



A Consumer Buying behaviour towards Laptops

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ABSTRACT:

The consumer electronics market has witnessed significant growth over the years, with laptops emerging as a central component of modern lifestyles. This study aims to analyze consumer buying behavior towards laptops, shedding light on the factors that influence purchasing decisions. The research employs a mixed-methods approach, combining qualitative interviews and quantitative surveys to gain a comprehensive understanding of consumer preferences and motivations. The study reveals that brand reputation and perceived product quality are major drivers, often outweighing considerations of price. Additionally, the study identifies the significance of specifications, including processor speed, storage capacity, and battery life, in shaping purchases choices. The influence of design elements and aesthetics is found to be more pronounced among certain consumer segments the research contributes to the understanding of consumer behavior within the context of technology products, offering insights that can aid laptop manufacturers and marketers in crafting effective strategies. By recognizing the interplay between functional attributes and emotional connections, companies can tailor their offerings to meet the diverse needs of consumers. Furthermore, the study seeks to shed light on the multifaceted nature of laptop purchasing behavior and provide valuable insights for both consumers and the laptops industry.

Keywords: Laptop, technology, purchases behavior.

1. INTRODUCTION:

Consumer buying behavior refers to the study of customers and how they behave while deciding to buy a product that satisfies their needs. It is a study of the actions of the consumers that drive them to buy and use certain products. Consumer buying behavior refers to the decision-making process and actions individuals undertake when purchasing laptops. Understanding this behavior is crucial for laptop manufacturers and marketers as it helps them develop effective strategies to attract and satisfy consumers. The buying behavior of consumers towards laptops is influenced by various factors, including personal preferences, socio-cultural influences, psychological aspects, and marketing stimuli. These factors shape how consumers perceive, evaluate, and ultimately decide which laptop to purchase. Consumers have unique needs and requirements when it comes to laptops. Some prioritize performance and specifications, while others may focus on portability, design, or specific features such as high-resolution displays or gaming capabilities. The decision-making process involves a series of stages, including need recognition, information search, and evaluation of alternatives, purchase decision, and post-purchase evaluation. Several external factors influence consumer buying behavior. Brand reputation and image play a crucial role, as consumers may be more inclined to choose laptops from well-established brands known for quality and reliability. Recommendations and reviews from friends, family, or online sources also shape consumer perceptions and preferences. Price sensitivity is another significant factor. Consumers have different budgets and price thresholds, and they consider the price of a laptop relative to its features and perceived value. Marketing strategies such as discounts, promotions, and financing options can affect consumer perceptions of affordability and value for money. Technological advancements and innovations also impact consumer buying behavior towards laptops. Consumers may seek the latest features and improvements, such as faster processors, higher-resolution displays, longer battery life, enhanced connectivity options, or innovative form factors like 2-in-1 convertible laptops. Cultural and social influences are important considerations as well. Cultural values and norms can shape consumer preferences, while social factors like peers, family, and online communities influence laptop choices through recommendations and social proof. As the world becomes more interconnected, online research and e-commerce play an increasingly significant role in the consumer buying process. Consumers have access to vast information resources, product reviews, and comparison platforms, allowing them to make more informed purchasing decisions. Overall, understanding consumer buying behavior towards laptops helps manufacturers and marketers identify consumer needs, develop targeted products and marketing strategies, enhance customer experiences, and build lasting relationships with their target market. By studying and analyzing consumer buying behavior in the laptop industry, businesses can gain valuable insights that enable them to create products that resonate with consumer preferences and deliver the right combination of features, design, and value.

1.1 OBJECTIVES OF THE STUDY:

- To identify factors influencing a consumer buying behavior for laptops.
- To evaluate the students preferences about laptops of different brands available in the market.

- To analyze the purpose of using laptops.

1.2 NEED OF THE STUDY:

- To understand about the various consumers buying behavior methods while purchasing laptops among school students, college students, IT professionals and other professionals.
- To gain an idea of various special and most important features to be considered while consumer buying a laptops.
- To study how the different laptops are placed in the market and how they consume it.
- To understand the factors involved in buying or purchasing a laptops.

1.3 LIMITATIONS OF THE STUDY:

- The study was conducted among only school and college students, IT and other professionals.
- Respondents may or may not be interested in giving the correct information's.
- Respondents may not find their factors of consuming other than the specified factors.
- Consumer's exact preference on buying laptops can be judged easily if they give the right information.
- Responses were collected only from the limited respondents.

