic with moderate income levels as being especially important for the buying habits found in the study and also both the genders were good at buying online electronic gadgets.

These results are important for online retailers as they indicate that highlighting safety measures, improving convenience, and ensuring customer-friendly return/exchange policies could help increase preference to earn purchasing products online for electronic gadgets, especially for the study's demographic groups.

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