

Consumer Perception towards Online Purchase of Electronic Products: A Review Study

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Abstract

Online shopping has become a popular way to purchase electronic products such as smartphones, laptops, and home appliances. Consumers prefer online platforms because of convenience, wide product choice, competitive prices, and home delivery services. However, buying electronic products online also involves risks related to product quality, payment security, and after-sales service. This review paper examines previous studies to understand how consumers perceive the online purchase of electronic products and what factors influence their buying decisions. The paper discusses important elements such as trust, perceived risk, product information, online reviews, price, convenience, and website quality. It also highlights major challenges faced by consumers, including lack of physical inspection and security concerns. The study finds that positive consumer perception is mainly developed through reliable platforms, detailed product information, secure payment systems, and good customer service. This review helps researchers, marketers, and e-commerce companies understand consumer behavior better and improve online shopping experiences for electronic products.

Keywords

Consumer Perception, Online Shopping, Electronic Products, E-commerce, Purchase Decision, Trust, Perceived Risk, Online Reviews, Customer Satisfaction

1. Introduction

The growth of the internet and digital technology has changed the traditional way of shopping. Today, consumers can buy products online using computers and smartphones without visiting physical stores. Online shopping platforms such as Amazon, Flipkart, and eBay offer a wide variety of products, including electronic goods like mobile phones, laptops, televisions, and accessories.

Electronic products are among the most commonly purchased items online because of price discounts, brand availability, and easy comparison of features. However, purchasing electronics online is different

from buying clothes or books. Electronic products are expensive and technical in nature, and consumers often worry about quality, warranty, and performance.

Consumer perception plays an important role in deciding whether a customer will purchase a product online or not. Perception includes beliefs, opinions, attitudes, and feelings toward online shopping platforms and products. If consumers have positive perceptions, they are more likely to buy online repeatedly.

According to Taruna (2018), consumer perception in online shopping is shaped by factors such as trust, convenience, website quality, and previous experience. Therefore, understanding consumer perception is essential for online retailers to increase sales and customer satisfaction.

This review paper aims to study existing literature on consumer perception towards online purchase of electronic products and identify the major factors that influence consumer behavior.

2. Concept of Consumer Perception

Consumer perception refers to the way consumers select, organize, and interpret information about products and services. It affects how consumers evaluate alternatives and make purchase decisions.

Schiffman and Kanuk (2015) explain that consumer perception is influenced by:

- Product information
- Personal experience
- Marketing communication
- Social influence
- Risk perception

In online shopping, perception is developed through website design, product images, customer reviews, payment security, delivery services, and return policies. For electronic products, perception becomes more important because consumers cannot physically examine the product before purchasing. Hence, they rely heavily on digital information.

3. Growth of Online Shopping for Electronic Products

The e-commerce industry has grown rapidly across the world. In India, online shopping has increased

significantly due to improved internet access, digital payments, and smartphone usage.

According to Kumar and Dange (2020), electronic goods account for a major share of online sales because customers can easily compare prices and features across brands.

COVID-19 also increased online shopping habits as people avoided physical stores. This situation further strengthened consumer dependence on online platforms for purchasing electronics.

4. Factors Influencing Consumer Perception towards Online Purchase of Electronic Products

Several researchers have identified key factors that influence consumer perception. These factors are discussed below.

4.1 Convenience

Convenience is one of the strongest motivators for online shopping.

Bulsara and Vaghela (2020) found that consumers prefer online shopping because it saves time, reduces travel costs, and allows shopping at any time.

Online platforms provide:

- Easy product search
- Quick comparison
- Doorstep delivery

This convenience creates a positive perception toward online electronics shopping.

4.2 Price and Discounts

Price plays a major role in consumer decision-making. Sharma and Mishra (2019) observed that consumers often purchase electronic products online due to lower prices and special offers compared to offline stores.

Flash sales, festival discounts, and exchange offers further improve consumer perception and attract buyers.

4.3 Trust and Security

Trust is a critical factor in online shopping.

According to Pavlou (2003), trust reduces uncertainty and increases purchase intention.

