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Review Of Research

"A STUDY OF CONSUMER BEHAVIOR TOWARDS SELECTED ELECTRONIC GOODS WITH REFERENCE TO NORTH GUJARAT"

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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-x2. Finding of the research study indicates that respondents vary significantly in majority aspects but do not vary in certain aspects related with buying SEGs. Demographic profile of respondents includes income and occupation of respondents. Respondents' opinions about for using Selected Electronic Goods (SEGs) is measured in terms of following variables –

1.Use of electronic goods spares your extra time in other important activities.

2.Use of electronic goods saves time; hence, homemaker can look better after the health of herself and her family members.

3.Use of electronic goods saves daily household expenditure.

KEYWORDS :*Consumer Behavior ,Selected Electronic Goods (SEGs) , selected demographical profile .*

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 users 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.Income

2.Occupation

Respondents' opinion about not using of SEGs has been included in terms of following variables.

4.Use of electronic goods spares your extra time in other important activities.
5.Use of electronic goods saves time; hence, homemaker can look better after the health of herself and her family members.
6.Use of electronic goods saves daily household expenditure.

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 income of respondents and their opinion about Use of electronic goods spares your extra time in other important activities.

Income respondents		Use of electronic goods spares your extra time in other important activities.					
		Strongly agree	Agree	Neutral	Strongly disagree	Disagree	
Up to 10000 Rs.	Count	63	92	27	9	7	198
	% within income	31.8%	46.5%	13.6%	4.5%	3.5%	100.0%
Rs. 10001-20000	Count	55	97	26	20	3	201
	% within income	27.4%	48.3%	12.9%	10.0%	1.5%	100.0%
Rs.20001-30000	Count	35	63	23	12	5	138
	% within income	25.4%	45.7%	16.7%	8.7%	3.6%	100.0%
More than 30000	Count	12	27	11	7	6	63
	% within income	19.0%	42.9%	17.5%	11.1%	9.5%	100.0%
Total	Count	165	279	87	48	21	600
	% within income	27.5%	46.5%	14.5%	8.0%	3.5%	100.0%

(Source: Questionnaires Part- I Question No.6 and Part- II Question No. 2.4)
Above table, 1 shows that
1.About 31 % respondents of the income up to Rs.10000 strongly agree with the use of electronic goods, spare your extra time in other important activities.
2.About 485% respondents of the income up to Rs.10001 to 20000 agree with the use of electronic goods, spare your extra time in other important activities.
3.About 17% respondents of the income more than Rs.30000 are neutral with the use of electronic goods; spare your extra time in other important activities.
4.About 11% respondents of the income more than Rs.30000 strongly disagree with the use of electronic goods; spare your extra time in other important activities.
5.About 9% respondents of the income more than Rs.30000 disagree with the use of electronic goods; spare your extra time in other important activities.

Table-2

Chi-square tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson chi-square	18.421[a]	12	.103
Likelihood ratio	17.464	12	.133
Linear-by-linear association	9.854	1	.002
N of valid cases	600		
A. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 2.21.			

Hypothesis-1

H_0: There is no significant difference between the income of respondents and their opinion - Use of electronic goods spares your extra time in other important activities.

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

Table -3 Cross tabulation of occupation of respondents and their opinion about Use of electronic goods spares your extra time in other important activities.

Occupation respondents		Use of electronic goods can spare your extra time in other important activities					Total
		Strongly agree	Agree	Neutral	Strongly disagree	Disagree	
Govt. Job	Count	41	56	21	11	6	135
	% within occupation	30.4%	41.5%	15.6%	8.1%	4.4%	100.0%
Private job	Count	42	63	21	9	6	141
	% within occupation	29.8%	44.7%	14.9%	6.4%	4.3%	100.0%
Own business	Count	38	69	26	16	4	153
	% within occupation	24.8%	45.1%	17.0%	10.5%	2.6%	100.0%
Professional	Count	11	31	4	5	3	54
	% within occupation	20.4%	57.4%	7.4%	9.3%	5.6%	100.0%
Farmer	Count	33	60	15	7	2	117
	% within occupation	28.2%	51.3%	12.8%	6.0%	1.7%	100.0%
Total	Count	165	279	87	48	21	600
	% within occupation	27.5%	46.5%	14.5%	8.0%	3.5%	100.0%

(Source: Questionnaires Part- I Question No. 8 and Part- II Question No. 2.4)

Above table, 3 shows that

1.About 30% respondents of the occupation govt. Job strongly agree with the use of electronic goods, spare your extra time in other important activities.

2.About 57% respondents of the occupation professional agree with the use of electronic goods, spare your extra time in other important activities.

3.About 17% respondents of the occupation, own business are neutral with the use of electronic goods, spare your extra time in other important activities.

4.About 10% respondents of the occupation own business strongly disagree with the use of electronic goods; spare your extra time in other important activities.

5.About 5% respondents of the occupation professional disagree with the use of electronic goods; spare your extra time in other important activities.

