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A Study on Buying Behaviour of Electronic Gadgets through Online Platform

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ABSTRACT: In today's digital age, online purchasing of electronic gadgets has become increasingly popular among consumers. With the convenience of shopping from the comfort of one's own home and a wide variety of options to choose from, online retailers have become a go-to destination for many consumers. This study aims to explore customers' perceptions towards online purchasing of electronic gadgets and customer satisfaction to better understand the current state of the market and identify areas for improvement. Consumer behavior refers to the study of how individuals decide to allocate their time, money, and effort toward purchasing products. The study examined factors such as brand preference, convenience, pricing, online reviews, delivery experience, and after-sales service. Using a structured questionnaire, data was collected from 90 respondents and analyzed using percentage analysis, ANOVA, and Chi-square tests. The findings reveal that young consumers aged 18–25 form the dominant buyer group, with Amazon and Flipkart as preferred platforms. Flash sales, online reviews, and competitive pricing significantly influence purchase decisions.

KEYWORDS: Consumer behavior, online shopping, electronic gadgets, e-commerce, purchase decision, customer satisfaction, Chi-square, ANOVA.

I. INTRODUCTION

In today's digital age, online purchasing of electronic gadgets has become increasingly popular among consumers. With the convenience of shopping from the comfort of one's own home and a wide variety of options to choose from, online retailers have quickly become a go-to destination for many consumers. An e-gadget may be a small tool like a machine intended to perform specific functions. Nowadays more and more e-gadgets are being invented which not only makes our lives easier but also creates a trend in our society. It is a challenge to have a life without e-gadgets like laptops, smartphones, smart watches, etc. E-gadgets are an integral part of our lives which help us in communication, knowledge acquisition, financial transactions, and entertainment.

This study aims to explore customers' perceptions towards online purchasing of electronic gadgets and customer satisfaction to better understand the current state of the market and identify areas for improvement. Consumer behavior refers to the study of how individuals decide to allocate their time, money, and effort toward purchasing products. It involves understanding what they buy, why they buy it, when and where they make purchases, and how frequently they use certain products.

With rising disposable income, people are spending more on electronic gadgets to enhance their quality of life. Consumers today prioritize high-quality, original products over fake or substandard alternatives. They expect accurate product information, seamless transactions, and reliable doorstep delivery services. Interestingly, the expansion of e-gadget markets has not been solely driven by Indian marketers but rather by consumer demand. The 'pull' effect from consumers themselves has played a critical role in shaping the e-commerce landscape.

The increasing dependence on electronic gadgets has captured the interest of the global population, making these devices almost indispensable in daily life. Among different consumer groups, teenagers are particularly susceptible to technology addiction, given their high engagement with digital platforms, gaming, and social media. A crucial element



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driving market strategies is data analytics. Companies leverage demographic and behavioral customer data to gain deep insights into shopping patterns, personalize recommendations, optimize pricing, and improve customer engagement.

II. REVIEW OF LITERATURE

A critical assessment of existing work on consumer behavior and online shopping has been conducted to show how the current study relates to what has already been done. The following table presents a comprehensive literature survey with 30 studies covering a wide range of research on online consumer behavior for electronic gadgets.