2. REVIEW OF LITERATURE:

Nahid Darakshan and jamid UI Islam (2022) In their study "purchase Intention and Buying Behavior towards Laptops: A study of students in Jamia Millia Islamia University, New Delhi, India" they concluded the result that while purchasing laptops, students make decisions giving the highest priority to actual attributes and brand image, followed by price, past experience and Word-of-Mouth. **Raju bhai manandhar (June 2021)** in his study "Impact of product design on purchase decision of laptop among college students" he concluded that it established that product design plays the vital role to customers and make them ready to purchase of the laptop. College level students always consider the product design to select and purchase the laptop. **Shayam sah, Anjay Kumar Mishra (2020)** In their study "Consumer brand preference of laptops in Nepal, Kathmandu" They showed that the consumer's preference of a brand is reflected mainly by features, audio quality and video quality. The most important factors that people highly consider while purchasing a laptops is features of it. **Dr.K. Vanaja and Anbarasu.U (November 2020)** In their study "A study on consumer preference and satisfaction towards DELL Laptops in Coimbatore city" Study result shows the majority of the consumers are satisfied with their DELL Laptops but also there is dissatisfaction because of some reason, such as battery backup and services rendered by the DELL dealers. **Dr. T. Shenbhagavadivu, S. Vishnu, Aysha, S. parthiban, V.M. Gokula Balaji (December 2019)** In their study "A Study On Consumer Buying Behaviour And Level Of User Satisfaction Of Laptop With Special Reference To Coimbatore City" they conclude that consumers are the end user, and they choose product based on their need. This study concluded that the majority of the respondents are influenced by the convenience and connectivity of the DELL Laptops.

3. RESEARCH METHODOLOGY:

On both primary and secondary data, this study is built. A clear and well-framed questionnaire was used to obtain the preliminary data. The sample respondents were chosen using the convenience sampling technique. For this survey, a total of 105 respondents were chosen. A variety of books, journals, research articles, magazines, and websites were used to gather the secondary material. The study's sample size was quite small (105 individuals), which is one of its limitations. The reliability of the study would probably increase with a bigger sample size. Convenience sampling was used due to a lack of resources, which resulted in somewhat skewed results. Participants occasionally declined to answer the questionnaire.

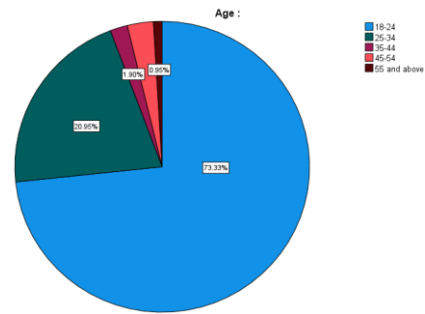
4.1 PERCENTAGE ANALYSIS

4.1.1 AGE OF THE RESPONDENT

TABLE 1

PARTICULARS	FREQUENCY	PERCENTAGE
18-24	77	73.3%
25-34	22	21%
35-44	2	1.9%
45-54	3	2.9%
55 and above	1	1%
Total	105	100%

CHART 1



Inference:

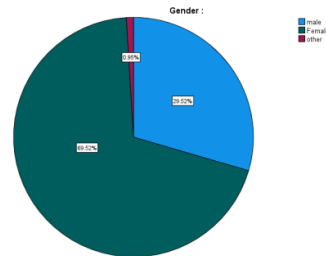
From the above data, it is found that out of 105 respondents majority of 73.33% are 18-24 years, 21% are 25-34 years, 1.9% are 35-44 years, 2.9% are 45-54 years and 1% are above 55.

4.1.2 GENDER OF THE RESPONDENT

TABLE 2

PARTICULAR	FREQUENCY	PERCENTAGE
Male	31	29.5
Female	73	69.5
Other	1	1.0
Total	105	100.0

CHART 2



Inference:

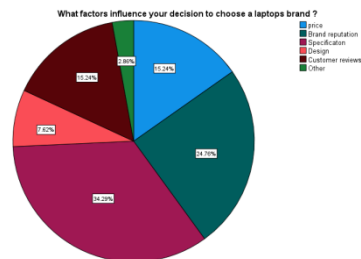
From the above data, it is found that out of 105 respondents majority of 69.5% are female, 29.5% are male and 1% others.

4.1.3 FACTORS INFLUENCE YOUR DECISION TO CHOOSE A LAPTOPS BRAND

TABLE 3

PARTICULAR	FREQUENCY	PERCENTAGE
Price	16	15.2
Brand reputation	26	24.8
Specification	36	34.3
Design	8	7.6
Customer reviews	16	15.2
Other	3	2.9
Total	105	100.0

CHARTS 3



Inference:

From the above data, it is found that out of 105 respondents majority of 34.3% prefer specification, 24.8% brand reputation, 15.2% price, 15.2% customer reviews, 7.6% design, and 2.9% others.

4.2 CHI-SQUARE

To find an association between Gender and factors influence your decision to choose a laptops brand.

NULL HYPOTHESIS (H0): There is no association between Gender and factors influence your decision to choose a laptops brand.

ALTERNATIVE HYPOTHESIS (H1): There is an association between Gender and factors influence your decision to choose a laptops brand.

	Gender :	factors influence decision to choose a laptops brand
Chi-Square	74.743 ^a	41.114 ^b
Df	2	5
Asymp. Sig.	.000	.000
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 35.0.		
b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 17.5.		

INFERENCE

The Calculated Significant Value of 0.05 is greater than thus the significant value of 0.000 (0.000<0.05).

