CUSTOMERS' PREFERRED BRANDS OF ELECTRONIC PRODUCTS IN ONLINE SHOPPING

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ABSTRACT

People generally prefer to buy products that fulfill their online shopping needs. Information related to a particular product is displayed online; the person focuses on his inner instinct when it comes to online shopping. These individuals have a particular brand in their minds that they came across through advertisements. As far as the present study goes the data collected was first hand and the appropriate statistical tools were applied for data analysis and the findings revealed that customers' have a preferred choice of brand in terms of e-products when it comes to online shopping.

Keywords: Online Shopping, Electronic Products, Brands, e-Products, Shopping, Online.

1. INTRODUCTION

Customers' nowadays are very tech savvy, their desired needs for a particular product or a service is full on throttle. They prefer to choose a comfortable platform in order to fulfill their shopping needs. This is when the concept of E-Shopping comes into picture. Variety is available at your doorsteps you just need to click for the alternatives available. People generally are aligned towards a particular brand when it comes to electronic products, so keeping all these factors into consideration an attempt has been made to study the reason behind why customers' stick to a particular brand.

2. LITERATURE REVIEW

Liaukonyte, J., Teixeira, T., & Wilbur, K. C. (2015) identified that media multitasking competes with television advertising for customers' attention, but may also facilitate immediate and measurable response to some advertisements. This research explored whether and how television advertising influences online shopping.

Smith, R., Deitz, G., Royne, M. B., Hansen, J. D., Grünhagen, M., & Witte, C. (2013) said that while the rise of the commercial Internet has promoted many brands to a globally ubiquitous status, convergent demand for certain goods and services masks many culture-bound differences in consumer shopping behaviors.

Gao, Yuan (2012) concluded that online seekers are the main sources of online shopping. Online shoppers always want to seek information within few clicks and reach to the most relevant information according to their requirements such as competitive brands, best price offers, product specification and consumer word-of-mouth.

Ling, K. C., Chai, L. T., & Piew, T. H. (2010) aimed to evaluate the impact of shopping orientations, online trust and prior online purchase experience to the customer online purchase intention. A total of 242 undergraduate information technology students from a private university in Malaysia participated in this research. The findings revealed that impulse purchase intention, quality orientation, brand orientation, online trust and prior online purchase experience were positively related to the customer online purchase intention.

Bellman, Lohse, and Johnson (1999) proposed that demographic variables alone explain a very low percentage of variance in the purchase decision. Consumers' traits include their demographic factors (income, age, gender, and education), which would influence their intention to shop online. For the factor of age, consumers that are under age 25 have more potential to shop online because of their interest in using new technologies to search for products and also for information provided for comparing and evaluating alternatives.

According to Burke (2002) and Wood (2002), four relevant demographic factors (age, gender, education, and income) have a significant moderating effect on consumers' attitudes toward online shopping. Based on several studies that were made on these variables, the studies have resulted in some contradictory results. As for age, it was found that younger people are more interested in using new technologies, such as the Internet to search for comparative information on products whereas older consumers avoid shopping online as the potential benefits from shopping online are offset by the perceived cost in skill needed to use the Internet.

Ladhari, Gonthier & Lajante, (2019) studies sector of Generation Y female e-Shoppers attitude and found "four approaches to online shopping: trend shopping, pleasure shopping, price shopping, and brand shopping. Six shopping profiles have also been identified, each with different objectives: price shoppers, discovery shoppers, emotional shoppers, strategic shoppers, fashionistas, and shopping fans". Monsuwe et al., (2004) suggested that there are five external factors that provide an insight into understanding the consumers' intentions when it comes to making

purchases on the Internet. These factors are consumer personality, situational factors, product characteristics, previous online shopping experiences, and the consumers' trust in online shopping. Situational factors might also lead a consumer to have an intention shopping on the Internet, such as time pressure, lack of mobility, geographical distance, need for special items, and attractiveness of alternatives.

