

A Study on Consumer Behaviour towards Online Shopping of Electronic Goods with Special Reference to Udupi and Dakshina Kannada

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Abstract

The way people buy items, especially electronics, has changed significantly as a result of the explosive growth of the e-commerce sector. This study explores the patterns of electrical goods internet buying in Udupi and DK, Karnataka, India. We want to study how customers in these locations interact with online electronics purchases by looking at demographics, preferences, and significant aspects.

Online electronics purchases are influenced by a number of variables besides value and convenience. For a seamless shopping experience, dependable internet infrastructure and effective delivery networks are necessary. Digital wallets and cash on delivery are examples of secure payment methods that foster customer confidence and promote online shopping. Purchase decisions are influenced by online reviews, suggestions, and endorsements through social media and influencer marketing.

Electronic gadgets attract a greater share of individual buyers than other products, and purchasing devices online adds a lot of ease to people's daily lives. Consumers who buy electronics online can explore a large choice of products and obtain discounted pricing with the best and most cheaper bargains. Online trader growth is going to rise in the next years. However, there are still known and unknown problems associated with buying electronic goods online and online store retailers lack some consumer knowledge so we intend to analyse consumer behaviour while buying electronic goods, factors that drive online shopping It can

influence behavioural, psychological and self-influence buying behaviour of manufacturers. Additionally, through the findings of our study, we made some recommendations for online retailers to improve their sales and attract more customers.

The findings of this study are anticipated to contribute to the body of information already available in the fields of consumer behaviour and e-commerce by illuminating the particular dynamics at work in Dakshina Kannada and Udupi. With the ongoing transformation of traditional consumer behaviours by digital platforms, this study offers relevant information to help stakeholders succeed in the online retail sector.

The rise of e-commerce has changed the way people shop for electronics, particularly in Udupi and DK, Karnataka. This study looks into the online electronics purchase habits of these tech-savvy buyers, taking into account demographics, interests, and major influencers. Aside from price and convenience, factors such as honest internet, efficient delivery networks, secure payment options (digital wallets, cash on delivery), and building confidence elements like online reviews, social media endorsements, and easy access to customer service, warranty claims, and return policies are all having a significant impact on buying choices.

This study aims to broaden our understanding of customer behavior and e-commerce in Udupi and DK. By understanding the specific factors at action, firms, lawmakers, and institutions may tailor their efforts to appeal to this value-conscious, technologically savvy group, ultimately propelling the electronics sector in the correct direction. In short, our effort opens up the fascinating world of online electronics shopping in Udupi and DK, allowing stakeholders to tap into its immense potential and build an attractive e-trade environment that satisfies the needs of these complex customers

Keywords: Consumer Behaviour, Customer Confidence, Consumer preference.

Introduction

The astonishing growth of e-commerce, particularly in the field of electronics, has changed the world of consumer behaviour in recent years. Physical stores are gradually giving way to the convenience and breadth of online markets, a trend that can be seen in the Karnataka coastal districts of Udupi and Dakshina Kannada (DK). This study delves into the distinctive patterns and drivers of online electronics purchases in this region to investigate this dynamic phenomenon.

While price and convenience are important factors in luring customers to online platforms, this study seeks to unearth a more complex picture. It goes beyond these initial assumptions to investigate the complicated interplay of factors influencing buying decisions in this particular setting.

Our research is focused on gaining insights into the demographic characteristics of online shoppers of electronics in the Udupi and DK areas. We aim to understand their unique preferences and the factors that affect their buying experiences. Internet infrastructure and delivery networks play an important part in creating a flawless online shopping experience. The study also looks at the influence of safe payment options such as digital wallets and cash on delivery, which help to develop customer trust and encourage them to shop online. Furthermore, the impact of internet reviews, social media recommendations, and influencer marketing on customer buying decisions is investigated.

This study not only sheds light on the complexity of online electronics purchases in Udupi and DK, but it also aims to fill a knowledge gap in this area. We hope to improve our understanding of customer behaviour within a fast-growing e-commerce environment by discovering the particular dynamics at work in this location.

Finally, this study will help to unlock the tremendous potential of the online electronics sector in Udupi and DK. We aim to empower stakeholders to build a thriving e-commerce ecosystem that caters to the demands of discerning consumers, propelling the region into a future of seamless digital transactions and boundless consumer satisfaction by delving into the fascinating world of consumer behaviour in this region.

Literature Review

Consumer behavior towards buying consumer electronics online: cross-national analysis (2017)

-Kateryna Smoliana

This study delves into the complex realm of online consumer behaviour, specifically focusing on the purchase intention of consumer electronics in international contexts. By addressing a gap in academic literature, the research aims to provide a comprehensive framework for understanding and predicting consumer intentions in online electronics shopping. The theoretical framework draws from the Theory of Planned Behaviour (TPB) and other relevant theories to develop a conceptual model tailored to the online consumer electronics domain. Through meticulous methodology, including research design and data analysis, the study uncovers significant findings that shed light on the factors influencing online purchasing behaviour. The implications of this research extend to both

academia and industry, offering valuable insights for online retailers and marketers seeking to better understand and reach consumers in the ever-evolving landscape of e-commerce.

Examination of Online Purchase Intention towards Consumer Electronics Products” (2022)

-Hemantkumar P. Bulsara

Pratiksinh S. Vaghela

The study & quote Examination of Online Purchase Intention towards Consumer Electronics Products” delves into the determinants of online shopping intention in the Indian context, specifically focusing on consumer electronics. Through an Exploratory Factor Analysis, the research identifies key drivers such as perceived usefulness, perceived ease of use, perceived behavioural control, service quality, trust, perceived risk, and subjective norms. The findings offer valuable insights for online retailers, shedding light on the factors that significantly influence consumers’ intention to purchase consumer electronics products online. This research contributes to the understanding of consumer behaviour in the e-commerce landscape, particularly in the realm of consumer electronics. By uncovering the factors that shape online shopping intention, the study provides essential guidelines for the development of effective customer acquisition strategies for online retailers.

Modelling of consumer Behaviour of online shopping of selected electronic goods in Haryana.

