''A Study of Consumer Behavior towards Selected Electronic Goods With reference to North Gujarat''

Dr. Hareshkumar I. prajapati,
M.com, GSET,Ph.D
Assistant Professor, Department of Accountancy
R.R.Mehta College of Science & C.L.Parikh College of Commerce, Palanpur,

ABSTRACT

This is a research paper based on primary data. The researcher has collected primary data from 600 respondents across North Gujarat with the help of MCQ. Data about profile of respondents and their opinions regarding reasons for using Selected Electronic Goods (SEGs) in terms of selected parameters have been collected and arranged in suitable tables. The researcher has made cross tabulation of selected demographical profile of respondents with their opinion about various reasons for using SEGs. Hypotheses have been tested by applying chi-x^2. Finding of the research study indicates that respondents vary significantly in majority aspects but do not vary in certain aspects related with buying SEGs.

Research Methodology:

The researcher adopted survey method to collect data from the population of Consumer Behavior toward Selected Electronic Goods With reference to North Gujarat.

Sample:

The researcher adopted stratified random sampling method and collected 600 samples for the North Gujarat. The researcher collected data only from electronic product using of North Gujarat.

Tool Used:

The researcher selected multiple –choice type Questionnaires as a tool for collecting data in the present study. The researcher has designed a multiple questionnaire based on 'Linkert's Five Point Scale'.

Variable:

Demographic profile of respondents includes-
1. Gender
2. Age
3. Income

Respondents' opinion about using of SEGs has been included in terms of following variables.
1. Possession of electronic goods gives us high status in society.
2. Use of electronic goods enhances the capability of homemaker.
3. Use of electronic goods saves the time.

Statistical Techniques Used:

The chi-x^2 test measures the hypothesis that row and column variables in cross tabulation are independent.

A low significance value (typically below 0. 05) Indicates that there may be some relationship between the two variables.

Data Analysis:

Table -1 Cross tabulation of gender of respondents and their opinion about Possession of electronic goods gives us high status in society.

Gender respondents		Possession of electronic goods gives us high status in society.					
		Strongly agree	Agree	Neutral	Strongly disagree	Disagree	Total
Male	Count	186	66	21	33	99	405
	% within gender	45.9%	16.3%	5.2%	5.1%	24.4%	100%
Female	Count	84	27	24	18	42	195
	% within gender	43.1%	13.8%	12.3%	9.2%	21.5%	100%
Total	Count	270	93	45	51	141	600
	% within gender	45.0%	15.5%	7.5%	5.5%	23.5%	100%

(**Source:** Questionnaires Part- I Question No. 3 and Part- II Question No. 2.1)

Above table-1 shows that

1.　45.9 % male and 43.1% female respondents strongly agree with possession of electronic goods give us high status in society.
2.　16.3% male and 13.8% respondents agree with possession of electronic goods give us high status in society.
3.　5.2% male and 12.3% female respondents are neutral with possession of electronic goods give us high status in society.
4.　5.1% male and 9.2% female respondents strongly disagree with possession of electronic goods give us high status in society.
5.　24.4% male and 21.5% female respondents disagree with possession of electronic goods give us high status in society.

Table-2

Chi-square tests			
	Value	df	Asymp. sig. (2-sided)
Pearson chi-square	10.305[a]	4	.036
Likelihood ratio	9.692	4	.046
Linear-by-linear association	.056	1	.813
N of valid cases	600		
A. 0 cells (. 0%) have expected count less than 5. The minimum expected count is 14.63.			

Hypothesis-1

H_o: There is no significant difference between the gender of respondents and their opinion - possession of electronic goods gives us high status in society

Above the table, no. **2** of chi-x^2 test indicates that v alue of chi-x^2 is less than 0.05. Therefore, H_o rejected and H_1 is accepted.

Table -3 Cross tabulation of age of the respondents and their opinion about Possession of electronic goods gives us high status in society.

