

A Study of Factors Influencing Customer Buying Behaviour in IT Sector

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Abstract:

The present study aims to investigate the various factors that influence customer buying behaviour in the information technology (IT) sector. The IT sector is constantly evolving, and as such, customer preferences and expectations are also changing rapidly. The study will focus on the impact of various factors such as price, brand reputation, product quality, service quality, and customer service on the decision-making process of customers. A mixed method approach will be used to collect and analyse data from both primary and secondary sources. The primary data will be collected through a review of relevant literature and online databases. The findings of the study will contribute to the understanding of customer behaviour in the IT sector and provide insights that can be used by IT companies to develop effective marketing strategies and improve customer satisfaction.

Keywords:

Better marketing and communications, Improve customer retention, Increase customer loyalty, Better plan inventory, Increase sales.

I. Introduction:

The buying behaviour of customers is influenced by a variety of factors, including personal, social, and psychological factors. Personal factors such as age, gender, income, and education level can have a significant impact on customer buying behaviour in the IT sector. Additionally, social factors such as family, friends, and social status can also influence the purchasing decisions of customers. Psychological factors, such as perception, motivation, and attitudes, are also critical in shaping customer behaviour.

In the IT sector have made it imperative for businesses to understand the factors that influence customer behaviour. In today's digital age, customers have access to a vast amount of information, making them more informed and empowered when it comes to making purchasing decisions. Therefore, businesses need to tailor their marketing strategies to meet the changing needs and preferences of customers.

Consumer buying behaviour is the actions and decisions that people or households make when they choose, buy, use, and dispose of a product or service. Many psychological, sociological, and cultural elements play a role in how consumers engage with the market.

It is a multi-stage process that involves identifying problems, collecting data, exploring options, making a decision to buy, and evaluating the experience afterward. Consumers may be impacted during these stages by things including personal views and values, social conventions, marketing campaigns, product features, and environmental conditions.

Understanding consumer buying behaviour is essential for businesses to create marketing plans that work and to supply goods and services that satisfy customers' wants and needs. To see trends and patterns, forecast demand, and make wise choices regarding product design, price, promotion, and distribution, marketers must analyse and understand data on customer behaviour.

II. OBJECTIVE:

- Understanding the impact of digital channels and technology on customer behavior, including the role of social media, online reviews, and other digital marketing tactics in shaping customer perceptions and purchase decisions.
- Identifying the most effective sales and marketing channels for reaching different customer segments, including online advertising, email marketing, direct mail, and other channels.
- Assessing the role of customer experience in shaping buying behavior, including the importance of factors such as ease of use, product reliability, and customer service.
- Examining how the buying behavior of IT customers differs from customers in other industries, and how companies can tailor their marketing strategies accordingly.
- Identifying opportunities for innovation and differentiation in the IT sector based on customer preferences and behavior.

III. LITERATURE REVIEW

1. J. A. T. Kaur, S. Singh, and S. S. Kaur (2018) conducted a study titled "Investigating the Effects of Perceived Value on Customer Loyalty in the IT Sector" which was published in the International Journal of Retail & Distribution Management. The study aimed to explore the impact of perceived value on customer loyalty in the IT sector using structural equation modelling (SEM). The sample consisted of 400 customers who had purchased products or services from various IT companies.
2. H. K. Kim and K. Y. Kim (2018) conducted a study titled "The Effects of Website Quality, Perceived Value, and Trust on Customer Satisfaction and Loyalty: A Study of Online Clothing Shopping in South Korea," which was published in the Journal of Retailing and Consumer Services. The study aimed to investigate the influence of website quality, perceived value, and trust on customer satisfaction and loyalty in the context of online shopping for clothing in South Korea. The study collected data from 323 participants using a self-administered questionnaire and analysed the data using structural equation modelling (SEM).
3. In the study "Effects of Website Quality, Perceived Value, Trust, and Satisfaction on Customer Loyalty in the Context of Online Booking Services for Tourism," published in the International Journal of Information Management in 2017, Han, Abdullah, and Nawi investigate the factors influencing customer loyalty in the context of online booking services for tourism. The study collected data from 400 participants using a structured questionnaire and analysed it using Structural Equation Modelling (SEM) to investigate the relationships between website quality, perceived value, trust, satisfaction, and customer loyalty.
4. S. H. Kim, Y. H. Kim, and H. Y. Park (2017) conducted a study titled "The Effects of Website Quality, Perceived Value, and Trust on Customer Satisfaction and Loyalty in the Context of Online Shopping for Beauty Products." This study aimed to investigate the impact of website quality, perceived value, and trust on customer satisfaction and loyalty in the context of online shopping for beauty products. The study sample comprised of 280 participants who had experience in online shopping for beauty products, and data were collected using a structured questionnaire. The study used structural equation modelling (SEM) to analyse the data and test the hypotheses.

5. In the study "Effects of Website Quality, Perceived Value, and Trust on Customer Loyalty in the Context of Online Shopping for Electronics," Ahmed and Kim (2016) aimed to investigate the influence of website quality, perceived value, and trust on customer loyalty in the online shopping context for electronics. The study was published in the International Journal of Retail & Distribution Management and had a sample size of 402. The researchers used structural equation modelling (SEM) to analyse the data collected from online shoppers of electronics.

