

Consumers Perception towards Online Buying of Electronic Goods

G. Syamala^a, Tejaswini Shevate^b

^aAsst.Prof. Department of Commerce, SPPU, MS, India

^bM.Com, Department of Commerce, SPPU, MS, India

Abstract

On-line shopping is a recent prodigy in the field of Electronic Business and has the foregone conclusion to be the future of shopping in the world. Online purchasing has given an opportunity that has allowed customers to identify different products. Online buying offers wide range of products for all segments of customer. Out of this wide range of products electronic goods cover a sizeable proportion. Electronics goods ranging from TV, Refrigerator, Washing machines to hair dryers, pen drives, hard disks and other electronic goods are available on-line. They are large variety and version of product which are available at easy discounts and on returnable basis. Owing to the demand for purchase of electronic good on-line the paper aims to study about the consumer's awareness towards purchase of electronic goods over the internet and the factors affecting their buying decisions. It also seeks to study the frequency, perception and satisfaction of consumers towards purchasing of electronic goods online.

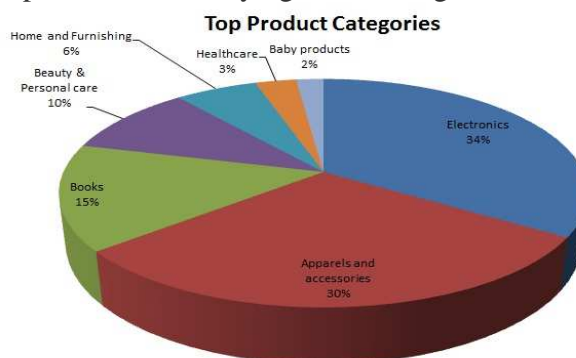
KEYWORDS: Electronic goods, On-line, On-line buying, customers

Introduction:

Online shopping is directly buying goods and services through internet over websites and portals using computers, mobiles and tablets .Alternative name for electronic shopping or electronic retail is "e-tailing"

India is one of the fastest growing retail e-commerce markets in 2015, growing at the rate of 129.5 per cent Y-o-Y¹(Year over Year)

A Report was compiled by combining data from Google Trends and online research conducted by TNS Australia with a sample size of 800 respondents in different cities in India on behalf of Google India in November 2012. The findings of the research reveal that people are more prone towards buying electronic goods which is around 34%.



The above figures show that Indian customer buys electronics goods online and the paper seeks to find why people are interested in buying goods online.

¹ <https://yourstory.com/2013/01/google-india-study-about-online-shopping/>

Objective:

1. To study changing attitude of customers from conventional buying to electronic buying.
2. To know the reasons for preference towards online buying of electronic goods.
3. To study which segment is prone towards buying electronic goods online.
4. To study which products are more in demand for online purchase.

Problem Question:

1. Why is e-commerce growing so rapidly?
2. Why are people more prone to buy goods online?
3. What factors are attracting electronic goods online?
4. What are the reasons which highly affect customer’s reasons towards purchasing electronic products over the internet?

Research Methodology:

The study is based on both the primary and secondary data.

- Primary Data was collected from 120 respondents of Pune who have experienced online shopping of electronic goods .The responses were collected through the questionnaire method using Convenience sampling method.
- Secondary Data was collected from unpublished and published records like internet sites and reports..

Sample Of Research Study

Sample size	120
Sampling technique	Stratified Random Sampling Method
Statistical Instrument	Questionnaire
Statistical Tools	Chi Square
Data analysis	Graphical Presentation

Hypothesis

H0:- The attitude, Behavior, preference and satisfaction level of people towards online buying is changing.

H1:- The attitude, Behavior, preference and satisfaction level of people towards online buying is not changing.

