

**A COMPARATIVE STUDY OF DIGITAL AND PHYSICAL
BUYING BEHAVIOUR TOWARDS ELECTRONIC GADGETS
WITH SPECIAL REFERENCE TO PUNJAB**

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ABSTRACT

The present study aims to assess the digital and physical buying behaviour towards electronic gadgets with special reference to Punjab. The main objective of the study is to find out the Consumer's trust, awareness and level of satisfaction towards digital and physical buying behaviour towards electronic gadgets. In this study, descriptive research methodology was used and collection of data was made on self- prepared questionnaire. For this investigation, the investigator collected data from 600 consumers from Ludhiana, Amritsar and Jalandhar districts of Punjab. It was concluded that there is significant difference between mean scores in Consumer's trust, awareness and level of satisfaction towards digital buying and physical buying of electronic gadgets with reference to Punjab.

KEYWORDS: Digital shopping, physical shopping.

INTRODUCTION

In today's cutthroat market, internet technologies offer a vast platform for conducting business internationally. The field of business and marketing has expanded as a result. Sailaja (2019) E-commerce has brought about changes in the manner that consumers purchase goods and services. The internet has also altered how people look for and use information. The advantages of the internet have not only reached businesses, but also consumers. When purchasing digital, there are no time or location restrictions. Anyone in the world can shop at any time and from any location. The internet provides users

with a wide selection of goods and services in a 24-hour open market. The trend of internet usage is growing, and more and more individuals are using it for searches as well as digital shopping.

DIGITAL SHOPPING: AN OVERVIEW OF GLOBAL SCENARIO

In order to achieve worldwide goals, digital purchasing is characterized as resolving or utilizing global operational differences, similarities, and opportunities on a global scale. Digital shopping has significantly disrupted the retail industry since it allows customers to order products from other regions and search for product information. Other names for digital shopping include internet shops, web shops, digital stores, virtual stores, e-web-stores, e-shops, and e-stores. Digital retailers send their products straight to customers' homes, workplaces, or other desired locations. The B2C (business to consumer) process has made it easy for consumer to select any product digital from a retailer website and to have it delivered relatively quickly. Digital shopping allow buyer to save the time and expenses, which would have been spent travelling to the store or mall. In 2022, the top five digital store in the global e-commerce market are amazon.com, apple.com, walmart.com and chaoshi.tmall.com. Amazon.com leads this market with revenue of US \$133,460.0 million in 2022. Global e-commerce market size was valued at USD 24029.23 billion in 2021 and is posed to grow from USD 26673.64 billion in 2022 to USD 62415.2 billion by 2030, growing at a CAGR of 11 percent in the forecast period (2023-2030). China is the biggest and top e-commerce market in the world with annual digital sale of \$672 billion.

DIGITAL SHOPPING: AN OVERVIEW OF PUNJAB SCENARIO

Although people in Punjab may be hesitant to purchase smartphones digital, more than 70% of people use their phones to access social media or the internet. After Delhi, the state is rated second in terms of mobile internet customers. The highest rate in the nation, 150 subscribers per 100 persons, is found in Delhi. Digital shopping has grown significantly in recent years due to the widespread availability of the internet for consumers and the widespread use of e-commerce by traders. Because they will receive significant discounts when purchasing some products digital as opposed to in-store, the majority of consumers prefer to do so.

REVIEW OF LITERATURE

Pandey & Parmar (2019) observed that consumers digital shopping behaviour is being affected by several demographic and social factors. The data was collected with the help of self-prepared questionnaire. The factor analysis was performed for identifying the factors, the non-parametric test was used for hypothesis testing. The study result generalized that digital shopping users are affected by geographical location from where data is collected.

Lakhotia (2019) aimed to understand the consumer behaviour towards digital shopping of electronic goods, so as to find the acceptability of digital buying of electronic goods. This research was based on both primary and secondary data. The objective of the study was to know the consumer behaviour towards digital shopping of electronic goods and to know which gender was more satisfied by digital shopping. It was concluded that the consumer attitude towards digital shopping was different among males and females of Indore city.

Kaushal & Kumar (2019) conducted a study to identify factors affecting consumer attitude towards the purchase of electronic goods. The study adopted a cross –sectional research design to meet the objectives. The sample size of 514 respondents was collected from eight cities of Uttar Pradesh using convenience sampling method. Data was collected using a structured questionnaire. The results indicated that exploratory factor analysis produced a total of five factors, which were identified as perceived quality, price consciousness, brand consciousness, perceived risk and advertisement.