TABLE 2.1: Summary of Literature Review

S.No	Author	Year	Country	Research Approach	Sample Size	Main Finding
1	Al-Gahtani	2016	Saudi Arabia	Quantitative (Survey)	300	Trust significantly influences online purchase intention
2	Kashyap & Bojan	2019	India	Quantitative	250	Online reviews strongly affect gadget purchase decisions
3	Chen & Dhillon	2003	USA	SEM	214	Perceived risk negatively affects online buying
4	Lim et al.	2018	Malaysia	Regression Analysis	320	Website quality improves purchase intention
5	Suki	2013	Malaysia	Survey	200	Social influence impacts online shopping behaviour
6	Kim & Park	2013	South Korea	SEM	280	Convenience increases mobile gadget purchases
7	Wolfenbarger & Gilly	2001	USA	Comparative Study	150	Information quality affects consumer decisions
8	Hansen et al.	2004	Denmark	Qualitative	40	Security cues build online trust
9	Pavlou & Fygenon	2006	USA	Survey (TAM Model)	345	Perceived usefulness affects purchase intention
10	Gefen et al.	2003	USA	SEM	217	Trust enhances technology acceptance
11	Jayawardhena	2004	UK	Correlation Study	180	Website experience drives repeat purchases
12	Luo et al.	2010	China	Experimental	210	Personalized recommendations increase purchases
13	Verhoef et al.	2007	Netherlands	Mixed Method	190	Satisfaction leads to loyalty
14	Cheung & Lee	2012	Hong Kong	Survey	275	Peer reviews influence buying behaviour
15	Ha & Stoel	2009	USA	Regression	221	Website aesthetics affect purchase intention
16	Sohn & Lee	2017	South Korea	Quantitative	260	Product comparison tools increase confidence
17	Alalwan et al.	2017	Jordan	SEM	350	Social commerce positively impacts buying intention
18	Lian & Lin	2008	Taiwan	Survey	180	Security and privacy concerns affect purchases
19	Amin	2016	Malaysia	Quantitative	240	Price and quality influence electronics buying



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20	Shiau & Yang	2017	Taiwan	Regression	300	Electronic word of mouth strongly impacts decisions
21	Statista Report	2020	Global	Secondary Data	---	Growth in online electronics sales globally
22	McKnight et al.	2002	USA	Model Testing	180	Institutional trust is crucial for online purchase
23	Akbar et al.	2018	Pakistan	Survey	210	Brand and price affect gadget choice
24	Zhou et al.	2007	China	SEM	260	Trust mediates perceived risk
25	Saghafian & Packard	2018	USA	Regression	195	Omnichannel presence increases purchase likelihood
26	Roy et al.	2018	India	Quantitative	230	Security significantly impacts purchase decision
27	Kim et al.	2008	USA	Text Mining	400	Positive reviews increase sales
28	Yang & Lester	2019	USA	Survey	225	Fast delivery enhances repurchase intention
29	Amin et al.	2021	Malaysia	Longitudinal Study	310	Pandemic increased online gadget purchases
30	Gupta & Arora	2022	India	Survey	275	Convenience and discounts drive online electronics buying

III. RESEARCH METHODOLOGY

3.1 Objectives of the Study

- To understand the consumer perception and satisfaction towards purchasing online gadgets.
- To discover the purpose behind purchasing electronic gadgets through online platforms.
- The study depends on the customer practices of web app-based shopping.
- To know about convenience in online shopping.
- To understand the nature of problems faced by online shoppers.

3.2 Statement of Problem

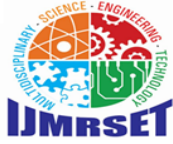
The goal of this study is to find out how consumers feel about buying electronic devices online. A crucial component of understanding a consumer's purchasing behaviour is that it represents the influence of brands, time of purchase, the type of buyer, and the customer on the purchase of a certain durable good. Despite the rapid growth of e-commerce, there is limited understanding of how various demographic and behavioral factors influence online purchasing of electronic gadgets, particularly in the Indian context.

3.3 Scope of the Study

The purpose of the study is to gauge consumer perceptions of and satisfaction with electronic device purchases made online. The study will determine the elements that affect consumer happiness and the elements that can be improved to boost client satisfaction. The research will also examine and contrast the variations in customer satisfaction and perception between electronic device purchases made offline and online. The study will offer suggestions for how to enhance customer perception and happiness with electronic device purchases made online.

3.4 Area of the Study

This study investigates consumer buying behavior towards electronic gadgets through online platforms. It aims to analyze regional variations in online gadget purchases across urban and rural areas. The study also examines how demographic factors such as age, gender, income level, and education influence consumer preferences and satisfaction.



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Additionally, it assesses the impact of various factors, including product specifications, pricing, brand reputation, and customer reviews, on purchasing decisions.

