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A Study on Consumer Preferences and Buying behaviour at Smuggy Gadget House

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ABSTRACT

The electronics retail market in India has expanded rapidly due to digital adoption, rising incomes, and changing lifestyle needs. In this context, understanding consumer preferences and buying behaviour becomes essential for retailers to remain competitive. This study examines the buying behaviour of customers at Smuggy Gadget House, a retail outlet dealing in mobile, tablet, and laptop accessories. A mixed-method approach was used, combining a structured survey of 120 respondents with in-depth interviews and observational analysis inside the store.

Findings indicate that consumers are highly influenced by product quality, brand reputation, after-sales service, price sensitivity, and digital information sources. Accessories such as chargers, cases, cables, and audio devices are among the most frequently purchased items. Younger consumers show greater reliance on online reviews and peer recommendations, whereas older consumers depend more on in-store staff guidance. The study concludes that Smuggy Gadget House must strengthen digital engagement, maintain product quality, and improve personalized service to enhance consumer satisfaction and loyalty.

1. INTRODUCTION

Consumer behaviour plays a critical role in shaping marketing strategies, especially in highly competitive categories like mobile and electronics accessories. With rapid technological advancements, increasing product variety, and greater exposure to digital media, consumers today are more informed and selective in their buying decisions.

Smuggy Gadget House, a retail store offering mobile, tablet, and laptop accessories, caters to diverse customer needs ranging from functional accessories (chargers, cables, cases) to lifestyle gadgets (audio devices, smart accessories). Understanding how consumers evaluate alternatives, what factors influence their decisions, and how frequently they purchase accessories can help the retailer optimize inventory, pricing, and service quality.

This study examines consumer buying behaviour at Smuggy Gadget House by analyzing demographic influences, product preferences, information sources, and decision-making patterns. The insights generated will assist the retailer in improving marketing decisions and enhancing the overall customer experience.

2. OBJECTIVES OF THE STUDY

The major objectives of this study are:

1. To understand consumer preferences for mobile, tablet, and laptop accessories at Smuggy Gadget House.
2. To identify key factors influencing consumer buying behaviour.
3. To analyze the role of demographic variables such as age, income, and occupation in purchase decisions.
4. To examine the impact of digital influence, peer recommendations, and brand perception on consumer choices.
5. To provide suggestions for improving customer satisfaction and retail performance.

3. SCOPE OF THE STUDY

The study focuses specifically on customers visiting Smuggy Gadget House, Raipur.

It covers consumers purchasing mobile accessories, laptop accessories, audio devices, and related products.

The scope includes understanding buying motives, preferences, product awareness, price sensitivity, and after-sales expectations.

The study does not cover large appliances or unrelated product categories.

Findings are applicable primarily to Tier-2 urban consumers with similar demographic and behavioural characteristics.

4. LITERATURE REVIEW

A review of previous studies shows that consumer behaviour in electronics retail is shaped by multiple determinants:

Perceived product quality, brand image, and price consciousness significantly affect consumer preferences (Kumar & Kaushal, 2019).

Advanced features and technological innovation play a key role, especially among younger buyers (Savita & Sheoran, 2020).

Demographic factors such as age, income, and education strongly influence purchase decisions and product expectations (Juyal, 2013).

After-sales service, trust, and retailer credibility are major determinants in electronics purchases (Dhawan & Garga, 2025).

Increasingly, consumers depend on digital reviews, online promotions, and social media references before making purchases (Tirpude, 2022).

Research shows that consumer buying decisions include both functional evaluation (features, price, warranty) and emotional motivations (social influence, brand attachment) (Pradeep & Manoj, 2023).

Most existing studies focus on metropolitan or national-level markets. There is limited research on Tier-2 city customers, particularly in the domain of mobile and gadget accessories. This study fills that gap by focusing specifically on Smuggy Gadget House in Raipur.

5. SUMMARY OF LITERATURE GAP

From the reviewed literature, the following research gaps were identified:

Limited studies focusing specifically on mobile and accessory purchasing behaviour.

Lack of research on Tier-2 city consumer behaviour in Chhattisgarh.

Scarce literature on cross-influence of online information and offline retail behaviour.

Minimal studies integrating survey + interviews + in-store observation for electronics accessories retail.

This study addresses these gaps using a mixed-method approach to understand consumer behaviour in a localized Indian context.

6. RESEARCH METHODOLOGY

6.1 Research Design

A descriptive research design was used to study consumer preferences and buying behaviour. Both quantitative and qualitative methods were combined.

