

Preferences and Behaviour Toward E - Gadgets : A Study of Consumers in Chandigarh

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Abstract

The evolution of recent electronic gadgets in the current era has grabbed the attention of global population. The Indian customers have also got lured towards these innovative products. The objective of the study was to explore and understand the behavioural aspects of Indian customers towards e-gadgets. The data were collected from 100 respondents with the help of a structured questionnaire from the Union Territory of Chandigarh in India. Frequency and percentage were used to process the information provided by the respondents. Friedman rank test was also applied to calculate the mean rank of the ordinal scaled questions. The popular e-gadgets among the respondents were found to be mobile phones and laptops. Fitbit/smart watches and smart speakers were the new entrants into few respondents' kitty. Specifications of the gadgets and latest technology were the top attributes that the respondents looked for. The preferred sources of information about latest trends in e-gadgets were social media and word of mouth. Cash and debit cards were the preferred mode of payment for these gadgets.

Keywords : E-gadgets, customers, behaviour, technology, market

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"The advance of technology is based on making it fit in so that you don't really notice it, so it's part of everyday life."

- Bill Gates

The dynamic technological environment has led to the emergence of smaller and smarter devices having advanced features. These smaller gadgets have brought great transformation from the personal computer (PC) period to the post-PC period of these small gadgets (Hennessy, 1999). Brandt and Henning (2002) described that these smart gadgets, in the present civilization, have allowed human beings to be in touch beyond the boundaries of place or time, accessing a plethora of information all over the world, and making transactions in real time. The meaning of "mobility" has transposed from being simply portable to easily wearable tools ; it has ushered the pervasiveness of individual communication to the next level. On the top of that, the Internet has advanced to a worldwide platform for interconnected smart devices. In this context, the term "Internet of things" (IoT) is used for devices that correspond ; provide channel of communication, computation, and calculation ; and organize to convey the information to individuals (Miorandi, Sicari, De Pellegrini, & Chlamtac, 2012).

However, not all innovative products that are launched in the market are diffused at a similar rate. Products and services are accepted at a different rate by the target customers as some products are adopted quickly, while

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others have to wait for a longer period to appeal to their target audience. This difference in speed of diffusion of innovative products or services is not only based on the features of an innovative product itself, but also on the characteristics of the agents who are dealing with the product.

The Indian customers are also getting lured towards these innovative products. The electronics market in India is projected to grow at a CAGR (compound annual growth rate) of 41% to cross \$400 billion by the year 2020 according to a joint study by the industry chamber ASSOCHAM and NEC Technologies India Pvt. Ltd. (2016). India contributed about 1.5% in the world electronics hardware production at U.S. \$32.46 billion in year 2014–15. In this joint study, it was also reported that the domestic consumption of electronic hardware in the year 2014–15 was U.S. \$ 63.6 billion, out of which 58% was fulfilled by imports. Government efforts like Make in India and Digital India initiatives and increase in investments for electronic manufacturing, which was just ₹ 1,000 crores in June 2014 increased exponentially to ₹ 127,880 crores in 2016, which boosted the domestic production. These figures indicate that electronic manufacturing is rising, and similarly, people are also getting inclined towards these products.

The term “gadget” refers to portable electronic devices with a particular purpose and which belong to either one or more of the following categories, that is, smart phone, laptop/tablet, iPod, DSLR/camera, fitbit/ smart watches, mobile accessories, smart speakers (Google Home/ Amazon Echo), e-book reader, or any other wireless device. These gadgets are used to perform various functions, for example, a mobile phone can be used for multi- purposes as it has various features like camera, radio/ MP3, wireless technology to connect, and many other functions. Globally, these electronic devices/gadgets are gaining popularity as people now own more than one gadget.

Accessibility of digital devices has become easy and cheap, thanks to increasing consumer awareness and changes in lifestyle of individuals. Hence, the purchasing pattern of electronic devices and home appliances foresees a great expansion in the years to come. Increasing income levels, changes in lifestyle, easy access to information are other important reasons for the penetration of these devices. Indian consumers have an inclination towards global brands to improve their living standards. Fall in prices of consumer electronics and drastic demographic changes have led to the growth of the appliances and consumer electronics (ACE) market in India.

Moreover, Consumer Electronics and Appliances Manufacturers Association (CEAMA, 2017) revealed a change in the balance of economic power from the developed world towards emerging economies such as China and India. India is considered as the second largest market after China for mobile phones and has great business opportunities by virtue of emerging of middle class, urbanization, and growing young population.