Table - 4

Chi-square tests			
	Value	df	Asymp. Sig.(2-sided)
Pearson chi-square	12.778[a]	16	.689
Likelihood ratio	13.297	16	.651
Linear-by-linear association	.410	1	.522
N of valid cases	600		
A. 5 cells (20.0%) have expected count less than 5. The minimum expected count is 1.89.			

Hypothesis-2

H_0: There is no significant difference between the occupation of respondents and their opinion - Use of electronic goods spares your extra time in other important activities.

Above table, no. 4 of chi-x^2 test indicates that value of chi-x^2 is more than 0.05. Therefore, H_0 is accepted.

Table -5 Cross tabulation of income of respondents and their opinion about Use of electronic goods saves time; hence, homemaker can better the health of herself and her family members

Income respondents		Use of electronic goods saves time; hence, homemaker can look better the health of herself and her family members					
		Strongly agree	Agree	Neutral	Strongly disagree	Disagree	
Up to 10000 Rs.	Count	64	72	26	23	13	198
	% within income	32.3%	36.4%	13.1%	11.6%	6.6%	100.0%
Rs.10001-20000	Count	59	80	24	25	13	201
	% within income	29.4%	39.8%	11.9%	12.4%	6.5%	100.0%
Rs.20001-30000	Count	39	57	18	16	8	138
	% within income	28.3%	41.3%	13.0%	11.6%	5.8%	100.0%
More than 30000	Count	21	22	7	8	5	63
	% within income	33.3%	34.9%	11.1%	12.7%	7.9%	100.0%
Total	Count	183	231	75	72	39	600
	% within income	30.5%	38.5%	12.5%	12.0%	6.5%	100.0%

(Source: Questionnaires Part- I Question No. 6 and Part- II Question No. 2.5)

Above table, 5 shows that

1.About 33% respondents of the income more than Rs.30000 strongly agree with the use of electronic goods save time; hence, homemaker can better the health of herself and her family members.

2.About 41% respondents of the income up to Rs.20001 to 30000 agree with the use of electronic goods save time; hence, homemaker can better the health of herself and her family members.

3.About 13% respondents of the income up to Rs.10000 are neutral with the use of electronic goods save time; hence, homemaker can better the health of herself and her family members.

4.About 12% respondents of the income more than Rs.30000 strongly disagree with the use of electronic goods save time; hence, homemaker can better the health of herself and her family members.

5.About 7% respondents of the income more than Rs.30000 disagreed with the use of electronic goods

save time; hence, homemaker can better the health of herself and her family members.

Table -6

Chi-square tests			
	Value	df	Asymp. Sig.(2-sided)
Pearson chi-square	2.161[a]	12	.999
Likelihood ratio	2.155	12	.999
Linear-by-linear association	.032	1	.858
N of valid cases	600		
A. 1 cells (5.0%) have expected count less than 5. The minimum expected count is 4.10.			

Hypothesis-3

H_o: There is no significant difference between the income of respondents and their opinion - Use of electronic goods saves time; hence, homemaker can better the health of herself and her family members

Above table, no. 6 of chi-x^2 test indicates that value of chi-x^2 is more than 0.05. Therefore, H_0 is accepted.

Table -7 Cross tabulation of occupation of respondents and their opinion about Use of electronic goods saves time; hence, homemaker can better the health of herself and her family members

Occupation respondents		Use of electronic goods saves time; hence, homemaker can look better the health of herself and her family members					Total
		Strongly agree	Agree	Neutral	Strongly disagree	Disagree	
Govt. job	Count	36	57	17	19	6	135
	% within occupation	26.7%	42.2%	12.6%	14.1%	4.4%	100.0%
Private job	Count	44	48	20	19	10	141
	% within occupation	31.2%	34.0%	14.2%	13.5%	7.1%	100.0%
Own business	Count	53	60	12	15	13	153
	% within occupation	34.6%	39.2%	7.8%	9.8%	8.5%	100.0%
Professional	Count	19	21	6	6	2	54
	% within occupation	35.2%	38.9%	11.1%	11.1%	3.7%	100.0%
Farmer	Count	31	45	20	13	8	117
	% within occupation	26.5%	38.5%	17.1%	11.1%	6.8%	100.0%
Total	Count	183	231	75	72	39	600
	% within occupation	30.5%	38.5%	12.5%	12.0%	6.5%	100.0%

(Source: Questionnaires Part- I Question No. 8 and Part- II Question No. 2.5)

Above table, 7 shows that

1.About 35% respondents of the occupation professional strongly agree with the use of electronic goods save time; hence, homemaker can better the health of herself and her family members.

2.About 42% respondents of the occupation govt. Job agree with the use of electronic goods save time; hence, homemaker can better the health of herself and her family members.

3.About 17% respondents of the occupation farmer are neutral with the use of electronic goods save time; hence, homemaker can better the health of herself and her family members.

4.About 14% respondents of the occupation govt. Job strongly disagree with the use of electronic goods save time; hence, homemaker can better the health of herself and her family members.
5.About 8% respondents of the occupation own businesses disagree with the use of electronic goods save time; hence, homemaker can better the health of herself and her family members.

