

A STUDY ON CUSTOMER PURCHASE INTENTION ON E-GADGETS

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ABSTRACT

This study focuses on analyzing customer purchase intention toward e-gadgets by examining the influence of social media, online reviews and ratings, influencer promotions, and product-related factors. A descriptive research design was adopted, and primary data was collected from 250 respondents using a structured questionnaire through convenience sampling.

The findings reveal that social media platforms such as YouTube, Instagram, and Facebook play a significant role in creating consumer awareness and influencing buying decisions, especially through video-based content. Among the various factors, brand reputation and product features emerged as the key determinants of purchase intention, while online reviews and influencer trust showed a moderate level of influence.

INTRODUCTION

The rapid advancement of digital technology has significantly transformed the global marketplace, particularly in the electronics industry. E-gadgets such as smartphones, laptops, tablets, smartwatches, wireless earphones, and other smart devices have become an integral part of everyday life. With increasing internet penetration and smartphone usage, consumers today are more connected, informed, and technology-driven than ever before. The demand for innovative and feature-rich electronic gadgets continues to grow as individuals rely on these devices for communication, education, entertainment, business, and social interaction. This shift has intensified competition among brands and has made understanding consumer purchase intention a critical aspect of marketing strategy.

INDUSTRY PROFILE

India Consumer Electronics Market was valued at USD 80.8 Billion in 2024 and is expected to reach USD 149.1 Billion by 2033, at a CAGR of 6.10% during the forecast period 2024 – 2033.

Consumer electronics are electronic (analog or digital) equipment and devices intended for everyday use, typically in private homes. Consumer electronics include devices used for entertainment, communications and recreation. Consumer electronics (CE) refers to devices used for communication, entertainment, or information purposes. Over the years, manufacturers developed new devices and reinvented older ones.

OBJECTIVE OF THE STUDY

- 1.To analyze the influence of social media platforms on consumers' decision-making process while purchasing e-gadgets.
- 2.To examine how online reviews, ratings, and influencer promotions affect customer trust and buying behavior.

3.To identify factors to purchase e-gadgets.

NEED FOR THE STUDY

The rapid expansion of digital technology and the growing demand for e-gadgets such as smartphones, laptops, smartwatches, and other electronic devices have significantly transformed consumer buying behavior. With the increasing penetration of social media platforms like Instagram, Facebook, and YouTube, customers are constantly exposed to advertisements, influencer promotions, and peer-generated content that shape their perceptions and preferences. At the same time, online reviews and ratings available on e-commerce platforms play a crucial role in building trust and reducing perceived risk associated with high-value electronic purchases. As competition among e-gadget brands intensifies and consumers become more information- oriented and digitally connected, it becomes essential to understand the factors influencing customer purchase intention.

SCOPE OF STUDY

The scope of the study titled “A Study on Customer Purchase Intention on E-Gadgets” focuses on examining the various digital and product-related factors that influence consumers’ intention to purchase electronic gadgets through online platforms. The study primarily covers the impact of social media exposure on platforms such as Instagram, Facebook, and YouTube, along with the role of online reviews, ratings, influencer promotions, and product and economic factors in shaping buying decisions. It encompasses consumers who actively use digital platforms to gather information and evaluate e-gadgets such as smartphones, laptops, and smart devices before purchase.

REVIEW OF LITERATURE

1.Mirabi, V, Akbariyeh, H, & Tahmasebifard, H (2015), Perceived value has been accepted as a customer’s view of any product’s strength and their expectations about a particular brand. Consumers’ knowledge about the product is essential for purchase decisions.

2.Shahid, Z., Hussain, T. and Azafar, F. (2017). Purchase intention is something that represents consumers who have the possibility, will, plan or who are willing to buy a product or service in the future. This increase in purchase intention means that there is an increased likelihood of purchase.

3.Cristina Calvo-Porrall ,JeanPierre Levy-Mangin (2017), Considering of the increase of the store brand's market share globally, the present study addresses the following question: “Does the consumer product perceived quality influence store brands’ proneness?”; or in other words “Does product perceived quality influence store brands’ purchase intention?”, since perceived quality is a customer-based undertaken variable.

RESEARCH METHODOLOGY

Research methodology serves as the systematic framework that guides the entire research process, ensuring that the study is conducted in a logical, scientific, and reliable manner. In the present study titled “A Study on Customer Purchase Intention on E-Gadgets,” the methodology is designed to examine how social media influence, online reviews and ratings, influencer promotions, and product-related factors affect customer purchase intention. The study adopts a descriptive research design. Descriptive research is appropriate when the objective is to describe characteristics of a population or phenomenon and to analyze relationships among variables. The study is conducted among consumers who purchase or intend to purchase e-gadgets through online platforms. The

population of the study consists of all consumers who use social media and online platforms for gathering information and purchasing e-gadgets. The sample size for the study is 250 respondents. A sample of 250 is considered adequate to ensure reliability and validity of statistical analysis while also being manageable within the constraints of time and resources. This sample size allows meaningful application of percentage analysis, correlation, and chi-square tests to examine relationships among variables and to generalize findings within reasonable limits. The study uses a convenience sampling method. Convenience sampling is a non-probability sampling technique in which respondents are selected based on ease of access and willingness to participate. Both primary and secondary data are used in the study. Primary data is collected directly from respondents through a structured questionnaire designed specifically for the study. Primary data is collected through a structured questionnaire distributed to 250 respondents. The research instrument used for the study is a structured questionnaire.