Electronic hardware, which is a big profitable market, forces businesses to be more careful about consumer behaviour and consumer preferences. Business of electronic appliances has a great opportunity by producing frequent selling products, especially innovative products with low prices, vast product range, and attractive feature variations, making this sector a dynamic one. In addition, consumer buying behaviour is a complex process to be understood or analyzed clearly and day-to-day consumers show more complicated behaviours or shopping attitudes in the market.

Literature Review and Objective of the Study

Before carrying out any research work, it is important to review the prevailing literature for strong base building. For this, numerous relevant studies have been reviewed thoroughly to have better understanding of buying behaviour of e-gadgets.

Consumer behaviour is basically a psychological process ; it is the activity to understand the buyers' decision making process (Furaiji, Łatuszyńska, & Wawrzyniak, 2012). Consumer behaviour is defined as the decision process and physical activity engaged in evaluating, acquiring, using, or disposing of goods and services (Schiffman & Kanuk, 2004). The study of Engel, Blackwell, and Kollat (1978) showed consumer behaviour as

those actions which are directly involved in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions.

Consumption behaviour of electronic goods is affected by various factors such as increasing disposable income of consumers, change in target population, and consumers' perception. The study by Kumar (2011) showed that all these factors lead to an increase in the consumption of electronic goods as the consumers are willing to uplift their standard of living with good quality products and they are aware of the counterfeits and substandard products available in the market.

Rajeselvi (2013) critically studied the buyers' behaviour towards electronic goods. It was observed that in spite of some different basic characteristics of consumers, the buying behaviour of buyers is almost similar. Most common characteristics which are similar in buyers is preference of qualitative goods in the decision making process. Consumer behaviour is also affected by external factors such as family, price of the product, different models available, and different attributes of the television to be purchased. Among all external factors, family affected the decision making process the most (Sethi & Nagrecha, 2013). In addition to this, the study of Vijayalakshmi and Mahalakshmi (2013) examined how internal and external factors affected the purchasing patterns of consumers. The study concluded that marketers should focus more on the external and internal factors to successfully satisfy the consumers' needs as different consumers have different decision making styles for a particular product.

Chidambaram, Soundra Rajan, and Mino (2004) found that consumers gave more preference to power efficiency than any other factor and consumers believed that brand name reflected the quality of the product, effectiveness, and upgraded technology. Das, Mohanty, and Shil (2008) studied the consumers' buying behaviour with respect to television brands in the market. They found that consumers preferred to buy televisions which provided good quality with high power efficiency, latest technology, and provided durability with affordable price. They came up with the fact that major factors that affected the buying decision of televisions were price and quality of the product, advertising strategy of the marketers, and feedback about the product from the authorised users. Huge and swift demand of high-tech products and services like laptop computers, tablets, DVDs, mobile phones, and cable TV providers has emerged due to consumer innovativeness (Baksi & Panda, 2019). They informed that companies have started investing more on brand promotion and advertising to attract new customers for high-tech products.

Gender plays an important role in the decision-making process of customers while buying electronic goods (Kumar & Kamaraj, 2014). In accumulation of this, Prasad and Aryasri (2009) contributed by critically analyzing the consumer behaviour while choosing the goods through online shopping. The researchers observed that the characteristics of consumers have changed, especially for premium product categories like TVs, refrigerators, mobiles, and other goods. For these product categories, consumers are now ready to modify their traditional purchasing patterns and buy these products through online shopping. Additionally, it is concluded that purchasing of goods is fast with the emergence of new platforms available for specific products and services. The results of this study showed that the Internet is the latest and most suitable medium for high involvement products and services, especially in the informative category products.

Agarwal, Sahoo, and Agarwal (2019) reported that rapidly changing technology has created the unsteadiness in the buying behaviour of customers. The major factor that pushed customers to buy a cell phone was upgraded technology. Other factors like price, features, brand, service, brand loyalty, and operating system etc. were also found to play a crucial role. However, they highlighted that the impact of such factors changes with time. A study by Kumar and Menon (2017) found that brand loyalty is one of the key factors that affects the buying of smart phones. The study suggested that smart phone manufacturers need to emphasize on making customers more brand loyal for their survival in this highly competitive business environment and for long-run growth. The areas to be focused more upon should be image building, manufacturing quality products, and ensuring customer satisfaction.