Dasgupta & Dutt (2017) conducted study to endeavour about the consumer electronic shopping behaviour on different age groups. It was revealed that attitude of different set of consumers were different towards digital purchase. It is established that age plays a crucial role in shaping consumer digital purchase behaviour. Level of satisfaction is also different for different set of consumers. Mobilephone seems to be the most preferred medium for digital purchase among the age group of 19-22 and 23-26. Tablets and desktop remained far away from popularity and a very small percentage of consumers favoured these.

NEED AND JUSTIFICATION OF THE STUDY

The internet's importance in daily life is growing. It is practically available to all. It has altered our way of life. The internet is another tool that marketers use to market and sell their goods to consumers. People do not feel safe shopping for devices digital these days because they believe there are serious security concerns with digital transactions. The purpose of the study is to examine consumers' purchasing habits for electrical devices when they shop digital and physical. In this study, the primary particular elements influencing customers' attitudes regarding digital shopping for electronic products from the comfort of their home or place of business are "timesaving," "product quality," "product price," "convenience," and "accessibility shop anytime and anywhere."

OBJECTIVES OF THE STUDY

1. To examine the consumer buying behaviour towards electronic gadgets in Punjab.
2. To study the difference between mean scores in Consumer's trust towards digital buying and physical buying of electronic gadgets with reference to Punjab.
3. To study the difference between mean scores in awareness towards digital buying and physical buying of electronic gadgets with reference to Punjab.
4. To study the difference between mean scores in level of satisfaction towards digital buying and physical buying of electronic gadgets with reference to Punjab.

RESEARCH HYPOTHESIS OF THE STUDY

H₁: There is no significant difference between mean scores in Consumer's trust towards digital buying and physical buying of electronic gadgets with reference to Punjab.

H₂: There is no significant difference between mean scores in awareness towards digital buying and physical buying of electronic gadgets with reference to Punjab.

H₃: There is no significant difference between mean scores in level of satisfaction towards digital buying and physical buying of electronic gadgets with reference to Punjab.

DESIGN OF THE STUDY

The study was covered through three regions of Punjab that is Malwa, Majha, and Doaba and one district (Ludhiana, Amritsar, Jalandhar) from each region on the basis of population was selected. The study was limited to categories of electronic products and services available digital that include mobile & tablets, laptop & printer, smart watch, washing machine, refrigerator, air conditioner, wireless earbuds, etc.

STATISTICAL TOOLS & TECHNIQUES

The study was employed with tabular analysis. Descriptive statistics and advanced statistical techniques such as correlation and t-test were adopted.

TOOL EMPLOYED

Consumer behaviour was evaluated with the help of 48 descriptive informational items and 76 items on scaling technique 5-points Likert scale.

HYPOTHESIS TESTING

Hypothesis H1- There is no significant difference between mean scores in Consumer's trust towards digital buying and physical buying of electronic gadgets with reference to Punjab.

This section has been devoted to locate the significant difference, if any, between mean scores in Consumer's trust towards digital buying and physical buying of electronic gadgets with reference to Punjab. In order to test the hypothesis H1 ' - There is no significant difference between mean scores in Consumer's trust towards digital buying and physical buying of electronic gadgets with reference to Punjab., t-ratio was

calculated on digital buying and physical buying regarding Consumer’s trust. The result is presented in following table;

Table 1 Showing difference between mean scores in Consumer’s trust towards digital buying and physical buying of electronic gadgets with reference to Punjab.

Consumer’s trust	N	Mean	S. D	SED	t-value	Level of significance
Consumer’s trust towards Digital buying	598	70.55	11.68	.6268	23.50	SIGNIFICANT
Consumer’s trust towards Physical buying	598	55.82	9.93			

$P > 0.05 = 2.33$

Above table shows that obtained t-value (23.50) is higher than the table value at level of significance i.e. 0.05 at def. 1194. Hence the null *hypothesis*, “There is no significant difference between mean scores in Consumer’s trust towards digital buying and physical buying of electronic gadgets with reference to Punjab.” is rejected. The mean values of Consumer’s trust towards digital buying and physical buying are 70.55 and 55.82 respectively, which is significant. It may infer that Consumer’s trust towards digital buying and physical buying have significant difference. The result also presented in the Bar-chart below:

