

A Study on Consumer Buying Behavior towards Electronic Gadgets with Reference to North Chennai

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Consumer buying behavior refers to the decision-making process and actions of individuals when selecting, purchasing, using, or disposing of products and services. It is shaped by a combination of psychological, social, cultural, economic, and personal factors. In the era of technological advancement, buying behavior toward electronic gadgets has emerged as a major field of interest for marketers, sociologists, and business strategists alike.

Electronic gadgets include devices such as smartphones, laptops, tablets, smartwatches, audio equipment, cameras, and home automation products. Their rapid evolution—driven by constant innovations, new features, competitive pricing, and seamless connectivity—has made them ubiquitous in both urban and semi-urban India.

North Chennai represents a unique urban environment. It includes residential, commercial, and industrial sectors with consumers ranging from students and entry-level professionals to established business owners and homemakers. With rising income levels and increased access to digital platforms, North Chennai's consumers exhibit dynamic purchasing patterns that warrant detailed investigation.

Review of Literature

The literature review synthesizes key findings from earlier studies and establishes a theoretical foundation for understanding consumer buying behavior toward electronic gadgets.

Kotler and Keller (2016) discussed that consumer behavior is influenced by psychological (motivation, perception, learning), personal (age, occupation, lifestyle), social (family, reference groups), and cultural factors. They highlighted that in the electronics market, perceived value and brand reputation are often stronger determinants than price alone.

Schiffman and Kanuk (2010) examined how online platforms, social recommendations, and digital reviews shape modern buying behavior. Their research underscored that the influence of online reviews and social media now rivals traditional word-of-mouth, especially for technologically complex purchases like gadgets.

Nagarajan (2020) conducted a study on urban youth in Chennai and found that young consumers often prioritize lifestyle value, innovation, and social validation when choosing gadgets. Wearable technology and smart accessories were identified as growing segments among millennials.

Statement of the Problem

Despite the increasing penetration of electronic gadgets in urban India, businesses often adopt broad strategies that overlook localized consumer behavior nuances. North Chennai, with its diverse demographic composition and evolving purchasing power, has received limited focused academic attention. This study addresses the need to understand the specific factors that influence consumer decisions when purchasing electronic gadgets in North Chennai.

Objectives of the Study

The research was guided by the following objectives:

1. To identify the key factors that influence consumer buying behavior toward electronic gadgets in North Chennai.
2. To analyze consumer preferences for different categories of electronic gadgets (e.g., smartphones, laptops, wearables).
3. To provide practical suggestions for marketers to improve engagement, sales, and customer loyalty in the North Chennai market.

Research Design

This research employed a descriptive research design aimed at capturing real-life consumer Behaviour patterns. A purposive sampling method was used to select 25 respondents from various localities in North Chennai (including Tondiarpet, Royapuram, Vyasarpadi, and Korukkupet). Respondents represented different age groups, genders, occupations, and income levels, ensuring diversity.

Primary Data:

A structured questionnaire was used, comprising sections on demographic profile, gadget ownership, purchase influences, and buying Behaviour patterns.

Secondary Data:

Published journals, industry reports, electronic commerce trend studies, and academic books were reviewed to support analysis.

Data Analysis

Collected data were coded and analyzed using descriptive statistics such as: Frequency distributions, Percentage analysis & Cross tabulation, Charts and tables were used to visualize patterns. The data interpretation focused on identifying predominant factors that influence purchase decisions.

Scope of the Study

This study contributes to understanding localized consumer behavior in a growing urban pocket of Chennai. It helps businesses appreciate regional differences in purchasing motivations and responses to marketing stimuli.

The scope encompasses commonly purchased gadgets including smartphones, laptops, tablets, and wearables. It excludes home appliances, cameras, gaming consoles, and industrial electronics due to scope constraints.

Limitations of the Study

1. The study covers only North Chennai and therefore results may not fully generalize to all areas of Chennai or India.
2. The sample size (25 respondents) reflects a snapshot of the population and may not account for seasonal variation.
3. The study focuses on selected categories of gadgets.
4. Longitudinal changes in behavior over time could not be analyzed due to time constraints.

Findings and Discussion

Variable	Category	Frequency	Percentage
Age	18–25	10	40%
	26–35	8	32%
	36–50	5	20%
	51+	2	8%
Gender	Male	15	60%
	Female	10	40%
Income	< ₹25k	7	28%
	₹25–50k	11	44%
	> ₹50k	7	28%

Purchase Frequency	Percentage
Every 6 months	22%
Annually	48%
Once in 2 years	25%
> 2 years	5%

Insight: The majority are young adults (18–35), reflecting a tech-aware and gadget-oriented consumer base.

Preferences by Gadget Type

Gadget	Frequency	Percentage
Smartphones	12	50%
Laptops	6	24%
Tablets	4	14%
Wearables	3	12%

Smartphones are the most widely preferred gadget, followed by laptops. Wearables are gradually emerging.

Online purchasing is preferred due to ease of comparison, discounts, and delivery convenience.

Many consumer’s upgrade gadgets annually or every two years.

Suggestions

Highlight unique and performance-oriented features in advertising to appeal to quality-driven consumers. Provide bundled packages, EMI options, and festive discounts to attract price-sensitive buyers. Use influencers, social media campaigns, and video demonstrations to strengthen online influence. Establish accessible service centers in North Chennai to improve trust and long-term loyalty. Tailor campaigns for specific consumer groups, such as students vs. working professionals.

Conclusion

This study highlights that consumer buying behavior towards electronic gadgets in North Chennai is shaped by a combination of price sensitivity, product features, brand reputation, peer influence, and marketing exposure. Young adults exhibit high engagement in technology adoption, showing particular preference for smartphones, followed by laptops and emerging interest in wearables.

The detailed analysis indicates that while price and brand remain foundational factors, product features and peer recommendations strongly influence final purchase decisions. Social media also plays a significant role, particularly when consumers seek opinions and reviews before purchasing online or offline. Online retail channels have become prominent due to convenience, wider choice, and competitive pricing, though local retail stores continue to attract customers who prefer hands-on inspection.

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