

# A Study on Customer Intention in Online Shopping of Smart Kitchen Appliances

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## ABSTRACT

The internet has developed into a new distribution channel and online transaction is rapidly increasing. This has created a need to understand how the consumer perceives online purchase. Online shopping is the process consumers go through when they decide to shop on the internet. Smart kitchen appliances play a major role in our daily life as they make our work easier. The more we try to make our life convenient and comfortable, the more significant the role of appliances turns out to be in determining the life style of women. Hence, an effort has been made to investigate online consumer intention to buying of smart kitchen appliances, which in turn provides E-marketers with a constructional framework for fine-tuning their E-businesses' strategies.

## 1. Introduction

The invention of internet has changed the idea of the traditional way of shopping. Online shopping is a rapidly growing e-commerce area. Online stores are usually available 24 hours a day, a consumer is no longer bound to opening times or specified locations, he or she can become active at virtually any time and place and purchase products as they have internet access both at work and at home. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store.

## 2. Statement of the problem

At present, the women consumers are dynamic and their taste and preference are ever changing. Considering this it is necessary to pay due attention to women consumer's awareness and expectations. It is found that certain characteristics of e-commerce make it more convenient for shopping, like the ability to view and purchase the products any time, visualize their needs with the products, and discuss products with other consumers. The primary reason for buying goods and services online is convenience. They also identify that previously the reason for shopping online was price but now that has shifted to convenience. Under these circumstances, it is felt that it is worth to conduct a study to know the real awareness of customers. Customer behaviour reflects the today of the consumers with respect of acquisition, consumption and disposition of goods, services, time and idea by human decision making.

Based on the above concept an attempt is made to study on customer buying behaviour towards online smart kitchen appliances.

## 3. Scope of the study

This study enables to have a clear insight into the buying behaviour of various brand preference and preferable smart kitchen appliances through online. This study focuses only the

problems of the present day housewives and how the advent of smart kitchen appliances has satisfied the need of the public. As smart kitchen appliances occupy an important position in the modern life, an attempt is made to find out the brand, which emerges popular among the existing brands. This study also helps to understand the factors, which influence the consumers to purchase the smart kitchen appliances.

And also aims to establish a preliminary assessment, evaluation and understanding of the characteristics of online shopping. An effort has been made to investigate online consumer behaviour, which in turn provides E-marketers with a constructional framework for fine-tuning their E-businesses' strategies.

## 4. Objectives of the study

1. To ascertain the intention to buy online smart kitchen appliances.
2. To identify the type of smart kitchen appliances preferred by the customer.
3. To study the brand preference of the customer.
4. To know the various factors to motivate a consumer towards online shopping of smart kitchen appliances.
5. To find out and measure the satisfaction level of the customer and determine the problems faced during online shopping of smart kitchen appliances.

## 5. Research Methodology

**Sampling Technique:** Convenience sampling techniques

**Sample size:** 100 selected sample respondents in Erode city

**Data Collection:** 1.Primary data 2.Secondary data.

**Tools Used for Analysis:** a)Percentage Analysis b) Chi-square Test c)Weighted Averag Table-1

## 6. Analysis and Interpretation

**Table.1 Demographic Profile of Respondents –Percentage Analysis**

S.No.	Variables	Classification	Number of Respondents	(%)
1	Age	Below 25 years	40	40
		25-50 years	35	35
		Above 50 years	15	15
		Total	100	100
2	Gender	Male	43	43
		Female	57	57
		Total	100	100
3	Educational Qualification	Illiterate	12	12
		School level	16	16
		Graduation level	52	52
		Professional qualification	20	20
		Total	100	100
4	Occupational Status	Agriculture	8	8
		Employee/employer	13	13
		Business/Professional	21	21
		Homemaker	30	30
		Students	28	28
		Total	100	100
5	Family Monthly Income	Below Rs.10000	10	10
		Rs.10001-Rs.20000	13	13
		Rs.20001-Rs.40000	32	32
		Above Rs.40000	45	45
		Total	100	100
6	Marital Status	Married	46	46
		Single	54	54
		Total	100	100
7	No. of Members in their Family	Upto to 3	36	36
		4- 5	40	40
		5-6	15	15
		Above 6	9	9
		Total	100	100
8	Area of Residence	Rural	12	12
		Semi-urban	21	21
		Urban	67	67
		Total	100	100%

### Results of Percentage Analysis – (Table -1)

From the above table it is inferred that,

- Majority (40%) of the respondents fall under the age group of Below 25 years.
- Majority (57%) of the respondents are Male.
- Majority (52%) of the respondents are Graduates.
- Majority (30%) of the respondents are Homemaker category.
- Majority of the respondents Monthly Family Income is Above Rs. 40,000
- Majority (46%) of the respondents are Married.
- Majority (40%) of the respondents have 4 - 5 members in their family.
- Majority (21%) of the respondents reside in Urban area.

