

## A STUDY OF CUSTOMER PREFERENCE ON ELECTRONIC PRODUCT THROUGH ONLINE IN CHENNAI CITY

<sup>1</sup>Indira v and <sup>2</sup>Surendher R

<sup>1</sup>MBA student Jerusalem College of Engineering, Chennai

<sup>2</sup>Professor, Jerusalem College of Engineering, Chennai

\*\*\*\*\*

### Abstract:

The purpose of this study is to comprehend Chennai's consumer preferences and online purchasing habits with regard to electronics. Consumer purchase patterns have been greatly changed by the quick expansion of e-commerce and the accessibility of a large selection of electronic products on the internet. This study will examine the variables affecting consumers' decisions, including their Favorite product categories, brand preferences, and the influence of internet reviews. Surveys will be used to gather data, and in order to get insightful conclusions, both quantitative and qualitative analysis methods will be used. The results of this study will give makers and dealers of electronic products useful information to adjust their operations to better suit the tastes of Chennai's online customers. subjected to thorough analysis using statistical tools like chi-square tests, ANOVA, correlation assessments, and frequency tabulations, all facilitated by SPSS software.

\*\*\*\*\*

### I. INTRODUCTION

The growth of e-commerce platforms has caused a paradigm shift in the market for electronic products. Nowadays, it's convenient for customers to browse and buy a wide variety of electrical products online. The purpose of this study is to investigate the variables that affect consumer preferences in Chennai when they purchase electronic goods online. consumer satisfaction with the online purchasing experience based on a synthesis of pertinent theoretical viewpoints. Additionally, the findings show that decision and transaction customization are linked to a customer's overall happiness with an electronic retailer's online purchasing experience. the role and performance implications of customization in electronic retailing have remained under-researched topics. In order to

do this, we conceptualized decision customization and transaction customization pertinent to the two sub-processes of an online purchase process in this study.

### 1.1OBJECTIVE OF THE STUDY

To understand the demographic profile of customers who purchase electronic products online in Chennai. To identify the most popular electronic products purchased online in Chennai. To determine the factors that influence customers purchasing decisions when buying electronic products online. To measure customer satisfaction with the after sales service provided by electronic products.

## 1.2 NEED OF THE STUDY

Understanding consumer preferences can assist merchants and makers of electronics in filling market gaps and creating goods that better suit consumer needs. This might result in the production of more competitive and appealing goods. Launching products without knowing what the preferences of the consumer are might be dangerous. Making sure that products meet customer expectations is one way that the study can assist lower the likelihood of product failures. Data on economy as a result of online sales of electrical products can be found in the study. Economists, and local governments can use this information to better appreciate the contributions that e-commerce makes.

## 1.3 SCOPE OF THE STUDY

The study may involve a wide variety of online-available electronic products, including wearables, televisions, laptops, tablets, smartphones, and home appliances. To ensure an in-depth look, you may wish to concentrate on particular product categories, depending on the resources at your service.

## 1.4 LIMITATIONS OF THE STUDY

Only short span of period has been used to collect the data. The researcher is actually explained about the research and its objectives and faces many complicated issues to receive the data from the home makers. Conducting any study comes with limitations of time and resources if the study requires extensive data collection, analysis, and participant recruitment, resource constraints may limit the scope and depth of the research.

## 2. REVIEW OF LITERATURE

**Chih-Chien Wang (2009)**, Analysed that knowledge is one important factor influencing the level of trust. The results revealed that knowledge is positively associated with trust and online shopping activities. In other words, people who know more about online shopping will trust and go shopping

more online. Online retailing practice should make the public knowledgeable about online transaction security mechanisms to build users trust in online shopping **Feng Zhu (2010)**, Indicates how product and consumer characteristics moderates the influence of online consumer reviews on product sales using data from the video game industry. The findings reveal that online reviews are more influential for less popular games and whose players have greater Internet experience. **Jusoh and Ling (2012)**, Specifically emphasize on such benefits as reduction in time for buyers' considerations, better buying decisions, smaller amount of time spent on invoice and order discrepancies, larger range of alternatives as well as a possibility to shop independent from time and location. **Sampathlakshmi, Kokila (2021)**, The consumer's reaction shows their post-purchase behavior and tells others whether they liked or disliked the products as well as whether their goals for making the purchase were met. Understanding consumer expectations and product satisfaction is useful. Examining consumer activity after a purchase to see if repeat purchases and referrals to others are made. The seller will be able to forecast predicted long-term profits thanks to it. Users' happiness and discontent cannot be generalized because there is no accepted definition, hence more factors are required. Customers who are dissatisfied with the goods have a tendency to disparage it and tell their friends about its flaws. They stopped buying those goods. Some devoted customers have an emotional bond with the business, which shows brand loyalty through supporting and believing in the product. Motivated customers trust the company's product line extension and spread good word of mouth about it. In this section of the study, an effort was made to learn how satisfied consumers were with technological devices such computers, TVs, washing machines, and refrigerators. Thus, this analysis is completed.

