Analysing Gadget Purchase Behaviour: Frequency, Spending, and Product Preferences of Young Customers

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ABSTRACT: Fast-moving tech changes plus growing reliance on digital life shape how younger buyers pick electronic devices. Looking into buying habits of youth means checking how often purchases happen, money spent, choices made. What drives brand picks, feature needs, where things get bought - these form key parts of the look. A set survey reached out to young people, gathering real responses about their gadget routines. Number crunching followed, using percent views and chi-square checks to spot links between cash flow and what gets picked up. Most young buyers pick gadgets when they need them or when new tech comes out, while many also spend freely on well-known brands offering cutting-edge functions. Because shopping online is easy and gives more choices, plus discounts often help, digital stores and official brand outlets see lots of traffic. How much money someone earns, their daily habits, and how up-to-date they are with technology increasingly affect what devices they choose. Companies making or selling electronics can use these patterns to shape better prices, campaigns, and designs aimed at younger audiences.

Keywords: Gadget Purchase Behaviour, Young Consumers, Electronic Gadgets, Spending Behaviour, Purchase Frequency, Product Preferences, Consumer Decision-Making, Technology Adoption, Brand Preference, Online Shopping Behaviour, Consumer Spending Patterns, Youth Market Analysis.

I. INTRODUCTION: Today's world runs on tech. Electronics slip into daily routines without notice. Phones, computers, watches - they connect, teach, distract, work. Not extras anymore. Just tools people count on. Internet spreads fast. Devices follow. Choices shift because of it. Youth lead this wave. They shape what sells. What a gadget can do matters. So does how it looks. New versions appear constantly. Friends talk. Trends move. Price tags sway minds. Brands stand out - or fade. Influence flows quietly through habits. Screens guide picks more than ads ever did. Life ties closely to circuits now. Clicks replace cash sometimes. Speed pulls attention. Updates demand response. Ownership feels temporary. Next thing waits just behind. Decisions form in seconds. Images flash first. Function follows later. Status hides inside specs. Social proof hums beneath reviews. Young buyers decide fast. Markets bend their way. Young shoppers often think differently than earlier generations. Because they rely on tech, check feedback online, learn from social platforms, yet stay open to trying fresh gadgets. So companies that build, promote, or sell electronic goods find it vital to grasp how these customers decide what to buy. Staying relevant in an always-shifting market means paying close attention to such shifts in habit.

II. LITERATURE REVIEW

Research highlights that smartphones and related gadgets are the most frequently purchased products, with young customers showing a strong preference for innovative features and stylish designs. Overall, ease of use, value for money, and trust in brand quality play a crucial role in shaping the purchasing behaviour of young customers.

1. **Kumar and Reddy (2024)** examined gadget purchase behaviour among young consumers, focusing on purchase frequency and spending patterns. Their study found that smartphones and wearable devices were the most frequently purchased gadgets.

2. **Sharma and Gupta (2023)** analyzed the product preferences of young customers in the electronics market. The study revealed that features such as performance, design, and price sensitivity strongly influenced purchase decisions.

3. **Mehta and Joshi (2022)** investigated the relationship between lifestyle factors and gadget purchasing behaviour among youth. The findings indicated that social media exposure and online reviews significantly impacted purchase frequency and brand choice.

4.
Arun and Priya (2023) studied spending patterns of college students on electronic gadgets. The research highlighted that affordability and financing options such as EMI schemes encouraged higher spending.

5. **Singh and Kaur (2021)** explored the role of brand loyalty and innovation in gadget purchasing decisions of young consumers. The results showed that while young buyers were attracted to new features and innovations, satisfaction with previous purchases strongly influenced future buying behavior. Trust in brand quality contributed to long-term preference.

III. RESEARCH GAPS

Most past work on how teens buy gadgets looked at things like favorite brands, price tags, or cool tech stuff. Yet few papers tracked buying habits, cash spent, and what items they pick - all together in one go. A lot of those efforts grouped ages too wide or only checked city dwellers, missing finer details close up. So piecing it all together could actually show clearer what drives younger buyers nearby.