The inter-market segment and product-space segment in the cell phone product - market are prevailing in countries ; however, their existence may vary from country to country (Matti, 2013). The researcher came out with the findings that five countries had five inter-market segments among the adolescents and the young. All of these segments were different and large enough to convince the marketers to develop distinct products and services for each segment. Matti (2013) investigated the usage of cell phone and major cell phone features that were preferred by the young generation of Finland. The results showed that gender affected the behavioural factors of buyers differently. In addition to this, the study of Rashel, Ahmed, and Lee (2017) explained that the gender of analog wrist users moderated the path between customer perceived value and customer satisfaction ; however, the moderating effect of male users was greater than that of female users. The researchers measured the effects of product attributes on satisfaction through the consumer perceived value of using an analog wrist watch.

Kowalczyk (2018) came up with an acceptance model to examine the consumers' intention to use smart speakers. Smart speakers are gaining popularity among consumers as these possess various features such as easy to use, advanced technology, entertainment, innovation, and consumers' acceptance of technology. Enjoyment is the key variable that has attracted the consumers the most towards this product. Kim and Shin (2015) identified the important psychological factors, that is, affective quality (AQ), relative advantage (RA), mobility (MB), availability (AV), sub-cultural appeal that make the consumers to adopt a smart watch. Good quality and technological advancement in smart watches make them more worthy, the features of mobility and smooth accessibility, easy to use are the fascinating factors of these watches for the customers. The users' attitude and intention to use were also determined by the cost of the product and its sub-cultural appeal.

Innovative products are not only required in consumer markets, but in industrial markets also. Shashishekar and Anand (2019) pointed that industrial products' manufacturers are also facing a phase of transformation as a result of growing demand for intellectual and innovative products. The study showed empirical validation of the fundamental association between marketing activities' proficiency, value proposition innovation, and new intelligent product performance. The study suggested that market specialists need to develop a structure that includes all the marketing activities and value proposition innovation to develop unique value propositions.

From the widespread exploration of the literature review, it is noticed that few studies have been dedicated for identifying the buying behaviour of consumers towards electronic gadgets. Hence, the present study provides a greater scope of explorative research in understanding as well as determining the consumer behavioural aspects towards e-gadgets as new e-gadgets are introduced in the market frequently. Hence, the objective of this study is to explore and understand the buying behaviour of Indian customers towards e-gadgets.

Methodology

This section entails the methodology adopted to carry out the study. The sample size comprised of 100 respondents drawn from the Union Territory of Chandigarh. This area was selected as companies launch their new products in metro cities first and customers from these areas adopt new technology ahead of customers in other areas. Respondents having a minimal age of 18 years were chosen as respondents because people become more aware of their needs and the cognitive thought process improves to choose the gadgets wisely after this age. Respondents had a family income of more than ₹ 50,000 per month as these e-gadgets are costly and not easily affordable. Convenient cum judgmental sampling technique was used to select the respondents. Personal interviewing method was used to gather the information from respondents in June 2019.

A structured questionnaire was developed in order to extract information from the respondents. The questionnaire included demographic variables such as age, gender, marital status, educational qualification, occupation, and monthly family income. Some ranking and closed ended questions related to the behaviour toward buying e-gadgets were also included in the questionnaire.

Nominal and ordinal scales were used to collect the information. The respondents were asked to rank the various attributes which they considered important while choosing e-gadgets. They were also asked to rank the different modes of information and their preferred mode of payment. Frequency and percentage method were used to process the information provided by the respondents. Friedman rank test was applied to calculate the mean rank of the ordinal scaled questions. The SPSS software version 22 is used to carry out the analysis.

Analysis and Results

The individual responses obtained from the respondents were compiled and analyzed. This section shows the respondents' demographic profile and certain aspects related to the buying behaviour of respondents and the gadgets possessed by the respondents. E-gadgets' buying behaviour of respondents included important factors affecting the behaviour towards e-gadgets, source of information for latest trends and information about e-gadgets, and the preferred mode of payment of respondents while buying e-gadgets, etc.

Table 1 provides a detailed sample description. The study comprised of male and female participants. Gender is an important element of demographic studies as females are also an important segment of the market ; 42% of the respondents were males and 58% females were included to carry out the study.