3.5 Sources of Data

Primary data was collected using a well-structured questionnaire. The survey was conducted among 90 respondents who provided first-hand insights into their online gadget purchasing behavior. Secondary data was gathered from published sources, including research papers, journals, and reputable websites related to e-commerce and consumer behavior. Additional data was obtained from reports and industry studies to strengthen the conceptual framework of the research.

3.6 Sample Size and Period of the Study

A total of 100 responses were collected for this study using the convenience sampling method. The data collection was carried out over two months, from January to February, during which respondents were invited to participate in the survey.

3.7 Tools Used for Analysis

The collected data was edited, consolidated, and subjected to appropriate statistical tests. The findings were presented in the form of percentages and exhibits for better interpretation. The following statistical tools were employed:

Percentage Analysis: Used to interpret data by converting numerical values into percentages, allowing for easy comparison of different variables. This method helps in identifying trends and summarizing consumer behavior.

Chi-Square Test: Used to determine the relationship between two categorical variables in consumer behavior. It tests hypotheses regarding the association between variables such as age group and preference for specific online platforms.

ANOVA (Analysis of Variance): A statistical method used to compare the means of three or more groups to determine if there are statistically significant differences between them. It helps in analyzing the impact of multiple independent variables on a dependent variable.

IV. DATA ANALYSIS AND INTERPRETATION

4.1 Percentage Analysis

TABLE 4.1.1: Age Distribution of the Respondents

S.No	Particulars	Frequency	Percentage (%)
1	Below 18	5	5.6%
2	18-25	57	63.3%
3	26-35	17	18.9%
4	36-50	10	11.1%
5	Above 50	1	1.1%
	TOTAL	90	100%

INTERPRETATION: The survey data reveals that the majority of respondents (63.3%) are aged 18-25, making young adults the dominant group. This is followed by the 26-35 age group (18.9%) and the 36-50 age group (11.1%), showing moderate representation of middle-aged individuals. Only 5.6% are below 18, while the least represented category is above 50 (1.1%). Overall, the study is largely influenced by younger age groups, particularly those between 18 and 25 years.



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TABLE 4.1.2: Gender Distribution of the Respondents

S.No	Particulars	Frequency	Percentage (%)
1	Male	51	56.7%
2	Female	39	43.3%
3	Others	0	0%
	TOTAL	90	100%

INTERPRETATION: The survey data indicates that the majority of respondents are male, accounting for 56.7% of the total. Females make up 43.3%, showing a significant but slightly lower representation. No respondents identified as 'Others.' Overall, the study is influenced more by male participants.

TABLE 4.1.3: Educational Qualification of the Respondents

S.No	Particulars	Frequency	Percentage (%)
1	High School	6	6.7%
2	Undergraduate	57	63.3%
3	Post Graduate	21	23.3%
4	Others	6	6.7%
	TOTAL	90	100%

INTERPRETATION: The survey data shows that the majority of respondents (63.3%) are undergraduates, indicating a strong representation of college students. Postgraduates make up 23.3%, reflecting a notable presence of higher education graduates. High school and other categories each account for 6.7%, showing minimal representation. Overall, the study is largely influenced by individuals with undergraduate education.

TABLE 4.1.4: Employment Status of the Respondents

S.No	Particulars	Frequency	Percentage (%)
1	Student	41	45.6%
2	Employed	17	18.9%
3	Self Employed	27	30%
4	Un Employed	4	4.4%
5	Retired	1	1.1%
	TOTAL	90	100%

INTERPRETATION: The survey data reveals that the majority of respondents (45.6%) are students, making them the most dominant group. Self-employed individuals account for 30%, showing a significant presence of entrepreneurs. Employed respondents make up 18.9%, while unemployed individuals represent 4.4%. The least represented category is retired individuals at 1.1%. Overall, the study is primarily influenced by students and self-employed individuals.



