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## A study on consumer behaviour towards online purchasing of electronic products in Bengaluru city

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### Abstract

The growth of e-commerce in India has transformed the retail landscape, particularly in the electronics sector. This study examines consumer behaviour towards online purchasing of electronic products in Bengaluru City, India's technology hub. The research focuses on factors influencing purchase decisions, including price, trust, convenience, product variety, and delivery experience. A descriptive research design was adopted, and data were collected from 453 respondents through a structured questionnaire. The findings reveal that trust, ease of use, and after-sales service play significant roles in shaping consumer purchase intentions. The study provides insights for e-retailers to improve service quality and enhance customer satisfaction in the competitive online electronics market.

**Keywords:** Consumer behaviour, online shopping, electronic products, e-commerce, Bengaluru, purchase intention

### 1. Introduction

The rise of e-commerce platforms has redefined how consumers shop for electronic products. With the increasing penetration of smartphones, affordable internet access, and digital payment systems, online shopping has become a preferred choice for many urban consumers. Bengaluru City, known as the "Silicon Valley of India," represents one of the largest digital consumer bases in the country.

Electronic products—such as smartphones, laptops, televisions, and accessories—form a major segment of online purchases due to frequent innovations, competitive pricing, and product availability. Understanding the behavioural patterns of Bengaluru consumers towards such purchases is crucial for e-retailers to design effective marketing strategies.

### 2. Review of Literature

Consumer behaviour in online purchasing has been widely studied across the globe. According to Kotler and Keller (2016) <sup>[4]</sup>, consumer behaviour refers to the psychological, social, and emotional processes that influence purchasing decisions. Studies by Gefen *et al.* (2003) <sup>[3]</sup> and Pavlou (2006) <sup>[6]</sup> highlight that trust and perceived security are critical factors in online shopping decisions.

Davis (1989) <sup>[2]</sup> proposed the Technology Acceptance Model (TAM), suggesting that perceived usefulness and ease of use significantly affect technology adoption, which applies to online shopping platforms as well.

In the Indian context, Chaudhary & Aggarwal (2018) found that consumers prefer online shopping for electronic products mainly due to convenience and price comparison features. Kumar (2021) <sup>[5]</sup> noted that post-COVID-19, consumers in urban India have shown increased confidence in online electronics purchases, though concerns about product authenticity and after-sales service remain.

### 3. Objectives of the Study

- 1) To study consumer behaviour towards online purchasing of electronic products in Bengaluru City.
- 2) To identify key factors influencing consumers' online purchase decisions.
- 3) To analyze the relationship between demographic variables and online purchasing behaviour.
- 4) To suggest strategies for improving customer experience and satisfaction in online electronic shopping.

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## 4. Research Methodology

### 4.1 Research Design

The study adopts a descriptive research design to describe consumer behaviour patterns and identify influencing factors.

### 4.2 Area of Study

The research was conducted in Bengaluru City, Karnataka, owing to its high digital literacy and e-commerce penetration.

### 4.3 Target Population

Individuals aged 18 years and above residing in Bengaluru City who have purchased electronic products online in the past two years.

### 4.4 Sampling Design and Sample Size

A stratified random sampling method was used to ensure representation across different zones of Bengaluru (North, South, East, West, and Central).

Using the sample size formula for a 95% confidence level and 5% margin of error:

$$n_0 = \frac{Z^2 pq}{e^2}$$

where

Z=1.96

p=0.5

e=0.05.

The calculated sample size = 385. Adjusting for a 15% non-response rate, the final sample size is 453 respondents.

### 4.5 Data Collection

Primary data were collected using a structured questionnaire comprising closed-ended questions based on a 5-point Likert scale. Secondary data were sourced from journals, reports, books, and online databases.

### 4.6 Tools for Analysis

Data were analysed using descriptive statistics mean, standard deviation, correlation analysis, and multiple regression analysis to determine relationships among key variables.

## 5. Data Analysis and Interpretation

### 5.1 Demographic Profile of Respondents

**Table 1: Gender of the Respondents**

Gender	Frequency (N)	Percentage
Male	258	57
Female	195	43
Total	453	100

(Source: Primary Data, n=453)

The gender of the respondents is mainly categorised into two such as Male and Female. The third transgender category has not been received and hence not included. The above results reveal amazing facts about online purchasers. Both genders make purchases online. Among them, majority of 57.00 percent respondents are male and 43.00 are female.

When observing the data, almost there is an equal percentage of both male buyers and female buyers who purchase their products through online. Here in the current scenario, there is no gender disparity. Nowadays, everyone male or female especially in Bengaluru like cities, this is quite applicable. The results in financial freedom for individuals. Hence, they are free to purchase what they want. They are exposed to technical advances, they are tech saviors and they do not find it difficult to purchase online.