A study by Shi, DeVos, Yang and Witlox (2019) suggested that "e-shopping and shopping travel behaviors are significantly determined by sociodemographic, Internet experience, car ownership, and location factors". Moreover, e-Shopping could be a solution for crowded area and in distant future the number of brick and mortar for clothes Bellman, Lohse, and Johnson (1999) proposed that demographic variables alone explain a very low percentage of variance in the purchase decision. Consumers' traits include their demographic factors (income, age, gender, and education), which would influence their intention to shop online. For the factor of age, consumers that are under age 25 have more potential to shop online because of their interest in using new technologies to search for products and also for information provided for comparing and evaluating alternatives.

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the e-Shopping "can be divided into three main groups: the human and organizational factors, the environmental and technological factors and the cultural and traditional factors". (2018), stated that the broad acceptance of e-Shopping among Saudi consumers enhances its growth and the main factors that possibly will affect the e-Shopping "can be divided into three main groups: the human and organizational (2018), stated that the broad acceptance of e-Shopping among Saudi consumers enhances its growth and the main factors that possibly will affect the e-Shopping "can be divided into three main groups: the human and organizational Gordon and Bhowan (2005) suggested that there are factors affecting consumer purchasing decisions and influencing consumers to purchase online. These factors include retailer, service, environment, purchasing motivation, culture, social, psychological, and personal facts.

3. RESEARCH METHODOLOGY

(a) Research Design: Descriptive research design was adopted for this study because the study is concerned with describing the customers' opinion about online shopping (i.e. preferred brands of electronic products).

(b) Sampling Technique: Purposive sampling method has been used in this study.

(c) Sample Size and Data Collection Tool: The sample size was 450 and the data was collected by means of a questionnaire. The data collected was analyzed with the help of statistical tools (Weighted Arithmetic Mean, Rank).

4. RESULT AND DISCUSSION

Weighted Arithmetic Mean and Ranking was used to study the customers preferred brands of electronic products in online shopping. Customers were asked to indicate the rank of preference for various brands of electronic products. Final ranking was obtained with the help of weighted arithmetic mean.

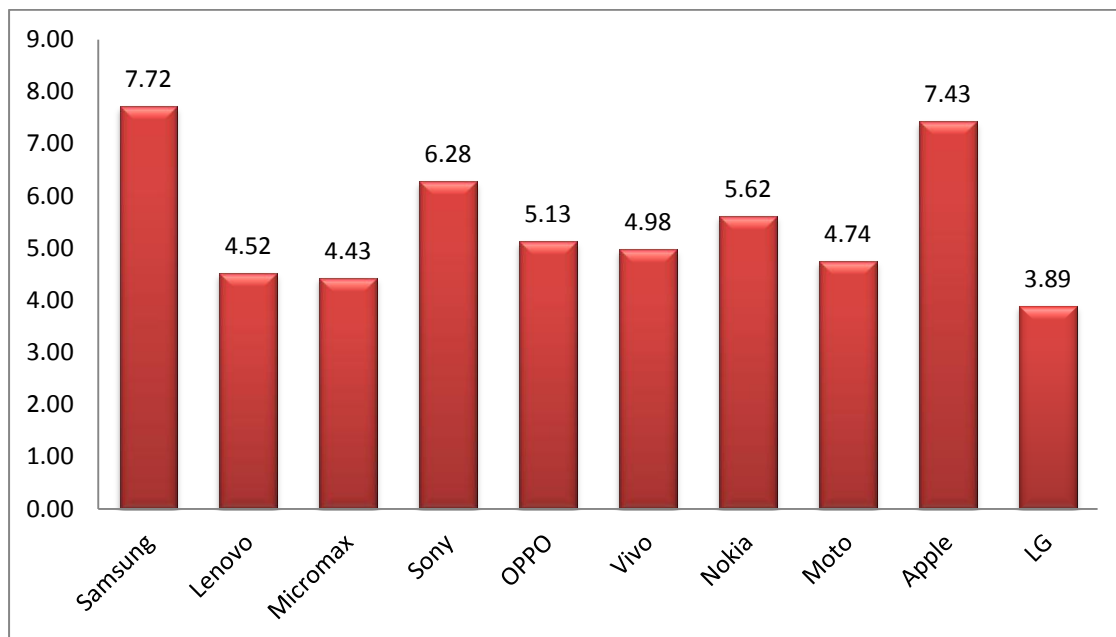1. Customers Preferred Brands of Mobile

The table 1 shows that, the Samsung was the most preferred branded mobile phone with a weighted mean score of 7.72 followed by Apple (Weighted Mean score = 7.43). Sony ranked 3rd with a Weighted Mean score of 6.28, followed by Nokia that ranked 4th with a weighted mean score of 5.62. OPPO was the fifth preferred branded mobile phone with weighted mean score of 5.13 tailed by Moto at 6th rank with a weighted mean score of 4.74.