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TABLE 4.1.5: Income Level of the Respondents

S.No	Particulars	Frequency	Percentage (%)
1	Below ₹10,000	33	36.7%
2	₹10,000–₹30,000	23	25.6%
3	₹30,000–₹50,000	21	23.3%
4	₹50,000–₹1,00,000	10	11.1%
5	Above ₹1,00,000	3	3.3%
	TOTAL	90	100%

INTERPRETATION: The survey data indicates that the majority of respondents (36.7%) have an income below ₹10,000, followed by 25.6% earning between ₹10,000 and ₹30,000. About 23.3% fall in the ₹30,000–₹50,000 range, while 11.1% earn between ₹50,000 and ₹1,00,000. Only 3.3% of respondents have an income above ₹1,00,000. Overall, the data suggests that most participants belong to lower to middle-income groups.

TABLE 4.1.6: Preferred Platform for Online Shopping

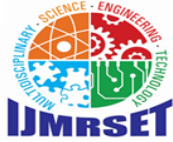
S.No	Particulars	Frequency	Percentage (%)
1	Amazon	33	36.7%
2	Flipkart	29	32.2%
3	Meesho	20	22.2%
4	Others	8	8.9%
	TOTAL	90	100%

INTERPRETATION: The majority of respondents prefer Amazon (36.7%) for online shopping, followed by Flipkart (32.2%) and Meesho (22.2%). A smaller percentage (8.9%) prefer other platforms. This indicates that Amazon and Flipkart dominate the online shopping preference among respondents, while Meesho holds a significant portion, likely due to its affordability and unique product offerings.

TABLE 4.1.7: Influence of Online Reviews on Purchase Decisions

S.No	Particulars	Frequency	Percentage (%)
1	Very Influential	21	23.3%
2	Influential	34	37.8%
3	Neutral	28	31.1%
4	Not Influential	7	7.8%
	TOTAL	90	100%

INTERPRETATION: The majority of respondents find online reviews influential (37.8%), while 23.3% consider them very influential, indicating that reviews play a significant role in shaping purchase decisions. 31.1% remain neutral, suggesting that they may rely on other factors alongside reviews. A smaller percentage (7.8%) find reviews not influential, implying that they make purchase decisions independently of online opinions.



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TABLE 4.1.8: Preference of Sales Type

S.No	Particulars	Frequency	Percentage (%)
1	Seasonal Sales	32	35.6%
2	Flash Sales	37	41.1%
3	No Preference	21	23.3%
	TOTAL	90	100%

INTERPRETATION: The majority of respondents prefer flash sales (41.1%), indicating that time-limited discounts and exclusive deals attract more buyers. 35.6% favor seasonal sales, showing a preference for festive and periodic discounts. Meanwhile, 23.3% have no specific preference, suggesting that some shoppers make purchases regardless of promotional events.

TABLE 4.1.9: Frequency of Issues with Delayed Deliveries

S.No	Particulars	Frequency	Percentage (%)
1	Always	12	13.3%
2	Sometimes	35	38.9%
3	Rarely	34	37.8%
4	Never	9	10%
	TOTAL	90	100%

INTERPRETATION: The majority of respondents experience delayed deliveries either sometimes (38.9%) or rarely (37.8%), indicating that while delays occur, they are not frequent for most shoppers. 13.3% face delays always, highlighting a concern for a small but significant group. Meanwhile, 10% of respondents never encounter delivery issues, suggesting that delivery reliability varies among users.

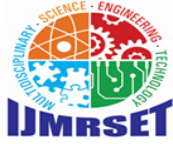
TABLE 4.1.10: After-Sales Service as a Factor in Purchase Decision

S.No	Particulars	Frequency	Percentage (%)
1	Yes	49	50.5%
2	No	48	49.5%
	TOTAL	97	100%

INTERPRETATION: Out of 97 respondents, 50.5% consider after-sales service as an important factor in their purchase decisions, while 49.5% do not. This indicates that slightly more than half of the respondents value after-sales service when making purchasing decisions, showing its moderate influence on consumer behavior.

