



IMPACT OF CONSUMER BEHAVIOUR ON ONLINE PURCHASE OF ELECTRONIC GOODS

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Abstract

The surge in online shopping has significantly transformed consumer behavior, particularly in the realm of electrical goods. This abstract provides an in-depth analysis of the factors influencing consumers' online purchasing decisions in the context of electrical products, shedding light on emerging trends and implications for e-retailers.

The proliferation of e-commerce platforms has reshaped the way consumers engage with and procure electrical goods. Cultural factors, such as technological acceptance and trust in online transactions, play a pivotal role in shaping consumers' attitudes toward online shopping for electrical products. Social influences, including online reviews and recommendations, exert considerable impact on decision-making processes as individuals seek validation and insights from their virtual networks.

Personal factors, such as digital literacy, age, and prior online shopping experience, contribute to the varying degrees of consumer comfort with purchasing electrical goods online. Psychological factors, including perceived risk and the convenience of online shopping, further shape the evolving landscape of consumer behavior in this domain. As the online market place for electrical goods continues to expand, situational factors such as the availability of detailed product information, secure payment options, and efficient customer service become critical considerations for consumers.

Key words: Online, Digital, Consumer, Behavior, Goods.

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Introduction to Consumer Behaviour:

Consumer behavior is a dynamic and interdisciplinary field that examines the processes individuals or groups undergo when selecting, purchasing, using, and disposing of products, services, ideas, or experiences to satisfy their needs and desires. Understanding consumer behaviour is essential for businesses, marketers, and policymakers as it provides insights into the factors that influence purchasing decisions, helping them formulate effective strategies to meet consumer expectations and demands. The study of consumer behaviour involves a comprehensive analysis of various factors that shape individuals' choices. Cultural

factors, encompassing shared values, beliefs, and customs, influence the way consumers perceive and evaluate products. Social factors, such as reference groups, family, and social class, contribute to the social context in which consumption decisions are made. Personal factors, including age, occupation, and personality, play a crucial role in shaping individual preferences, while psychological factors, such as motivation, perception, and learning, delve into the cognitive processes that drive consumer actions. The situational context, characterized by factors like time constraints, urgency, and the specific environment in which a purchase occurs, adds another layer of

complexity to consumer behaviour. Additionally, the advent of technology has significantly impacted consumer interactions, with online platforms becoming integral in shaping purchase decisions. Studying consumer behaviour enables businesses to anticipate and respond to market trends, design targeted marketing campaigns, and enhance customer satisfaction. It also aids in the development of products and services that align with consumer preferences, ultimately contributing to long-term success in competitive markets

Research Methodology:

Objectives of the study:

- To study the role of consumer perceived risk in consumer decisions.
- To study the price and quality impact on consumer perception about electronic devices.
- To study what promotional strategies are used by websites to sell their products.
- To study the various major companies and websites which provide the facility for online purchase of electronic commodities.

Scope:

The theoretical scope of the study includes the popularity of online shopping, the need of virtual markets, their role in influencing the consumption pattern and habits, merits and demerits of e-markets, major players in online retailing etc.

- The study was conducted among the Internet users.
- The study was based on a schedule of questions.
- The scope of internet shopping.

Significance of the study:

Online shopping has grown a lot in popularity recently. The advancement of technology has made these a necessary component of daily living. With the introduction of plastic money, debit cards, and credit cards, as well as easy access to the World Wide Web, global retailers have made their products available on desktops. We have firsthand experience of numerous

friends making purchases while perusing different e-commerce websites. The strength of the student community has grown to the point where parents now consult their kids before making significant expenditures. Additionally, when it comes to private purchases, students are picky about getting the greatest things on the market and will do everything in their power to secure the

Data collection:

The research is based on the primary as well as secondary data which I have collected through the questionnaires and secondary data is collected from books and internet.

Sampling:

The method I have used to collect data is random sampling method for this I had choose 50 people. As the desired result of this research was to find out consumers preference about online shopping of electronic products.

Questionnaire Preparation:

With the world gone digital, many things have become easier and are available at hand. Targeting a sample size of 50 with a hard copy questionnaire would be pretty hard to collect. But with google form, many things have become easier. The whole questionnaire is prepared in a google form, which actually has made a lot of things easier for the research.

Review of Literature:

According to Liu and Shrum McMillan:

Williams, Rice. And Rogers studies define interactivity as the presence or absence of particular features of web sites, though Lee and colleagues (2004) shows that even when the interactive features are the same, consumers perception of interactivity vary significantly across sites. The particular feature of a web site appears effectively only if they influence consumer's navigation and usage of the site. That is, the effect of web site interactively. Although previous research has investigated determinants of interactivity, such as the

structure of communication design feature of web sites (e.g., Coyle and Thorson 2011 Macias 2013; Sicilia, Ruiz, and Munuera 2015), few studies highlight the characteristics of the consumers, as member embedded in social groups, or examine how their perception of interactivity.

LI and colleagues:

found that customers who purchase Internet stores more frequently are more convenience during shopping as the most important factor in purchase decisions, because they are time-constrained and do not mind buying products without touching or feeling them if they can save time in this way. Potential consumers are often prevented from shopping online by their concern for security (Han et al 2011). However perceived risk can be reduced by knowledge, skill, and experience on the internet, computer, and online shopping. Trust is a critical factor in online electronic commerce. Consumers express concerns about the security of online transactions, data privacy, and the reliability of online retailers.