Literature Review :

1. Wang & Yang, (2010)

Presents that, the electronic equipment takes a high percent of the individuals shopping. Compared with other goods, online shopping of electronic goods adds great convenience to the life of the people. Buying electronic gadgets online gives customers an opportunity to find a great variety of product online, and customers can review a wide selection of products and find special offers and discount with the best deals online. In the coming years, the development of online retailers is improving and promises a bright future. However, the tangible and intangible problems of electronic product online shopping still exist and the online store retailers lack the customer knowledge in some extent. Therefore, our intention is to explore customer behavior when purchasing electronic products through investigating the factors that can affect online shoppers' attitudes, intention and actual buying behavior. In this research, we offered the online retailers some suggestions to improve their sales and attract more customers.

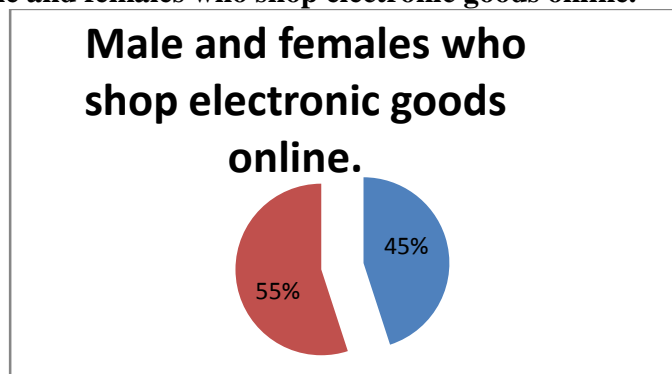
2. Ahmad's (2002)

Research presents certain aspects of online shopping experience from consumers' perspective, specifically, concentrates on the consumers' react to service failures and initiative to enhance the online service recovery. The researcher figured out that the factors which would cause a bad online shopping experience. Through the responses of the shopper who had bad experience when they shopped online, the researcher presented that the factors are involved in such as late deliver, defective product, and partial order; meanwhile, the shoppers also have bad experience that the online shop's customer service representative made no efforts to fix problems. In addition, the survey also presents that the respondents who had problems with online shopping, they choose to contact the online shops by using telephone, and emails to communicate, however, the results indicates that customers prefer to use the telephone to communicate. All the respondents can get the reply by email from the companies, but response time could rank from a few minutes to six days.

Data Analysis and Interpretation:

The analysis of consumer awareness on online buying of electronic goods is based on various criterions as follows:

1. Percentage of Male and females who shop electronic goods online.

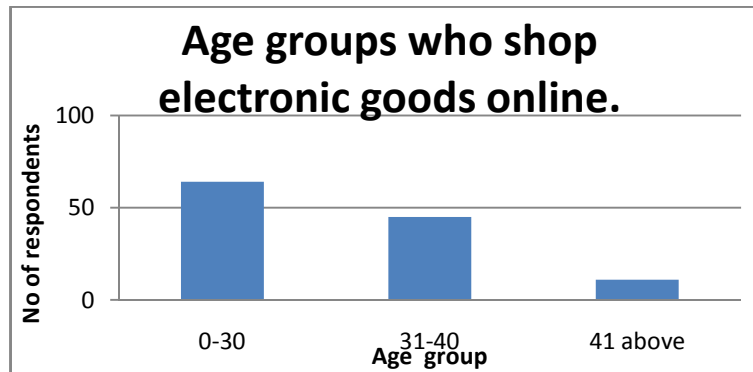


Source: Primary Data

- 55% of males of 120 respondents shop electronic goods online.
- 45% of females of 120 respondents shop electronic goods online.
- Males Tend to purchase computer related electronic goods.

- Females are housekeepers and home caretakers hence products like electronic kitchenware, home appliances and fashion accessories are purchased more according to the study.