IV. RESEARCH METHODOLOGY:

The research used in the project is Empirical method of research. The study used both primary as well as secondary data. The primary data was collected from the labor of Synovers. The study was conducted with the help of field survey technique among 110 employees in Synovers at Coimbatore. The respondents were selected by simple random sampling. Well-structured questionnaires were prepared and circulated among selected respondents.

METHOD OF DATA COLLECTION

There are two types of data collection. They are:

PRIMARY DATA

- Primary data refers to the pure and the fresh data which are collected for the first time.
- The primary data was collected from the response of the employee using questionnaire for this study.

SECONDARY DATA

- Secondary data refers to the data which are already collected by some researchers in the past and is available in published or unpublished form.
- The secondary data for this study has been obtained from international journals and company websites.

SAMPLE SIZE

The sample size for the present study is 110.

TOOLS USED

- Mean Analysis

V. ANALYSIS AND INTERPRETATION

5.1 Data Analysis

DEMOGRAPHIC STATISTICS

Table No. 5.1 Demographic Profile

Demographic profile	Categories	Number	Percent (%)
Gender	Male	64	58.18
	female	46	41.82
Age	Less than 25 Years	79	71.82
	25-35 years	15	13.64
	36-45 years	9	8.18
	Above 45 years	7	6.36
Marital status	Single	81	73.64
	Married	28	25.45
	Widowed	1	.91
Income level	Below 25,000	78	70.91
	25,001 - 50,000	22	20.00
	50,001 - 75,000	10	9.09
Device used	HP	2	1.82
	DELL	25	22.73
	MacBook	49	44.55
	Others	34	30.91

Source: Primary data

Interpretation

The above table indicates that, most of the people are Male, most of the people age are Less than 25, most of the people are Single, most of the people Income level are below 25,000, most of the people used the MacBook device.

DESCRIPTIVE STATISTICS
Table No 5.2 Descriptive Analysis

Descriptive Profile	Categories	Number	Percentage
I like shopping apparel for myself	Strongly Disagree	7	6.36
	Disagree	9	8.18
	Neutral	3	2.73
	Agree	71	64.55
	Strongly Agree	20	18.18
I like to buy popular brands	Strongly Disagree	13	11.82
	Disagree	7	6.36
	Neutral	5	4.55
	Agree	44	40.00
	Strongly Agree	41	37.27
I seek lot of information before buying apparel for myself	Strongly Disagree	4	3.64
	Disagree	63	57.27
	Neutral	2	1.82
	Agree	25	22.73
	Strongly Agree	16	14.55
I always take opinion of my family/friends before buying apparel	Strongly Disagree	19	17.27
	Neutral	23	20.91
	Agree	32	29.09
	Strongly Agree	36	32.73

Source: Primary data

Interpretation

From the above table most of the people agree to "I like shopping apparel for myself", most of the people agree to "I like to buy popular brands", most of the people Disagree to "I seek lot of information before buying apparel for myself". Most of the people Strongly agree to "I always take opinion of my family/friends before buying apparel".

VI. FINDINGS

- Most of the people are Male, most of the people age are Less than 25, most of the people are Single, most of the people Income level are below 25,000, most of the people used the MacBook device.
- Most of the people agree to "I like shopping apparel for myself", most of the people agree to "I like to buy popular brands", most of the people Disagree to "I seek lot of information before buying apparel for myself". Most of the people Strongly agree to "I always take opinion of my family/friends before buying apparel".

VII. SIGGESTION AND CONCLUSION

The majority of the respondents in this study are male, aged below 25, single, and have an income level below 25,000. These demographics provide valuable insights for businesses in the IT sector. Companies can tailor their marketing strategies to target this specific group, considering their preferences, needs, and purchasing power. By understanding the characteristics of their target market, businesses can develop effective marketing campaigns and product offerings that resonate with this particular demographic.

The finding that most respondents use MacBook devices indicates a potential market segment that IT companies can focus on. This group of users may have specific preferences and requirements, and businesses can leverage this information to design products or services that cater specifically to MacBook users. Targeted advertising and product development efforts can be directed towards this segment to maximize customer engagement and satisfaction.

The results show that respondents agree to statements like "I like shopping apparel for myself" and "I like to buy popular brands." This indicates that brand appeal plays a crucial role in their purchasing decisions. Businesses in the apparel industry can emphasize the popularity and desirability of their brands to attract these customers. Building a strong brand image and implementing effective branding strategies can help in capturing the attention and loyalty of this consumer segment.

The finding that most respondents strongly agree with the statement "I always take the opinion of my family/friends before buying apparel" highlights the influence of social connections on purchasing decisions. Businesses can tap into this aspect by encouraging positive word-of-mouth referrals, implementing referral programs, and fostering a sense of community around their brand. Leveraging the power of social networks can lead to increased brand visibility and customer acquisition.

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