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# **A Study on Consumer behaviour towards Electronic Products through Online Shopping with Reference to Coimbatore City**

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## **1. INTRODUCTION TO THE DESIGN OF STUDY**

### **1.1 INTRODUCTION:**

The internet has changed our life to a great extent, it's tough to imagine our life without it. One of the main things, the internet has reformed the way of buying. However, we discover research, and ultimately purchasing products is completely different than it was a decade ago. Since the beginning of Electric-Commerce, so many consumers have turned to online markets for goods. This is because the process of purchasing goods online is both fast and convenient.

To sell anything online, sellers must consider, what consumers purchase, why they purchase, how they purchase, who their customers are, their purchasing habits, and the products and services they enjoy. The internet is transforming how consumers purchase goods and services, and it has grown to be a global phenomenon.

### **1.2 RESEARCH METHODOLOGY:**

The conceptual study is intended to analyses the consumer behaviour of electronic products through online shopping. As today's market there is a lot of competition in every sectors especially in electronic goods.

#### **1.2.1 SOURCES OF DATA**

**A) Primary data.**

**B) Secondary data**

#### **1.2.3 AREA OF STUDY:**

This study was based on consumer behaviour of electronic products through online shopping with reference to Coimbatore city.

#### **1.2.4 TOOLS USED FOR ANALYSIS:**

Following tool is used in the study

- **Simple Percentage analysis.**

SIMPLE Percentage = (Total number of respondents /Total number of samplings) × 100

- **WEIGHTED AVERAGE METHOD**

Weighted average = (Total rank/No. of. Respondents) × 100

- **Rank analysis**

### 1.3 STATEMENT OF PROBLEM

Today's world is highly competitive. Every person is working to purchase according to their needs and wants. This study is focused on the consumer behaviour towards purchasing of electronic products through online shopping. There are a lot of websites on internet where they offer a variety of electronic products and services for consumers can find and buy through online, the online also provides some of the services which is one-stop service, testing, lifecycle services and more. In this research, we are looking at the problem addressed in this research which is the view of online shopping by consumers.

### 1.4 OBJECTIVES OF THE STUDY

- To know which gender is satisfied more to do online shopping of electronic products.
- To find out what is majority of consumer's level of satisfaction.

### 1.5 SCOPE OF THE STUDY

The present study on consumer behaviour towards purchasing electronic products through online shopping with reference to Coimbatore city. The study has covered the users and consumers of Coimbatore city. The focus is on online shopping customers.

### 1.6 NEED OF THE STUDY

It is necessary to study on this concept to understand how people are aware and fine in using the online shopping for purchasing electronic products. It is necessary to understand the significance, preference of online transactions. The study particularly will be based on how it works, why it is significant and final analysis of the primary data collected.

### 1.7 LIMITATIONS OF THE STUDY

1. One of the major limitations of the present research is focuses only on electronic products.
2. There are many other products that are available online for example, books, etc.
3. But the major problem caused by electronic products as per the research.

### 1.8 CHAPTER SCHEME

<b>CHAPTER-1</b>	studies the Introduction and design of the study.
<b>CHAPTER-2</b>	Review of literature
<b>CHAPTER-3</b>	Theoretical approach of the study
<b>CHAPTER-4</b>	Data analysis and interpretation
<b>CHAPTER-5</b>	Findings, suggestions and conclusions

## 2. REVIEW OF LITERATURE

### 2.1 RELATED LITERATURE REVIEWS:

**Bitner (2012)**, Retail is amongst the fastest growing sectors in the country and India ranks 1st, ahead of Russia, in terms of emerging markets potential in retail (Associated Chambers of Commerce and Industry of India). The retail environment is changing more rapidly than ever before.

**Janaki, P and Shanthi, P2 (2013)**, in their study entitled, "Marketing Stimuli in Purchase of Home Appliances from Customer Perspectives", explains that marketing strategy is the game plan which the firms must adhere to, in order to outdo the competitor or the plans to achieve the desired objective. The people consume things of daily use, and buy these products according to their needs, preferences and buying power.

**Vijayalakshmi, S and Mahalakshmi, V (2014)** have made an attempt on, A impact of consumer buying behavior in decision making process in purchase of electronic home appliances in Chennai (India): an empirical study, which presents consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology and economics.

**Rajarajan, M and Priyanga, T (2016)** have written a paper on, “Consumer Behaviour Towards Selected Household Appliances in Ramanathapuram District”, the study revealed that lifestyle characteristics have a great impact on purchase behavior of the clusters. In a consumption environment, a person chooses a product or a brand, which seems to possess a maximum possibility of definition or elaboration of his life style identity.

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### 3. OVERVIEW OF THE STUDY

#### 3.1 HAVELLS:



**Havells India Limited** is an Indian multinational electrical equipment company, based in Noida. It was founded by Haveli Ram Gandhi, later sold to Qimat Rai Gupta who was his distributor. The company manufactures home appliances, lighting for domestic, commercial and industrial applications, LED lighting, fans, etc.

#### 3.2 PHILIPS:



**Philips** is organized into three main divisions: Personal Health (formerly Philips Consumer Electronics and Philips Domestic Appliances and Personal Care), Connected Care, and Diagnosis & Treatment (formerly Philips Medical Systems).

#### 3.3 VOLTAS:



**Voltas Limited** is an Indian multinational home appliances company headquartered in Mumbai. It designs, develops, manufactures and sells products including air conditioners, air coolers, refrigerators, washing machines, dishwashers, microwaves, air purifiers, water dispensers. Voltas is India's largest air conditioning company by market share.