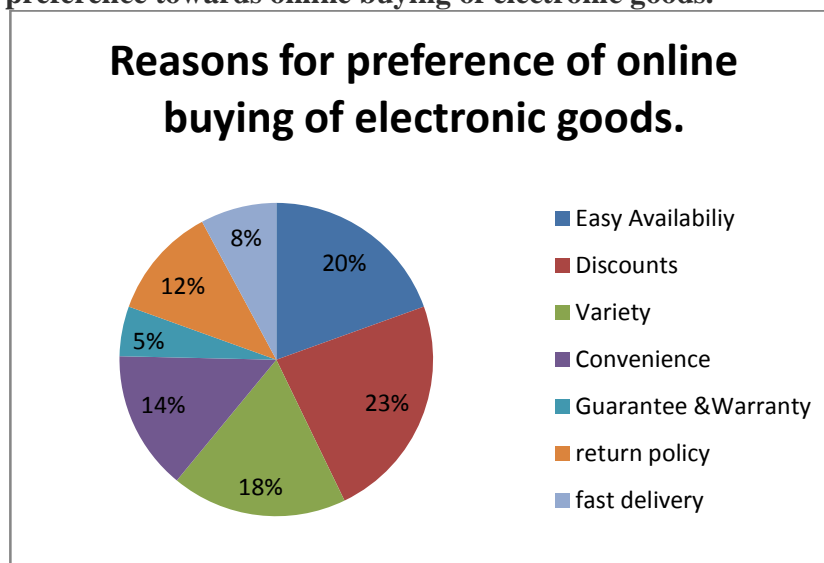
2.Age group more prone to shop electronic goods.



Source: Primary Data

- 64 respondents are in the age group of 0-30.
- 45 respondents are in the age group of 31-40.
- 11 respondents are in the age group above 40.
- This reveals that the maximum respondents are in the age group 0-30.

3.Reasons for preference towards online buying of electronic goods.

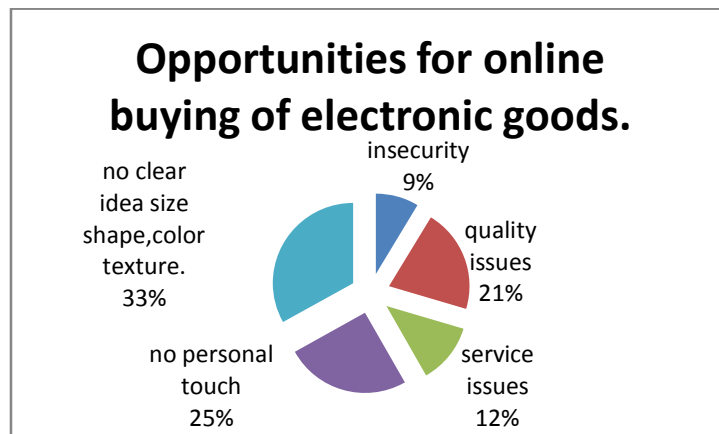


Source: Primary Data

- 20% respondents prefer online shopping of electronic goods due to easy availability.
- 23% respondents prefer online shopping of electronic goods due to Heavy discounts and better deals.
- 18% respondents prefer online shopping of electronic goods due to variety of products that help to compare goods online as well in shops.

- 14% respondents prefer online shopping of electronic goods due to convenience as the customer need not visit shops that save time and energy.
- 5% respondents prefer online shopping of electronic goods due to guarantee & warranty offered that gives security.
- 12% respondents prefer online shopping of electronic goods due to return policy benefits.
- 8% respondents prefer online shopping of electronic goods due to fast delivery of products.

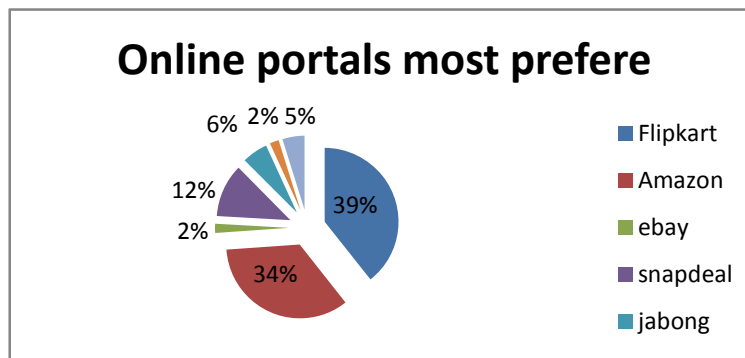
4. Disapproval for online shopping of electronic goods.