STATISTICAL TOOLS USED FOR ANALYSIS

The collected data is analyzed using appropriate statistical tools to interpret and draw meaningful conclusions. Percentage analysis is used to describe the demographic characteristics of respondents and to understand the distribution of responses. This tool helps in presenting data in a simplified form for easy interpretation.

Correlation analysis is used to examine the relationship between independent variables and the dependent variable. It helps in identifying the strength and direction of association between factors such as social media influence, online reviews, influencer promotions, product factors, and purchase intention. Correlation provides insight into whether these variables move together positively or negatively.

The chi-square test is used to determine whether there is a significant association between categorical variables. It is applied to test the relationship between demographic variables and purchase intention, as well as between selected independent variables and buying behavior. The chi-square test helps in identifying whether observed differences in responses are statistically significant.

LIMITATIONS OF THE METHODOLOGY

Although the study follows a systematic methodology, it is limited by the use of convenience sampling, which may restrict generalizability. The study also relies on self-reported data, which may involve personal bias. Furthermore, the research is confined to a specific geographic area and time period, which may limit broader applicability.

DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

MONTHLY INCOME

S. No.	Monthly income	No. of Respondents	% Of Respondents
1	Below ₹20,000	34	14
2	₹20,001–₹40,000	122	49
3	₹40,001–₹60,000	28	11
4	Above ₹60,000	66	26
	Total	250	100

Chart



Monthly income

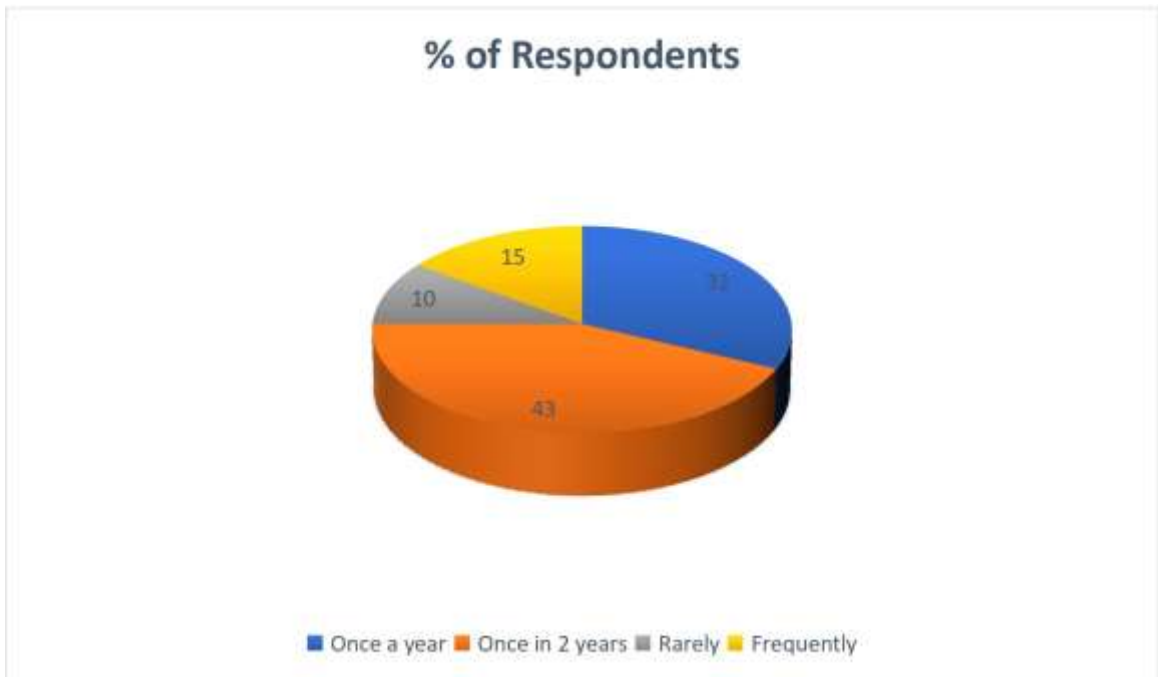
INTERPRETATION

The above table shows that 14% of the respondents earn below ₹20,000, 49% earn between ₹20,001-₹40,000, 11% earn between ₹40,001-₹60,000, and 26% earn above ₹60,000. It is observed that the majority of respondents (49%) fall within the ₹20,001-₹40,000 income group, indicating that most respondents belong to the middle-income category.