Lenovo ranked at 7th place with a weighted mean score of 4.52, trailed by Micromax at 8th rank with a weighted mean score of 4.43. Vivo ranked on 9th position with a weighted mean score of 4.98. The weighted mean score of LG was 3.89 and ranked at 10th place which shows that it is a least preferred brand in Mobile phone category.

Table 1: Customers Preferred Brands of Mobile

Weights	10	9	8	7	6	5	4	3	2	1	Weighted Total	Weighted Avg.	Top 10 Ranks
Preference Mobile Brands	1	2	3	4	5	6	7	8	9	10			
Samsung	130	135	43	24	36	5	23	23	13	18	3473	7.72	1
Lenovo	18	21	28	33	46	61	65	66	58	54	2033	4.52	7
Micromax	5	17	36	54	40	46	58	74	80	40	1993	4.43	8
Sony	36	44	83	75	58	64	9	29	37	15	2825	6.28	3
OPPO	24	35	48	32	49	54	60	56	80	12	2307	5.13	5
Vivo	10	24	26	67	58	62	90	49	18	46	2240	4.98	9
Nokia	25	34	97	54	35	44	52	24	23	62	2528	5.62	4
Moto	26	50	15	37	32	61	63	40	51	75	2135	4.74	6
Apple	202	50	26	18	35	23	13	20	40	23	3344	7.43	2
LG	27	9	30	23	31	41	41	78	39	131	1750	3.89	10