The sample has been grouped into four age groups ranging from 18 years – above 40 years with the exception

Table 1. Respondents' Profile

Demographic Variables	Category	Frequency
Gender	Male	42
	Female	58
Age (in years)	18 – 20	19
	21 – 30	56
	31 – 40	18
	Above 40	07
Marital Status	Unmarried	74
	Married	10
	Married (with children)	16
Education	Graduation	49
	Post-graduation	30
	Professional degree	15
	Doctorate	06
Occupation	Student	30
	Govt. Employee	09
	Private Employee	45
	Semi govt.	12
	Self employed	02
	Housewife	02
Monthly Family Income (in ₹)	50,000 – 75,000	48
	75,000 – 100,000	17
	100,000 – 150,000	14
	150,000 and above	21
Total		100

of the highest group, which was open - ended ; 19% of the total respondents were below the age of 20 years. In the age group of 21 – 30 years, 56% respondents were recorded, and this age group had the greatest number of respondents for the study ; 18% respondents were aged between 31 – 40 years ; 7% respondents reported that they had age of 40 years or more. Regarding marital status, 74% of the respondents were unmarried, 10% respondents were married but not having kids, and 16% respondents were found to be married and had children.

The respondents were asked to report their educational qualifications, that is, graduation, post-graduation, professional degree, or doctorate. Among the respondents, 49% of the total respondents were graduates, 30% respondents were post graduates, 15% respondents had professional degrees, and 6% respondents were found to be doctorates. Occupation, another dimension of demographic profile, was studied in six categories, and 30% respondents were found to be students, 9% respondents were government employees, 45% respondents were private employees, 12% respondents were semi - government employees, 2% respondents were self-employed, and lastly, 2% of the total respondents were housewives.

For better understanding, income level is being classified in four categories starting from ₹ 50, 000 – ₹ 150,000 and above. Among the respondents, 48% of the total respondents had a monthly income of ₹ 50,000 – ₹ 75,000 ; 17% of the respondents fell in the income category of ₹ 75,000 – ₹ 100,000. The third category for the distribution of household family income is from ₹ 100,000 – ₹ 150,000 and it had 14% of the total respondents ; 21% of the total sample had a monthly family income above ₹ 150,000.

Table 2 reflects the electronic gadgets possessed and electronic gadgets bought in the last 1 year by the respondents. Smartphone was the most possessed and most bought gadget in the last 1 year by the respondents. It is seen that 90 respondents possessed a smart phone and around 72 respondents upgraded their smart phone in the last 1 year. In terms of percentage, 80% of the respondents who possessed a smart phone had changed their mobile in the last 1 year. In order to keep themselves upgraded, they preferred to have a mobile phone with the latest configuration. Laptop/tablet is the second most popular electronic gadget used by the respondents. It was possessed by 55 respondents and 15 respondents had bought their laptop/tablet in the last 1 year. With respect to percentage, 27.8% of the respondents who possessed a laptop had bought their laptop/tablet in the last 1 year.

Mobile accessories enhance the utility of smart phones and make them multipurpose devices. Mobile accessories include Bluetooth speaker, telescope lens, headset, power bank, keyboard, mobile stand, virtual reality (VR) box, 3D screen, etc. These were possessed by 35 respondents, and 31 respondents among them had bought these in the last 1 year ; so, 88.5% of the respondents who possessed mobile accessories had bought these in the last

Table 2. Possession of E - Gadgets

E-gadgets	Possessed E- gadgets	E- Gadgets bought in last 1 year	Percent of possessed E-gadgets bought in last 1 year
Smartphone	90	72	80
Laptop/tablet	55	15	27.8
Mobile accessories	35	31	88.5
DSLR/camera	20	05	25
Fit-bit/smart watch	12	12	100
MP3 player	09	01	11.1
Smart speakers	02	02	100
E- book reader	02	01	50
TOTAL	225	139	61.8