Saloni Bindlish 1 and Dr. Vinod Kumar 2(2023)

This study, that demonstrates consumer behaviour for online shopping of chosen electronic goods in Haryana, contributes to the increasing body of literature on the topic of online purchasing behavior in India. The study uses a descriptive research approach and convenience sampling to obtain information from 100 Bhalai people. The data show that age has a considerable positive link with attitudes about purchasing goods online. The study adds to our understanding of the elements that drive consumers'

online shopping behaviour, which can benefit firms and marketers in the electronic goods industry. Overall, this investigation provides useful insights on the expanding trend of purchasing products online in India..

Strategic Behaviour of E-Commerce Businesses In Online Industry of Electronics from a Customer Perspective

Zuzana Svobodová * and Jaroslava Rajchlová (2020)

This paper highlights the importance of collaboration between e-commerce businesses and their customers. Studies have shown that customers feel limited in protecting their privacy due to a lack of control, influence, and choice about how businesses use their information. Therefore, e-commerce businesses should design systems that guarantee privacy, with adequate control and consumer choice. Collaboration between businesses and customers can also lead to the development of new products and services that better meet customers' needs and preferences, ultimately improving the overall online shopping experience.

Consumer Buying Behaviour-online shopping towards electronic product

Dan Wang

Liuzi Yang (2010)

The literature review highlights the importance of online shopping for electronic products in the current market. It discusses the benefits of online shopping, such as convenience, variety, and competitive pricing. The review also explores the factors that influence customer buying behaviour, including product quality, price, and availability. Previous research has shown that customer satisfaction is a key factor in online shopping, and that trust and security are important considerations for customers. The review also discusses the challenges faced by online retailers, such as the need to provide a seamless shopping experience and to address customer concerns about product authenticity and delivery. Overall, the literature suggests that online shopping for electronic products is a growing trend that offers significant benefits to customers and retailers alike.

Adoption of technology acceptance model for online shopping behavior towards purchase of electronic goods

Dr. Namita Nath Dr. Vipin jain(2023)

The literature on online purchasing activity has underlined the importance of features such as perceived value, perceived simplicity of use, and trust in determining how customers feel and what they want toward online purchases. Previous studies used modeling with structural equations and confirmatory factor analysis to confirm the technology acceptance model in the context of e-commerce. Furthermore, research has underlined the importance of aspects such as convenience, confidence, and product diversity in shaping consumer views regarding online purchasing. Furthermore, the literature has looked into the impact of cultural and social elements, such as fashion invention and peer circles, on consumers' intentions to buy things online.

Overall, the research underlines the need of businesses understanding and leveraging these drivers to improve the customer experience and, ultimately, drive consumer purchase behaviour.

The Impact of Social Media Sites on the Effectiveness of Consumer Buying Behaviour for Electronics Goods - A Study of Women consumers in the Indian Electronic Market (2018)

Kirti Arekar1

Rinku Jain

***Surender Kumar
and Shalaka K. Ayarekar***

The study explores the impact of social media on consumer buying behaviour for electronics goods, particularly focusing on young working women in India. It addresses the gaps in existing literature by investigating five factors influencing consumer buying behaviour through social media. The findings reveal a positive effect of social media on variety-seeking, disagreement, and impulsive buying behaviour, while showing a negative effect on usual and composite buying behaviour. The study implications extend to producers and retailers, offering insights to enhance customer satisfaction and develop effective marketing strategies for electronic products in the Indian market. Additionally, it identifies future research directions, emphasizing the need for broader investigations into the effects of social media on consumer behaviour across different product categories and regions within India.

Synopsis on consumer behaviour towards electronic products in online shopping

Rohit Sublaik

This research paper aims to investigate the factors influencing consumer behaviour towards electronic products in online shopping. The study is based on a comprehensive literature review of various research studies conducted in this field. The research highlights the importance of electronic products in the present era and the dependency of people on these products. The study also explores the various factors that affect consumer behaviour, such as needs, attitudes, values, personality characteristics, personal motivations, socio-economic and cultural background, age, sex, professional status, and social influences. The research also examines the usage of e-gadgets in India and how it differs from other countries. The study concludes that online shopping has become an integral part of the consumer's life, and the factors influencing their behaviour need to be understood to cater to their needs effectively.

Influence of digital marketing on consumer buying behaviour for electronic products: An empirical study of Indian urban consumers(2019)

Dr. Rajiv Kaushik1

Ms. Prativindhya 2

This study aims to evaluate the impact of digital marketing on how consumers shop for electrical goods. The poll was conducted in the Delhi/NCR region of India. The poll included 200 respondents who had purchased electronic products outside the previous six months. The data was gathered using an organized survey. The data were examined using factor analysis, regression estimation, and descriptive statistics. The study discovered that internet search engine marketing, product advertising, word-of-mouth, and social networking marketing all have a significant impact on how consumers shop for electrical products. The study also showed that various factors influence buyer choices, such as specific, psychological, and societal concerns.

Consumer behaviour in online shopping: A study of Aizawl (2013)

Dr. Amit Kumar Singh1

Malsawmi Sailo2

Online shopping has become a vital aspect of customers' life in the quickly changing 21st century, providing a handy and time-saving substitute for traditional brick-and-mortar retailers. The consumer behaviour and attitudes of Aizawl's internet shoppers are the main subjects of this study. The factors impacting online shopping in the region are analysed by the article using a traditional model behaviour technique. The study looks at a number of aspects of online buying, such as e-marketing tactics, customer happiness, and how the internet affects consumer behaviour. The study explores the

sociological, psychological, and economic facets of consumer decision-making processes by drawing on a wide range of literature.

Consumer behaviour towards online shopping- an analysis with product dimensions (2019)

M. Vidya¹

P. Selvamani²

Since consumer preferences change over time, marketers have obstacles in the dynamic and complex realm of consumer behaviour. Online shopping has replaced traditional means of making purchases by providing customers with a plethora of advantages on a single platform as well as the ease of making purchases at any time. Different E-Commerce models take advantage of potential to serve both the product and service sectors. Online shopping has crossed gender boundaries and become a kind of entertainment. This study examines how consumers behave when they shop online, paying particular attention to aspects linked to the products. The study aims to investigate the respondents' demographic profile, assess their level of awareness regarding online purchasing, and assess the impact of product dimensions on their online shopping behaviour. The study adopts a descriptive methodology, utilizing the snowball referencing method to identify the sample.