### 3. RESEARCH METHODOLOGY

This is a descriptive and analytical study based on both primary and secondary data. **Period of study** people. **Methods of data collection** the primary data required for the study was collected from different age groups. **Sample Design** Simple random sampling was adopted for the study **Size of the sample** 120 samples, Tools used in analysis, Chi-square, Anova, Correlation.

### 4. ANALYSIS

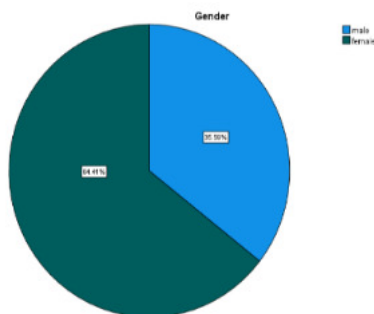
#### 4.1 PERCENTAGE ANALYSIS

##### 4.1.1 GENDER OF THE RESPONDENT

TABLE 1

particulars	frequency	percentage
Male	42	35.6
female	76	64.4
Total	118	100.0

CHART 1



#### INFERENCE:

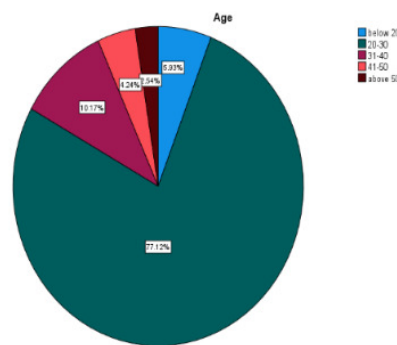
From the above table, it can be inferred that 35.59% of the respondents are Male and 64.42% of the respondents are Female. Most of the respondents are Female.

##### 4.1.2 AGE OF THE RESPONDENT

TABLE 2

particulars	frequency	Percentage
below 20	7	5.9
20-30	91	77.1
31-40	12	10.2
41-50	5	4.2
above 50	3	2.5
Total	118	100.0

CHART 2



#### INFERENCE:

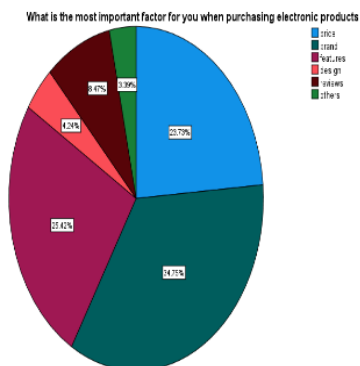
From the above table, it can be inferred that 5.93% below 20 and 77.12% ,20-30 years and 10.17% , 31-40 years and 4.24%, 41-50 years and 2.54% above 50.

**4.1.3 IMPORTANT FACTOR PURCHASING ELECTRONIC PRODUCT OF THE RESPONDENT**

**TABLE 3**

**CHART 3**

particulars	frequency	percentage
Price	28	23.7
Brand	41	34.7
features	30	25.4
Design	5	4.2
reviews	10	8.5
Others	4	3.4
Total	118	100.0



**Inference:**

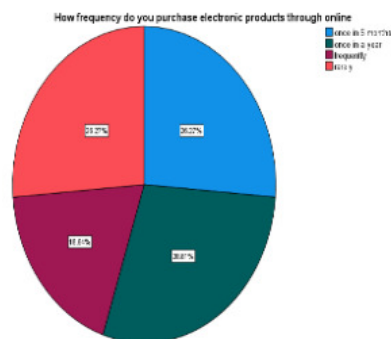
As the table shows most of the respondents are Brand with the percentage of 34.75% as shown in the pie chart.