#### 3.4 CROMPTON:



**Crompton Greaves Consumer Electricals Limited** (also known as Crompton) is an Indian electrical equipment company based in Mumbai, India. The company has lighting and electrical consumer durables including LED lighting, fans, pumps, and household appliances like water heaters, air coolers, and kitchen appliances.

**IV. ANALYSIS AND INTERPRETATION OF DATA**

Data analysis involves examining, purifying, reshaping, and modeling data to uncover valuable insights, draw conclusions, and facilitate decision-making. It encompasses the transformation of raw data into actionable information that aids users in making informed decisions. This process entails gathering and scrutinizing data to address inquiries, validate hypotheses, or refute theories.

In 1961, statistician John Tukey characterized data analysis as comprising methods for scrutinizing data, strategies for interpreting outcomes, approaches for organizing data collection to enhance analysis feasibility, precision, or accuracy, and the entire array of mathematical statistical tools applicable to data analysis.

Data interpretation involves employing various analytical techniques to examine data and derive meaningful conclusions. This process enables researchers to categorize, manipulate, and condense information effectively, facilitating the resolution of essential inquiries.

The following tools were used:

- Percentage Analysis
- Rank Analysis
- Weighted Average Score Method

**Table No.4.1.1**

**Table showing Gender of Respondents**

Gender	Frequency	Percentage
Male	81	54%
Female	69	46%
<b>Total</b>	<b>150</b>	<b>100%</b>

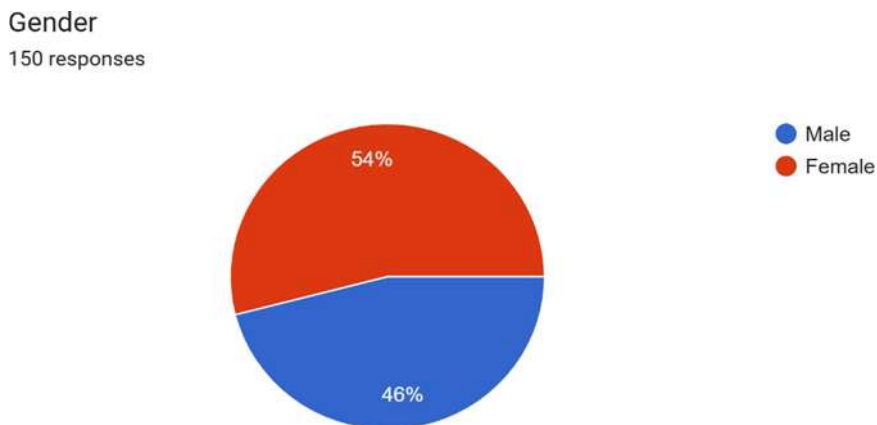
**Source: Primary data**

**Interpretation:**

The data illustrates the distribution of genders within a given population. Of the total respondents, 54% are male, while 46% are female. This suggests a relatively balanced representation of genders in the sample population

**Chart No.4.1.1**

**Chart showing Gender of Respondents**



**Table no. 4.2.1**

**Table showing various brands of electronic products which brand do you choose?**

Electronic products	5	4	3	2	1	Total	Rank
Philips	97	31	12	4	6	659	1

Havells	42	51	35	13	9	554	<b>3</b>
Voltas	32	25	56	26	11	491	<b>5</b>
Crompton	60	33	26	26	5	567	<b>2</b>
Godrej	64	31	15	18	22	547	<b>4</b>

**Interpretation:**

The above table represents the rank of five companies according to the consumer preferences. Philips has got the first rank, Havells as rank second, Voltas got the third, Crompton got the rank fourth and Godrej got the rank fifth.

**Table no 4.3.1**

**Table showing Which of the following factors most influence your purchasing decision on electronic products?**

Preference	Very Important (4)	Important (3)	Moderately important (2)	Not important (1)	Total	Weighted Average score	Rank
Product variety	91	40	17	2	520	3.46	<b>1</b>
Price	45	57	37	11	436	2.90	<b>4</b>
Product specifications	55	55	28	12	453	3.02	<b>2</b>
Customer reviews	55	50	35	10	450	3.00	<b>3</b>
Warranty	45	43	44	18	415	2.76	<b>5</b>

**Interpretation:**

The above table shows the most of the customers are attracts towards product variety so it is ranked first and the product specifications ranked as second, customer reviews as third, price as rank fourth and warranty as rank fifth.

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## 5. FINDINGS & SUGGESTIONS

### 5.1 FINDINGS OF THE STUDY:

The study aimed to explore customer perceptions, preferences, and attitudes towards solar energy products, as well as identify the challenges consumers encounter and the factors influencing their purchase decisions

**Percentage analysis:**

- The table above shows that 46% of the respondents are male and 54% of the respondents are female.
- The majority of respondents were of 51.3% of age group of 15-18 years
- The majority of respondents are 51.3% are in age between 19-22.
- The majority of the respondents are 79.3% of Unmarried.
- The majority of the respondents 66% are from Under-graduates.

### 5.2 SUGGESTION OF THE STUDY:

- The web stores must increase its quality to make the consumers to consume products.
- The quality should be conformity with the catalogue. So that there will not be an issue with quality of the products.
- The shopper should get feedback from customers which will evolve them to receive

### 5.3 CONCLUSION:

The endeavor of this study is to identify the motivating factors towards purchasing electronic products through online shopping as well as inhibitions of online shopping. Therefore, from the findings it was found that consumers purchasing decisions on electronic products were dependent on various factors.

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According to consumer's opinions quality and price is the most important motivating factor for online shopping. In contrast, when respondents were asked about the problems faced while purchasing electronic products through online shopping, that inflexibility returns and missing or quality issues review be the barriers in online shopping.

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