Consumers worry about:

- Online fraud
- Fake products
- Payment security
- Data privacy

If an e-commerce platform ensures safe transactions and genuine products, consumer perception becomes positive.

4.4 Perceived Risk

Perceived risk refers to the fear of loss or negative outcomes.

Sangwan (2021) classified online shopping risks into:

- Financial risk
- Product risk

- Delivery risk
- Privacy risk

Electronic products involve higher financial risk, so consumers are more cautious.

High perceived risk negatively affects purchase intention.

4.5 Product Information Quality

Good product information helps consumers make better decisions.

According to Park and Kim (2003), accurate and detailed product descriptions increase consumer confidence.

Important elements include:

- Technical specifications
- Product images
- Videos
- Warranty details
- Brand information

Incomplete or misleading information creates negative perception.

4.6 Online Reviews and Ratings

Online reviews strongly influence consumer perception. Chevalier and Mayzlin (2006) stated that customer reviews act as electronic word of mouth.

Positive reviews:

- Build trust
- Reduce uncertainty
- Increase purchase intention

Negative reviews discourage buyers, especially for high-priced electronics.

4.7 Website Quality

Website quality includes:

- Easy navigation
- Attractive design
- Fast loading
- Clear layout

According to Loiacono et al. (2007), good website quality improves customer satisfaction and trust.

Poor website experience leads to frustration and negative perception.

4.8 After-Sales Service

After-sales service is very important for electronic products.

It includes:

- Installation
- Warranty service
- Customer support
- Return and refund policies

According to Kotler and Keller (2016), strong after-sales support increases customer loyalty and positive perception.

5. Theoretical Framework Used in Previous Studies

Many studies have used behavioral models to explain online purchase behavior.

5.1 Technology Acceptance Model (TAM)

Developed by Davis (1989), TAM suggests that:

- Perceived usefulness
- Perceived ease of use

influence attitude and intention to use technology.

In e-commerce, easy-to-use websites and useful features increase acceptance.

5.2 Theory of Planned Behavior (TPB)

Ajzen (1991) proposed that:

- Attitude
- Subjective norms
- Perceived behavioral control

affect behavioral intention.

In online shopping, social influence and perceived control affect purchasing decisions.

5.3 Perceived Risk Theory

This theory explains that consumers avoid actions with high uncertainty.

Higher risk lowers purchase intention.

6. Review of Selected Empirical Studies

Several studies have explored consumer perception toward online electronics purchase.

Taruna (2018) studied customer perception of online shopping and found that convenience, price, and trust significantly affect satisfaction.

Kumar and Dange (2020) examined online electronic buyers in India and concluded that product quality information and reviews are major influencing factors.

Bulsara and Vaghela (2020) reported that urban consumers are more comfortable buying electronics online compared to rural consumers.

Sharma and Mishra (2019) observed that young consumers show higher preference for online electronics due to digital literacy.

Sangwan (2021) found that perceived risk negatively affects repeat purchase behavior.

These studies confirm that consumer perception is multi-dimensional.

7. Challenges Faced by Consumers

Despite growth, consumers face several problems:

1. Inability to physically inspect products
2. Risk of receiving damaged or fake products
3. Delay in delivery
4. Difficulty in returns
5. Cyber security threats
6. Lack of personal interaction

These challenges influence perception negatively.

8. Implications for E-commerce Companies

Online retailers can improve consumer perception by:

- Providing accurate product information
- Ensuring secure payments
- Offering transparent return policies
- Improving website design
- Encouraging customer reviews
- Providing reliable customer support

These steps can increase trust and long-term loyalty.

9. Research Gap

Most existing studies focus on general online shopping behavior.

Limited studies specifically examine:

- Rural consumer perception
- Older age groups
- Impact of artificial intelligence
- Long-term customer loyalty in electronics

Future research can explore these areas.

10. Conclusion

Consumer perception towards online purchase of electronic products is influenced by convenience, trust, perceived risk, price, information quality, reviews, and website experience.

Positive perception leads to higher purchase intention and customer loyalty.

E-commerce companies must focus on building trust and reducing risks to improve customer satisfaction.

This review paper highlights the importance of understanding consumer perception to improve online marketing strategies and enhance customer experience.

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