Chart 1: Customers Preferred Brands of Mobile

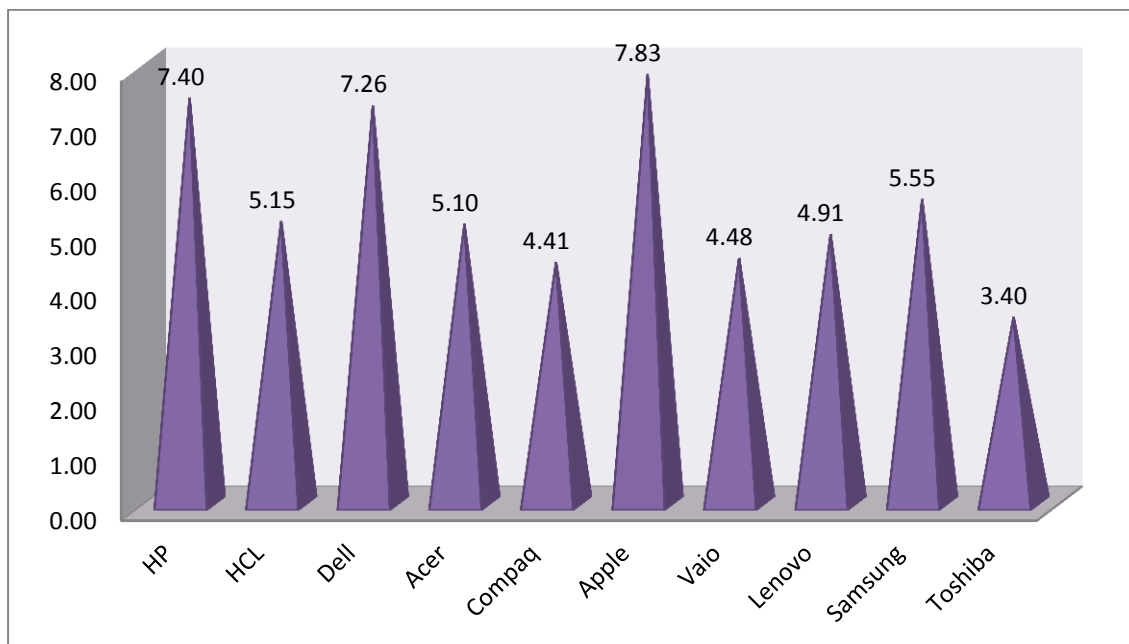

2. Customers Preferred Brands of PC/Laptop

The table 2 shows that, the Apple was the most preferred branded PC/Laptop with a weighted mean score of 7.83 followed by HP (Weighted Mean score = 7.40). Dell ranked 3rd with a Weighted Mean score of 7.26, followed by Samsung that ranked 4th with a weighted mean score of 5.55. HCL was the fifth preferred branded PC/Laptop with weighted mean score of 5.15 tailed by Acer at 6th rank with a weighted mean score of 5.10.

Lenovo ranked at 7th place with a weighted mean score of 4.91, trailed by Vaio at 8th rank with a weighted mean score of 4.48. Compaq ranked on 9th position with a weighted mean score of 4.41. The weighted mean score of Toshiba was 4.40 and ranked at 10th place which shows that it is a least preferred brand in PC/Laptop category.

Table 2: Customers Preferred Brands of PC/Laptop

Weights	10	9	8	7	6	5	4	3	2	1	Weighted Total	Weighted Avg.	Top 10 Ranks
Preference PC/Laptop Brands	1	2	3	4	5	6	7	8	9	10			
HP	115	121	46	48	26	9	22	10	15	38	3330	7.40	2
HCL	4	24	39	44	81	94	64	40	50	10	2318	5.15	5
Dell	64	118	68	55	46	32	30	13	15	9	3265	7.26	3
Acer	5	20	29	103	46	81	38	54	43	31	2295	5.10	6
Compaq	15	4	50	21	40	75	65	55	85	40	1983	4.41	9
Apple	169	75	42	39	59	20	4	10	18	14	3524	7.83	1
Vaio	9	63	27	33	4	17	99	74	61	63	2016	4.48	8
Lenovo	21	18	61	27	26	72	72	85	35	33	2211	4.91	7
Samsung	47	48	49	39	42	28	75	27	62	33	2497	5.55	4
Toshiba	14	4	21	21	38	31	42	71	69	139	1532	3.40	10

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Chart 2: Customers Preferred Brands of PC/Laptop

3. Customers Preferred Brands of Printers

The table 3 shows that, the HP was the most preferred branded printers with a weighted mean score of 8.54 followed by Canon (Weighted Mean score = 8.12). Panasonic ranked 3rd with a Weighted Mean score of 6.04, followed by Epson that ranked 4th with a weighted mean score of 6.02. Samsung was the fifth preferred branded printers with weighted mean score of 5.82 tailed by Rich at 6th rank with a weighted mean score of 4.42.

Konica ranked at 7th place with a weighted mean score of 4.32, trailed by Brother at 8th rank with a weighted mean score of 3.77. PRINTEC ranked on 9th position with a weighted mean score of 3.76. The weighted mean score of Kyocera was 3.48 and ranked at 10th place which shows that it is a least preferred brand in Printers category.

Table 3: Customers Preferred Brands of Printers

| Weights	10	9	8	7	6	5	4	3	2	1	Weighted Total	Weighted Avg.	Top 10 Ranks
Preference													
Printer Brands	1	2	3	4	5	6	7	8	9	10			
HP	228	85	46	23	9	22	15	4	13	5	3841	8.54	1
Canon	97	194	61	21	26	5	18	8	5	15	3653	8.12	2
Epson	28	38	118	47	51	29	36	47	24	32	2711	6.02	4
Panasonic	22	37	55	121	36	71	37	24	38	9	2716	6.04	3
Ricoh	10	5	15	28	81	85	64	71	57	34	1989	4.42	6
Brother	14	2	10	43	31	68	58	51	74	99	1697	3.77	8
Samsung	17	40	67	63	95	29	57	19	47	16	2617	5.82	5
Kyocera	9	2	9	32	14	46	67	132	45	94	1566	3.48	10
Konica	14	23	27	22	52	51	65	47	112	37	1946	4.32	7
PRINTEC	24	9	9	22	48	46	46	74	48	124	1691	3.76	9

