

## A STUDY ON BUYING BEHAVIOUR OF LADY DOAK COLLEGE STUDENTS TOWARDS THE ELECTRONIC GADGETS

Article Particulars: Received: 13.01.2018 Accepted: 17.01.2018 Published: 20.01.2018

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### Abstract

*In the modern and trendy era of marketing and societal marketing, customer is the king of the market and while serving this customer every seller requires good knowledge of buyer behaviour. This research study is related to personal buyer behaviour of electronic gadgets purchasers with reference to Lady Doak college students Madurai. In this research study after reviewing the basics of buyer behaviour, and related researches The different steps of buying process are also discussed in detail. There are numerous factors influencing the buyer behaviour. These factors are also thoroughly explained in this research study. Information relating to digital and electronic gadgets and buyer behaviour in India are also a part of this research study. The researcher has made an attempt to collect information from 400 respondents from Lady Doak College students in Madurai city. The data collected using appropriate questionnaire was analyzed and interpreted using statistical techniques and also the testing of hypothesis was done and conclusions arrived at whether the hypothesis is accepted or rejected. On the basis of secondary data the researcher has observed a new model of buyer behaviour named as the buying hut model which is based on the factors influencing the buying process. The outcome of this research study will prove to be of use to the research scholars.*

**Keywords:** *Buying behaviour, process, factors, features, decision making.*

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### Introduction

Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service.. The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics. The buyer is also influenced by the social environment which includes his family, society, friends, neighbor, colleagues, etc. Every component of his social environment leaves an imprint on him and influences his buying behavior. Consumer behaviour is a subset of human behaviour. Consumer behaviour refers to the behaviour of consumers in deciding to buy or not to buy or use or not to use or dispose of or not to dispose of the products which satisfy their needs. The term 'consumer behaviour' refers to the behaviour of both the personal consumer and the organizational consumer. The present study has made an attempt to study the behaviour of personal consumers.

### Objectives of the Study

The following are the objectives of the study.

1. To study the buying behaviour of consumers towards electronic gadgets.
2. To analyse the buying process of Lady Doak College students towards Electronic Gadgets (Smart phone, Laptop, Tablets.)
3. To examine the factors influencing the students in buying of electronic gadgets.
4. To study the level of satisfaction of the student towards the electronic gadgets.

### Scope of the Study

The study covers under graduates, post graduates and M.Phil students of Lady Doak College. Electronic gadgets covered in this study are Smart phones, Laptops and Tablets.

**Review of Literature**

K. Rajaselvi (2013), in an article, “Buyer Behaviour Towards Electronic Goods”, was mentioned that media influencing consumers towards electronic goods namely smart phones, factor behind the buying of specific brand, from the study and it was found that 74 percent of the respondents stated that social network was the media that influencing the respondents towards buying of electronic goods and brand name was the factor that direct the consumers towards the product.

Raghul (2013), made a study on “A project on brand preference of mobile phones”, mentioned the objectives to find the factor that influence decision making in purchasing of mobile phone and to find the group who is using smart phone in large . The result of the study was 53 percent of the respondents stated that family and friends were the influencing factors the buying of Samsung smart phones, 62 percent of the respondents are under the suggestion given by the respondents was to improve the battery level of the smart phones.

Selvaraj. A. and Mahendran,A (2013) in their study on “ consumer preference towards electronic gadgets” ,with the objective to find the most preferable brand and the reason on buying particular brand. The result of the study was 83.29 percent of the respondents prefer micromax because of its quality and lower price.

**Research Design And Methodology**

Method of data collection, the information was collected with the help of both primary data and secondary data. Primary data were used to collect information from the respondents. Primary data were collected through Questionnaire. Secondary data were collected from journals, magazine, thesis and also from internet. The technique used in collecting data is Snow Ball Sampling Technique. In this study the researcher made an attempt to collect the data only from the students who have all the three gadgets.

**Analysis and Interpretation**

**Table 1 Demographic Profile of the Respondents: (Percentage Analysis)**

Age	Respondents	(%)	Year of study	Respondents	(%)
17-20years	232	58	First year	210	52.5
21-23 years	137	34.3	Second year	140	35.0
23years above	12	7.8	Third year	50	12.5
Total	400	100	Total	400	100
Marital Status	Respondents	(%)	Academic Program	Respondents	(%)
Single	376	94.0	Under graduate	245	61.2
Married	24	6	Post graduate	135	33.8
Total	400	100	M.Phil	20	5.0
Family income (Rs per month)	Respondents	(%)	Total	400	100
Below Rs.20,000	56	14.0	Reason	Respondents	(%)
Rs..21,000-30,000	164	41.0	Need	301	75.3
Rs.31,000-40,000	75	18.8	Status symbol	99	24.7
Above Rs.40,000	105	26.2	Total	400	100
Total	400	100.0			

Source: Primary Data

Table 1 infers the demographic details of the respondents where in 58 percent of the respondents lies between the age group of 17-20 years, 52.5 percent of them were first year students, 94 percent of the respondents are single, 61.2 percent of the respondents are under graduates, 26.2 percent of the respondents income are above Rs.40,000 and 75.3 percent of the respondents bought electronic gadgets for their need.

