



**CONSUMER BEHAVIOUR TOWARD ONLINE SHOPPING OF
ELECTRONICS.**

(A case study of the international students of MATE)

**MSc BUSINESS DEVELOPMENT AT HUNGARIAN UNIVERSITY OF AGRICULTURE
AND LIFE SCIENCES**

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Summary of the study

This study was accomplished to determine the consumer behavior in towards online shopping for electronic products using the international students at Hungarian University of Agriculture and life sciences as a case study. Online shopping is increasing in Hungary, but acceleration of online shopping is not as rapid as compared to other developed countries like USA and UK.

A month grace period was given to international students to fill out the google form questionnaire made, a questionnaire was made on the 3rd of March 2023, 19:00pm and was closed on 4th April 2023 at the same time. Hundred (100) people responded as a result, allowing for the results to be more generalized. The dissemination of the questionnaire primarily took place on the social media platforms of the international students. Initially It was an open questionnaire for all international students in Hungary to participate in.

Out the 100 international students that responded to the questionnaire 61% were males and 39% were females. From the study it is accessed that Online shopping is more popular among the males' international students. 80% of the respondents are between the ages of 21-30 so it can be analyzed that online showing is popular among the youth. Online shopping is getting popular among the young generation as they feel it is more comfortable, time saving and convenient. The study revealed that consumers are doing online shopping because of convenience and time saving.

It can also be seen from chapter 4 that 90% of the international students that responded to the questionnaire are active in online shopping. The major products that these respondents normally buy online are electronics, thus mobile phones and their accessories and clothes.

The survey shows that a consumer who decides to buy electronic goods online is influenced by several factors. The main factors identified are time saving, best price and convenience. The best price factor and convenience are popular among people because generally in online markets prices are lower than the physical markets. People compare prices in online stores and then review all feedback and rating about products before making the final selection of product and decision. Purchasing online things like electronic goods are in demand because of the best price, convenience and time saving.

Majority of international students that are into online shopping are bachelors and masters' students. Twenty-eight (28) out of the 100 respondents earn 750- 1000euros. Most of the respondents are educated and have done graduation. The main crucial identified factors are time saving, the best price and convenience that really affect the minds of the people when buying online electronic goods. The main obstacle in online shopping is the security issue. People are afraid to share their personal and financial information on the internet.

There are a lot of Advantages of shopping online and majority of the respondents strongly agree that with few clicks it is possible to get a wide range of products from the online stores and this saves them from the stress they go through in searching for products in the traditional stores. Also, majority of international students agree that it is advantageous to shop online because it is possible to place an order for products every time, everywhere and any day unlike the traditional stores that have opening and closing time, off day, and holidays closure. Majority of the respondents also agree that online shopping is advantageous for people living in remote areas, families with children and the elderly. It saves them stress, struggle, and the cost of travelling from a long distance just to buy something from the traditional stores. They can just be at home and order what kind of product they need.

With the above advantages respondents also hold on to some disadvantages of online shopping. They are of the view that delivery can be time-consuming, especially when they order their products from foreign stores, it really takes time before the items are delivered. They also believe that some online product pictures are of low quality which makes it difficult to estimate actual size, weight, and value, with that you might get a smaller or bigger size without getting the actual size of what was ordered. There are also some special offers and promotions that customers benefit from online shops and respondents lose the ability to take advantage of such an opportunity given by traditional stores.

Notwithstanding the above disadvantages, respondents still believe that online shopping for electronics and other products is the best and whenever they access the internet they will shop online and recommend their friends and family to do so, and we all know how powerful C2C (customer to customer interaction) and EWOM (Electronic word of mouth) are. Customers with online shopping experience stand a higher chance of convincing fellow customers to shop online.

Respondents also believe that there are some barriers that sometimes discourage them from shopping online and the major ones are safety of payment, low trust levels of online stores, and high shipping cost. People are now afraid to share their payment information online because of scammers other fraudsters. It is also very discouraging to order something online and the shipping fee alone is more than the cost of the product that you ordered.

TAM (Technology Acceptance Model) identifies factors such as internal beliefs, attitudes, and intentions for online shopping; Study found that online shopping is mainly influenced by social networks/circles and personal experiences. Consumers are doing online shopping because of convenience and time saving.

Conclusion

Online shopping is on the rise in this era and companies must now channel most of their energy into building a trusted brand to attract customers. Let's go back to the covid era, how people were locked up in their homes, commerce was the order of the day and since then people now feel it is convenient and time saving to shop online than to visit the traditional stores. It is advantageous to shop online even though there are barriers to online shopping, companies that are into electronics and other products should device ways and means to gain the trust of its customers. The payment system of their website should be safe and secure to give customers the assurance of safety when buying from them.

It is appropriate to also lower their product shipping cost if possible free delivery to encourage customers to shop often and to gain a competitive edge over other similar companies since every corporation is now moving from the traditional stores to online stores. From the study, online shopping is popular among the youth therefore companies should also capitalize on it, capture the youth, produce what they want and maximize revenue.

It can be concluded from the study that most international students are into online shopping because of convenience and time saving, some of the crucial factors that normally affect their decision on the final selection of products online are the best price and convenience.

Recommendation

After having conducted this research and considering the limitations in time and resources that I had been facing, it would be of interest to examine our research topic further as well as more profoundly. Below, we have listed few deductions for probable future research:

It would be interesting to conduct a survey at another university. If this would be done and comparable results is discovered, one could apply generalizability to the results. Conduct a survey on a larger sample, also including people that are not students and segmenting according to that. This could find new segments, with new analytical possibilities.