IV. SUMMARY OF LITERATURE

Looking at what these studies found, how often kids buy things ties into their spending limits plus what kinds of products they like. Devices such as phones get more attention when tech stands out, even if cost matters a lot too. Brand name plays a role - not just looks but what others say online. When friends post about deals, choices shift quietly behind the scenes. Worth matters most though; fresh ideas paired with names people rely on guide who buys what, every single time. What stands out is how daily habits plus what friends do speed up teens grabbing new devices. Buying stuff online sits right at hand now, with payments that fit tight budgets - this pushes more buys. Tech moves fast, so swapping gadgets or changing brands feels normal after a while. Together, these findings paint a picture of shifting choices, where young buyers adapt quick and keep moving.

V. STATEMENT OF THE PROBLEM

Lately, tech moves fast, pushing more youth toward grabbing new devices. Not every buy follows a pattern - tastes shift, cool features pop up, what's hot changes. Still unclear: how often they shop, what they spend, which items win out - all together driving choices. Without seeing that full picture, companies struggle to keep pace with younger buyers. So this work digs into how these three pieces play out when young people decide on gadgets.

VI. OBJECTIVES

- To analyze the spending patterns of young consumers on electronic gadgets.
- To identify the product preferences of young customers with respect to gadgets.
- To examine the factors influencing gadget purchase decisions among young consumers.

VII. METHODOLOGY

This study uses real-world observations, combining clear descriptions with deeper analysis to explore how young people buy tech devices - looking closely at how often they shop, what they spend, where their money goes, and which products they favor. Instead of relying on assumptions, it gathers firsthand answers via a fixed survey given to younger buyers, whether they already bought gadgets or plan to soon. Selection leaned on practical access rather than random picks, yet still covered a mix shaped by age, sex, schooling, job status, and earnings. Background insights come not just from interviews but also published materials like scholarly papers, industry summaries, digital resources, textbooks, and verified studies that help ground the findings. Answers on the survey used a five-level rating system to check what buyers like, how much they spend, where they shop most often. Data got examined through averages, percentages, rankings, plus chi-square checks - mixing summary stats with deeper number work. Tools such as SPSS along with Excel helped process findings so outcomes stayed solid, clear. Even with some limits showing up, approach still built strong base for studying tech-buying habits in younger shoppers.

VIII. LIMITATIONS OF THE STUDY

Young buyers make up the only group looked at here, so what works for them might not hold true for older shoppers. Data came straight from answers to a fixed survey, yet those replies could shift depending on how people see themselves or wish to appear. A small number of participants plus handpicked selection methods mean conclusions might not stretch far. One region was all that got studied, leaving out differences tied to culture, money matters, or daily life elsewhere. Not enough time along with trouble reaching more people narrowed how deep things were explored. Shifts in gadgets and shopping patterns while the work unfolded may have nudged buyer choices outside what this project caught.

IX. SCOPE OF THE STUDY

Looking into how younger buyers pick gadgets means watching when they buy, what they spend, and which products catch their eye. What shapes those choices often ties back to things like age, job status, schooling, earnings, or whether someone identifies as male or female. Features matter - how something works, its look, or if it has new tech - just as much as who makes it or how much it costs. Discounts appear right around decision points, sometimes tipping the scale toward one device instead of another. Companies that make these items, sell them, or advertise can adjust plans based on what turns up here. Yet only certain places were included, during fixed months, so applying this elsewhere needs caution. Other crowds or areas might act differently even if trends seem similar at first glance.