Source: Primary Data

- 9% Respondents do not prefer online shopping of electronic goods in anticipation to **insecurity of personal information and advance payment.**
- 21% Respondents do not prefer online shopping of electronic goods in anticipation to **quality issues.**
- 12% Respondents do not prefer online shopping of electronic goods in anticipation to **service issues.**
- 25% Respondents do not prefer online shopping of electronic goods as there is **no personal touch.**
- 33% Respondents do not prefer online shopping of electronic goods as there is **no clear idea about size ,shape ,color ,texture**

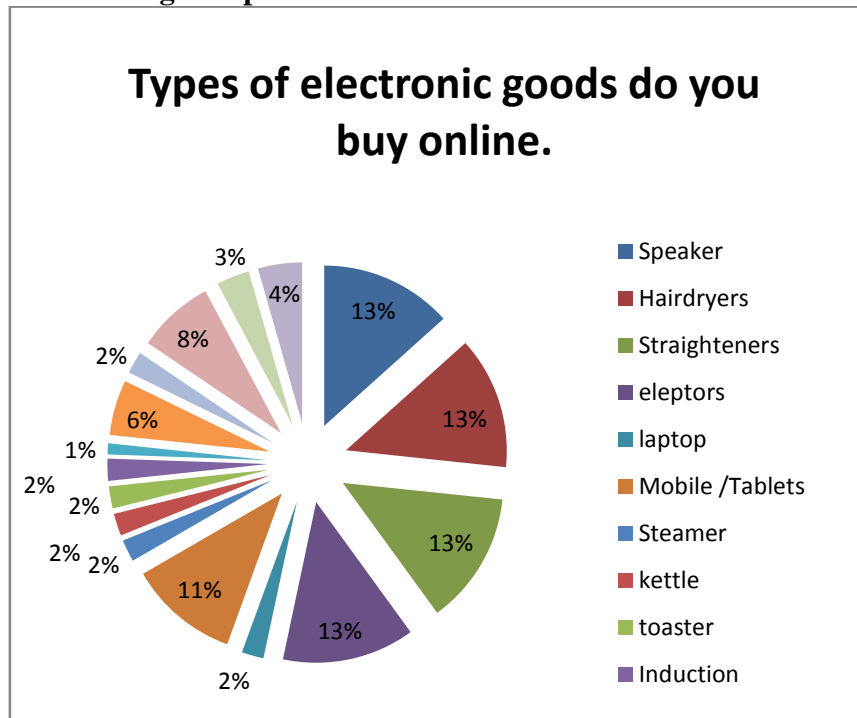
5. Most popular portals preferred for online shopping of electronic goods.



Source: Primary Data

- 39% of Respondents purchase from Flipkart.
- 34% of Respondents also purchase from Amazon.
- 2% of Respondents also purchase from ebay.
- 12% of Respondents also purchase from Snapdeal.
- 6% of Respondents also purchase from Jabong.
- 2% of Respondents purchased from tatacliq.
- 5% of Respondents also purchase from Myntra.
- Flipkart and Amazon are the most preferred portals to shop electronic goods online.

6.Types of electronic goods purchased online.



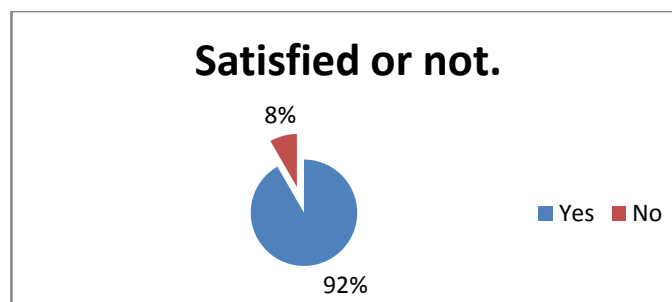
Source:Primary data

- 25% Respondents purchased pen drives.
- 11% Respondents hard discs.
- 12% Respondents purchased cameras.
- 13% Respondents purchased speakers.
- 13% Respondents purchased hair dryers.
- 13% Respondents purchased hair straighteners.
- 13% Respondents purchased Eleptors.
- 2% Respondents purchased Laptop.
- 11 % Respondents purchased Mobile phones and tablets.
- 2 % Respondents purchased Steamer
- 2 % Respondents purchased kettle.
- 2 % Respondents purchased toaster.
- 2 % Respondents purchased induction.

