

A Study on Determinants of Online Shopping with Special Reference to Electronic Gadgets

Ms Gunjan Saxena

Gaurav Verma

Mani Ratnam Tyagi

Introduction

This study focuses on "Customer Satisfaction Regarding Online Shopping of Electronic Gadgets" and awareness of customers about different types of products and services offered online. The methodology adopted for the study was through a structured questionnaire, which is targeted to the different persons in Delhi. For this purpose, sample size of 19 was taken. The data collected from the different persons was analyzed thoroughly and presented in the form of charts and tables. Internet is the world's largest network with high technology and greater controls, every day the standard of the internet is improving. In the past decades people and sales persons used to follow traditional methods for shopping and promotion of the business. Banks and thousands of businesses are using computers to share the data online and for transferring the funds using online banking. Internet is very flexible to view the information all over the world and for comparison of product prices from one-to-one organisation.

A first step to understanding the growth happening in online shopping is to understand what's included in the term online shopping. It is generally accepted that it encompasses any product or service that is actually offered online, and hence does not relate only to the typical retail product that people buy but can also mean services that can be purchased online. A rather broad definition is given by Hult et al (2007) wherein online shopping can relate to any offering of service quality, product quality, or e-Business quality where the objective is the customer-based value creation for organizations.

For this research project, the broad definition is reasonable as the key focus of the research is in understanding consumer motivations for online shopping in general, with no specific product or service in mind. Undoubtedly, there are a large number of ways in which to cut the issue and there would be differences in the consumer motivations for specific products in specific markets, for example.

The works cited in this section provided a good starting point in the consumer motivations to be considered. The research works also provided an indication of the increasing use of the Internet and online shopping as an activity. From the limitations cited in the research works, further research needs to be conducted on a general understanding of consumer motivations which are not limited to a few factors. The rest of this section discusses some motivating factors cited by consumers as driving their online shopping activity.

24-hour access

One key factor mentioned as a motivation by consumers is the 24-hour access provided or allowed by most online shopping channels. Thus, the online channel is utilised by consumers as it provides them with 24-hour access for information, customer service, and purchase opportunity (Bramall et al 2004). This essentially gives the consumer the opportunity to browse products and purchase at the consumer's own leisure. While the research of the authors states this factor as a motivation, the focus of the research work was actually on potential trust issues in online shopping. This specific motivating factor was not analysed in comparison to other motivating factors for consumers.



Shopping convenience

One of the mentioned reasons, and an early consumer motivating factor, for shopping online is the convenience of doing so as consumers won't need to go to the retail stores and experience the 'hassle' of buying products in the stores (NBC News 2007). Another article does not only highlight the convenience of shopping online but also states that shopping only also helps decision-making as a large part of the information requirements a consumer may need to make the decision are found online (Furnham 2007). Clearly, shopping convenience is expected to rank high among the consumers in terms of their motivations for pursuing online shopping. Convenience can take many forms and includes 'all-hours' access (i.e. the 24-hour access mentioned previous to this can be considered a subset of this motivating factor), own time and no pressure for decision-making, no requirement to 'dress up' and go to the retail stores, and extensive available information, largely on demand, to support the product or service.

For example where convenience plays a part in online shopping is in the office as a large number of offices are seeing their office employees turn to online shopping during their breaks or in between work in the office to do their shopping which, in some ways, actually results in more productive employees as they don't need to go to the retail stores for their shopping (Spillman 2006).

As mentioned, online shopping allows unrestricted information search unlike in retail stores where comparisons are constrained largely by time and availability of sales staff to provide information (Chiang 2005). Thus, consumers tend to pursue online shopping if their information requirements are large and can be met online, or if consumers would like to make comparisons between products and services, and across a number of stores. The shopping convenience factor has been recognised across a number of research works, but these only tend to highlight that consumers have different meanings attached to the terminology, and may actually be referring to different sub-factors under the general term of convenience. In understanding this factor further, specific meanings were attached to and discussed in the surveys and interviews for the research.

Electronic gadgets are appliances which work on technology or electronic technology. In simple example calculators is an electronic gadget. Using which we can calculate bigger amount easily. It is a form of modern gadget. Modern gadgets are those include advanced technology. There are different modern electronic appliances we use daily. Like refrigerators, TV, Machines, smartphones etc. Electronic shops in Amravati have the best deals on electronic appliances. A gadget as a small device or tool that is frequently novel or ingenious. Smartphones and tablets are the most obvious examples of electronic gadgets. In recent years, these devices have become increasingly general-purpose as they combine several functions, including making calls, streaming video and playing games. Other examples of electronic gadgets include e-book readers, smartwatches, digital fitness trackers, GPS devices and video game machines. Some people also include monitors, laptops and desktop computers when discussing the advantages and disadvantages of gadgets.