Chart 3: Customers Preferred Brands of Printers
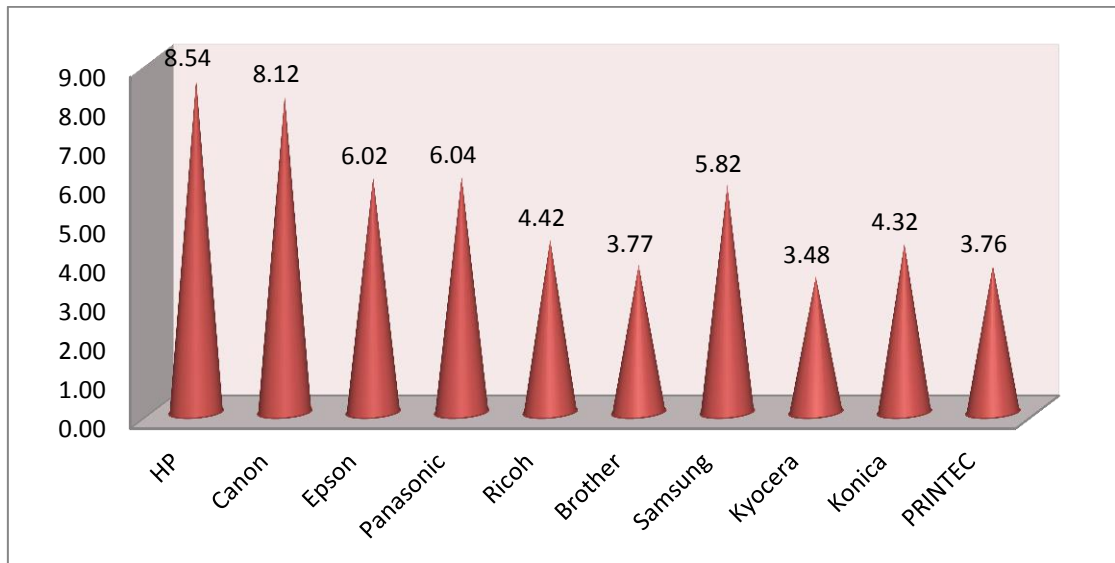
4. Customers Preferred Brands of Music Player

The table 4 shows that, the Sony was the most preferred branded music player with a weighted mean score of 4.69 followed by Philips (Weighted Mean score = 3.96). Transcend ranked 3rd with a Weighted Mean score of 2.40, followed by FIIO that ranked 4th with a weighted mean score of 2.21. Lambent was the least preferred branded music player with weighted mean score of 1.78.

Table 4: Customers Preferred Brands of Music Player

| Weights	5	4	3	2	1	Total (N)	Weighted Total	Weighted Average	Rank
Preference Music Player Brands	1	2	3	4	5				
Sony	341	94	5	4	6	450	2110	4.69	1
Philips	86	294	42	24	4	450	1784	3.96	2
Transcend	4	36	171	163	76	450	1079	2.40	3
FIIO	1	23	139	194	93	450	995	2.21	4
Lambent	5	18	97	84	246	450	802	1.78	5

