

## **Making Criteria of Millennials towards Electronic Products: An Empirical Study**

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### **Abstract**

Millennials look up to certain criteria when they purchase products particularly electronic ones. These criteria considered by them not only include prominent brand reputation, but it also ranges from several factors such as affordability, quality of the item, design involved as well as environmental sustainability of the concerned product. By analyzing and exploring these factors that help shape the millennial's choice in buying a particular electronic product, suppliers and manufacturers can effectively market their goods. Moreover, the study of the criteria that concerns a group of the society also help formulate knowledge about various social and economic parameters that aid to future research in marketing, sociology and other diverse fields. The understanding of criteria that millennials make while purchasing electronic goods also help the marketers build a strong connection with this community. Apart from this, the study also intends to focus on how certain demographic aspects affect these criteria in the process of millennials' decision-making towards an electronic product, there by analyzing the contribution and impacts of the buying attitudes of this particular community.

**Keywords:** Millennials, Criteria, Electronic Products, Brand, Buying

### **Introduction**

Millennials, who are born between early 1980s and mid 1990s emerge as one of the most significant communities that play huge role in increasing the market value. This is primarily because of the fact that millennials are unlike previous consumers as they are the digital natives and several changes arose along with them among the marketplaces as well. The advancement in the technology and the rapid growth of internet facilities undoubtedly shape the consumer's choice of purchasing products. The fact that the innovativeness brought by the digital increased the connectivity among the consumers allow the millennials to consult and connect with fellow consumers before purchasing a particular product, thereby making them form various criteria in their decision-making process. It is significant to notice these criteria that the millennials follow in purchasing products as it helps retailers and marketers to formulate strategies to help build better marketing management system.

Several studies have been conducted before that focus mainly on the behaviour patterns of millennials in buying products, their attitudes towards marketing as well as their reliability on online media in purchasing various products. But there has been very limited study regarding the exclusive criteria that they make use of in buying electronic products. This empirical study that collects data and analyze the criteria that millennials consider while purchasing electronic products will help fill the research gap in this arena by specifically discussing the criteria that they follow towards electronic products. This will further help the marketers to form a standard for the products and their quality there by improving the strategies of marketing.

By exploring a range of electronic products that include laptop, tablets etc. the study intends to construct a making criterion of millennials towards diverse range of electronic products. Electronic products are integral to the lives of this community as it plays a huge role in their every day activities by helping and entertaining them. Moreno and fellow researchers (2017) talk about millennials and their interconnectedness with technology, particularly electronic products as their upbringing made them interact with the digital and influenced in changing the overall consumer buying behaviour patterns. Baber and Thurasamy (2016) argue about the significant impact that millennials buying behaviour have

towards online media and explore how they rely on internet and online platforms in comprehending the quality of a product.

Millennials focus on several criteria while purchasing electronic products. These criteria range from brand reputation, accessibility of the service, quality of the product, popularity of the item to price and convenience. The criteria also extend to severe aspects such as environment sustainability etc. where millennials become conscious about the impact their buying behaviour causes to the environment. Corsini, Gusmerotti and Frey (2020) note about the major issue of managing the electrical and electronic waste faced by the contemporary times where longevity and managing electronic products after the end of life become matters of huge concern. These products, their consumption and management expose issues of seriousness particularly in the aspect of dealing with the waste it generates. Thus, the buying behaviour of millennials towards electronic products also revolve around the matters of sustainability, ensuring less consequences to the environment due to the consumption from the side of the community.

By understanding the criteria made by millennials in purchasing electronic products, it becomes easier for the retailers and marketers to build a standard quality service in their business, thereby boosting the same. Moreover, the understanding of these criteria will also explore in parallel how demographic factors influence the criteria and vary them accordingly. This in turn will help generate a perspective on comprehending socio-economic as well as individual attributes in shaping buying behaviour and attitude of consumers in their participation in marketing.

### **Literature Review**

By understanding several criteria that the millennials look up to while purchasing electronic products help the marketers to focus on ways to improve their business. Moreover, these criteria also expose the social role of the community by unveiling the contributions as well as the impacts that the buying behaviour of millennials cause to the overall society. The analysis of existing literature review on millennials and their buying attitudes, factors they consider while buying electronic products etc. not only give insights about the business strategies and marketing structure but also help fill gaps about understanding millennial's decision-making process in buying electronic items.

Arora, Kumar and Agarwal (2020) notice the impact that social media advertising cause in influencing millennials to purchase various products including the electronic products. The Indian millennials rely a lot on the advertising field to understand the quality of the product as well as its brand reputation. The social media advertising hence plays a crucial role in shaping the behavioural pattern of millennials towards electronic products and other items. The study that reveals significant relationship between millennials and advertising provide valuable insights to marketers, advertisers, brand managers etc. in constructing better marketing ways to promote their products.

Baber, Thurasamy and fellow researchers (2016) put forward details about how online word-of-mouth have a significant role in shaping the attitudes and intention of millennials in purchasing electronic products. This empirical study validates that the digital revolution that is occurring in contemporary times have resulted in major impact in shaping the behaviour patterns of consumers towards choosing or purchasing required products. The word of mouth via online is very prevalent these days and it ensures huge credibility as consumers recognize the quality of a product from fellow consumers in itself. The fact that the opinion about a product is received from a trustworthy as well as an experienced source increase reliability of millennials and other consumers on online reviews in the process of deciding which products to be purchased. Cheong, Kuppusamy and co-researchers (2020) confirm the relationship between buying behaviour, criteria of millennials in purchasing electronic products and online reviews by analyzing the buying attitude of millennials in Malaysia. In this study the findings indicate that the intention of the millennials in purchasing electronic products strongly rely on online reviews and ratings, such that mostly it is considered as the most influencing factor that motivates the consumer to purchase a product.