Age respondents		Possession of electronic goods gives us high status in society					Total
		Strongly agree	Agree	Neutral	Strongly disagree	Disagree	
Up to 18 years	Count	18	15	3	0	15	51
	% within age	35.3%	29.4%	5.9%	.0%	29.4%	100%
19 to 25 years	Count	54	6	12	12	48	132
	% within age	40.9%	4.5%	9.1%	9.1%	36.4%	100%
26 to 35 years	Count	117	27	18	15	48	225
	% within age	52.0%	12.0%	5.0%	6.7%	21.3%	100%
More than 35 years	Count	81	45	12	24	30	192
	% within age	42.2%	23.4%	6.2%	12.5%	15.6%	100%
Total	Count	270	93	45	51	141	600
	% within age	45.0%	15.5%	7.5%	5.5%	23.5%	100%

(**Source:** Questionnaires Part- I Question No. 4 and Part- II Question No. 2.1)

Above table- 3 shows that

1. More than 42% respondents of the age group, more than 35 years strongly agree with possession of electronic goods give us high status in society.
2. More than 29% respondents of the age group, up to 18 years agree with possession of electronic goods give us high status in society.
3. More than 8% respondents of the age group up to to19 to 25 years are neutral with possession of electronic goods give us high status in society.
4. More than 12% respondents of the age group more than 35 years strongly disagree with; possession of electronic goods gives us high status in society.
5. More than 36% respondents of the age group, up to 19 to 25 years disagree with possession of electronic goods give us high status in society.

Table- 4

Chi-square tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson chi-square	56.077[a]	12	.000
Likelihood ratio	61.040	12	.000
Linear-by-linear association	6.419	1	.011
N of valid cases	600		
A. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 3.83.			

Hypothesis-2

H_0: There are no significant differences between age of respondents and their opinion - Possession of electronic goods gives us high status in society

Above the table, no. **4** of chi-x^2 test indicates that value of chi-x^2 is less than 0.05. Therefore, H_0 rejected and H_1 is accepted.

Table -5 Cross tabulation of income of respondents and their opinion about Possession of electronic goods gives us high status in society.

Income respondents		Possession of electronic goods gives us high status in society					
		Strongly agree	Agree	Neutral	Strongly disagree	Disagree	
Up to 10000 Rs.	Count	72	45	12	18	51	198
	% within income	36.4%	22.7%	6.1%	9.1%	25.8%	100%
Rs. 10001-20000	Count	99	21	12	21	48	201
	% within income	49.3%	10.4%	6.0%	10.4%	23.9%	100%
Rs.20001-30000	Count	66	21	21	6	24	138
	% within income	47.8%	15.2%	15.2%	4.3%	17.4%	100%
More than 30000	Count	33	6	0	6	18	63
	% within income	52.4%	9.5%	.0%	9.5%	25.6%	100%
Total	Count	270	93	45	51	141	600
	% within income	45.0%	15.5%	7.5%	5.5%	23.5%	100%

(**Source:** Questionnaires Part- I Question No. 6 and Part- II Question No. 2.1)

Above table -5shows that

1. More than 52% respondents of the income group of more than 30000 strongly agree with possession of electronic goods give us high status in society.

2. More than 22% respondents of the income group of up to 10000 agree with possession of electronic goods give us high status in society.

3. More than 15% respondents of the income group of Rs. 20001 to 30000 are neutral possession of electronic goods give us high status in society.

4. More than 10% respondents'of the income group of Rs. 10001 to 20000 strongly disagree possession of electronic goods gives us high status in society.

5. More than 28% respondents of the income group of more than 30000 disagree possession of electronic goods give us high status in society.

Table -6

Chi-square tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson chi-square	40.575[a]	12	.000
Likelihood ratio	43.539	12	.000
Linear-by-linear association	2.046	1	.153
N of valid cases	600		
A.1cells (5.0%) have expected count less than 5. The minimum expected count is 4.73.			

Hypothesis-3

H_0: There is no significant difference between the income of respondents and their opinion - possession of electronic goods gives us high status in society

Above the table, no. **6** of chi-x^2 test indicates that value of chi-x^2 is less than 0.05. Therefore, H_0 rejected and H_1 is accepted.

Table -7 Cross tabulation of gender of respondents and their opinion about Use of electronic goods enhances the capability of homemaker.