**Table 2: Age of the Respondents.**

Age	Frequency (N)	Percentage
18 - 25 Years	159	35
26 - 35 Years	190	42
36 - 45 Years	68	15
Above 45 Years	36	8
Total	453	100

(Source: Primary Data, n=453)

Age of the respondents are segmented as 18-25 years, 25-35 years, 35-45 years and Above 45 years. In the table age does not matter to adapt new things. It is in the mindset of the respondents whether to accept or reject advancement and development that comes naturally in society. This fact is well reflected in the data of the online purchase age segments. There are a mixed age group of respondents attracted towards online purchases. 35.00, 42.00, 15.00, and 08.00 percent of respondents are respectively in the age groups of 18-25 years, 25-35 years, 35-45 years, and above 45 years.

Above 77.00 percent of the respondents are between the age categories of 18 to 35. This reflects those teenagers and middle-aged people are highly attracted towards online purchases. Teenagers are at the top. However, the elderly people have also joined in this elite since considerable percent (8 percent) have also been observed in this category.

**Table 3: Education of the Respondents**

Gender	Frequency (N)	Percentage
Graduate	236	52
Post Graduate	154	34
Others	63	14
Total	453	100

(Source: Primary Data, n=453)

Education level is categorised into three sections such as Graduate level and post graduate level and others. It seems to operate and access internet related things. Graduate level education itself is adequate because the online purchasers are speeded in all categories of educated people, consider the percentage (52.00 percent) who have completed only graduate level education. Thanks to mobile and mobile apps. The user-friendly mobile apps make the situation where higher education level is not essential to these kinds of things. It is trivial. 34.00 percent have studied up to post graduate. 34.00 percent are at post graduate level, and the rest are above graduation.

**Table 4: Monthly Income of the Respondents**

Gender	Frequency (N)	Percentage
Below ₹ 25,000	81	18
₹ 25,000 to ₹ 50,000	186	41
Above ₹ 50,000	186	41
Total	453	100

(Source: Primary Data, n=453)

In our study area respondents have been grouped into three categories based on their monthly income such as below Rs 25,000, between Rs 25,000 to 50,000, and above Rs 50,000. When introspecting the spreading nature of the income data of the online purchasers in Bengaluru, there are online purchasers of electronic goods in all different income groups. The proportions are respectively 18.00, 41.00 and 41.00 percent of the respondents are having income between 25,000 to 50,000. Higher income groups, i.e., those with a monthly income above Rs 50,000, contribute to the major businesses to online purchase of electronic goods. Together, their contribution is more than 82 percent. Low-income groups contribute less to online purchases.

## 5.2 Factors Influencing Online Purchase Behaviour

**Table 5:** Factors Influencing Online Purchase Behaviour

Factor	Mean Score (out of 5)	Rank
Trust & Security	4.25	1
Price & Discounts	4.18	2
Ease of Use	4.05	3
Delivery & After-Sales Service	3.92	4
Variety of Products	3.81	5
Peer Reviews & Recommendations	3.65	6

(Source: Primary Data, n=453)

The results show that trust and competitive pricing are the most influential factors driving online electronics purchases.

## 5.3 Correlation and Regression Analysis

Correlation analysis indicates a significant positive relationship between trust and purchase intention ( $r = 0.68$ ), as well as between ease of use and purchase frequency ( $r = 0.54$ ).

Regression results show that trust, delivery reliability, and perceived ease of use jointly explain 62% of the variance in purchase intention ( $R^2 = 0.62$ ,  $p < 0.05$ ).

## 6. Findings of the Study

- 1) Majority of Bengaluru consumers prefer online shopping for electronic products due to convenience and better deals.
- 2) Trust in the seller and website security significantly influence purchase decisions.
- 3) Younger consumers (18-35 years) show a higher frequency of online purchases than older groups.
- 4) Delivery speed, product return policies, and customer support impact customer satisfaction and repeat purchases.
- 5) Word-of-mouth and online reviews play a supportive but secondary role compared to price and trust.
- 6) Consumers are price-conscious yet willing to pay more for trusted platforms (like Amazon, Flipkart, Croma Online).

## 7. Suggestions

- 1) Enhance trust and security through verified sellers, transparent return policies, and secure payment gateways.
- 2) Improve delivery logistics by providing real-time tracking and faster delivery options.
- 3) Personalize recommendations using AI algorithms based on browsing and purchase history.
- 4) Offer loyalty programs and cashback incentives to

retain customers.

- 5) Strengthen after-sales service with local service centres and easy warranty claims.
- 6) Promote authentic customer reviews to build credibility among new users.

## 8. Limitations of the Study

- 1) The study is limited to Bengaluru City and may not represent other urban or rural regions.
- 2) Data are self-reported and may include response bias.
- 3) The study focuses only on electronic products and excludes other categories like fashion or groceries.

## 9. Conclusion

The study concludes that online purchasing behaviour for electronic products in Bengaluru is primarily influenced by trust, pricing, convenience, and service quality. Consumers are becoming more confident in online shopping, yet their trust must be continually reinforced through transparency, data security, and responsive service. E-retailers who focus on enhancing user experience, offering competitive pricing, and ensuring reliability will continue to attract and retain customers in this dynamic marketplace.

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