6.2 Data Collection Methods

Primary Data:

Structured survey of 120 customers

10 in-depth interviews

Observation inside the store over a two-week period

Secondary Data:

Previous research papers, articles, online sources, and reference material

6.3 Sampling Technique & Sample Size

Sampling Method: Non-probability purposive sampling

Sample Size: 120 respondents

Respondents included students, professionals, homemakers, and business owners.

6.4 Tools Used for Analysis

Percentage analysis

- Charts and interpretation

Thematic analysis for interviews

7. DATA ANALYSIS AND FINDINGS

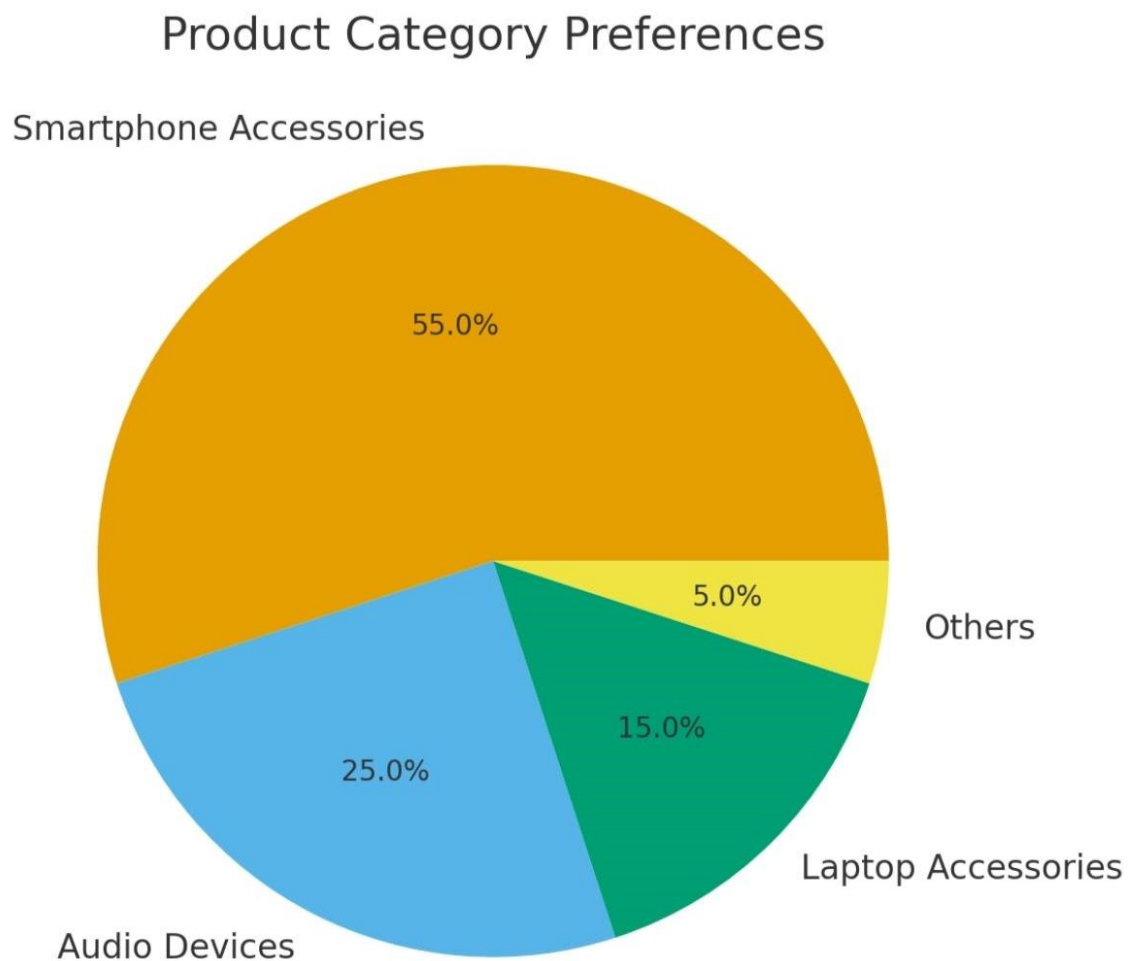
7.1 Demographic Characteristics

Age: Majority belong to the age group of 18–35 years, indicating a youthful, tech-oriented customer base.

Gender: Male buyers dominated purchases of accessories.

Income: Majority fall in the middle-income group, displaying moderate price sensitivity.