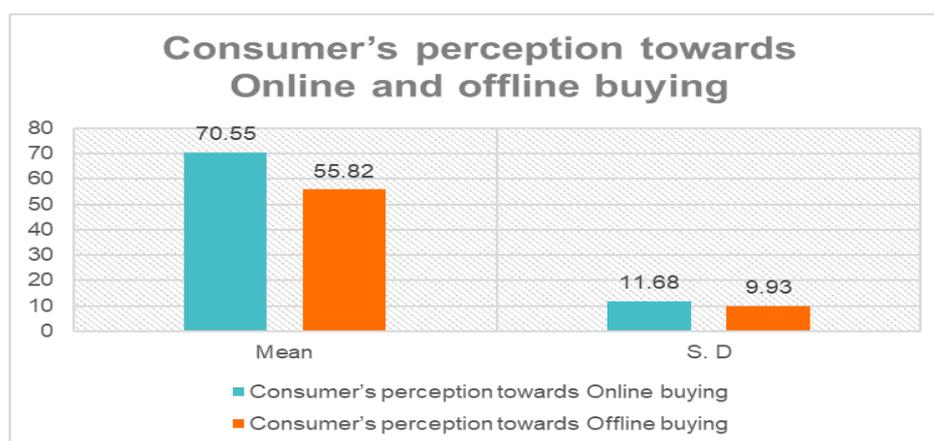


Chart1 Showing difference between mean scores in Consumer’s trust towards digital buying and physical buying of electronic gadgets with reference to Punjab.

Hypothesis H2- There is no significant difference between mean scores in Awareness towards digital buying and physical buying of electronic gadgets with reference to Punjab.

This section has been devoted to locate the significant difference, if any, between mean scores in Awareness towards digital buying and physical buying of electronic gadgets with reference to Punjab. In order to test the hypothesis H2 ‘- There is no significant difference between mean scores in Awareness towards digital buying and physical buying of electronic gadgets with reference to Punjab., t-ratio was calculated on digital buying and physical buying regarding Awareness. The result is presented in following table;

Table 2 Showing difference between mean scores in Awareness towards digital buying and physical buying of electronic gadgets with reference to Punjab.

Awareness	N	Mean	S. D	SED	t-value	Level of significance
Awareness towards Digital buying	598	38.93	7.17	.422	20.73	SIGNIFICANT
Awareness towards Physical buying	598	30.18	7.44			

$P > 0.05 = 2.33$

Above table shows that obtained t-value (20.73) is significantly higher than the table value at level of significance i.e. 0.05 at def. 1194. Hence the null *hypothesis*, “There is no significant difference between mean scores in Awareness towards digital buying and physical buying of electronic gadgets with reference to Punjab.” is rejected. The mean values of Awareness towards digital buying and physical buying are 38.93 and 30.18 respectively, which is significant. It may infer that Awareness towards digital buying and physical buying have significant difference. The result also presented in the Bar-chart below:

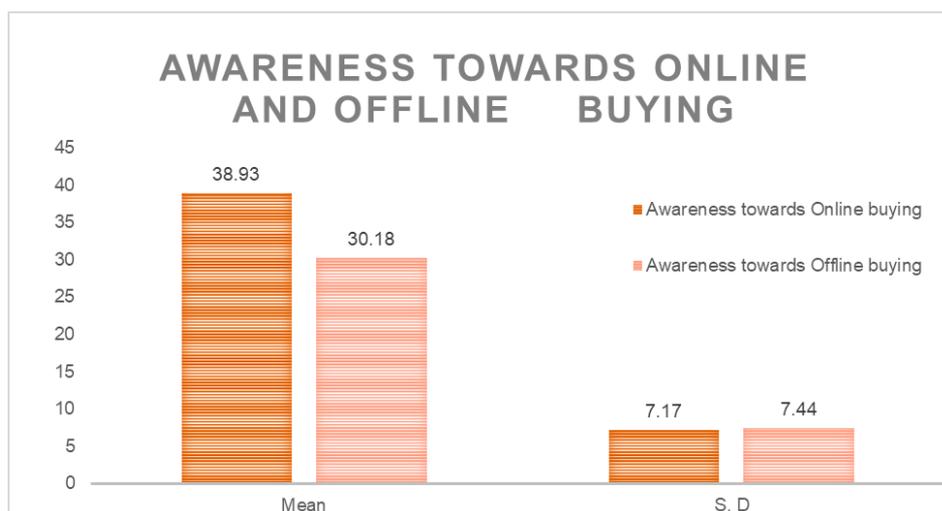


Chart 2 Showing difference between mean scores in Awareness towards digital buying and physical buying of electronic gadgets with reference to Punjab.