**Buying Behaviour Process**

**Table 2 Buying behaviour Process**

Gadgets	Smartphone	%	Laptop	%	Tablet	%
Purpose	Communication	38.3	Academic purpose	21.5	Entertainment	22.8
Brand	Sony	21	Acer	44	Sony	21.5

Source	Internet	24.5	Internet	33	Internet	24.5
Brands compared	More than 3	63	More than 3	63	More than 3	63
Common brand	Samsung	31	Acer	33	Samsung	31
Factors considered	Camera	49	Internal memory	43	OS	64
Amount spent	Upto Rs.15000	44.5	Rs.16000-Rs.25000 Rs.26000-Rs.40000	37.5 375	Rs.16000-Rs.25000	39.5

Source: Primary Data

Table 2 infers the buying behaviour process, 38.3% of the respondents bought smartphone for communication, 21.3% laptop for Academic purpose, and 22.8% Tablet for Entertainment, 21% of the respondents possess Sony Smartphone, 44% possess Acer laptop and 21.5% possess Sony tablet, internet is the common source to come to know about the gadgets and its features respectively 24.5%,33% and24.5%, more than three brands are compared in case of all the three gadgets, 31% of the respondents compared with Samsung (Smart phone), 33% with Acer (Laptop) and 31% with Samsung(Tablet), factors considered in all the gadgets respectively Camera, Internal memory and operating system, 44.5% of the respondents spent upto Rs.15000 on Smartphone, 37.5% spent Rs.16000-Rs.25000 and Rs.26000-Rs.40000 on Laptop and 39.5% of the respondents spent rs.16000-rs.25000 on Tablet.

### Income and the Amount Spent on Gadgets

**Hypotheses (H<sub>0</sub>):** There is no association between the incomes with amount spent on gadgets

**Hypotheses (H<sub>1</sub>):** There is an association between the incomes with amount spent on gadgets

Table 3: Chi square test for income and the amount spent on gadgets

Test	Value	Asymptotic significance (2-sided)
Pearson Chi-Square	15.584	0.160

Table 3 shows P value as 0.160 which is significant at 5% and more than 0.05. Therefore null hypothesis (H<sub>0</sub>) is not rejected and alternative hypothesis (H<sub>a</sub>) is not accepted. So there is no association between the incomes with amount spent on gadgets.

Source: computed data

### Educational Status and Level of Awareness

**Hypotheses (H<sub>0</sub>):** There is no association between the educational statuses with regard to level of awareness.

**Hypotheses (H<sub>1</sub>):** There is association between the educational status with regard to level of awareness.

Table 4 Educational Status and Level of Awareness

Educational Status	level of awareness			Total	Chi square value	P value
	Low	Medium	High			
Ug	93	84	68	245	0.203	0.995
Pg	52	44	39	135		
M.Phil	7	7	6	20		
Total	152	135	113	400		

From table 4, the chi square value is 0.203 and the P value (0.995>0.05) is not significant. Hence the null hypothesis is accepted at 5% level of significance and proved that there is no association between the degree and level of awareness

Source: Primary Data

### Association between demographic factors and purpose of buying gadgets

**Hypotheses (H<sub>0</sub>):** There is no association between degree, age, year and the purpose of buying gadgets.

**Hypotheses (H<sub>1</sub>):** There is association between degree, age, year and the purpose of buying gadgets.

Table 5: Association between demographic factors and purpose of buying

S. No	Factors	CHI-Square	P-Value
1.	Age and purpose of buying gadgets	19.437	0.149
2.	Major and purpose of buying gadgets	40.767	0.987
3.	Year and purpose of buying gadgets	6.076	0.965

If p-value is less than (0.5), is said to be significant at 5% level of significance, the null hypotheses is rejected else null hypothesis is to be accepted.

Table.5 depicts that there is no association between demographic profile and the purpose of buying the three gadgets.

Source: Computed data.

**Satisfaction towards Gadgets**

**Table 6: Satisfaction towards Gadgets**

Source: Primary Data

Features	Yes		No		Total	
	No	%	No	%	No	%
Camera	320	80	80	20	400	100
Internal & external Memory	345	86.5	55	13.5	400	100
Battery life	159	39.75	241	60.25	400	100
Audio & video features	317	79.25	83	20.75	400	100
Pre occupied Apps	124	31	276	69	400	100
Services: After sale service	147	36.75	253	63.25	400	100
Service centers	59	14.75	341	85.25	400	100
Prices	296	74	104	26	400	100
Offers provided/ accessories	60	15	240	85	400	100

From the table 6, it is clear that 80% of the respondents were satisfied with the camera. 60.25 % of the respondents were not satisfied with the Battery in the gadgets, 86.5% of the respondents were satisfied with the Memory 79.25% of the respondents were satisfied with the Audio & video features in the gadgets, 74% of the respondents were satisfied with the price of the Gadgets, 69% of the respondents were not satisfied with the pre occupied Apps in the gadgets. 63.25 % of the respondents were not satisfied with the after sale service in the 85.25 % of the

respondents were not satisfied with the availability of service centers, because services centers for particular brands not available in Madurai and some in few places.

**Suggestions and Conclusion**

The company should improve after sale services of the gadgets, On the basis of the study the researcher found that the gadgets have to come up with better battery power and that to reduce the heat while using the gadgets, More offers can be provided by companies who sell electronic gadget with regard to gadgets accessories and quality products, Pre-occupied applications in the electronic gadgets can be reduced.

After having a detailed study, one can understand the change in buying behavioural pattern on consumers. The factors influencing consumers on consuming different also have a great change. The level of satisfaction of consumers has been increasing nowadays. In earlier times people use to visit and buy in shops and showrooms but now as time changed people are becoming busy and due to advanced technology they are able to make purchase and sales sitting at one place according to their wish. Nowadays people love to buy quality good at fare price. Consumer behaviour is the action and decision processes of people who purchase goods and services for personal consumption. Consumer decision making is influenced by social, psychological, and personal factors. Social factors are forces exerted by other people that affect consumer behaviour.

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