TABLE 4.1.11: Assistance with Installation or Setup

S.No	Particulars	Frequency	Percentage (%)
1	Yes	54	55.7%
2	No	43	44.3%
	TOTAL	97	100%



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INTERPRETATION: The table shows that 55.7% of respondents received proper assistance with installation or setup, while 44.3% did not. This suggests that a majority experienced satisfactory installation support, but a significant portion still lacked proper assistance.

TABLE 4.1.12: Importance of Follow-Up Communication

S.No	Particulars	Frequency	Percentage (%)
1	Very Important	29	29.9%
2	Important	23	23.7%
3	Neutral	20	20.6%
4	Not Very Important	25	25.8%
	TOTAL	97	100%

INTERPRETATION: The responses show that 29.9% consider follow-up communication very important and 23.7% consider it important, totaling 53.6% who view it positively. However, 25.8% feel it is not very important, and 20.6% remain neutral. This indicates that while more than half value follow-up communication, there is still a notable portion who are indifferent or do not see it as highly important.

TABLE 4.1.13: Customer Support Responsiveness to Complaints

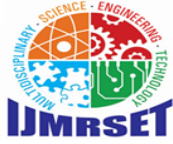
S.No	Particulars	Frequency	Percentage (%)
1	Very Responsive	32	33%
2	Responsive	20	20.6%
3	Neutral	25	25.8%
4	Not Responsive	20	20.6%
	TOTAL	97	100%

INTERPRETATION: The table indicates that 33% of respondents believe the service is very responsive, which is the highest percentage. 25.8% remain neutral, while 20.6% consider it responsive and another 20.6% believe it is not responsive. This suggests that although a significant portion perceives good responsiveness, some respondents remain neutral or dissatisfied.

TABLE 4.1.14: Issues Faced with Online Payment Methods

S.No	Particulars	Frequency	Percentage (%)
1	Yes	48	49.5%
2	No	49	50.5%
	TOTAL	97	100%

INTERPRETATION: The table shows that 50.5% of respondents answered 'No,' while 49.5% answered 'Yes.' The responses are almost equally divided, but slightly more respondents have not faced issues with online payment methods.



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TABLE 4.1.15: Inconvenience of the Return Process in Online Shopping

S.No	Particulars	Frequency	Percentage (%)
1	Yes	50	51.5%
2	No	47	48.5%
	TOTAL	97	100%

INTERPRETATION: The table indicates that 51.5% of respondents find the return process inconvenient, while 48.5% do not. This shows that a slight majority of respondents experience inconvenience with the return process of online shopping.

4.2 ANOVA Analysis

ANOVA was applied to assess whether gender-based differences exist across key variables related to online shopping behavior. The following four hypotheses were tested:

TABLE 4.2.1: Influence of Online Reviews on Purchase Decisions by Gender

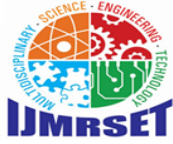
Gender	Influential	Neutral	Not Influential	Very Influential	Grand Total
Male	12	14	5	8	39
Female	22	14	2	13	51
Others	0	0	0	0	0
Total	34	28	7	21	90

TABLE 4.2.2: Effect of Delivery Time on Purchase Decisions by Gender

Gender	Same-day Delivery	Depends on Product	Critical Factor	Not Important	Grand Total
Male	5	24	8	2	39
Female	9	34	3	5	51
Others	0	0	0	0	0
Total	14	58	11	7	90

TABLE 4.2.3: Frequency of Delayed Delivery Issues by Gender

Gender	Always	Never	Rarely	Sometimes	Grand Total
Male	0	3	20	16	39
Female	12	6	14	19	51
Others	0	0	0	0	0
Total	12	9	34	35	90



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TABLE 4.2.4: Importance of Follow-Up Communication from Seller by Gender

Gender	Important	Neutral	Not Important	Very	Very Important	Grand Total
Male	14	9	3		13	39
Female	20	12	3		16	51
Others	0	0	0		0	0
Total	34	21	6		29	90

4.3 Chi-Square Analysis

Chi-square analysis is a statistical method used to determine whether there is a significant association between two categorical variables. It compares the observed frequencies of categories with the frequencies that would be expected if the variables were independent. The formula used is: Chi Square (χ^2) = $\sum[(O - E)^2 / E]$, where O is the observed frequency and E is the expected frequency.