Study of consumer behaviour towards purchasing electronic products (2023)

Shatabdi Jamnik

This study looks into the elements that influence customer purchasing behaviour in the electronic products sector, with an emphasis on mobile phones and laptop computers. It investigates the connections between consumer behaviour the dependent variable and the independent variables of culture, society, psychology, and the marketing mix. The goal of the study is to pinpoint the major variables influencing consumer preferences and behaviour in the market for electrical items. Overall, the set of independent variables shows a modest connection with the dependent variable, according to data gathered through a questionnaire. Detailed investigation, however, reveals robust correlations with physical, social, and marketing mix components. These results help merchants better understand customer behaviour and increase satisfaction by offering insights into the decision-making processes used by consumers when purchasing electronic products.

Consumer behaviour towards online shopping of electronic goods(with special reference to Indore city) (2019)

Dr. Rekha Lakhotia

This research explores consumer behaviour towards online shopping of electronic goods, with a specific focus on Indore city, Madhya Pradesh. In the era of e-commerce, where the internet has revolutionized business, understanding consumer behaviour in online shopping becomes crucial. The study aims to investigate factors influencing consumer attitudes, including customer-oriented factors such as time-saving, product quality, price, convenience, accessibility, and the ability to shop anywhere and anytime. Additionally, technology-oriented factors like guaranteed quality, cash on delivery, and discounts play a role in shaping consumer attitudes towards online shopping for electronic products. The research employs primary data collected through a questionnaire survey, targeting consumers in Indore. The findings reveal insights into the preferences and motivations of consumers in the online electronic goods market. The study contributes to understanding the growing acceptance of online retail for electronic goods and its impact on consumer behaviour in Indore city. Keywords include online shopping, internet shopping, trust, shopping experience, service experience, and product quality.

A study on buying behaviour of the consumer in online shopping with reference to electronics products (2021)***Yuvaraj M***

E-commerce has changed how people and organizations conduct business, especially with regard to how consumers behave when they shop online. The goal of this study is to comprehend customer purchasing behaviour when it comes to online electronics purchase. With an emphasis on electronics, the study attempts to provide an answer to the topic of how customers act when making purchases online. Emails from personal connections and a questionnaire survey were used to gather primary data. Important variables that have been found to have a significant impact on online shoppers' purchasing decisions include price, time savings, and convenience. The study focuses on how consumer choices are influenced by social networks and online interactions. Purchasing decisions are heavily influenced by the online environment, which is shaped by social circles and other aspects.

The study investigates the impact of attitudes, preferences, and emotions on internet purchasing behaviour. Online shopping is promoted as a practical answer that saves time in the hectic modern environment. Global e-commerce has grown thanks to the internet, and online shopping is now a vital part of all economies. Easy product discovery, possible cost savings, time efficiency, flexible pricing, high customer satisfaction rates, buyer security, access to uncommon products, privacy, and e-business opportunities are some of the benefits of online shopping.

Need for the study.

The emerging digital landscape has changed our shopping habits, especially in tech areas like Udupi and Dakshina Kannada. This study explores the exciting world of e-commerce in these regions and examines how consumers navigate the virtual aisle. By learning about their preferences, buying habits and decision-making nuances, we try to shed light on the driving forces behind their online electronics purchases. From understanding the importance of discounts and convenience to sharing trust in product quality and post-purchase experiences, this study promises to reveal a wealth of knowledge. Ultimately, these insights will enable companies to cater to the specific needs and wants of Udupi and Dakshina Kannada and discerning e-shoppers online, paving the way for a successful and mutually beneficial digital marketplace.

Objectives of the study

1. Analysing Consumer Preferences and Decision-Making Factors
2. Assessing Trust and Security Concerns in Online Electronic Goods Purchases
3. Impact of Technological Advancements on Online Shopping Behaviour

Scope of the study

The scope of this study is to delve into the intricate dynamics of consumer behaviour towards online shopping for electronic goods in the region of Udupi and Dakshina Kannada. By understanding a comprehensive analysis, the study seeks to unravel key aspects that influence the decision-making process of consumers in the areas. One focal point is the demographic profile of the consumers, examining factors such as age, gender, income levels, and educational background to discern patterns that may impact their preferences for online shopping.

Furthermore, the study aims to explore the attitudes and perceptions of consumers, shedding light on their level of trust in online platforms, perceived risk associated with online transactions, and the influence of factors like brand reputation and product reviews on their purchasing decision. Technology

adoption will also be a crucial aspect of investigation, assessing the role of smartphones, internet connectivity and overall technological awareness in shaping the consumers inclination towards shopping for electronic goods.

Research Hypothesis

Null Hypothesis (H0): There is no significant relationship between consumer preferences, trust and security concerns, and technological advancements with online shopping behaviour in the context of electronic goods.

Alternative Hypothesis (H1): There is a significant relationship between consumer preferences, trust and security concerns, and technological advancements with online shopping behaviour in the context of electronic goods.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.890	6	1.315	1.665	.138 ^b
	Residual	72.656	92	.790		
	Total	80.545	98			

The findings of the study support the null hypothesis, indicating that there is no significant relationship between consumer preferences, trust and security concerns, and technological advancements with online shopping behavior in the context of electronic goods. This implies that, based on the study's data and analysis, these factors do not play a substantial role in influencing consumers' online shopping behavior for electronic goods. It suggests that consumer choices, trust levels, security concerns, and technological advancements may not be key determinants or predictors of online shopping behavior in this specific domain. While the null hypothesis came true in this study, it's essential to consider the limitations and scope of the research, as factors influencing consumer behavior can be multifaceted and context-dependent. Future research could explore additional variables or refine the study's parameters to gain a more comprehensive understanding of online shopping behavior for electronic goods.

Research methodology

Research is based on the information from the primary data as well as secondary data. The research helps to understand about the consumer behaviour towards online purchase of the electronic goods with the help of primary and secondary data.

Primary data:

Primary data is collected with the help of the questionnaire in order to understand purchasing behaviour of the customers. The survey focuses on the insights of the consumers of electronic products which are collected through questionnaires.