Gender respondents		Use of electronic goods, enhances the capability of homemaker.					
		Strongly agree	Agree	Neutral	Strongly disagree	Disagree	Total
Male	Count	108	237	30	18	12	405
	%within gender	26.7%	55.5%	7.4%	4.4%	3.0%	100%
Female	Count	45	120	24	3	3	195
	%within gender	23.1%	61.5%	12.3%	1.5%	1.5%	100%
Total	Count	153	357	54	21	15	600
	%within gender	25.5%	59.5%	9.0%	3.5%	2.5%	100%

(Source**:** Questionnaires Part- I Question No. 3 and Part- II Question No. 2.2)

Above table-7 shows that

1.   26.7 % male and 23.1% female respondents strongly agree to use of electronic goods enhance the capability of homemaker.

2.   55.5% male and 61.5 % respondents agree to use of electronic goods, enhances the capability of homemaker.

3.   7.4% male and 12.3% female respondents are neutral with the use of electronic goods enhance the capability of homemaker.

4.   4.4% male and 1.5% female respondents strongly disagree with the use of electronic goods enhance the capability of homemaker.

5.   03% male and 1.5% female respondents disagree with the use of electronic goods enhance the capability of homemaker.

Table-8

Chi-square tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson chi-square	5.623[a]	4	.071
Likelihood ratio	9.050	4	.060
Linear-by-linear association	.047	1	.828
N of valid cases	600		
A.1cells (10.0%) have expected count less than 5. The minimum expected count is 4.85.			

Hypothesis-4

H_o: There is no significant difference between the gender of respondents and their opinion - Use of electronic goods, enhances the capability of homemaker.

Above table, no. **8** of chi-x^2 test indicates that value of chi-x^2 is more than 0.05. Therefore, H_0 is accepted.

Table -9 Cross tabulation of age of the respondents and their opinion about Use of electronic goods enhances the capability of homemaker.

Age respondents		Use of electronic goods, enhances the capability of homemaker.					Total
		Strongly agree	Agree	Neutral	Strongly disagree	Disagree	
Up to 18 years	Count	24	12	15	0	0	51
	% within age	47.1%	23.5%	29.4%	.0%	.0%	100%
19 to 25 years	Count	42	78	6	3	3	132
	% within age	31.8%	59.1%	4.5%	2.3%	2.3%	100%
26 to 35 years	Count	51	138	24	6	6	225
	% within age	22.7%	61.3%	10.7%	2.7%	2.7%	100%
More than 35 years	Count	36	129	9	12	6	192
	% within age	15.8%	67.2%	4.7%	6.2%	3.1%	100%
Total	Count	153	357	54	21	15	600
	% within age	25.5%	59.5%	9.0%	3.5%	2.5%	100%

(**Source:** Questionnaires Part- I Question No. 4 and Part- II Question No. 2.2)

Above table, 5.2.3 shows that

1. More than 47.1% respondents of the age group of up to 18 years strongly agree with use of electronic goods enhance the capability of homemaker.

2. More than 67% respondents of the age group up of more than 35 years agree with use of electronic goods enhance the capability of homemaker.

3. More than 29% respondents of the age group up to 18 years are neutral with use of electronic goods enhance the capability of homemaker.

4. More than 6.2% respondents of the age group more than 35 years strongly disagree with use of electronic goods enhance the capability of homemaker.

5. More than 3.1% respondents of the age group more than 35 years strongly disagreed with use of electronic goods enhance the capability of homemaker.

Table-10

Chi square tests -				
		Value	df	Asymp. Sig. (2-sided)
Pearson chi-square		65.386[a]	12	.000
Likelihood ratio		64.919	12	.000
Linear-by-linear association		7.572	1	.006
N of valid cases		600		
A. 6 cells (30.0%) have expected count less than 5. The minimum expected count is 1.25.				

Hypothesis-5

H$_o$: There is no significant difference between the age of respondents and their opinion - Use of electronic goods, enhances the capability of homemaker.

Above the table, no. **10** of chi-x^2 test indicates that value of chi-x^2 is less than 0.05. Therefore, H$_0$ rejected and H$_1$ is accepted.

