



Consumer Behavior on On-line Buying with reference to Electrical Products

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Abstract:

This study examines the consumer behavior on online buying of electrical products. Objective of this study is concept of online marketing and online buying behavior of consumer/customers. For this study researcher used both primary and secondary sources. Primary data collected from respondent with the help of questionnaire and interview schedule. Researchers collected 130 questionnaires from selected sample respondents with using the convenient sampling method. Researcher find out that 46% respondent purchase electronics product through online websites. Researcher conclude that most of consumers/customers buys mobile accessories, sounds, CFLs, and other electronic products from online sellers through their website also they prefer cash on delivery services and the customers are satisfied online services.

Key Words: *Online Buying, Customer buying behavior, Customer satisfaction.*

Introduction:

Recently online shopping has become very popularly increase due to convenience. Consumers are buy and shop goods and services by using internet. By using internet marketing Many companies using marketing strategy for cost saving. Online shopping has its disadvantages too, we cannot touch and feel the item, delay in shipping, shipping charges make product costly specially in low cost items, risk of down your money, Stolen your card details etc. Online buying/Purchasing is the process whereby consumers/customers directly buy goods or services from a seller in real time without any intermediate person through the internet. It is a platform of electrical commerce. The total selling

and purchasing transaction are completely electrical in real time. Some time intermediary may be present in some transaction and websites. A large percentage of electrical commerce is conducted completely in electrical form for essential items such as access to premium content on a website, but regularly electrical commerce involves the transportation of physical items in some way. Online retailers are sometimes known as e-trailers and online retail is sometimes known as e-tail. Almost all big retailers are selling their electrical products on the World Wide Web.

Objectives:

1. To study the concept of On-line Buying.
2. To study the consumer behavior on online buying of electrical products.

Significance of the study:

1. This study is useful to the online marketing.
2. This study is useful to people those doesn't know about online buying.

Research Methodology:

The investigation is based mainly on primary data. Researcher selected 130 respondents from the study area. 'Convenient Sampling Method has been used for the purpose of sample. Present researcher has collected data through structured interview schedule and personal observation. In addition the necessary secondary information collected from periodicals, books, websites and internet.

Conceptual Framework:**Definition of Online Buying Behaviour:**

Use of the Internet for trade shopping has extended massively in recent years and has had a profound influence on the shopping process for many consumers. Online buying behavior is a type of behavior which is exhibited by customers

while Browsing websites of an e-tailer in order to search, select and purchase goods and services, in order to fulfill their needs and wants. It's basically a behaviour which is reflected by the buyer for the duration of the process of buying through the internet websites.

Payment options in Online buying :

Online shoppers commonly use a credit card to make payments, however some systems enable users to create accounts and pay by alternative means, such as: Billing to mobile phones and landlines

1. Cash on delivery
2. Debit card
3. Electrical money of various types
4. Gift cards
5. UPI payments with Gpay,Phone Pay etc.
6. Wire transfer/delivery on payment

Reasons for Buying Through Online Channel:

Researchers are finding outs some reasons for buying through online like Convenience, Time Saving, Ease of Comparison, Large Variety, Lower prices and discount offers, Fewer Expenses, Discreet Purchases, Less compulsive shopping

Data Analysis and Interpretation:**Table No. 1: Reason for choosing online buying**

Sr. No	Particulars	Frequency	Percentage
1	Time Saving	24	18%
2	Choice/Superior selection/Availability	35	27%
3	Cheaper price/Discounts	23	18%
4	Convenience	21	16%
5	Products Comparisons	27	21%
	Total	130	100%

(Source: Field Work)

Table No.1 showing that the Reason for choosing online buying electrical products. 18% respondent are like online shopping because of save time. 21% respondent like online buying

because of online buying can be compare the products each other at different approach such as price, quantity, quality, features etc.

Table No. 2: Satisfaction level about Online Buying

Sr. No	Particulars	Frequency	Percentage
1	Highly Satisfied	36	28%
2	Satisfied	44	34%
3	Neither satisfied nor dissatisfied	27	21%
4	Dissatisfied	14	11%
5	Highly dissatisfied	9	7%
	Total	130	100%

(Source: Field Work)

Table No. 2 reveals that satisfaction level about online buying 44 respondents are satisfied about online buying that mean they can satisfy and 28%

respondents are highly satisfied. 7% respondents are highly dissatisfied about online buying.

Table No. 3: Company selection for online buying

Sr. No	Particulars	Frequency	Percentage
1	Flipkart	27	21%
2	Snapdeal	14	11%
3	Amazon	39	30%
4	Myntra	19	15%
5	Misho	16	12%
6	Other	15	12%
	Total	130	100%

(Source: Field Work)

Table No.3 showing site or company using for online buying. 27 respondents i.e. 21% are using Flipkart

web site. More number of respondents 39 i.e. 30% are buying electrical products from Amazon. Only 11% respondents are

buying the electrical products from Snapdeal website and company.