Secondary data:

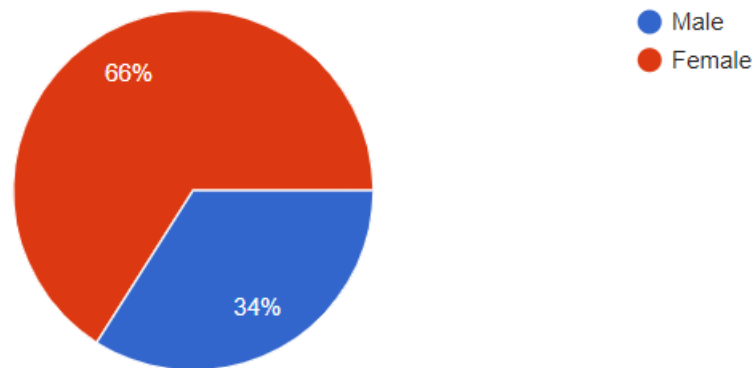
Secondary data is collected from the research papers similar to the study of consumer behaviour towards the purchase of electronic products.

Data analysis

Gender

+

Particulars	In numbers	In percentage
Male	34	34%
Female	66	66%
Total	100	100

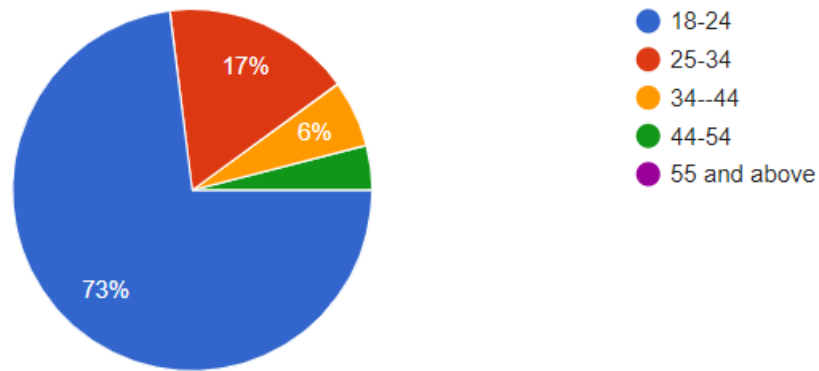


Interpretation

The above chart indicates the gender distribution of respondents in the study. Out of the 100 respondents surveyed, 66% are female, while 34% are male. This suggests that the majority of participants in the study are women, accounting for a significant portion of the sample. The gender distribution can be considered when analysing and interpreting the study's findings, as it may influence certain aspects of the research results, especially if gender plays a role in the variables under investigation.

Age

Particulars	In numbers	In percentage
18-24	73	73%
24-34	17	17%
34-44	6	6%
44-54	4	4%
Total	100	100

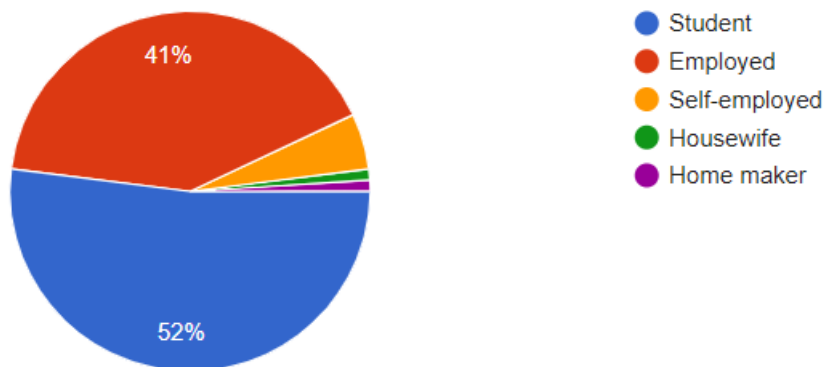


Interpretation

The above chart indicates distribution of consumers of electronic goods based on the age group. Out of the 100 respondents 73% of the respondents fall within the age group of 18-24, 17% of the respondents belong to the age group of 25-34, 6% of the respondents are in the age range of 34-44 and rest 4% of the respondents fall within the age group of 44-54. This information provides insights into the demographics of the participants in the study, emphasizing that a significant majority of respondents are in the 18-24 age range. Understanding the distribution across age groups can be valuable in analysing how different age demographics might influence consumer behaviour towards online purchases of electronic goods in the specified regions.

Occupation

Particulars	In numbers	In percentage
Student	52	52%
Employed	41	41%
Self-employed	5	5%
Home maker	2	2%
Total	100	100

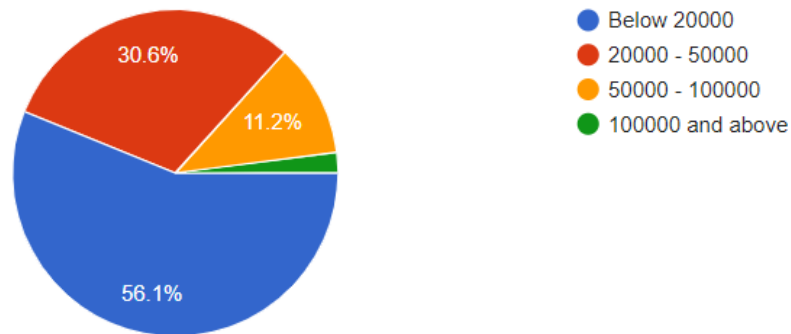


Interpretation:

The above chart indicates the occupational status of the respondents where more than half of the respondents i.e., 52%, are students. This suggests that a significant portion of the target audience for online purchases of electronic goods in the specified region consists of students. 41%, of the respondents are employed. This group likely includes individuals with regular income and varying degrees of work-related needs for electronic goods. A smaller percentage, 5%, of respondents are self-employed. This group may have distinct purchasing patterns compared to the employed or student categories. The rest 2%, of the respondents are homemakers. This group could represent a specific demographic with its own set of preferences and needs for electronic goods. Understanding the preferences of homemakers can be valuable for businesses catering to household and family-oriented electronic product.