1 year. Mobile accessories are the third most popular e-gadgets which were possessed and bought in the last 1 year by various respondents. DSLR/camera is the fourth most popular gadget in terms of possession as it was possessed by 20 respondents, and five respondents had bought it in the last 1 year. In terms of percentage, 25% respondents who had DSLR/camera had bought this gadget in the last 1 year. Another e-gadget included in the study is fit-bit/smart watch. This is an innovative electronic device used to monitor health and fitness. It was found that 12 respondents possessed it and all of them had bought this in the last 1 year as it is a newly introduced device in the market. MP3 player is a gadget used for entertainment purposes by consumers and was possessed by 9 respondents, and 1% respondents bought this gadget in the last 1 year. MP3 player is slowly becoming obsolete as mobile phones can be used for this purpose. Smart speakers are the latest trend in the technological world. Smart speakers are wireless speakers with voice-control built into them. These were possessed by two respondents, and both of them had bought these in the last 1 year. E - book reader is a product used for reading digitalized books on the go. Two respondents were found to own e-book reader, and one of them had bought it in the last 1 year and one respondent possessed the e-book since more than 1 year. This gadget is newly introduced in the market ; hence, it was less purchased and possessed by the respondents.

In order to have an understanding of the buying behaviour of the respondents, certain questions related to their buying pattern were asked. Table 3 shows the responses of the respondents for certain behaviour related aspects.

Every now and then, there is some change in technology ; so, the respondents were asked that how often they changed/upgraded their electronic gadgets. Forty one percent of the respondents informed that they upgraded their e-gadgets after every 2 years. Around 22% of the respondents reported that they go for changing the e-gadget once in 2 years ; 20% respondents changed the e-gadgets annually ; 11% and 6% respondents preferred to upgrade the e-gadgets semiannually and quarterly, respectively.

Table 3. Buying Behaviour of Respondents

Statements	Category	Frequency/Percentage
How often do you change/ upgrade e - gadgets ?	Quarterly	06
	Semiannually	11
	Annually	20
	Once in 2 years	22
	After 2 years	41
Motive of buying e- gadgets ?	Need fulfilment	63
	Technology upgradation	57
	Excitement/pleasure	12
	Show off/Social status	04
Preferred mode of buying e- gadgets	Social pressure	01
	Online Apps	52
	Physical Stores	48
Annual money spent on e-gadgets	Less than ₹ 15,000/-	51
	₹ 15,000 – 30,000/-	33
	₹ 30,000 – 45,000/-	10
	More than ₹ 45,000/-	06
Time spent daily with e- gadgets	Less than 2 hours	17
	2–4 hours	33
	4–6 hours	27
	Above 6 hours	23
Total (n)		100

Every customer has a different purpose to buy e-gadgets. Thus, the respondents were asked for their motive of buying e-gadgets. It was found that 63% of the total respondents bought e-gadgets for need fulfilment. Life has become almost impossible without these gadgets as these have made our lives easy. Fifty seven percent respondents bought the e-gadgets for the purpose of technology up-gradation. These are the people who are tech-savvy and keep themselves abreast with the technological advancements ; 12% respondents bought e-gadgets for excitement and pleasure ; 4 % respondents bought e-gadgets for show off and social status ; and 1 respondent reported that he/she had bought these gadgets under social pressure.

Buying and selling is not limited to traditional retailing, but e-retailing or online shopping has become convenient and a popular mode of buying gadgets. Customers nowadays have choice to buy either from online stores or physical stores. More than half (52%) of the respondents preferred to buy the e-gadgets online and 48% respondents preferred to buy these gadgets from physical stores. So, both the modes of buying were found to be popular among the respondents. These electronic devices are widely available in the market in terms of different quality, variety, and price. Customers can easily choose their e-gadgets according to their budget or financial position. Hence, the respondents were asked about their annual budget for these e-gadgets. Fifty one percent of the total respondents reported that they spent less than ₹ 15,000 annually on e-gadgets ; 33% respondents said that their budget was between ₹ 15,000 – ₹ 30,000 annually ; 10% respondents informed that they spent from ₹ 30,000 – ₹ 45,000, and 6% of the total sample reported that they spent more than ₹ 45,000 annually.

E-gadgets have not only made life easier, but these have also resulted in addiction among the users. Seventeen percent of the respondents said that they spent less than 2 hours daily on electronic gadgets ; 33% respondents added that they spent between 2 – 4 hours daily on e-gadgets. It was found that 27% respondents spent 4 – 6 hours daily, and 23% respondents spent more than 6 hours daily with electronic gadgets. It was found that majority (one third) of the respondents used e-gadgets for 2 – 4 hours daily.

It is important to understand the factors that a customer takes into consideration while buying any product. In this study, the respondents were asked to rank the various factors that they considered while buying any e-gadget in accordance to their preferences. Friedman rank test is applied in order to study the preferences of the respondents. The following hypothesis is framed to conduct the Friedman test :

↪ H_{01} : There is no significant difference in the mean ranks of the preferences of the attributes of e-gadgets while purchasing them.