Table -11 Cross tabulation of income of respondents and their opinion about Use of electronic goods, enhances the capability of homemaker.

Income respondents		Use of electronic goods, enhances the capability of homemaker.					Total
		Strongly agree	Agree	Neutral	Strongly disagree	Disagree	
Up to Rs.10000	Count	39	123	24	3	9	198
	%within income	19.7%	62.1%	12.1%	1.5%	4.5%	100%
Rs.10001-20000	Count	72	105	15	6	3	201
	%within income	35.8%	52.2%	7.5%	3.0%	1.5%	100%
Rs.20001-30000	Count	30	84	12	9	3	138
	%within income	21.7%	60.9%	5.7%	6.5%	2.2%	100%
More than 30000	Count	12	45	3	3	0	63
	%within income	19.0%	71.4%	4.8%	4.8%	.0%	100%
Total	Count	153	357	54	21	15	600
	%within income	25.5%	59.5%	9.0%	3.5%	2.5%	100%

(**Source:** Questionnaires Part- I Question No. 6 and Part- II Question No. 2.2)

Above table- 11 shows that

1. More than 35% respondents of the income group of Rs. 10001 to 20000 strongly agree to use of electronic goods enhance the capability of homemaker.

2. More than 71% respondents of the income group of more than 35 years agree to use of electronic goods enhance the capability of homemaker.

3. More than 12% respondents of the income group of up to Rs.10000 are neutral to use of electronic goods enhance the capability of homemaker.

4. More than 6% respondents of the income group of Rs. 20001 to 30000 strongly disagree to use of electronic goods enhance the capability of homemaker.

5. More than 4% respondents of the income group of up to Rs.10000 disagree to use of electronic goods enhance the capability of homemaker.

Table -12

Chi-square tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson chi-square	32.339[a]	12	.001
Likelihood ratio	32.736	12	.001
Linear-by-linear association	.453	1	.501
N of valid cases	600		
A. 5 cells (25.0%) have expected count less than 5. The minimum expected count is 1.55.			

Hypothesis-6

H_o: There is no significant difference between the income of respondents and their opinion - Use of electronic goods enhances the capability of homemaker.

Above the table, no. **12** of chi-x^2 test indicates that value of chi-x^2 is less than 0.05. Therefore, Ho rejected and H_1 is accepted.

Table -13 Cross tabulation of gender of respondents and their opinion about Use of electronic goods saves the time

Gender respondents		Use of electronic goods saves the time					
		Strongly agree	Agree	Neutral	Strongly disagree	Disagree	Total
Male	Count	107	212	61	12	13	405
	%within gender	26.4%	52.3%	15.1%	3.0%	3.2%	100%
Female	Count	61	106	17	9	2	195
	%within gender	31.3%	54.4%	5.7%	4.6%	1.0%	100%
Total	Count	168	318	78	21	15	600
	%within gender	25.0%	53.0%	13.0%	3.5%	2.5%	100%

(**Source:** Questionnaires Part- I Question No. 3 and Part- II Question No. 2.3)

Above table-13shows that

1.　　26.4 % male and 31.3% female respondents strongly agree to use of electronic goods save the time.

2.　　52.3% male and 54.4 % respondents agree to use of electronic goods save the time.

3.　　15.1% male and 5.7 % female respondents are neutral to use of electronic goods save the time.

4.　　3% male and 4.6% female respondents strongly disagree to use of electronic goods save the time.

5.　　3.2% male and 1% female respondents disagree to use of electronic goods save the time.

Table-14

Chi-square tests			
	Value	Df	Asymp. Sig (2-sided)
Pearson chi-square	5.825[a]	4	.066
Likelihood ratio	9.481	4	.050
Linear-by-linear association	3.542	1	.060
N of valid cases	600		
A. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.85.			

Hypothesis- 7

H_o: There is no significant difference between the gender of respondents and their opinion - use of electronic goods saves the time

Above table, no. **14** of chi-x^2 test indicates that value of chi-x^2 is more than 0.05. Therefore, H_0 is accepted.

Table 15 Cross tabulation of age of the respondents and their opinion about Use of electronic goods saves the time.