Monthly income

Particulars	In numbers	In percentage
Below 20000	55	56.1%
20000-50000	30	30.6%
50000-100000	11	11.2%
100000 and above	2	1%
Total	100	100

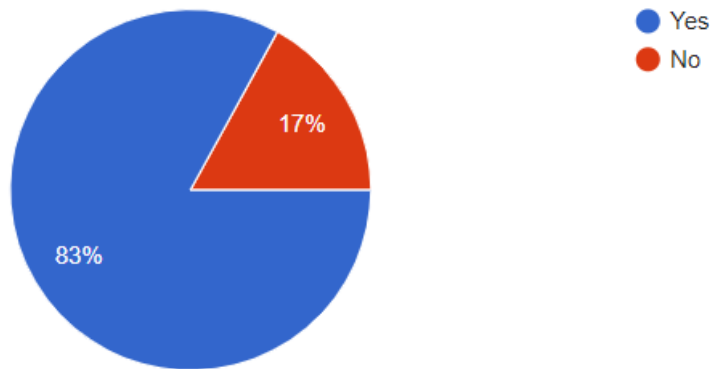


Interpretation

The above chart indicates the monthly income of the respondents where 56.1% of the respondents have a monthly income below 20,000, 30.6% of the respondents fall within the income range of 20,000 to 50,000, 11.2% of the respondents have a monthly income between 50,000 and 100,000 and rest 2% of the respondents report a monthly income exceeding 100,000. This information provides insights into the economic profiles of the participants in the study and how their income levels correlate with their online purchasing behaviour of electronic goods. The majority of respondents have lower incomes, which could indicate potential budget constraints and influence their preferences and choices when it comes to buying electronic products online. Understanding the income distribution helps in tailoring marketing strategies and product offerings to cater to the varying financial capacities of the target audience.

Have you purchased electronic goods online before?

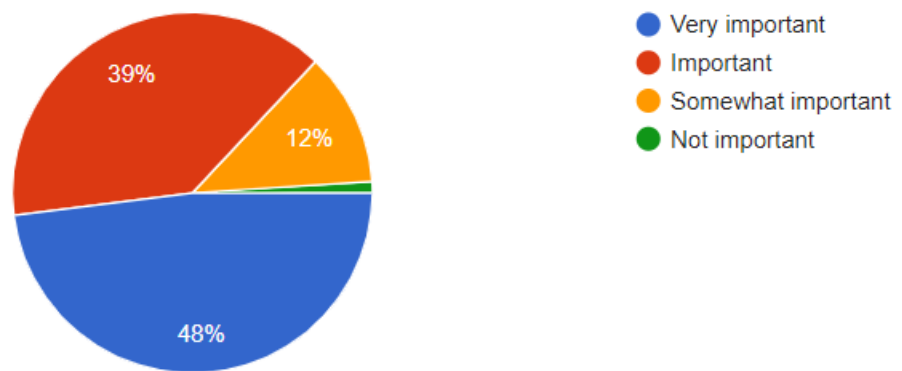
Particulars	In numbers	In percentage
Yes	83	83%
No	17	17%
Total	100	100



Interpretation

How important is the availability of discounts and promotions in your decision to buy electronic goods online?

Particulars	In numbers	In percentage
Very important	48	48%
Important	39	39%
Somewhat important	12	12%
Not important	1	1%
Total	100	100



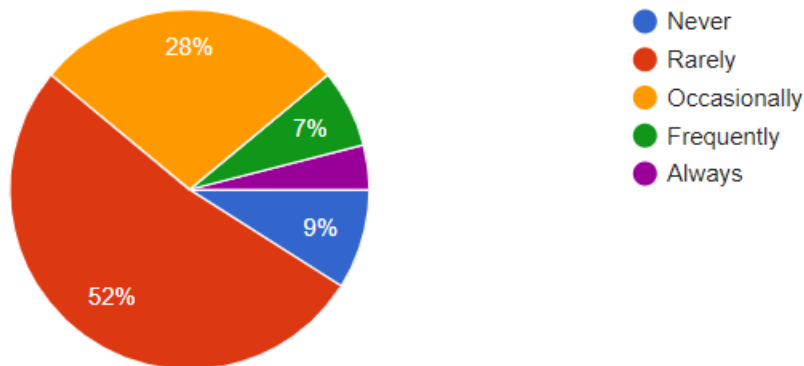
Interpretation

Out of 100 respondents 48% of the respondents consider the availability of discounts and promotions as very important, 39% of the respondents believe that it is important,

12% of the respondents express that it is somewhat important and the remaining 1% of the respondents indicate that the availability of discounts and promotions is not important. This data suggests that a significant portion of the respondents places high importance on discounts and promotions when making online purchases of electronic goods. It implies that marketing strategies, such as offering discounts or running promotions, could play a crucial role in influencing consumer behaviour in this particular market. Understanding these preferences can guide businesses in tailoring their promotional activities to better meet the expectations and priorities of their target audience.

How often do you shop for electronic goods online?

Particulars	In numbers	In percentage
Never	9	9%
Rarely	52	52%
Ocassionally	28	28%
Frequently	7	7%
Always	4	4%
Total	100	100



Interpretation

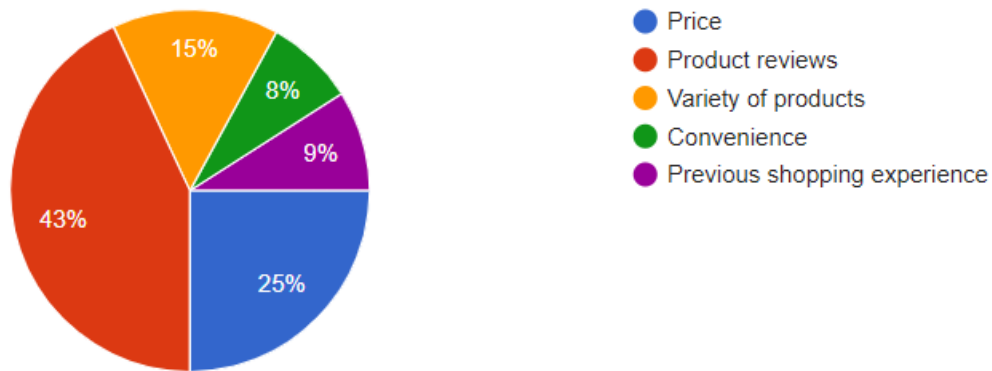
Out 100 respondents 1% of respondents always shop for electronic goods online,7% of respondents shop for electronic goods frequently,28% of respondents shop for electronic goods occasionally,2% of respondents rarely shop for electronic goods online and rest 9% of respondents never shop for electronic goods online.