**Table .2 Product Related Factor- Percentage Analysis**  
**Product Related Factor- Percentage Analysis**

Factor	Classification	No. of Respondents	(%)
Reasons for Purchase	Need of a product	24	24
	Prestigious value	35	35
	Discounts/Offers	19	19
	Others	22	22
	<b>Total</b>	<b>100</b>	<b>100</b>
Mode of Purchase	Cash	50	50
	Credit	16	16
	Debit cards	13	13
	Credit cards	21	21
	<b>Total</b>	<b>100</b>	<b>100</b>

Priority Appliances	Microwave oven	25	25
	Sandwich maker	19	19
	Induction cooker	20	20
	Juice maker	17	17
	Toaster	12	12
	Others	7	7
	Total	100	100
No. of Years Using	Less than a year	49	49
	1-3 years	17	17
	3-6 years	14	14
	Above 6 years	20	20
	Total	100	100
Preference of the Brand	Godrej	35	35
	LG	16	16
	Panasonic	13	13
	Onida	19	19
	Samsung	10	10
	Others	7	7
Total	100	100	
Awareness of the Product	Fully Aware	50	50
	Less Aware	37	37
	Unaware	13	13
	Total	100	100
Recommendation to others	Yes	80	80
	No	20	20
	<b>Total</b>	<b>100</b>	<b>100</b>

Source From the above table it is inferred that,

- Majority (35%) of the respondents are Reason to buy a product of prestigious value.
- Majority (50%) of the respondents pay on cash on delivery.
- Majority (20%) of the respondents Priority Appliance is Induction Cooker.
- Majority (49%) of the respondents using less than one year.
- Majority (35%) of the respondents are buying godrej brand.
- Majority (50%) of the respondents are fully aware of the product.
- Majority (80%) of the respondents are recommend to other buy a product

The Chi-square test has been used to find out the relationship between the socio economic factors and satisfaction level of the sample respondents.

#### Hypothesis:

H0: "There is no significant relationship between various socio-economic variables (Age, Education Level, Occupational Status, and Monthly Family Income) and satisfaction level of the respondents.

There hypothesis have been tested with chi-square test at 5% level of significance.

### Chi-square Test Analysis

Table:3 Chi-Square test Analysis

Factor	DF	Calculate of value	Table value at 5% level	Ho accepted/rejected
Age	8	6.632	15.507	Accepted
Educational Level	6	5.481	12.6	Accepted
Occupational Status	10	8.216	16.0	Accepted
Monthly Family Income	6	4.849	12.6	Accepted

Source: Survey data

Chi-square test shows that there is no significant relationship between respondents Age, Educational

Qualification, Occupational Status & Monthly Family Income and satisfaction

#### Problems faced by the respondents while purchasing smart kitchen appliances

Weighted Average Score(W)	5	4	3	2	1	Total Score	Weighted average Score	Rank	
Rank Problems	I	II	III	IV	V				
Power cut	X	15	20	40	11	14	311	20.73	3
	WX	75	80	120	22	14			
Services	X	24	17	10	22	27	289	19.27	4
	WX	120	68	30	44	27			

Spare parts	X	39	20	19	10	12			
	WX	195	80	57	20	12	364	24.27	2
Handling problems	X	11	9	24	36	20			
	WX	55	36	72	72	20	255	17	5
Price	X	49	14	20	10	7			
	WX	245	56	60	20	7	388	25.87	1

### Inference

From the survey it is evident that the ranking of the problems faced by the respondents while purchasing Smart Kitchen Appliances is could be observed that maximum of respondents is ranked "Price" as the first problem with a weighted score of "25.87" points. The second rank given to a "Spare parts" with a weighted score of "24.27" points. The third rank occupied "Power cut" with a weighted score of "20.73" points. The fourth rank occupied "Services" with a weighted score of "19.27" points. The fifth rank occupied "handling problems" with a weighted score of "17" points.

It is concluding from the above analysis that the maximum of the respondent's opinion that the high "price" is the main problem while purchasing of smart kitchen appliances.

### 7. Suggestions

- Quality of smart kitchen appliances is given due importance by consumers. So the primary task of the marketer is to assume and maintain the quality of smart kitchen appliances.
- Respondents like avoid duplicate products in the market so the producers should give more attention to prevent these activities.
- Technologies like encryption technologies trusted third-party certifications; digital ID systems and prepaid cards should be used. As a result online users are protected from fraudulent activities.
- Merchants should provide goods and services that offer the right value for money. There should be transparency in policies (returns, privacy, shipping, etc.), insurance against fraud and a good after sales

services should be provided to consumers making it an enjoyable experience.

- Most of the consumers still like to see the product before buying; efforts should be made to change this mindset of the people by making them aware of the benefits of online shopping.

### 8. Conclusion

The e-commerce is one of the biggest things that have taken the business by a storm. It is creating an entire new economy, which has a huge potential and is fundamentally changing the way businesses are done. It is believed that electronic commerce will become a huge industry in the coming years and online shopping is now becoming a significant part of the consumer's daily life to meet their never ending requirements in a convenient way. Now a day's awareness on smart kitchen appliances concept has been increased. Before going for a purchase, the customers generally have oral consultation with their friends and relatives but decided to buy the required products with the help of experts. The manufacturers have to produce smart kitchen appliances to suit the both low and high income groups of customers. Online shopping is picking up and is becoming a trend. More consumers are indulging into internet shopping as seen by the research because of the value proposition it offers to a customer such as convenience, 24x7 shopping, doorstep delivery, a broad product selection and the ever-expanding range of unique and unusual gift ideas as well as increased consumer confidence in shopping on the internet is increasing. The main motivating factor seen during the research was the convenience and customer service which drives the people to online shopping.

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