Research Methodology

Data collection: The objectives of the project are such that both primary and secondary data is required to achieve them. So both primary and secondary data was used for the project. The mode of collecting primary data is questionnaire mode and sources of secondary data are various.

- **Primary Data:** The primary data was collected to measure the customer satisfaction and their perception regarding Electronic Gadgets. The primary data was collected by means of questionnaire and analysis was done on the basis of response received from the customers. The

questionnaire has been designed in such a manner that the customer's satisfaction level can be measured and consumer can enter their responses easily.

- **Secondary Data:** The purpose of collecting secondary data was to achieve the objective of studying the recent trends and developments taking place in banking.

Sample size: - 19 customers were selected **Sampling Area:** - Delhi

Sampling Technique: - Convenience sampling

Types of research design used: - Exploratory research design

Analysis and Interpretation

After data collection, it was compiled, classified and tabulated manually and with help of computer. Then the task of drawing inferences was accomplished with the help of percentage and graphic method.

Data Analysis and Interpretation

I have conducted a online survey for Researching on Customer satisfaction Of online shopping special reference to electronic gadgets. For conducting the whole I have made a questionnaire and supplied to various respondents. The link and picture of the questionnaire is below:-

After sending the questionnaire to various respondents, I received 19 responses. According to that I had received some data. After understanding and Analysing the whole data, I had interpret the data in the form of pie charts and bar graphs of individual question which is below:-

Demographic Profile of Respondent

Age : It depicts that 15.8% of total respondents are under 18 years, while 78.9% of respondents are between 18-24 years and only 5.3% are of between 30-40 years. No customer is Above 40 years.

Occupation : It depicts that 84.2% of respondents are students, while 10.5% are professional and only 5.3% are self-employed.

Income : It depicts that 89.5% of respondents have no current income, while 10.5% of respondents have income between 50-100k.

Respondent Perception about of Online Shopping Preference to Electronic Gadgets

Q 1. What do you like the most about Online Shopping?

It depicts that 38.9% of respondents think about convenience in shopping, while 27.8% think about cheaper price in shopping, 16.7% respondents think about product comparison and only 16.7% respondents save time on online shopping.

Q 2. Most Frequently purchased online?

It depicts that 36.8% of respondents purchases mobile on online shopping, while 15.8% purchases laptop, 5.3% purchases tablet on online. Only 42.1% purchases other products on online shopping.

Q 3. How satisfied you are with your experience of online shopping?

It depicts that 11 respondents out of 19 are highly satisfied from online shopping, while 7 respondents are neither satisfied or dissatisfied. Only 1 respondent is Dissatisfied from online shopping.

Q 4. Frequency of Online Shopping



It depicts that 63.2% of Respondents do online shopping, while 26.3% respondents do once a month and only 10.5% of respondents frequently shop online.

Q5. Indicate which one effects your Satisfaction during your previous shop online process?

It depicts that 36.8% of respondents are satisfied by way of solving complaint, while 10.5% respondents are satisfied by speed delivery, 26.3% of respondents are satisfied from price of product and only 26.3% of respondents are satisfied by difference between expectation and real price of the product while doing online shopping.

Q9. Where do you shop for?

It depicts that 73.7% of respondents prefer doing online shopping. Only 26.3% respondents prefer online shopping.

The result here clearly shows about what's is preference of customers on online shopping giving preference to Electronic gadgets. The above data depicts that Mostly customer prefer online shopping for purchasing products.

Conclusion

Technology has made significant progress over the years to provide consumers a better online shopping experience and will continue to do so for years to come. With the rapid growth of products and brands, people have speculated that online shopping will overtake in-store shopping. While this has been the case in some areas, there is still demand for brick and mortar stores in market areas where the consumer feels more comfortable seeing and touching the product being bought. However, the availability of online shopping has produced a more educated consumer that can shop around with relative ease without having to spend a large amount of time. In exchange, online shopping has opened up doors to many small retailers that would never be in business if they had to incur the high cost of owning a brick and mortar store. At the end, it has been a win-win situation for both consumer and sellers.

Nowadays, Online shopping is trending. Since it is very convenient and stress free, it is also affordable and can find lot of things available at one place. Based on our observation many people prefer to use it rather than go to market place and malls.

A Project Report Entitled 'Customer survey on online shopping preference to Electronic gadgets' is made by using Research methodology. In this project, A questionnaire about customer survey is circulated to 19 respondents and they have responded their opinions through google forms. Most of the respondents of questionnaire were student between the Age 18-24 Years. After completion of the survey, we came to conclusion that most of the respondents prefer online shopping because they find it convenient and time saving. Mostly people prefer buying Electronic gadgets from online shopping. This project Report contains brief explanation About Research methodology, how survey was conducted, what was the response of respondents, and how the whole data was managed with the help of Pie charts.

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