This information provides insights into the varied levels of engagement and preferences among the surveyed individuals. The majority of respondents fall into the categories of shopping rarely or occasionally, suggesting that a significant portion of the sample doesn't make frequent online purchases

of electronic goods. Understanding these patterns can help businesses and marketers tailor their strategies to better cater to the preferences and habits of the target audience.

What factors influence your decision to shop for electronic goods online?

Particulars	In numbers	In percentage
Price	25	25%
Product review	43	43%
Variety of products	15	15%
Convenience	8	8%
Previous shopping experience	9	9%
Total	100	100



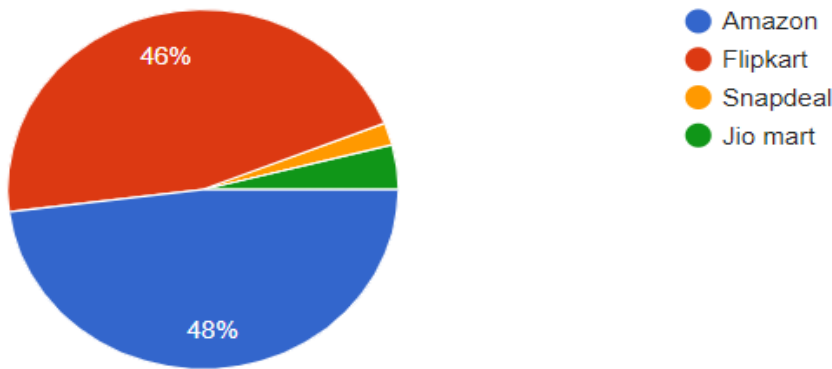
Interpretation:

The above chart represents the various factors that influence consumers to purchase goods online. Out of 100 respondents, 25% are influenced by price, 43% by product reviews, 15% by variety of products available online, 8% by convenience, and the remaining 9% by previous shopping experiences.

This information provides valuable insights into the diverse factors that impact consumers' decisions when purchasing electronic goods online. Understanding these preferences can be instrumental for businesses and marketers to tailor their strategies, improve product offerings, and enhance the overall online shopping experience.

Which online platform do you prefer for purchasing electronic goods?

Particulars	In numbers	In percentage
Amazon	48	48%
Flipkart	46	46%
Snapdeal	2	2%
Jio mart	4	4%
Total	100	100



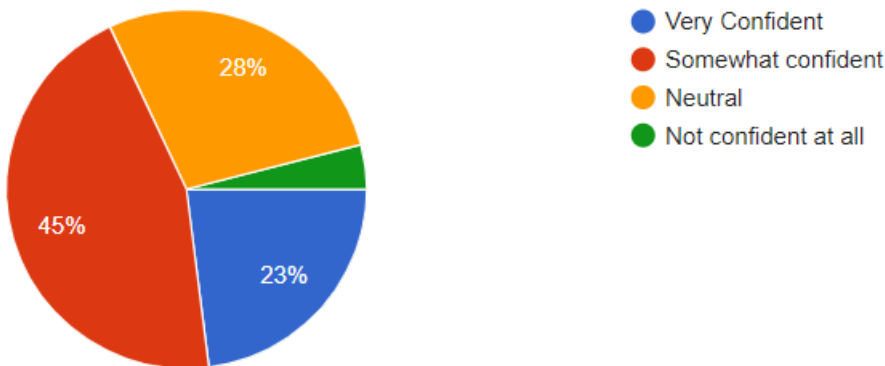
Interpretation:

The above chart indicates the distribution of preferences among 100 respondents regarding their choice of online platforms for purchasing electronic goods. So out of 100 respondents 48% of the respondents prefer Amazon, 46% of the respondents prefer Flipkart, 2% of the respondents prefer Snapdeal and the remaining 4% of the respondents prefer Jio-Mart for online electronic goods shopping.

This data provides valuable insights into the competitive landscape of online platforms for electronic goods shopping. Both Amazon and Flipkart appear to be popular choices, with a relatively close preference percentage. Snapdeal holds a smaller share of preference, while Jio-Mart captures 4% of the respondents' preferences.

How confident are you about the quality of electronic goods purchased online?

Particulars	In numbers	In percentage
Very confident	23	23%
Somewhat confident	45	45%
Neutral	28	28%
Not confident at all	4	4%
Total	100	100



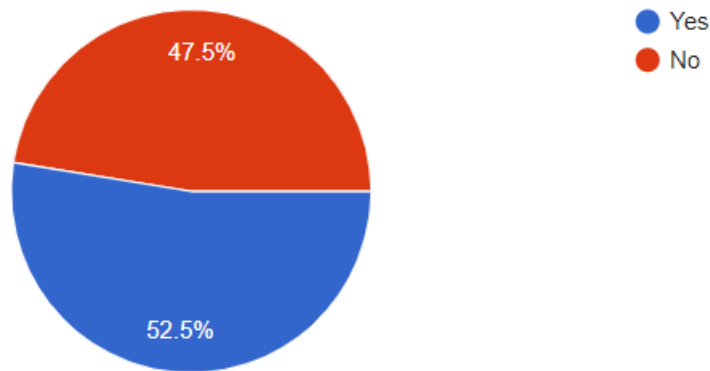
Interpretation:

Out of 100 respondents 23% of the respondents are categorized as "very confident" in making online purchases of electronic goods, 45% of the respondents are classified as "somewhat confident" in their ability to make online purchases of electronic goods, 28% of the respondents express a "neutral" level of confidence, implying that they may not lean strongly towards confidence or lack of confidence in online electronic goods purchases and rest 4% of the respondents are labelled as "not at all confident" about making online purchases of electronic goods.

This information provides insights into the varied levels of confidence among consumers in the context of online shopping for electronic goods. It indicates that a significant portion of respondents falls within the categories of "very confident" and "somewhat confident," suggesting a substantial level of trust in the online purchasing process. However, the presence of respondents in the "neutral" and "not at all confident" categories highlights the importance of addressing concerns or uncertainties to improve overall consumer confidence in online electronic goods transactions. Understanding these confidence levels can guide strategies to enhance the online shopping experience and build trust among consumers.