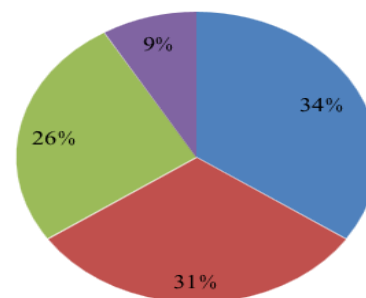
Archana Shrivastava, Ujwal Lanjewar

In online shopping of electronic product, the rate of diffusion and adoption of the online shopping amongst consumers is still relatively low in India. In view of above problem an empirical study of online shopping behaviour was undertaken. Based on literature review, four predominant psychographic parameters namely attitude, motivation, personality and trust were studied with respect to online shopping. The online shopping of electronic product decision process models based on all the four parameters were designed after statistical analysis. These models were integrated with business intelligences, knowledge management and data mining to design behaviour business intelligence framework with a cohesive view of online buyer behaviour

Data Analysis:

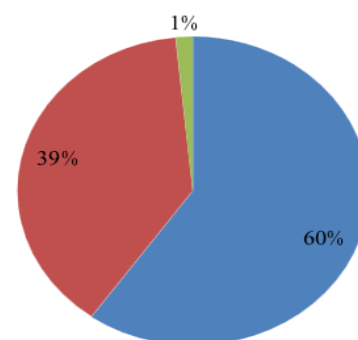
HOW OFTEN RESPONDENT SHOP ONLINE

■ ONCE IN MONTH ■ ONCE IN TWO MONTHS
■ VERY RARE ■ MORE FREQUENTLY



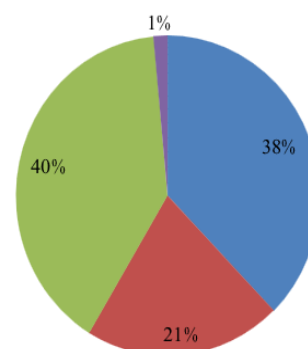
WHICH SITE RESPONDENT REFER MORE

■ AMAZON ■ FLIPKART ■ OTHERS



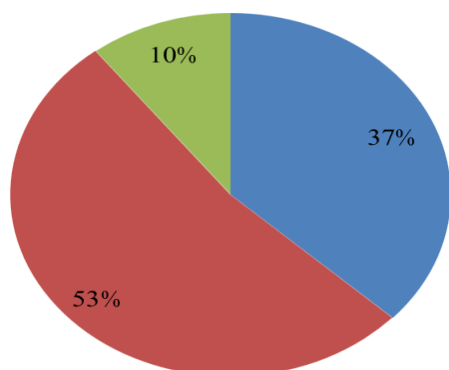
PAYMENT METHOD

■ DEBIT CARD ■ CREDIT CARD ■ CASH ON DELIVERY ■ ONLINE PAYMENT



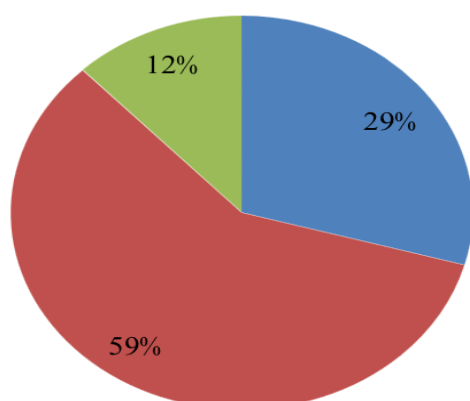
E-COMMERCE SITE

■ FLIPKART ■ AMAZON ■ OTHERS



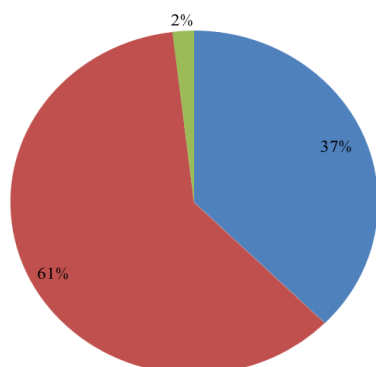
RECOMMENDED SITES

■ FLIPKART ■ AMAZON ■ OTHERS



RESPONDENT SELECTION PROCESS

■ BY FRIENDS ■ ADVERTISEMENT ■ ONLINE REVIEWS



Findings:

- All of the respondents were aware about online purchase about electronic products.
- Maximum of the people visit the website for shopping purposes.
- People spent amount according to their affordability and needs while shopping.
- maximum consumer prefers buying products on cash on delivery basis rather than credit card.
- Mostly consumer feels they can get almost everything what they want in websites.
- Most of the consumers said that money sent online is saved.
- According to most of the respondent's quality of online products good.
- Most of the consumer purchase the product from direct website like Amazon, Flipkart.
- One of the most important factors about online purchasing of electronic product is time saving and quick information about the product.
- Respondents are also agreeing online shopping helps in physically visit the shop.
- Every shopping website has a separate strategy for their customers. Most of them have various loyalty programs and schemes for their customers.

Conclusion:

India is a diverse country with varying social classes and values. Consumers have different preferences for online shopping websites and physical stores. In the 21st century, the lifestyle has changed, with globalization and diverse cultures leading to increased online shopping. Many consumers make purchases offline due to lack of awareness and satisfaction with product and pricing. Factors attracting people to online shopping include quality and variety, making it easier to find and compare products. In the past, consumers preferred bargaining and physical examination, but today, everything is internet-oriented, including e-commerce. E-commerce can be used as a competitive

strategy in high-cost situations, encompassing the entire online process. Online shopping is a growing technology that can thrive in a competitive and dynamic environment if used properly with safety and security. The tech-savvy population in Coimbatore and the growing youth population in the hinterland are expected to drive its growth.

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