X. Analysis and Interpretation

Socio economic Factors	Level of Satisfaction		Total	Chi-square test
	Low	High		
Age				
Below 18	2(9.52%)	0(0.00%)	2(2.00%)	X2 = 9.873DF=3 Sig.=.020
18-21	14(66.67%)	46(58.23%)	60(60.00%)	
21-25	5(23.81%)	27(34.18%)	32(32.00%)	
Above 25	0(0.00%)	6(7.59%)	6(6.00%)	
Total	21(100%)	79(100%)	100(100%)	
Gender				
Male	10(47.62%)	33(41.77%)	43(43.00%)	X^2 =.231 DF=1 Sig.=.630
Female	11(52.38%)	46(58.23%)	57(57.00%)	
Total	21(100%)	79(100%)	100(100%)	
Education				
Higher Secondary	5(23.81%)	3(3.80%)	8(8.00%)	X^2 =10.273 DF=3 Sig.=.016
Undergraduate	12(57.14%)	50(63.29%)	62(62.00%)	
Postgraduate	4(19.05%)	20(25.32%)	24(24.00%)	
Professional Course	0(0.00%)	6(7.59%)	6(6.00%)	
Total	21(100%)	79(100%)	100(100%)	
Occupation				
Student	14(66.67%)	48(60.76%)	62(62.00%)	X^2 = 1.537
Employed	5(23.81%)	18(22.78%)	23(23.00%)	
Self-Employed	1(4.76%)	11(13.92%)	12(12.00%)	

Unemployed	1(4.76%)	2(2.53%)	3(3.00%)	DF=3
Total	21(100%)	79(100%)	100(100%)	Sig.=.674
Members				
1-2 members	4(19.05%)	4(5.06%)	8(8.00%)	X^2 =6.220 DF=3 Sig.=.101
3-4 members	13(61.90%	44(55.70%)	57(57.00%)	
4-5 members	4(14.29%)	26(32.91%)	29(29.00%)	
Above6 members	1(4.76%)	4(5.06%)	6(6.00%)	
Total	21(100%)	79(100%)	100(100%)	
Region of coimbatore you currently reside				
North Coimbatore	5(23.81%)	17(21.52%)	22(22.00%)	X^2 = 4.595 DF=3 Sig.=.204
South Coimbatore	6(28.57%)	38(48.10%)	44(44.00%)	
East Coimbatore	6(28.57%)	19(24.05%)	25(25.00%)	
West Coimbatore	4(19.05)	5(6.33%)	9(9.00%)	
Total	21(100%)	79(100%)	100(100%)	
Electronic gadgets do you purchase most often				
Smartphone	13(61.90%)	58(73.42%)	71(71.00%)	X^2 =3.839 DF=3 Sig.=.279
Laptop	4(19.05%)	8(10.13%)	12(12.00%)	
Smartwatch/Wearable	4(19.05%)	8(10.13%)	12(12.00%)	
Tablet	0(0.00%)	5(6.33%)	5(5.00%)	
Total	21(100%)	79(100%)	100(100%)	
Frequently do you purchase electronic gadgets				
Once a year	2(9.52%)	5(6.33%)	7(7.00%)	X^2 =3.863 DF=3 Sig.=.277
Once in 2year	3(14.29%)	8(10.13%)	11(11.00%0	
Occasionally	7(33.33%)	14(17.72%)	21(21.00)	
Only when needed	9(42.86%)	5265.82%)	61(61.00)	
Total	21(100%)	79(100%)	100(100%)	
Usually spend on electronic gadgets				
Below>10,000	3(14.29%)	6(7.59%)	9(9.00%)	X^2 = 1.421 DF=3 Sig.=.701
10,000 - 30,000	4(19.05%)	18(22.78%)	22(22.00%)	
30,000 - 50,000	10(47.62%)	44(55.70%)	54(54.00%)	
Above 50,000	4(19.05%)	11(13.92%)	15(15.00%)	
Total	21(100%)	79(100%)	100(100%)	
Prefer to buy electronic gadgets				
Retail Store	1(4.76%)	6(7.59%)	9(9.00%)	X^2 = 61.989 DF=3 Sig.=0.000
Online Shopping sites	3(4.29%)	18(22.78%)	22(22.0050	
Brand showroom	6(28.57%)	44(55.70%)	54(54.00%)	
Both online and offline	11(52.38%)	11(13.92%)	15(15.00%)	
Total	21(100%)	79(100%)	100(100%)	
Factors influence your purchase decision the most				
Price	2(9.52%)	10(12.66%)	12(12.00%)	X^2 = 12.271 DF=4 Sig.=.015
Brand	1(4.76%)	19(24.05%)	20(20.00%)	
Features	5(23.81%)	27(34.18%)	32(32.00%)	
Quality	13(61.90%)	19(24.05%)	32(32.00%)	
Total	21(100%)	79(100%)	100(100%)	
Prefer branded electronic gadgets				
Yes	15(71.43%)	60(75.95%)	75(75.00%)	