Chart 4: Customers Preferred Brands of Music Player
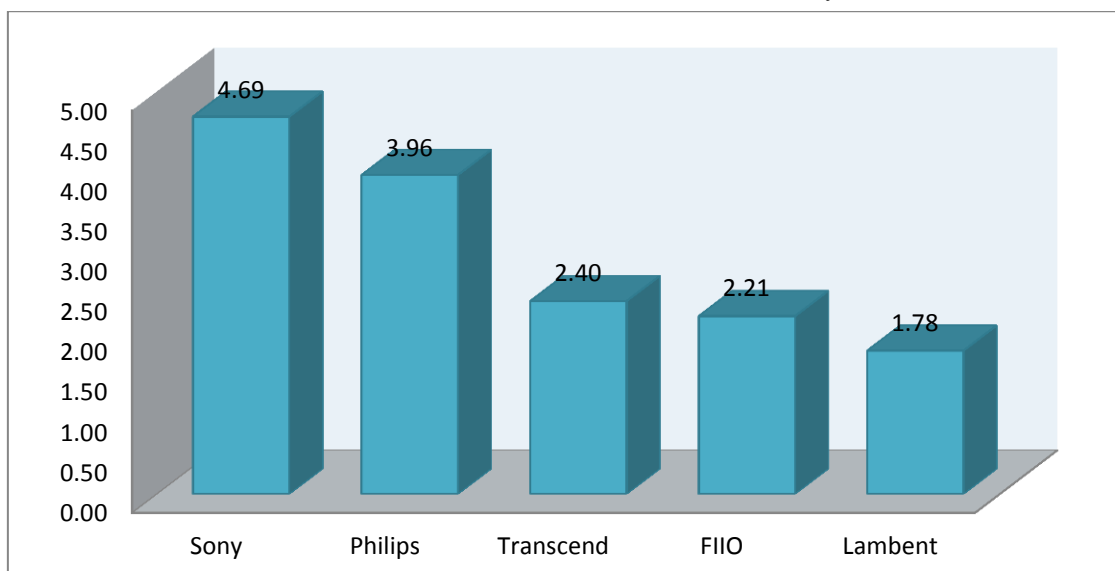
5. Customers Preferred Brands of Gaming Console

The table 5 shows that, the Sony was the most preferred branded gaming console with a weighted mean score of 4.48 followed by Mitashi (Weighted Mean score = 2.83). Xbox ranked 3rd with a Weighted Mean score of 2.82, followed by Genius that ranked 4th with a weighted mean score of 2.72. Nintendo was the least preferred branded gaming console with weighted mean score of 1.87.

Table 5: Customers Preferred Brands of Gaming Console

Weights	5	4	3	2	1	Total (N)	Weighted Total	Weighted Average	Rank
Preference Gaming Console Brands	1	2	3	4	5				
Sony	310	83	31	13	13	450	2014	4.48	1
Mitashi	22	83	190	105	50	450	1272	2.83	2
Genius	9	143	75	160	63	450	1225	2.72	4
Xbox	78	70	86	126	90	450	1270	2.82	3
Nintendo	14	46	64	68	258	450	840	1.87	5

Chart 5: Customers Preferred Brands of Gaming Console
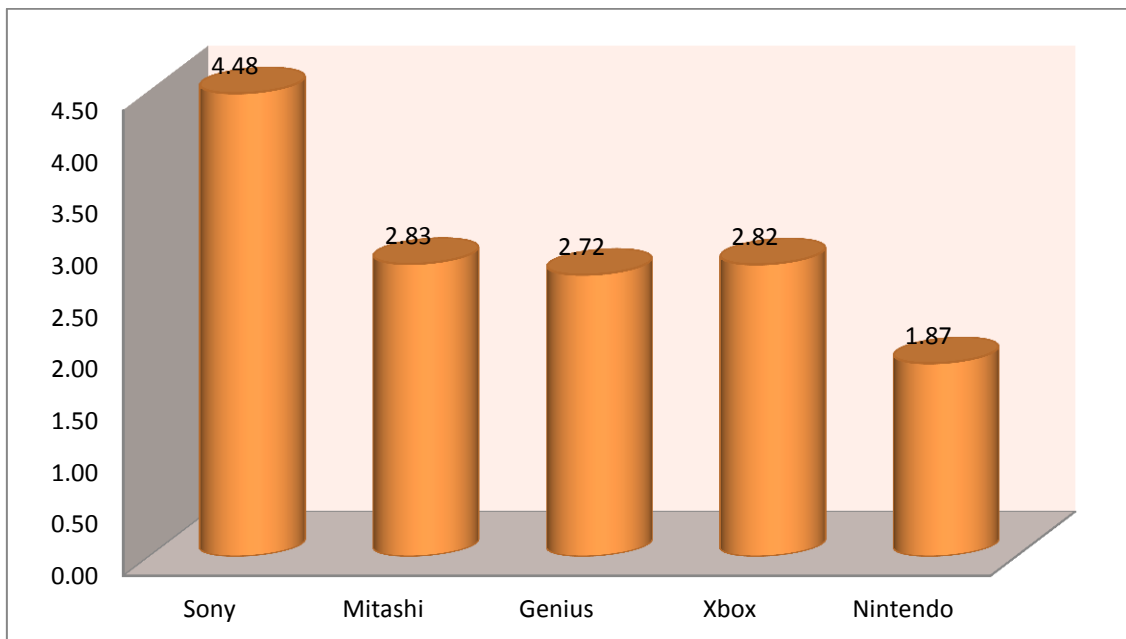
## 6. Customers Preferred Brands of Digital Camera

