

A Study On Consumer Buying Behaviour Towards Electronic Gadgets with Special Reference to Coimbatore City

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Abstract- Consumer buying behaviour plays a vital role in the success of the electronic gadgets industry. The increasing use of smartphones, laptops, tablets, smartwatches, and other electronic devices has significantly influenced consumer lifestyles and purchasing patterns. This study titled “A Study on Consumer Buying Behaviour towards Electronic Gadgets with Special Reference to Coimbatore” aims to examine the factors affecting consumer preferences and buying decisions related to electronic gadgets. The study focuses on understanding how factors such as price, brand image, product quality, technological features, advertisements, social media influence, and after-sales service impact consumer purchasing behaviour. Both primary and secondary data are used for the research. Primary data were collected through a structured questionnaire distributed among consumers in Coimbatore city, while secondary data were collected from journals, books, websites, and previous studies. Statistical tools like percentage analysis and ranking methods are applied for data interpretation. The findings indicate that consumers highly prefer branded electronic gadgets with advanced features and reasonable prices. Online reviews, digital marketing, and social influence also affect purchasing decisions. The study concludes that electronic gadget companies should focus on innovation, quality improvement, customer satisfaction, and effective promotional strategies to strengthen their market position and meet changing consumer expectations.

Keywords- Consumer Behaviour, Electronic Gadgets, Brand Preference.

I. INTRODUCTION

In today’s fast-paced world, electronic gadgets have become an integral part of everyday life. From smartphones and laptops to smartwatches and tablets, these devices influence how people communicate, entertain, work, and learn. As technology evolves rapidly, consumer preferences and purchasing habits towards these gadgets also change frequently.

Consumer buying behaviour refers to the decision-making process and actions of individuals when selecting, purchasing, using, and disposing of products. It is shaped by psychological, social, cultural, and economic factors. Understanding this behaviour helps businesses identify what influences customers to choose one product over another, how they perceive value, and what drives brand loyalty.

Coimbatore city, known for its industrial growth and increasing digital adoption, represents a significant market for electronic gadgets in Tamil Nadu. With rising income levels, easy access

to technology, and growing awareness of global trends, consumers in Coimbatore display unique buying patterns and preferences.

II. STATEMENT OF THE PROBLEM

In recent years, the market for electronic gadgets in Coimbatore City has seen rapid growth due to increasing consumer income, technological advancements, and greater availability of products. However, consumers differ widely in how they make buying decisions — including the factors they consider important, the brands they prefer, influences of advertising and social media, perceptions of quality and price, and levels of satisfaction after purchase. There is limited understanding of how these factors specifically shape consumer choice in Coimbatore’s unique socio-economic environment.

III. PRIMARY OBJECTIVE OF THE STUDY

1. To study the consumer buying behaviour towards electronic gadgets in Coimbatore.
2. To identify the factors influencing consumers while purchasing electronic gadgets.
3. To analyze the level of consumer satisfaction towards electronic gadgets and related services.

IV. SCOPE OF THE STUDY

The present study focuses on analyzing the consumer buying behaviour towards electronic gadgets such as smartphones, laptops, tablets, smartwatches, and other digital devices. It examines the purchasing preferences, attitudes, and satisfaction levels of consumers towards various electronic gadgets available in the market.

The study is confined to Coimbatore and considers consumers from different age groups, occupations, and income levels. The research mainly emphasizes the factors influencing consumer purchase decisions, including price, brand image, product quality, technological features, advertisements, social media influence, and after-sales service.

The study also aims to understand the changing trends and expectations of consumers in the electronic gadgets market. The findings of the research may help manufacturers, marketers, and retailers to identify consumer needs and develop effective marketing strategies to improve customer satisfaction and increase sales. Furthermore, the study may serve as a useful reference for future researchers in the field of consumer behaviour and marketing.

V. RESEARCH OF METHODOLOGY

Research methodology is a systematic way of solving research problems and analyzing the objectives of the study through scientific methods. It helps the researcher to collect, organize, interpret, and present the data in a meaningful manner. The present study titled "A Study on Consumer Buying Behaviour towards Electronic Gadgets with Special Reference to Coimbatore" is mainly focused on understanding the factors influencing consumers while purchasing electronic gadgets and their level of satisfaction towards such products.

The study is based on both primary and secondary data. Primary data were collected directly from consumers through a structured questionnaire. The questionnaire included questions related to consumer preferences, purchasing frequency, factors influencing buying decisions, brand preference, price sensitivity, and satisfaction level towards electronic gadgets. Secondary data were collected from books, journals, magazines, websites, newspapers, research articles, and previous studies related to consumer buying behaviour and electronic gadgets.

For the purpose of the study, the researcher adopted a descriptive research design as it helps to describe the characteristics and behaviour of consumers in a systematic manner. The sampling method used for the study is convenient sampling, where respondents were selected based on accessibility and willingness to participate in the survey. The sample size consists of consumers from different age groups, occupations, educational backgrounds, and income categories residing in Coimbatore city.

The collected data were classified, tabulated, and analyzed using statistical tools such as percentage analysis, ranking method, weighted average method, and chi-square test wherever necessary. Tables and charts were also used for better interpretation and presentation of the data. The study helps to identify the major factors affecting consumer buying behaviour towards electronic gadgets and provides useful suggestions for marketers and manufacturers to improve customer satisfaction and business performance.

VI. ADVANTAGES

This study on consumer buying behaviour towards electronic gadgets with special reference to Coimbatore City is advantageous as it helps in understanding the preferences, needs, and expectations of consumers in the local market. It provides valuable insights into the factors influencing purchasing decisions such as price, brand, quality, features, and after-sales service, which enables marketers and retailers to design effective marketing strategies. The study also supports better decision-making regarding product selection, pricing, and promotional activities, thereby improving sales performance and customer satisfaction. Additionally, it helps businesses identify emerging trends, analyze competition, and segment the market efficiently, making the study useful for

both academic research and practical business applications in Coimbatore city.

VII. DISADVANTAGES

The study on consumer buying behaviour towards electronic gadgets with special reference to Coimbatore city has certain limitations. The findings of the study are confined only to Coimbatore city and therefore cannot be generalized to other cities or regions, as consumer preferences and purchasing power may vary. The study is based on a limited sample size, which may not represent the entire population accurately. The data collected is mainly primary in nature and depends on the responses given by the respondents, which may be affected by personal bias, lack of interest, or inaccurate information. Moreover, consumer behaviour is dynamic and changes frequently due to technological advancements, market trends, and promotional activities, hence the results are applicable only for a specific period of time. Time and cost constraints also restricted the scope of the study, and some psychological factors influencing consumer behaviour could not be measured precisely.

VIII. REVIEW OF LITERATURE

- Consumer buying behaviour refers to how individuals decide what, when, and why to purchase products.
- Electronic gadgets purchases are influenced by price, brand, quality, and technological features.
- Brand reputation plays a key role in consumer preference for gadgets.
- Price sensitivity is high among students and young buyers.
- Social influence from family, friends, and online reviews affects purchase decisions.

IX. CONCLUSION

The study on consumer buying behaviour towards electronic gadgets in Coimbatore city reveals important patterns and preferences that reflect both local market dynamics and broader consumer trends. Most consumers in Coimbatore are brand-conscious, seeking gadgets from reputed manufacturers known for quality, durability, and after-sales service. Price sensitivity plays a significant role, especially among students and middle-income groups, who often compare prices across online platforms and local stores before making a purchase.

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