Hypothesis H3- There is no significant difference between mean scores in Level of satisfaction towards digital buying and physical buying of electronic gadgets with reference to Punjab.

This Section has been devoted to locate the significant difference, if any, between mean scores in Level of satisfaction towards digital buying and physical buying of electronic gadgets with reference to Punjab. In order to test the hypothesis H3 ‘- There is no significant difference between mean scores in Level of satisfaction towards digital buying and physical buying of electronic gadgets with reference to Punjab., t-ratio was calculated on digital buying and physical buying regarding Level of satisfaction. The result is presented in following table;

Table 3 Showing difference between mean scores in Level of satisfaction towards digital buying and physical buying of electronic gadgets with reference to Punjab.

Level of satisfaction	N	Mean	S. D	SED	t-value	Level of significance
Level of satisfaction towards Digital buying	598	40.61	5.30	.365	21.31	Significant
Level of satisfaction towards Physical buying	598	32.83	7.23			

$P > 0.05 = 2.33$

Above table shows that obtained t-value (21.31) is significantly higher than the table value at level of significance i.e. 0.05 at def. 1194. Hence the null *hypothesis*, “There is no significant difference between mean scores in Level of satisfaction towards digital buying and physical buying of electronic gadgets with reference to Punjab.” is rejected. The mean values of Level of satisfaction towards digital buying and physical buying are 40.61 and 32.83 respectively, which is significant. It may infer that Level of satisfaction towards digital buying and physical buying have significant difference. The result also presented in the Bar-chart below:

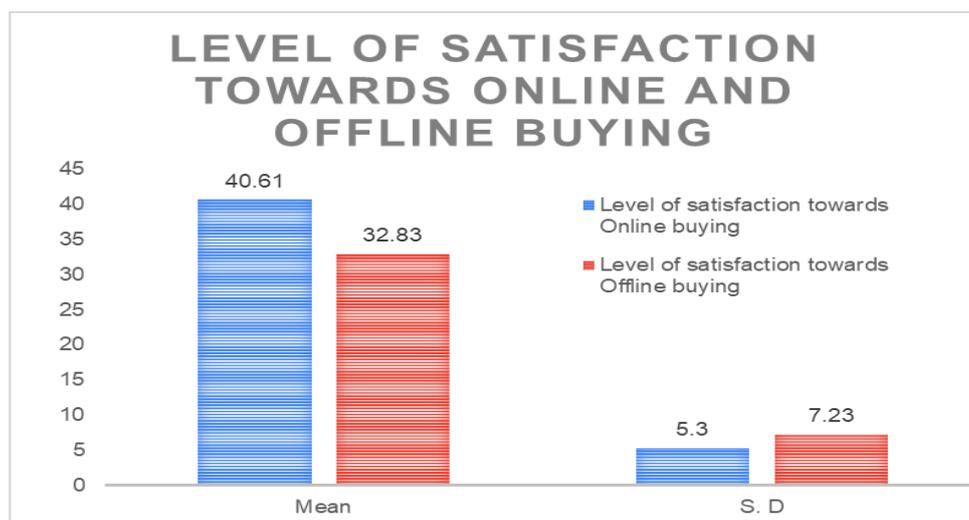


Chart3 Showing difference between mean scores in Level of satisfaction towards digital buying and physical buying of electronic gadgets with reference to Punjab.

CONCLUSION

1. There is significant difference between mean scores in Consumer’s trust towards digital buying and physical buying of electronic gadgets with reference to Punjab.
2. There is significant difference between mean scores in Awareness towards digital buying and physical buying of electronic gadgets with reference to Punjab.
3. There is significant difference between mean scores in Level of satisfaction towards digital buying and physical buying of electronic gadgets with reference to Punjab.

SUGGESTIONS FOR FURTHER RESEARCH

1. The similar study can be conducted in other states and at national level to make results more reliable and valid.
2. The present study was conducted on 600 consumers of only three districts of Punjab. The study can be undertaken on more consumers and an extended study can be employed.
3. The similar study can be conducted on other digital buying products as the study concentrated only on electronic gadgets.

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