The table 6 shows that, the Canon was the most preferred branded digital camera with a weighted mean score of 3.74 followed by Sony (Weighted Mean score = 3.72). Nikon ranked 3rd with a Weighted Mean score of 3.56, followed by Panasonic that ranked 4th with a weighted mean score of 2.05. Fujifilm was the least preferred branded digital camera with weighted mean score of 1.85.

Table 6: Customers Preferred Brands of Digital Camera

Weights	5	4	3	2	1	Total (N)	Weighted Total	Weighted Average	Rank
Preference Digital Camera Brands	1	2	3	4	5				
Canon	168	123	69	56	34	450	1685	3.74	1
Fujifilm	19	24	47	141	219	450	833	1.85	5

Sony	153	97	127	66	7	450	1673	3.72	2
Nikon	106	158	105	42	39	450	1600	3.56	3
Panasonic	13	49	71	133	184	450	924	2.05	4

Chart 6: Customers Preferred Brands of Digital Camera
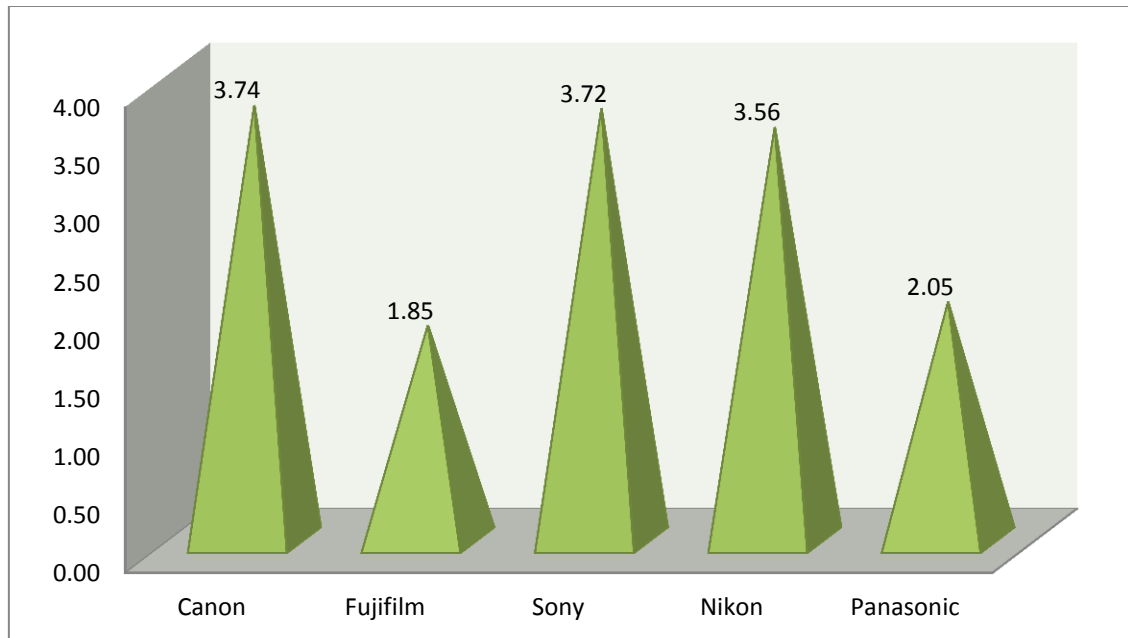
5. CONCLUSION

LG was the least preferred brand in mobile phone category. Toshiba was the least preferred brand in pc/laptop category. Kyocera was the least preferred brand in printers' category. Lambent was the least preferred branded music player, Nintendo was the least preferred branded gaming console and Fujifilm was the least preferred branded digital camera.

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