- 1 % Respondents purchased iron box.
- 6 % Respondents purchased headphones.
- 2 % Respondents purchased Blue tooth speakers.
- 8 % Respondents purchased chargers.
- 3% Respondents purchased selfie sticks. 4% Respondents purchased computer mouse.

Computer related products and fashion accessories are more in demand and are purchased online.

7. Satisfaction with online shopping of electronic goods.



Source: Primary Data

- 92% of Respondents are satisfied with online shopping of electronic goods.
- Only 8% of Respondents are not satisfied with online shopping of electronic goods.

Majority of the customers who buy online electronic goods are satisfied.

Observation and Findings:

- Males tend to purchase more than males.
- Young Respondents shop electronic goods online more as compared to others but age group above 40 are adapting to new trends of shopping and have changed their attitudes towards online shopping of electronic goods.
- The frequency of online buying of electronic goods is more than shopping at retail outlets.
- Online shopping of electronic goods is effective and attracting all segments of customers.
- Heavy discounts, easy availability, variety of goods are the top three reasons behind buying electronic goods.
- The major problem of online shopping of electronic goods is that customers have no access towards size, shape, color, texture of the product as personal touch is lost or not available.
- Flipkart and Amazon and Snapdeal are the famous and popular Portals preferred by the respondents.
- Computer and fashion accessories related products are demanded more as Youth purchase more online.
- The study reveals that the overall experience of customers buying electronic goods is good and tell us that it is easy, simple, convenient and effective.

Hypothesis of the study:

H0:- The Attitude, Behavior , preference and satisfaction level of people towards online buying of electronic goods is changing.

H1:- The Attitude, Behavior, preference and satisfaction level of people towards online buying of electronic goods is not changing.

Table : Calculated & Table Value of Chi Square

Serial No	Statements	Table Value of Chi Square	Calculated Value of Chi Square	Hypothesis Accepted/Rejected
1	Gender preferring online buying of electronic goods.	118.5	7.35	Accepted
2	Changing attitudes of customers from conventional buying to electronic buying of electronic goods	118.5	39.15	Accepted
3	Satisfaction of consumers	118.5	33.75	Accepted
4	Age group of consumers who prefer online buying of electronic goods.	118.5	4.93	Accepted

Hence this proves that

H0:- The Attitude, Behavior, preference and satisfaction level of people towards online buying of electronic goods is changing is **Accepted**.

H1:- The Attitude, Behavior, preference and satisfaction level of people towards online buying of electronic goods is not changing is **Rejected**.

Conclusion:

Online buying has come up as a new form of buying commonly known as e-retailing or e-tailing .This new form of buying has become very popular and is a substitute for bricks and mortar type of retailing. Online shopping for any goods is more easy, comfortable than conventional buying because it can be done with click of mouse anytime anywhere.

The success of online buying depends upon the tele- communication system and networking system. It is not just the youngsters who are more prone towards buying online but all segments are getting attracted towards it, even housewives are finding it easy and comfortable.

E-Retailers are attracting customers through their discounts, deals and variety of goods .These goods range from fashion accessories, apparels, cosmetics and electronic goods.

Electronic goods are more popular and people tend to buy pen drives, laptops, mobiles and tablets online because of their extended offers and facilities available to them. Not only the younger generations but housewife and other professionals buying and selling online.

It can be concluded that with the recent reforms taking place in the electronic system of India's E-Commerce has a long way to go and will have to establish themselves as the best substitute for bricks and mortar retailers.

Appendix

A. Webliography

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