TABLE 4.3.1: Chi-Square for Online Reviews vs. Purchase Decisions

O	E	(O-E)	(O-E) ²
12	14.73	-2.73	7.45
14	12.13	1.87	3.49
5	3.03	1.97	3.88
8	9.10	-1.10	1.21
22	19.26	2.74	7.50
14	15.87	-1.87	3.49
2	3.96	-1.96	3.84
13	11.90	1.10	1.21
TOTAL	89.98	—	32.07

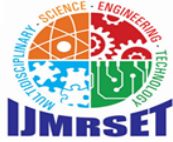
Calculated $\chi^2 = 32.07 / 89.98 = 0.35$ | DOF = 6 | LOS = 5% | Table Value = 21.026

Null Hypothesis (H₀): There is no significant difference between gender consumers in the influence of online reviews on their purchase decisions.

Result: Calculated value (0.35) < Table value (21.026). H₀ is accepted. There is no significant relationship between gender and the influence of online reviews on purchase decisions.

TABLE 4.3.2: Chi-Square for Delivery Time vs. Purchase Decisions

O	E	(O-E)	(O-E) ²
5	6.06	-1.06	1.12
24	25.13	-1.13	1.27
8	4.76	3.24	10.49
2	3.03	-1.03	1.06
9	7.93	1.07	1.14
34	32.86	1.14	1.29
3	6.23	-3.23	10.43
5	3.96	1.04	1.08
TOTAL	89.96	—	27.88



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Calculated $\chi^2 = 27.88 / 89.96 = 0.30$ | DOF = 6 | LOS = 5% | Table Value = 12.592

Result: Calculated value (0.30) < Table value (12.592). H_0 is accepted. There is no significant difference between gender consumers in how delivery time affects their purchase decisions.

TABLE 4.3.3: Chi-Square for Delayed Deliveries by Gender

O	E	(O-E)	(O-E) ²
0	5.20	-5.20	27.04
3	3.90	-0.90	0.81
20	14.73	5.27	27.77
16	15.16	0.84	0.70
12	6.80	5.20	27.04
6	5.10	0.90	0.81
14	19.27	-5.27	27.77
19	19.83	-0.83	0.68
TOTAL	89.99	—	112.62

Calculated $\chi^2 = 112.62 / 89.99 = 0.79$ | DOF = 6 | LOS = 5% | Table Value = 12.592

Result: Calculated value (0.79) < Table value (12.592). H_0 is accepted. There is no significant difference between gender consumers in how often they face issues with delayed deliveries.

TABLE 4.3.4: Chi-Square for Follow-Up Communication Importance by Gender

O	E	(O-E)	(O-E) ²
14	14.73	-0.73	0.53
9	9.10	-0.10	0.01
3	2.60	0.40	0.16
13	12.56	0.44	0.19
20	19.26	0.74	0.54
12	11.90	0.10	0.01
3	3.40	-0.40	0.16
16	16.43	-0.43	0.18
TOTAL	89.98	—	31.83

Calculated $\chi^2 = 31.83 / 89.98 = 0.35$ | DOF = 6 | LOS = 5% | Table Value = 12.592

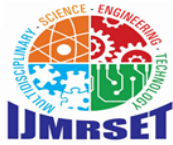
Result: Calculated value (0.35) < Table value (12.592). H_0 is accepted. There is no significant difference between gender consumers in how important they consider follow-up communication from the seller.

V. FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings

5.1.1 Percentage Analysis Findings:

- Majority (63.3%) of the respondents belong to the age group of 18–25 years.
- Majority (56.7%) of the respondents are male.
- Majority (63.3%) of the respondents have an undergraduate qualification.
- Majority (45.6%) of the respondents are students.
- Majority (36.7%) of the respondents have an income level below ₹10,000.



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- Majority (36.7%) of the respondents prefer Amazon for online shopping.
- Majority (37.8%) of the respondents consider online reviews influential in their purchase decisions.
- Majority (41.1%) of the respondents prefer flash sales.
- Majority (38.9%) of the respondents sometimes face issues with delayed deliveries.

5.1.2 ANOVA / Chi-Square Findings:

- H_0 Accepted: There is no significant difference between gender consumers in the influence of online reviews on their purchase decisions.
- H_0 Accepted: There is no significant difference between gender consumers in how delivery time affects their purchase decisions.
- H_0 Accepted: There is no significant difference between gender consumers in how often they face issues with delayed deliveries.
- H_0 Accepted: There is no significant difference between gender consumers in how important they consider follow-up communication from the seller.

5.2 Suggestions

1. Enhancing Online Shopping Experience

- E-commerce platforms should focus on improving the user experience, website interface, and mobile app functionality to enhance customer satisfaction.
- Offering personalized recommendations based on browsing and purchase history can increase engagement.

2. Competitive Pricing and Discounts

- Since a significant portion of consumers prefer flash sales and seasonal discounts, online platforms should introduce more frequent and attractive promotional offers.
- Price comparison tools and exclusive deals for loyal customers can help retain consumers.

3. Improving Product Information and Reviews

- Since a large percentage of respondents consider online reviews influential, businesses should ensure transparency by highlighting verified customer reviews and ratings.
- Introducing video reviews, customer testimonials, and influencer endorsements can help build trust.

4. Addressing Delivery Issues

- A considerable number of respondents reported delayed deliveries. Online retailers should partner with reliable logistics services to ensure faster and more predictable delivery times.
- Implementing real-time tracking and proactive customer support can help address delivery concerns.

5. Targeted Marketing for Young Consumers

- Since the majority of respondents fall in the 18–25 age group, online retailers should focus on youth-centric marketing strategies, including social media promotions, influencer collaborations, and student discount programs.

6. Diverse Payment Options

- Offering EMI options, Buy Now Pay Later (BNPL) schemes, and digital wallets can attract more consumers, especially those in lower income groups.
- Ensuring secure payment gateways will enhance trust and encourage higher-value purchases.

7. Customer Support & Return Policies

- Providing easy return and exchange policies will enhance customer confidence in online purchases.
- Strengthening customer service channels through AI chatbots, live support, and dedicated helplines can improve post-purchase satisfaction.

8. Expanding Product Range & Availability

- Online platforms should ensure a wider range of electronic gadgets with multiple brands and variants to cater to diverse consumer preferences.



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- Maintaining adequate stock levels during sales events will help avoid consumer disappointment.

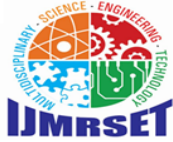
VI. CONCLUSION

The study on buying behaviour of electronic gadgets through online platforms provides valuable insights into consumer preferences, influencing factors, and challenges faced by online shoppers. The findings reveal that young consumers (18–25 years) form the majority of online buyers, with Amazon and Flipkart being the preferred platforms. Price discounts, online reviews, and flash sales significantly impact purchasing decisions. However, issues such as delayed deliveries and trust in product authenticity remain concerns for many buyers.

The study highlights the growing importance of digital marketing, influencer endorsements, and personalized recommendations in shaping consumer choices. Additionally, the preference for secure payment options and easy return policies indicates that e-commerce platforms must enhance their service quality to retain customers. Addressing these factors can lead to increased customer satisfaction and loyalty in the highly competitive online gadget market. All Chi-square tests confirmed that gender does not significantly influence consumer behavior patterns in the studied variables, pointing to a universal consumer experience across genders in online shopping for electronic gadgets.

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