Corsini, Gusmerotti and Frey (2020) conduct a study on understanding the consequences of managing electrical and electronic equipment waste. In this study the researchers emphasize the fact that consumer's behaviour towards purchasing electronic equipment have a huge role in the accumulation of electric waste

that is generated in contemporary times. The findings of the study explore consumer’s behaviour and intention towards purchase of electronic products, its management as well management of its end life. By analyzing the buying behaviour of millennials towards electronic products, the study furthers the scope to look at how purchase by millennials impact the environment sustainability factors, there by dissecting the social aspects of criteria made by millennials in marketing.

Hall, Towers and Shaw (2017) argue about various criteria that millennials consider in the decision-making process of purchasing products for them. Most of the millennials depend on technology and social media to recognize the quality of the product, brand reputation and other aspects. The millennials also collect information not just from online but from offline as well and also consult various retailers to get a sum up view about the electronic product. The retailers on analyzing these aspects can formulate a comprehensive structure about the behaviour and attitude of consumers there by building marketing strategies to be able to meet the expectations of all diverse customers.

Mele, Amitrano and fellow researchers (2021) study about the recent changes in the technology and look at how it influences the millennials’ shopping behaviour. The findings of the study that rely upon investigating 50 millennials from Italy coherently indicate the unavoidable relationship between their decision-making process towards buying electronic products and social media. The increasing connectivity between the people give consumers a chance to understand value of the products better. With the digital era and its exponential growth customers are able to recognize the experience on using various products and they have better access to brands, its peculiarities as well as connect easily to retailers. Moreno and co-researchers (2017) also work on analyzing the buying behaviour of millennials where they establish this community as one of the most attractive markets emphasizing their upbringing in a background that relies on technology, noted by immediate gratitude to certain aspects of life. Millennials as per the findings of the study is also heavily attracted to coupons, promotional offers, discounts and depend on advertising to understand the quality of the electronic products.

Shahin and Priyanka (2021) indicate in their research that millennials are attracted to 24/7 facilities of E-commerce such that it ensures accessibility and offers wide variety of products. Like all other above-mentioned researches, this paper also talks about the interrelationship between social media, digital and choice of millennials in purchasing products or choosing services. Suresh and Biswas (2019) conduct a study to note an interesting aspect where they look at issues such as internet addiction and various other mental health conditions as well as social factors that influence towards purchasing products. This evidently indicates that there are various socio-economic and demographic parameters that impact the decision-making process of consumers in buying products. Thus, the criteria made by millennials in choosing or purchasing electronic products as well as any other item depends upon various factors which in turn is varying in nature as it is decided by other demographic and social aspects. By analyzing and understanding these factors and aspects help retailers establish best marketing strategies to attract millennials, one of the most significant parts of marketing community (Jahng, 2006).

**Objectives of the study**

To explore making criteria of millennials towards electronic products

**Research Methodology**

This research is based on collecting data from 227 people to explore making criteria of millennials towards electronic products. The study used an empirical approach to analyze the data, which involved using frequency distribution to examine the patterns and trends in the responses.

**Data Analysis and Interpretation:**

**Table 1 Millennials value electronic products that seamlessly integrate with their daily lives and other technological devices**

Particulars	Agree	Disagree	Can’t Say	Total
Participants	191	19	17	227
% Age	84.14	8.37	7.49	100.00

Table 1 presents that with the statement millennials value electronic products that seamlessly integrate with their daily lives and other technological devices, it is discovered that 84.14% of the participants expressed their agreement with this statement.

**Table 2 Millennials are conscious of the environmental impact of electronic products and are more likely to support brands that prioritize sustainability**

Particulars	Agree	Disagree	Can't Say	Total
Participants	187	21	19	227
% Age	82.38	9.25	8.37	100.00

Table 2 presents that the statement millennials are conscious of the environmental impact of electronic products and are more likely to support brands that prioritize sustainability, it is discovered that 82.38% of the participants expressed their agreement with this statement.

**Table 3 Millennials appreciate electronic products that offer multiple functions and serve various purposes**

Particulars	Agree	Disagree	Can't Say	Total
Participants	181	25	21	227
% Age	79.74	11.01	9.25	100.00

Table 3 presents that with the statement millennials appreciate electronic products that offer multiple functions and serve various purposes, it is discovered that 79.74% of the participants expressed their agreement with this statement.

**Table 4 Millennials prioritize user experience and are attracted to products with intuitive interfaces, sleek designs, and visually appealing aesthetics**

Particulars	Agree	Disagree	Can't Say	Total
Participants	177	27	23	227
% Age	77.97	11.89	10.13	100.00

Table 4 presents that with the statement millennials prioritize user experience and are attracted to products with intuitive interfaces, sleek designs, and visually appealing aesthetics, it is discovered that 77.97% of the participants expressed their agreement with this statement.

### Conclusion

The criteria that millennials make in buying electronic products help the marketing strategists to focus on improving the quality and brand of the product, thereby helping the business to grow better. Apart from the business side, comprehending these criteria also help explore the various demographic aspects that influence in shaping a consumer's buying behaviour and attitude in choosing required products. The criteria that millennials make hence formulate diverse socio-economic as well as individual aspects about consumption and give valuable insights about the huge role of consumers that definitely extend beyond receiving services and contributing to the finance. Since millennials being generation that are born between early 1980s and mid 1990s any study on this group will give inputs regarding several aspects about the formation of a better consumer management system. Moreover, by focusing particularly on the criteria towards electronic products, the research help fill the gap in previous studies that focus solely on reliability and buying attitudes of millennials.

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