Have you ever faced issues with the electronic goods purchased online?

Particulars	In numbers	In percentage
Yes	52	52.5%
No	47	47.5%
Total	100	100



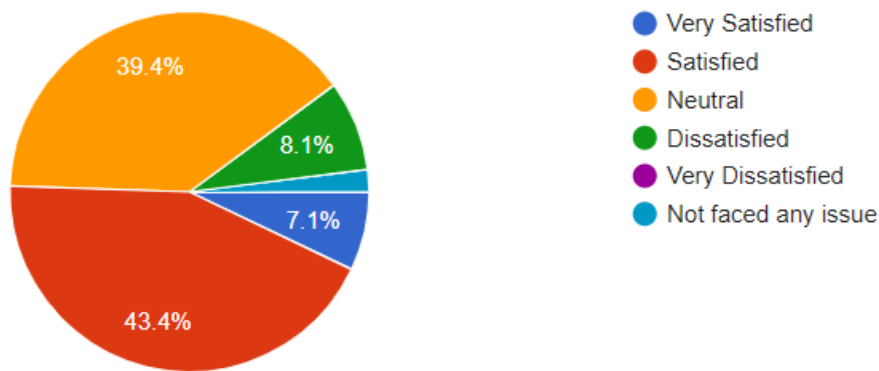
Interpretation:

The above chart represents percentages reveal the distribution of respondents based on whether or not they have encountered issues during their online electronic goods purchase. Out of 100 respondents 47.5% of the respondents have faced issues with the online purchase of electronic goods and the remaining 52.5% of the respondents have not encountered any issues with their online electronic goods purchases.

This information is crucial for understanding the challenges that consumers may face when buying electronic goods online. The fact that nearly half of the respondents have experienced issues suggests that there may be certain concerns or problems in the online purchasing process for electronic goods. Identifying and addressing these issues could be vital for improving the overall online shopping experience, building trust, and potentially influencing consumer preferences and decisions. Additionally, businesses and platforms may use this information to enhance their customer support and service to mitigate any potential issues customers might encounter.

If yes, how satisfied are you with the resolution of the issues?

Particulars	In numbers	In percentage
Very Satisfied	7	7.1%
Satisfied	43	43.4%
Neutral	39	39.4%
Dissatisfied	8	8.1%
Ver dissatisfied	0	0
Not faced any issue	2	2%
Total	100	100



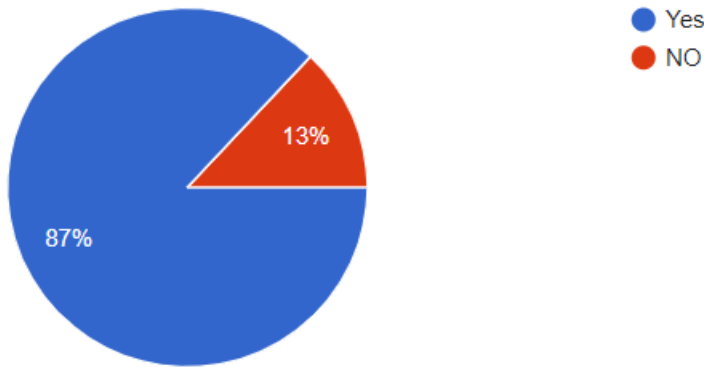
Interpretation:

Out of the 100 respondents 7.1% of respondents are very satisfied, 43.4% of respondents are satisfied with the resolution of issues, 39.4% of respondents are neither satisfied nor dissatisfied towards the resolution of issues, 8.1% of respondents are dissatisfied with the resolution of issues and the remaining 2% stated have not faced any issues.

This information provides insights into the overall satisfaction levels and consumer sentiment regarding resolution of the issue. The majority of respondents fall into the satisfied and neutral categories, indicating a significant portion of the respondents are neither satisfied nor dissatisfied about how the issues are addressed. On the other hand, a small percentage is very satisfied, while another small percentage expresses dissatisfaction. Identifying and addressing areas that contribute to dissatisfaction can be crucial for businesses to enhance customer satisfaction and improve the overall consumer experience.

Do you prefer buying electronic goods from online sellers based in Udupi and Dakshina Kannada?

Particulars	In numbers	In percentage
Yes	87	87%
No	13	13%
Total	100	100

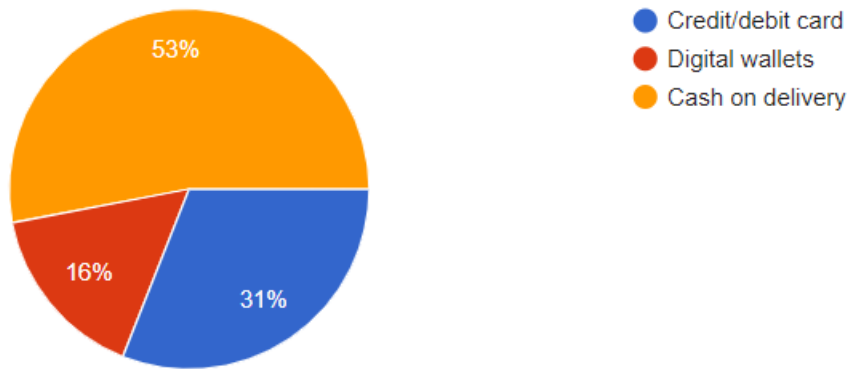


Interpretation

Out of 100 respondents 87% of the respondents prefer buying electronic goods from local online sellers based in Udupi and Dakshina Kannada. This suggests a strong inclination among the majority of participants to support and purchase from local businesses in the specified regions. This preference may be influenced by factors such as trust, familiarity, or a desire to contribute to the local economy. The remaining 13% of respondents do not prefer buying electronic goods from local online sellers. This minority may have various reasons for their preference, such as seeking a wider variety of products, better pricing, or a preference for well-known national or international brands

What is your preferred mode of payment for online electronic purchases?