Table 4 shows the results of Friedman rank test. It is found that the test statistic values, that is, chi-square value = 387.453 and $df = 7$, which is significant at the 0.05 level. Hence, it is found that there is a significant

Table 4. Preference of Attributes of E-Gadgets

Factors	Mean Rank	Rank
Specification	2.71	1
Latest technology	2.71	1
Performance	3.52	2
Prices	3.82	3
Brand Name	3.83	4
Offers & Discounts	5.55	5
Appearance	5.93	6
Other	7.94	7

Note. Chi-Square = 387.453, $df = 7$, Sig < 0.05, A Friedman rank test.

difference in the mean ranks of the preferences of attributes of e-gadgets while buying them and the null hypothesis H_{01} is rejected.

The majority of the respondents ranked the specification of e-gadgets and latest technology (mean rank = 2.71) as the most important factor considered by them while buying electronic gadgets. Performance of the product (mean rank = 3.52) is the second most important factor followed by price of the product (mean rank = 3.82). Fourth factor is brand name of the product having mean rank of 3.83. Offers and discounts available on the e-gadgets is the fifth most important factor with a mean rank of 5.55. Appearance of the product is found to be the sixth most important factor and it has a mean rank of 5.93. All the other factors, apart from the above mentioned factors, have been put under the 'others' category. This was kept last by the respondents while buying e-gadgets with a mean rank of 7.94.

Friedman rank test is also conducted to know the sources of information for latest trends and information about electronic gadgets. For this, the respondents were asked to rank the various sources of information for latest trends and information about e-gadgets. The following hypothesis is framed to conduct the Friedman test :

✎ H_{02} : There is no significant difference in the mean ranks of the sources of information of respondents for latest trends and information about electronic gadgets.

Table 5. Sources of Information

Source	Mean Rank	Rank
Social media	2.18	1
Word of mouth	2.36	2
Advertisement	2.76	3
TV programs	3.59	4
Billboards	4.47	5
Others	5.66	6

Note. Chi-square = 264.044, $df = 5$, Sig < 0.05., A Friedman test.

Table 5 shows the results of the Friedman rank test. It is revealed that the chi-square value is 264.044 and $df = 5$, which is found to be significant at the 0.05 level. Thus, the null hypothesis H_{02} is rejected as it is found that there is a significant difference between the mean ranks of the sources of information of respondents for latest trends and information about electronic gadgets. On the basis of the results, social media (mean rank = 2.18) is observed to be the most popular source of information for the respondents. Word of mouth is found to be the second most important source of information with a mean rank of 2.36. The third most important source of information for the respondents is advertisement of the product with a mean rank of 2.76. Technology based TV programs are placed at the fourth rank with a mean of 3.59. Billboards of various e-gadgets are found to be on the fifth rank with a mean value of 4.47. The last preferred source is newspapers and magazines to obtain information for the latest trends and products.

Table 6 illustrates the results of the preferred mode of payment while buying e-gadgets. Friedman rank test is applied here as well. The respondents were asked to rank the preferred mode of payment while buying e-gadgets. The following hypothesis is framed to conduct the Friedman test:

✎ H_{03} : There is no significant difference in the mean ranks of the preferred mode of payment while buying e-gadgets.

Table 6 shows the Friedman test statistic values, where the chi-square value is 135.468 and df is 3, which

Table 6. Preferred Mode of Payment

Mode of Payment	Mean Rank	Rank
Cash	1.55	1
Debit card	2.32	2
E-wallet	2.48	3
Credit card	3.65	4

Note. Chi-Square = 135.468, $df = 3$, Sig < 0.05, A Friedman test.

is found to be significant at the 0.05 level. So, the null hypothesis H_{03} is rejected as it has been found that there is a significant difference between the mean ranks of preferred mode of payment of respondents while buying electronic gadgets. In case of majority of the respondents, the preferred mode of payment is cash (mean rank = 1.55) while buying electronic gadgets. Even if the respondents were buying the gadgets online, they preferred cash on delivery (COD) mode of payment. The second most preferred mode of payment is debit card (mean rank = 2.32). E-wallets were ranked third by the respondents, with a mean rank of 2.48 and the last preferred mode of payment is credit card, with a mean rank of 3.65.