**4.1.4 FREQUENTLY PURCHASE ELECTRONIC PRODUCT THROUGH ONLINE OF THE RESPONDENT**

**TABLE 4**

Particulars	frequency	percentage
once in a year	34	28.8
Frequently	22	18.6
Rarely	31	26.3
Total	118	100.0

**CHART 4**



**INFERENCE:**

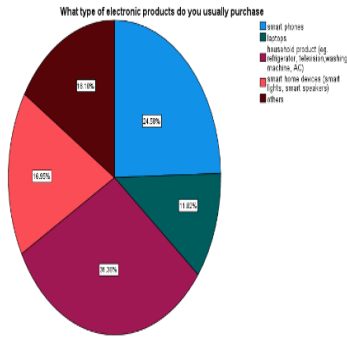
From the above table, it can inferred that 26.27% are once in 6 months and 28.81% are Once in a year and 18.64% are Frequently and 26.27% are rarely and 2.88%.

**4.1.5 TYPE OF ELECTRONIC PRODUCT PURCHASE OF THE RESPONDENT**

**TABLE 5**

Particulars	frequency	percentage
Laptops	13	11.0
household product (e.g., refrigerator, television, washing machine, AC)	37	31.4
smart home devices (smart lights, smart speakers)	20	16.9
Others	19	16.1
Total	118	100.0

CHART 5



**INFERENCE:**

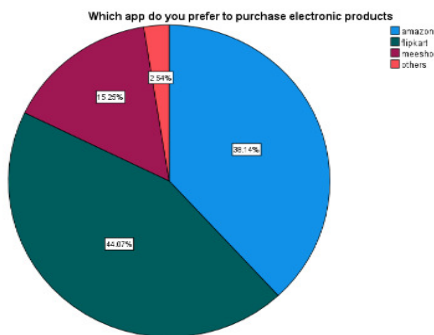
From the above table, it can infer that most of the respondents are household product of 31.36% as shown in the pie chart.

**4.1.6 APP PREFERENCE OF THE RESPONDENT**

TABLE 6

particulars	Frequency	percentage
amazon	45	38.1
flipkart	52	44.1
meesho	18	15.3
Others	3	2.5
Total	118	100.0

CHART 6



**INFERENCE:**

From the above table, it can inferred that 38.14% amazon and 44.07% of flipkart and 15.25% of meesho and 2.54% of the respondents are others.

**4.7 CHI-SQUARE**

To find an association between Gender and most important factor for purchasing electronic products **NULL HYPOTHESIS (H0):** There is Significant association between Gender and most important factor for purchasing electronic products.

**ALTERNATIVE HYPOTHESIS(H1):** There is a no significant association between Gender and most important factor for purchasing electronic products.

**Chi-Square Test**

Test Statistics		
	most important factor for you when purchasing electronic products	Gender
Chi-Square	60.271 <sup>a</sup>	9.797 <sup>b</sup>
Df	5	1
Asymp. Sig.	.000	.002
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 19.7.		
b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 59.0.		

**INTERPRETATION**

The Calculated Significant Value of 0.05 is greater than the Significant value of 0.000 (0.000<0.02). H0 is rejected and H1 is accepted Therefore, there is Significant difference between Gender and most important factor for purchasing electronic products.

**4.8 ANOVA**

To find an association between Age and frequency of purchase electronic products on online

**NULL HYPOTHESIS (H0):** There is No Significant association between Age and frequency of purchase electronic products on online.

**ALTERNATIVE HYPOTHESIS(H1):** There is a significant association between Age and frequency of purchase electronic products on online.

ANOVA					
Age					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.094	3	.365	.692	.559
Within Groups	60.025	114	.527		
Total	61.119	117			

**INTERPRETATION**

From the above table we find the significant level (0.55) is greater than 0.05, so the Null hypothesis is rejected and Alternative Hypothesis H1 is accepted. There is a significant difference between Age and frequency of purchase electronic products on online.

**4.9 CORRELATION ANALYSIS**

To find the relationship between type of electronic product usually purchase and app preference to purchase electronic products.

**NULL HYPOTHESIS:**

**H0:** There is no relationship between type of electronic product usually purchase and app preference to purchase electronic products.

**ALTERNATIVE HYPOTHESIS:**

**H1:** There is a relationship between type of electronic product usually purchase and app preference to purchase electronic products.

Correlations			
		type of electronic products usually purchases	app do prefer to purchase electronic products
electronic products you usually purchase	Pearson Correlation	1	.124
	Sig. (2-tailed)		.180
	N	118	118
app prefer to purchase electronic products	Pearson Correlation	.124	1
	Sig. (2-tailed)	.180	
	N	118	118

**INFERENCE**

From the test it is found that the significance value is .124 which is higher than the table value 0.5, the Null hypothesis was accepted. That is There is relationship between type of electronic product usually purchase and app preference to purchase electronic products.