7.2 Product Preferences

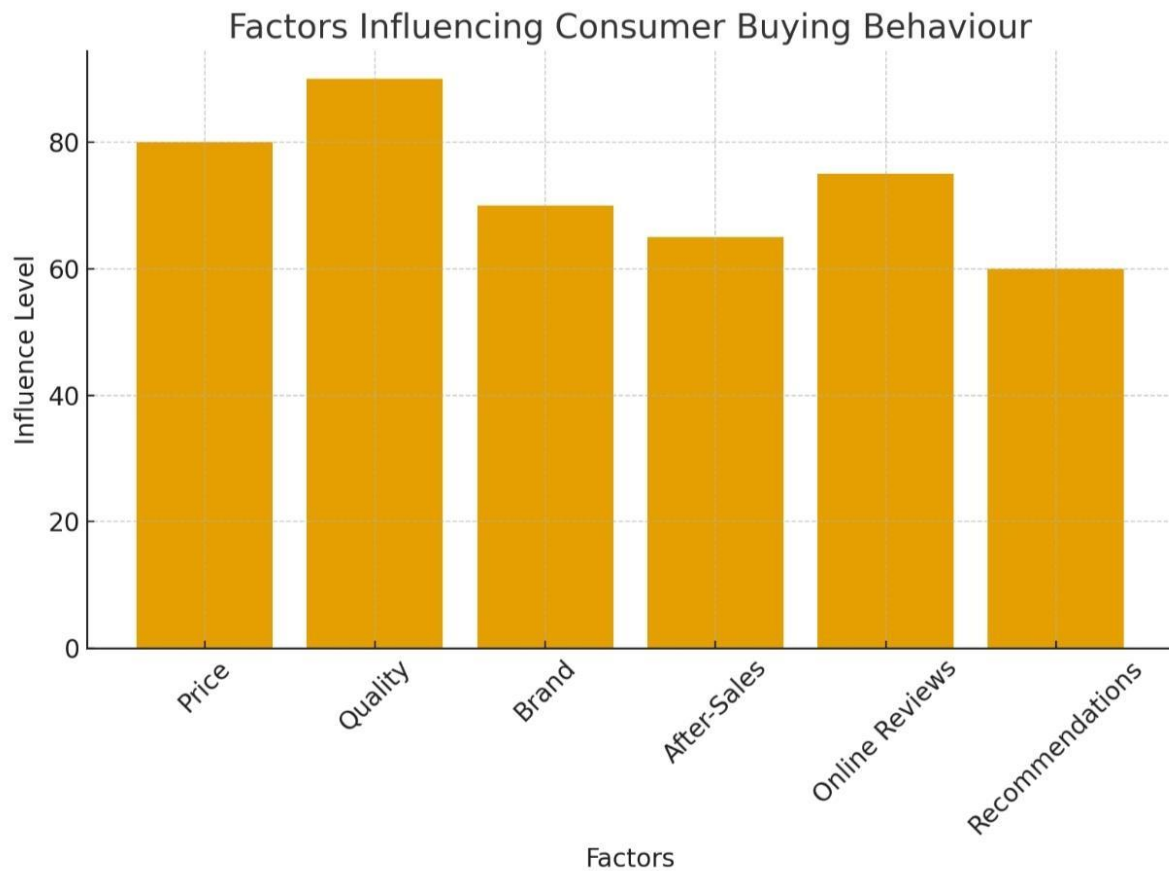


Smartphone accessories (cases, chargers, cables) are the most purchased items.

Audio devices (earbuds, headphones) are increasingly popular among youth.

Laptop accessories are purchased primarily by professionals and students.

7.3 Factors Influencing Buying Behaviour



1. Price Sensitivity

Consumers compare prices across shops and online before purchasing.

2. Product Quality & Durability

A major determinant for frequent accessory users.

3. Brand Reputation

Trusted brands influence reliability perception.

4. After-Sales Service

Quick replacement, warranty claims, and staff assistance matter to buyers.

5. Digital Influence

Many customers check YouTube reviews and online ratings before visiting the store.

6. Social Influence

Peer and family recommendations play a significant role.

7.4 Store-Related Findings

Consumers appreciate in-store demonstrations and staff guidance.

Accessories are often bought as complementary purchases after buying a main device.

Promotional offers and combo deals increase sales significantly.

7.5 Observational Findings

Most customers spend 10–20 minutes comparing products.

Many customers ask staff to explain compatibility of chargers, cables, earphones, etc.

Group buying behaviour (friends or family visiting together) influences final choices.

8. CONCLUSION

The study concludes that consumer buying behaviour at Smuggy Gadget House is influenced by a combination of functional, emotional, and digital factors. Product quality, pricing, brand reputation, and after-sales service emerge as the most important determinants. Younger consumers rely heavily on online reviews and peer suggestions, whereas older buyers depend more on personal experience and staff guidance.

Smuggy Gadget House can improve customer satisfaction by enhancing digital presence, offering personalized recommendations, maintaining high product quality, and strengthening after-sales service. By understanding these behavioural patterns, the retailer can design better marketing strategies, manage inventory efficiently, and build long-term customer loyalty.

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