Managerial Implications

It is important to consider consumer behaviour in the development process of new products or expansion in the existing product line. The findings of this study have practical implications for marketers and managers. The study reveals that customers prefer those gadgets which have multiple functions like smart phones. Marketing practitioners should upgrade their products' technology more frequently and should focus more on the core feature of the gadgets as customers buy these gadgets to fulfil their needs and to upgrade to the latest technology and specifications of the gadgets. Moreover, marketers will have to provide a mechanism to update and add features in the existing gadgets owned by customers as it is seen that customers buy new gadgets for latest specifications and features. This will not only help the customers to have latest specifications, but will also have a positive effect on the environment by reducing toxic e-waste.

Even pricing could be a consideration for the Indian market as customers don't spend so much on these gadgets as they need to upgrade frequently. Managers need to penetrate the market by providing latest configuration at competitive prices. In this study, the main source of information about latest trends and technology is found to be social media and word of mouth ; so, the marketers need to make an effective use of social media and establish one-on-one communication with customers. The reviews of the customers for the existing gadgets should be posted on social media. This information can be used by marketers to improve their existing gadgets. Customers are still more comfortable in cash payments over e-banking, debit cards, or credit cards. It is important to focus more on security/privacy risk and safety ; hence, marketers can provide cash on delivery options in case of online retailers.

Conclusion

Behaviour of customers depends on factors like type of products, quality of products, price of products, etc. This study shows the buying behaviour of customers towards e-gadgets. This is a relatively new area of research as electronic goods are studied more but e-gadgets are comparatively less studied. The results are drawn by conducting a study on the buying behaviour of e-gadgets on a sample drawn from UT of Chandigarh in India.

The popular e-gadgets among the respondents are mobile phones and laptops. The respondents preferred to

upgrade their mobile phones and their accessories on a regular basis as more than 80 % of the respondents who possessed mobile phones or their accessories had changed it in the last 1 year. The possible reason of up-gradation of mobile phones could be 4G technology which was introduced in the market. Fitbit/smart watches and smart speakers are new entrants into few respondents' kitty as all the respondents who possessed them had bought them in the last 1 year.

Most of the respondents reported that they usually changed their e-gadgets after every 2 years. It is evident that the trend of buying e-gadgets depends upon the motives of buying e-gadgets. The top two motives of buying e-gadgets are found to be need fulfilment and technology up-gradation. Physical stores and online stores, both the modes of buying e - gadgets are found to be popular among the respondents. Respondents, who bought online, found online buying of e-gadgets more comfortable, time saving, and convenient. The annual expenditure on e-gadgets is found to be less than ₹ 15,000. Respondents tended to spend less as these gadgets need to be upgraded after some time. Respondents usually spent 2 – 4 hours daily on these e-gadgets as these e-gadgets are used for multi-purposes. Specification and latest technology are found to be the most important attributes while buying any e-gadget. The most preferred mode of payment while buying an e-gadget is cash as respondents were not comfortable to share their personal and financial information on the Internet. The top sources of information about latest trends in e-gadgets are social media and word of mouth. Large connectivity, great effectiveness, and easy accessibility have increased the popularity of social media for searching for information and making the purchase decision for e-gadgets. These e-gadgets have made the lives of customers easy and comfortable.

Limitations of the Study and Scope for Future Research

No study is without any limitation and this study is no exception to this. The present study has only provided an overview of the buying behaviour for e-gadgets. The findings of the study are based on a comparatively small sample size in one city.

The product category of e-gadgets is comparatively new, with new entrants coming up everyday. Moreover, the life of these gadgets is small as these become obsolete quickly with the up-gradation in the existing technology. Future studies, including specific variables that work for e-gadgets, may be carried out to have better insights into the behaviour of the customers for these gadgets. Specific studies for each gadget may be conducted to identify the antecedents that work for them separately.

Authors' Contribution

Dr. Ubba Savita and Upasana Sheoran conceived the idea and developed the design to undertake the empirical study. Upasana Sheoran extracted the relevant research papers and generated concepts and codes relevant to the study. Dr. Ubba Savita verified the analytical methods and supervised the study. Upasana Sheoran collected the data and developed the draft of the paper in consultation with Dr. Ubba Savita. Dr. Ubba Savita edited the manuscript to bring it into its current form.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest, or non-financial interest in the subject matter, or materials discussed in this manuscript.

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