**5. FINDINGS**

According to the study, it can inferred that 35.59% of the respondents are Male and 64.42% of the respondents are Female. Most of the respondents are Female. According to the study, it can inferred that 5.93% below 20 and 77.12% ,20-30 years and 10.17%, 31-40 years and 4.24%, 41-50 years and 2.54% above 50. According to the study, shows most of the respondents are Brand with the percentage of 34.75% as shown in the pie chart. According to the study, it can inferred that 26.27% are once in 6 months and 28.81% are Once in a year and 18.64% are Frequently and 26.27% are rarely and 2.88%. According to the study, it can infer that most of the respondents are household product of 31.36% as shown in the pie chart. According to the study, From the above table, it can inferred that 38.14% amazon and 44.07% of flipkart and 15.25% of meesho and 2.54% of the respondents are others.

**5.1 SUGGESTIONS**

Price remains a touchy subject for them. Therefore, the producers must defend an price of an electronic gadget. Companies or producers must conduct extensive research to learn about the purchasing habits of women. Products are now digitally personalized. The concept here must be designed for improved brand recognition, and the quality must also be regularly inspected for improved client satisfaction. Regular customer announcements and communication about a product Utilizing cutting-edge media strategies is necessary. Customers in Chennai are only considering exchanging their old items. fresh items to old goods. For instance, this city's Big Bazaar is known as decent exchange rate. Most people are drawn to the deals over the holiday season. If one exists most of the time, a permanent deal for electronic products



would expire. The makers of electronic products desperately need a single "mantra". They customers (including the wife of a household who uses electronic things regularly) from a busy way of life to a contented life.

## 5.2 CONCLUSION

The electronics industry will likely need a wider range of strategies to improve material efficiency, including disruptive innovation to replace larger devices with less resource-intensive, service-oriented alternatives, as well as ongoing efforts to develop secondary markets and recycling infrastructures to replace primary material demand and lessen associated climate impacts. More research is needed to understand the factors that influence sustainable behavior, and consumers play a crucial part in these initiatives. A minimally redundant product ecosystem should be the goal of efforts to promote sustainable behavior. Responsive solutions should be developed for design, manufacturing, business models, policies, and educational programs to inform and promote this type of behavior.

## 6. REFERENCE

- [1]Bostanshirin, S. (2014, September). Online marketing: challenges and opportunities. In Proceedings of SOCIOINT14-International Conference on Social Sciences and Humanities, Istanbul, September (pp. 8-10).
- [2] Ludin, I. H. B. H., & Cheng, B. L. (2014). Factors influencing customer satisfaction and e-loyalty: Online shopping environment among the young adults. *Management Dynamics in the Knowledge Economy*, 2(3), 462-462.
- [3]Chitra, S., &Shobana, E. (2017). A Study on Customer Satisfaction on Online Marketing in India. *International Research Journal of Management, IT and Social Sciences*, 4(1), 106- 113.
- [4]AHMED, D. S. S. R., & YAHIYA, Z. M. (2021). GEN'Y'customer's perception towards Search Engine Marketing in Chennai city. *Pal Arch's Journal of Archaeology of Egypt/Egyptology*, 18(4), 1211-1223.

- [5]Aron M Levin, Irvin P Levin, Joshua A Weller. A Multi-Attribute Analysis of Preference for Online and Offline Shopping: Difference Across Products, Consumer, and Shopping states: *Journal of electronic commerce Research*. 2005; 6:4.

- [6]Chanaka Jayawardane, Len Tui Wright. An Empirical Investigation into E-shopping Excitement: Antecedents and effects: *European Journal of Marketing*. 2009; 43(9/10):1171-1187.

- [7]Cheng Lu Wang. Online shopper Behaviour: Influence of Online Shopping Decision. *Asian Journal ofBusiness Research*. 2001; 1:2.

- [8] Virdi S, Puri, Modi, and Sehgal (2007); Pragmatic Buyers or Browsers? A study of online buying behavior. *Journal of Indian Management Studies Vol II* pp141-166.

- [9] Kim, J., and Park J. (2005), \_A consumer 's shopping extension model: attitude shift toward the online store 'Journal of Fashion Marketing and Management 9:1,106-121.