Table No. 4: Where do you discover for product

Sr. No	Particulars	Frequency	Percentage
1	Specific site for specific products	16	12%
2	Google search	42	32%
3	Social media	31	24%
4	Affiliate marketing sites	20	15%
5	Others	21	16%
	Total	130	100%

(Source: Field Work)

Table No. 4 showing discover product information on web site at the time of Using Internet the advertisement notifications are receive in your screen. Most of internet user using Google search engine and it is very popular and large number of internet user's use for searching other information. sometime other

information search on net then product and services notification receive and the customer can go on that website. 24% are using Google search engine for the purpose of online buying. 15% respondents are use for online buying at price aggregator sites.

Table 5: Opinion about online- buying safe of unsafe

Sr. No	Particulars	Frequency	Percentage
1	Depends on the online store	41	32%
2	Safe	66	51%
3	Unsafe	23	18%
	Total	130	100%

(Source: Field Work)

Table No. 5 showing information about online buying safe or not. 66 respondents 51% are responds says that online buying is safe. Some online store are safe and they provide correct

information/ services to the customer hence the customer also feel safe at the time of buying goods and services. 18% are respond online shopping is not safe i.e. unsafe.

Table 6: Frequency of online shopping

Sr. No	Particulars	Frequency	Percentage
1	As needed	36	28%
2	Once a month	12	9%
3	Once a week	28	22%
4	Once in few days	54	42%
	Total	130	100%

(Source: Field Work)

Table no.6 showing information about frequency of online shopping. 28% are purchase online product whenever they need product and services they purchase.9% are purchase goods in once a week.

Table 7: Most frequently purchased electrical products

Sr. No	Particulars	Frequency	Percentage
1	Lighting/ Blubs	21	16%
2	Mobiles	42	32%
3	Home Appliances	25	19%
4	Computers/Laptops	33	25%
5	Other	9	7%
	Total	130	100%

(Source: Field Work)

Table 8 showing information about most frequently purchased category product and services. 32% respondent purchases mobile phones through. Only 9% respondent purchase other electrical

products. Furniture is easily available from local service provider hence the people don't purchase furniture and accessories goods.

Table 8: Mode of payment for Online buying

Sr. No	Particulars	Frequency	Percentage
1	Credit Card	17	13%
2	Debit card	37	28%
3	Net Banking	9	7%
4	Cash on Delivery	34	26%
5	UPI Scan Payment	33	25%
	Total	130	100%

(Source: Field Work)

Table No. 8 shows that the payment methods generally use for online buying for electrical products. The higher number of respondent purchase electrical

products for cash on delivery when they receive products 26%. 28% respondent are using debit card. Only few respondents i.e. 7% are using net banking.

Table 9: Most amount spend in single transaction

Sr. No	Particulars	Frequency	Percentage
1	Rs.100-1000	24	18%
2	Rs.1000-5000	27	21%
3	Rs.5000-10000	31	24%
4	Rs.10 000-20000	29	22%
5	Above 20000	19	15%
	Total	130	100%

(Source: Field Work)

Table 9 show information about spend amount in single transaction. 18% respondent purchases goods for rupees

only 250 to 1000 rupees only they cannot believe on online product hence they purchase only low-price product. Only

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21% respondent are purchase goods rupees 1000 to 50000 rupees amount that mean the customer are well aware about online marketing and they are believe on online marketing, some time they get more discount and less price.

Finding:

1. In this survey large number of respondent purchase electricals product through online websites.
2. 26% respondent is use cash on delivery services for online purchasing process.
3. 18% respondent purchase goods for rupees 250 to 1000 rupees.
4. 30% Respondent are using Amazon web site for the purpose of their online buying.
5. 34% respondents are satisfied about online buying and 7% respondent are highly dis satisfied about online buying.

Suggestion:

1. The online service/selling companies provide fair services to the customers. The companies can sell their products with lower price and qualitative product to customers.
2. Online companies can provide the cash on delivery to customers in large extent. At the time of buying the electrical goods the customer should aware about website and they read all instruction about that goods and services

3. Company should provide proper product display and increase the customer awareness.

Conclusion:

Researcher conclude that online buying of electrical products easy way to buy the a to z products through online service. This is the future mandatory to all business organization because the customer trends are increasing. Today customer is very fast they need product and services immediate without any time consuming and lower price. There are various online side for purchasing goods and services and also, they provide cash back services, discount, home delivery, less cost, post purchase services, cash on delivery, loan facility, credit card facility etc. But the customer some time can't believe on online website hence they purchase only low price of electrical product.

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