FREQUENCY OF E-GADGET PURCHASE

S. No.	Frequency of E-gadget purchase	No. of Respondents	% Of Respondents
1	Once a year	80	32
2	Once in 2 years	108	43
3	Rarely	24	10
4	Frequently	38	15
	Total	250	100

Chart - Frequency of E-gadget purchase



INTERPRETATION

The above table shows that 32% of the respondents purchase e-gadgets once a year, 43% purchase once in 2 years, 10% purchase rarely, and 15% purchase frequently. It is observed that the majority of respondents (43%) purchase e-gadgets once in 2 years, indicating a moderate purchasing frequency among consumers.

CORRELATION

Null hypothesis: There is no significant relationship between gender and social media influence on gadget purchase.

Alternative hypothesis: There is a significant relationship between gender and social media influence on gadget purchase.

RELATIONSHIP BETWEEN GENDER AND SOCIAL MEDIA INFLUENCE ON GADGET PURCHASE.

Descriptive Statistics			
	Mean	Std. Deviation	N
gender	1.3280	.48720	250
Social media increases their likelihood of purchasing e-gadgets	2.2560	1.06725	250

Correlations			
		gender	Social media increases their likelihood of purchasing e-gadgets
gender	Pearson Correlation	1	.108
	Sig. (2-tailed)		.088
	N	250	250
Social media increases their likelihood of purchasing e-gadgets	Pearson Correlation	.108	1
	Sig. (2-tailed)	.088	
	N	250	250

INTERPRETATION

The correlation value between gender and the influence of social media on purchase intention is 0.108, indicating a very weak positive relationship. The significance value ($p = 0.088$) is greater than 0.05, which shows that the relationship is not statistically significant. Hence, the null hypothesis is accepted and the alternative hypothesis is rejected. This means that there is no significant relationship between gender and social media influence on gadget purchase.

CHI SQUARE ANALYSIS

Null hypothesis: There is no significant association between social media usage and purchase intention toward e-gadgets.

Alternative hypothesis: There is a significant association between social media usage and purchase intention toward e-gadgets.

ASSOCIATION BETWEEN SOCIAL MEDIA USAGE AND PURCHASE INTENTION TOWARD E-GADGET

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Frequency of E-gadget purchase * Social media increases their likelihood of purchasing e-gadgets	250	100.0%	0	0.0%	250	100.0%

Frequency of E-gadget purchase * Social media increases their likelihood of purchasing e-gadgets Crosstabulation							
Count							
		Social media increases their likelihood of purchasing e- gadgets					Total
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Frequency of E-gadget purchase	Once a year	20	28	18	14	0	80

	Once in 2 years	32	42	24	6	4	108
	Rarely	2	12	4	2	4	24
	Frequently	10	20	4	2	2	38
Total		64	102	50	24	10	250

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	29.240 ^a	12	.004
Likelihood Ratio	28.800	12	.004
Linear-by-Linear Association	.090	1	.764
N of Valid Cases	250		
a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .96.			

INTERPRETATION

The Pearson Chi-Square value is 29.240 with a significance value of 0.004, which is less than 0.05. This indicates that there is a statistically significant association between social media usage and purchase intention toward e-gadgets. Hence, the null hypothesis is rejected and the alternative hypothesis is accepted.

FINDINGS

- Majority of the respondents (54%) belong to the age group of 21–30 years, indicating that young adults are the primary consumers of e-gadgets.
- Majority of the respondents (68%) are male, showing that male consumers dominate the sample.
- Most respondents (47%) are private employees, followed by business people (33%), indicating a working population with purchasing power.
- A large portion of respondents (49%) fall under the ₹20,001–₹40,000 income group, representing a middle-income segment.
- Majority of respondents (43%) purchase e-gadgets once in 2 years, indicating moderate purchase frequency.
- YouTube (35%) is the most influential platform affecting gadget purchase decisions, followed by Facebook (24%).

SUGGESTION

- Companies should focus more on video-based marketing content, especially comparison and review videos, as consumers highly prefer and trust this format.
- Marketers should actively utilize social media platforms such as YouTube, Facebook, and Instagram to promote e-gadgets, as these platforms significantly influence purchase decisions.
- Businesses should collaborate with credible and knowledgeable influencers, as influencer recommendations have a strong impact on purchase intention. However, authenticity should be maintained to build trust among consumers.

CONCLUSION

The present study on customer purchase intention toward e-gadgets provides valuable insights into the various factors influencing consumer behavior in the digital era. The findings reveal that young adults, particularly those in the age group of 21–30 years, form the major segment of e-gadget consumers, with a significant proportion being private employees and belonging to the middle-income category. The study highlights that social media platforms such as YouTube, Facebook, and Instagram play a crucial role in shaping consumer awareness and purchase intention, especially through video-based content like comparison and review videos. At the same time, traditional factors such as brand reputation, product features, and specifications continue to strongly influence purchasing decisions, indicating that consumers seek both reliable information and product value before making a choice.

REFERENCE

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