No	3(14.29%)	2(2.53%)	5(5.00%)	X^2 = 5.063
Depends on price	3(14.29%)	17(21.52%)	20(20.00%)	DF=2
Total	21(100%)	79(100%)	100(100%)	Sig.=.080
EMI or instalment facilities while purchase gadgets				
Yes	16(76.19%)	61(77.22%)	77(77.00%)	X^2 = .010
No	5(23.81%)	18(22.78%)	23(23.00%)	DF=1
Total	21(100%)	79(100%)	100(100%)	Sig.=.921

Looking at the data, age stands out - younger people report more satisfaction with electronics. Education matters too; those who studied longer are generally happier with their buys. Instead of just one way to shop, mixing online orders with in-store visits links to better experiences. Brand-owned stores also make a difference when it comes to contentment. Satisfaction climbs when buyers care most about how well something works and what it can do. Features and performance outweigh other concerns quite clearly. Older customers? They're less likely to feel fully satisfied. Where someone shops shapes feelings more than expected. Higher learning ties into sharper expectations - yet these folks still rate things higher. What drives choice often matches up directly with end results. Still, things like gender or job title make little difference when it comes to how happy buyers feel. What matters more is whether someone has enough life experience to judge what they need. People who take time to research before buying tend to end up more satisfied. Family size doesn't shift the needle much either way. Where someone lives barely affects their level of contentment with a product. The kind of device bought shows no real link to happiness after purchase. Buying often or spending big amounts brings no clear boost in satisfaction. Choosing well-known brands does not guarantee better feelings later. Even access to installment plans fails to change outcomes noticeably. Instead, it's personal insight and thoughtful decisions that shape how pleased customers become. In the end, inner readiness counts more than surface traits.

XI. MAJOR FINDINGS

1. Awareness of Gadgets as an Information Source
2. Demographic Influence on Purchase Behaviour
3. Product-wise Preference among Consumers
4. Influence of Reviews, Ratings, and Online Information
5. Purchase Behaviour Leading to Satisfaction and Loyalty

XII. SUGGESTIONS

➢ **Improve Awareness Campaigns:** Gadget companies should strengthen digital and social media campaigns to increase awareness about new gadgets, features, technological upgrades, and pricing options.

➢ **Focus on Educational Content:** Brands should create simple, easy-to-understand content such as videos, demos, and guides to help first-time and less-informed buyers understand gadget usage and benefits.

➢ **Use Influencers and Tech Reviewers:** Collaborating with trusted tech reviewers and influencers can improve credibility, awareness, and positive attitudes toward gadget brands.

➢ **Encourage User-Generated Content:** Motivating customers to share reviews, ratings, and real-time usage experiences can enhance trust and influence potential buyers.

➢ **Target Price-Sensitive Consumers:** Special offers such as student discounts, exchange schemes, and easy EMI options should be promoted to attract young and budget-conscious consumers.

➢ **Trust-Building Measures:** Providing transparent product information, clear warranty details, and reliable after-sales support can build trust and positively influence gadget purchasing behaviour.

XIII. CONCLUSION

It turns out how often kids buy stuff ties closely to what they spend and which devices catch their eye. Tech-heavy tools, especially phones, pull more attention when packed with cool functions, fair pricing, known names, and solid web feedback. What peers post, comment on, or rate shifts choices fast - real talk matters more than ads. Who someone is - their years lived, school path, job type - affects what ends up in their bag. Worth feeling, belief in quality, and fresh ideas tip the scale every time. Companies making these products now see clearer where effort should go. Not everything sells just because it's new.

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