Particulars	In numbers	In percentage
Credit/debit card	31	31%
Digital wallets	16	16%
Cash on delivery	53	53%
Total	100	100



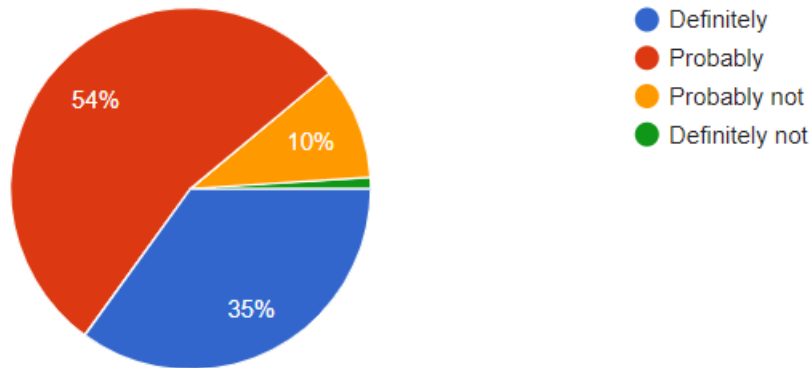
Interpretation:

The above chart represents 100 respondents regarding payment methods when making online purchases of electronic goods. The percentages represent the proportion of respondents favouring each payment option, where 31% of the respondents prefer using credit/debit cards for payment, 16% of the respondents opt for digital wallets as their preferred payment method, 53% of the respondents favour cash on delivery (COD) as their chosen payment option.

This data sheds light on the diverse payment preferences among the surveyed individuals. The majority, represented by 53%, show a preference for the cash on delivery method, indicating a significant reliance on paying for purchases with cash upon receipt of the goods. On the other hand, credit/debit cards and digital wallets are also popular choices, with 31% and 16% of respondents, respectively, showing a preference for these electronic payment methods.

Would you recommend online shopping for electronic goods to others?

Particulars	In numbers	In percentage
Definitely	35	35%
Probably	54	54%
Probably not	10	10%
Definitely not	1	1%
Total	100	100



Interpretation:

The above chart provides insights regarding online purchases of electronic goods among the respondents. The majority, comprising 89%, express a positive inclination towards recommending online purchases, either definitely or with a high probability. Meanwhile, a smaller percentage, 11%, express some level of reservation, with 1% being definite in their disapproval.

Findings of the study

The majority of participants in the study on consumer behaviour towards online shopping of electronic goods in Udupi and Dakshina Kannada, Karnataka, are women, accounting for 66% of the respondents.

The study aims to fill a knowledge gap in understanding customer behaviour within the fast-growing e-commerce environment in the region and unlock the potential of the online electronics sector.

Factors such as age, gender, income levels, educational background, trust in online platforms, perceived risk associated with online transactions, and the influence of technology adoption were found to impact consumer preferences and decision-making for online purchases of electronic goods.

The study supports the null hypothesis, indicating that there is no significant relationship between consumer preferences, trust and security concerns, and technological advancements with online shopping behaviour in the context of electronic goods in the specified region.

The research methodology involved the collection of primary data through questionnaires to understand purchasing behaviour and the use of secondary data from similar studies on consumer behaviour towards the purchase of electronic products.

Trust and security concerns, technological advancements, online reviews, social media recommendations, and influencer marketing were identified as significant influencers in shaping purchasing decisions for electronic goods in the region.

The study's insights are crucial for businesses looking to tailor their strategies, improve customer satisfaction, and adapt to local market dynamics in the online electronics sector in Udupi and Dakshina Kannada.

The study emphasizes the importance of offering a wide product variety, competitive pricing, building a strong brand reputation, addressing trust and security concerns, and leveraging online reviews, social media endorsements, and influencer marketing to influence consumer purchasing decisions.

The majority of respondents (53%) in the study prefer cash on delivery as their chosen payment option for online purchases of electronic goods, followed by credit/debit cards (31%) and digital wallets (16%).

The study found that 89% of respondents express a positive inclination towards recommending online purchases of electronic goods to others, either definitively or with a high probability.

Suggestions

The study should focus on understanding the specific demographic profiles of consumers in Udupi and Dakshina Kannada, including factors such as age, gender, income levels, and educational background, to discern patterns that may impact their preferences for online shopping.

Explore the attitudes and perceptions of consumers, shedding light on their level of trust in online platforms, perceived risk associated with online transactions, and the influence of factors like brand reputation and product reviews on their purchasing decisions.

Investigate the role of technology adoption, assessing the impact of smartphones, internet connectivity, and overall technological awareness in shaping consumers' inclination towards shopping for electronic goods.

Analyze the impact of trust and security concerns, technological advancements, online reviews, social media recommendations, and influencer marketing on consumers' purchasing decisions for electronic goods in the region.

Emphasize the importance of dependable internet infrastructure and effective delivery networks for providing a seamless online shopping experience for consumers in Udupi and Dakshina Kannada.

Provide actionable insights for businesses and policymakers to improve the online shopping experience for consumers in the region, ultimately contributing to the growth of the e-commerce sector and consumer satisfaction.

Consider the impact of local online sellers on consumer preferences and decision-making, as well as the factors influencing their choice to purchase from local businesses in the specified regions.

Conclusion

In conclusion, the study on consumer behaviour towards online shopping of electronic goods in Udupi and Dakshina Kannada, Karnataka, provides valuable insights into the factors that influence consumer preferences and decision-making when purchasing electronic goods online in the region. The study highlights the importance of product variety, pricing, brand reputation, trust, and technological advancements in shaping consumer behaviour. Trust and security concerns were identified as significant factors impacting the decision-making process of consumers when purchasing electronic goods online. Additionally, online reviews, social media recommendations, and influencer marketing were found to play a crucial role in shaping purchasing decisions for electronic goods in the region.

the study on consumer behavior towards online shopping for electronic goods in the Udupi and Dakshina Kannada regions of Karnataka provides valuable insights into the factors influencing consumer preferences and decision-making processes. The research delves into the intricate dynamics of consumer behavior, examining demographic profiles, trust and security concerns, technological advancements, and the impact of factors such as brand reputation and product reviews on purchasing decisions.

The study emphasizes the significance of product variety, pricing, brand reputation, trust, and technological advancements in shaping consumer behavior. Trust and security concerns, online reviews, social media recommendations, and influencer marketing were identified as significant influencers in shaping purchasing decisions for electronic goods in the region. Additionally, the study highlights the importance of dependable internet infrastructure and effective delivery networks for providing a seamless online shopping experience.

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