Table-8

Chi-square tests			
	Value	Df	Asymp. Sig.(2-sided)
Pearson chi-square	12.837[a]	16	.685
Likelihood ratio	13.202	16	.658
Linear-by-linear association	.008	1	.929
N of valid cases	600		
A. 1 cells (4.0%) have expected count less than 5. The minimum expected count is 3.51.			

Hypothesis-4

H_o: There is no significant difference between the occupation of respondents and their opinion - Use of electronic goods saves time; hence, homemaker can better the health of herself and her family members.
Above table, no. 8.5.10 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 income of respondents and their opinion about Use of electronic goods saves daily household expenditure.

Income respondents		Use of electronic goods saves household expenditure					Total
		Strongly agree	Agree	Neutral	Strongly disagree	Disagree	
Up to 10000 Rs.	Count	56	72	31	26	13	198
	% within income	28.3%	36.4%	15.7%	13.1%	6.6%	100.0%
Rs.10001-20000	Count	61	62	24	26	28	201
	% within income	30.3%	30.8%	11.9%	12.9%	13.9%	100.0%
Rs.20001-30000	Count	31	45	19	20	23	138
	% within income	22.5%	32.6%	13.8%	14.5%	16.7%	100.0%
More than 30000	Count	17	22	10	9	5	63
	% within income	27.0%	34.9%	15.9%	14.3%	7.9%	100.0%
Total	Count	165	201	84	81	69	600
	% within income	27.5%	33.5%	14.0%	13.5%	11.5%	100.0%

(Source: Questionnaires Part- I Question No. 6 and Part- II Question No. 2.6)
Above table, 9 shows that
1.About 30% respondents of the income up to Rs.10001 to 20000 strongly agree with the use of electronic goods save daily household expenditure.
2.About 36% respondents of the income up to Rs.10000 agree with the use of electronic goods save daily household expenditure.
3.About 15% respondents of the income more than Rs.30000 are neutral with the use of electronic goods save daily household expenditure.
4.About 14% respondents of the income up to Rs.20001 to 30000 strongly disagreed with the use of

electronic goods save daily household expenditure.
5. About 16% respondents of the income up to Rs.20001 to 30000 strongly disagreed with the use of electronic goods save daily household expenditure.

Table 10

Chi-square tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson chi-square	13.375[a]	12	.342
Likelihood ratio	13.848	12	.310
Linear-by-linear association	2.573	1	.109
N of valid cases	600		
A. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.25.			

Hypothesis-5

H_o: There is no significant difference between the income of respondents and their opinion - Use of electronic goods saves daily household expenditure.
Above table, no. 8.6.8 of chi-x^2 test indicates that value of chi-x^2 is more than 0.05. Therefore, H_0 is accepted.

Table- 11 Cross tabulation of occupation of respondents and their opinion about Use of electronic goods saves daily household expenditure.

Occupation respondents		Use of electronic goods saves household expenditure					
		Strongly agree	Agree	Neutral	Strongly disagree	Disagree	
Govt. job	Count	41	41	21	22	10	135
	% within occupation	30.4%	30.4%	15.6%	16.3%	7.4%	100.0%
Private job	Count	43	45	22	13	18	141
	% within occupation	30.5%	31.9%	15.6%	9.2%	12.8%	100.0%
Own business	Count	36	55	21	25	16	153
	% within occupation	23.5%	35.9%	13.7%	16.3%	10.5%	100.0%
Professional	Count	11	21	4	10	8	54
	% within occupation	20.4%	38.9%	7.4%	18.5%	14.8%	100.0%
Farmer	Count	34	39	16	11	17	117
	% within occupation	29.1%	33.3%	13.7%	9.4%	14.5%	100.0%
Total	Count	165	201	84	81	69	600
	% within occupation	27.5%	33.5%	14.0%	13.5%	11.5%	100.0%

(Source: Questionnaires Part- I Question No. 8 and Part- II Question No. 2.6)
Above table, 11 shows that
1.About 30% respondents of the occupation private job strongly agree with the use of electronic goods save daily household expenditure.
2.About 38% respondents of the occupation professional agree with the use of electronic goods save daily household expenditure.

3.About 15% respondents of the occupation govt. Job and private job are neutral with the use of electronic goods save daily household expenditure.
4.About 18% respondents of the occupation professional strongly disagree with the use of electronic goods save daily household expenditure.
5.About 14% respondents of the occupation professional disagree with the use of electronic goods save daily household expenditure.

Table -12

Chi-square tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson chi-square	16.102[a]	16	.446
Likelihood ratio	16.906	16	.392
Linear-by-linear association	.734	1	.392
N of valid cases	600		
A. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.21.			

Hypothesis-6

H_o: There is no significant difference between the occupation of respondents and their opinion - Use of electronic goods saves daily household expenditure.
Above table, no. 12 of chi-x^2 test indicates that value of chi-x^2 is more than 0.05. Therefore, H_0 is accepted.

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