Age respondents		Use of electronic goods saves the time.					Total
		Strongly agree	Agree	Neutral	Strongly disagree	Disagree	
Up to 18 years	Count	13	24	12	2	0	51
	% within age	25.5%	47.1%	23.5%	3.9%	.0%	100%
19 to 25 years	Count	32	79	17	3	1	132
	% within age	24.2%	59.8%	12.9%	2.3%	.8%	100%
26 to 35 years	Count	66	118	24	9	8	225
	% within age	29.3%	52.4%	10.7%	4.0%	3.6%	100%
More than 35 years	Count	57	97	25	7	6	192
	% within age	29.7%	50.5%	13.0%	3.6%	3.1%	100%
Total	Count	168	318	78	21	15	600
	% within age	25.0%	53.0%	13.0%	3.5%	2.5%	100%

(**Source:** Questionnaires Part- I Question No. 4 and Part- II Question No. 2.3)

Above table-15 shows that

1. More than 29% respondents of the age group of more than 35 years strongly agree with Use of electronic goods save the time.

2. More than 59% respondents of the age group up of up to 19 to 25 years agree with Use of electronic goods save the time.

3. More than 23% respondents of the age group up to 18 years are neutral with Use of electronic goods save the time.

4. More than 4% respondents of the age group up to 26to 35 years strongly disagree with Use of electronic goods save the time.

5. More than 8% respondents of the age group of up to 19 to 25 years disagree with Use of electronic goods save the time.

Table -16

Chi-square tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson chi-square	13.102[a]	12	.362
Likelihood ratio	14.131	12	.292
Linear-by-linear association	.000	1	.992
N of valid cases	600		
A. 5 cells (25.0%) have expected count less than 5. The minimum expected count is 1.25.			

Hypothesis- 8

H_o: There is no significant difference between the age of respondents and their opinion - use of electronic goods saves the time

Above table, no. **16** of chi-x^2 test indicates that value of chi-x^2 is more than 0.05. Therefore, H_0 is accepted.

Table -17 Cross tabulation of income of respondents and their opinion about Use of electronic goods saves the time.

Income respondents		Use of electronic goods saves the time					Total
		Strongly agree	Agree	Neutral	Strongly disagree	Disagree	
Up to 10000 Rs.	Count	59	101	28	5	5	198
	%within income	29.8%	51.0%	14.1%	2.5%	2.5%	100%
Rs.10001-20000	Count	53	112	24	5	7	201
	% within income	26.4%	55.7%	11.9%	2.5%	3.5%	100%
Rs.20001-30000	Count	42	69	18	6	3	138
	% within income	30.4%	50.0%	13.0%	4.3%	2.2%	100%
More than 30000	Count	14	36	8	5	0	63
	% within income	22.2%	57.1%	12.7%	7.9%	.0%	100%
Total	Count	168	318	78	21	15	600
	% within income	25.0%	53.0%	13.0%	3.5%	2.5%	100%

(**Source:** Questionnaires Part- I Question No. 6 and Part- II Question No. 2.3)

Above table-17 shows that

1. About 30% respondents of the income Rs. 20001 to 30000 strongly agree to use of electronic goods save the time.

2. About 57% respondents of the income more than Rs. 30000 agree to use of electronic goods save the time.

3. About 14% respondents of the income up to Rs.10000 are neutral to use of electronic goods save the time.

4. About 7% respondents of the income more than Rs. 30000 strongly disagree to use of electronic goods saves the time.

5. About 3% respondents of the income Rs. 10001 to Rs. 20000 disagree to use of electronic goods save the time.

Table -18

Chi-square tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson chi-square	10.070[a]	12	.610
Likelihood ratio	10.766	12	.549
Linear-by-linear association	.285	1	.594
N of valid cases	600		
A. 5 cells (25.0%) have expected count less than 5. The minimum expected count is 1.55.			

Hypothesis-9

H_0: There is no significant difference between the income of respondents and their opinion - use of electronic goods saves the time

Above table, no. **18** of chi-x^2 test indicates that value of chi-x^2 is more than 0.05. Therefore, H_0 is accepted.