H0 is accepted and H1 is rejected therefore, there is No association between Gender and what factors influence your decision to choose a laptops brand.

4.5 CORRELATION:

To find an association between correlation between current laptop brand ownership and the typical information-gathering approach for purchase decisions.

NULL HYPOTHESIS (H0): There is No Association between correlation between current laptop brand ownership and the typical information-gathering approach for purchase decisions.

ALTERNATIVE HYPOTHESIS(H1) There is Association between correlation between current laptop brand ownership and the typical information-gathering approach for purchase decisions.

Correlations			
		Laptop brand do you currently own	Important of battery life for your laptop usage
Laptop brand do you currently own	Pearson Correlation	1	-.122
	Sig. (2-tailed)		.214
	N	105	105
Important of battery life for your laptop usage	Pearson Correlation	-.122	1
	Sig. (2-tailed)	.214	
	N	105	105

INFERENCE:

The Calculated Significant Value of 0.05 is greater than thus the significant value of 0.214 (0.214<0.05).

H0 is accepted and H1 is rejected therefore, there is No Association between correlation between current laptop brand ownership and the typical information-gathering approach for purchase decisions.

4.6 ANOVA:

To find an association between Investigating the link between laptop usage frequency for primary tasks and utilization for specialized purposes

NULL HYPOTHESIS (H0): There is no Association between Investigating the link between laptop usage frequency for primary tasks and utilization for specialized purposes

ALTERNATIVE HYPOTHESIS (H1): There is an Association between Investigating the link between laptop usage frequency for primary tasks and utilization for specialized purposes

ANOVA					
Important is the warranty and customer support offered by the laptop brand					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.461	5	.692	2.3 0	.063
Within Groups	28.376	98	.290		
Total	31.837	103			

INFERENCE:

The Calculated Significant Value of 0.05 is greater than thus the significant value of 0.043 (0.063<0.05). H0 is accepted and H1 is rejected therefore, there is No significant between investigating the link between laptop usage frequency for primary tasks and utilization for specialized purposes

5. FINDINGS:

According to the study, it is found that out of 105 respondents majority of 73.33% are

18-24 years, 21% are 25-34 years, 1.9% are 35-44 years, 2.9% are 45-54 years and 1% are above 55. According to the study, it is found that out of 105 respondents majority of 69.5% are female, 29.5% are male and 1% others. According to the study, it is found that out of 105 respondents majority of 34.3% prefer specification, 24.8% brand reputation, 15.2% price, 15.2% customer reviews, 7.6% design, and 2.9% others. From the Chi-square analysis, it is found that the Calculated Significant Value of 0.05 is greater than thus the significant value of 0.000 ($0.000 < 0.05$). H_0 is accepted and H_1 is rejected therefore, there is No Significant different between Gender and what factors influence your decision to choose a laptops brand. From the Correlation analysis, it is found that The Calculated Significant Value of 0.05 is greater than thus the significant value of 0.214 ($0.214 < 0.05$). H_0 is accepted and H_1 is rejected therefore, there is No Significant different between which laptop brands do you currently own and how do you usually gather information about laptops before making a purchase decision. From the ANOVA, it is found that the Calculated Significant Value of 0.05 is greater than thus the significant value of 0.043 ($0.043 < 0.05$). H_0 is accepted and H_1 is rejected therefore, there is No Significant different between which laptop brands do you currently own and how do you usually gather information about laptops before making a purchase decision.

5.1 SUGGESTIONS:

- Price is a major factor. Offer laptops across a range of price points to cater to different budget constraints. Also, clearly communicate the value proposition of higher-priced laptops in terms of performance and features.
- The design of the laptop can greatly influence buying decisions.
- Good battery life is crucial for users who are frequently on the move or use their laptops for extended periods without access to a power source.
- Make sure to offer laptops with the operating system(s) that are in demand, such as Windows, macOS, or Linux.
- Offer laptops with a range of storage options, including solid-state drives (SSDs) that provide better performance compared to traditional hard drives.
- Clear warranty terms and strong after-sales support can instill confidence in consumers. Highlight the ease of accessing support, repair, or replacement services.
- Offering discounts, bundles with accessories, or special promotions can incentivize buying decisions.
- Provide easy-to-use tools on your website that allow consumers to compare different laptop models side by side based on their specifications and features.
- Allow consumers to customize certain aspects of the laptop, such as RAM, storage, and color options, to match their preferences.

5.2 CONCLUSION:

Consumers are the end user, and they choose a product based on their need. A laptop purchase generally depends on specifications. Consumers after appropriate choice and satisfied usage will give a positive review and recommend a brand for others. On the other hand some consumers might not be satisfied with the performance as a brand is not as Specified. In this case he will not opt for the same brand again nor refer it for any one. A satisfied customer will help to increase the brand value of a product. A product manufacturer has to give utmost priority for customer satisfaction. A realistic feedback has to be obtained from every one of them. Based on which a manufacturer can improve the brand value by meeting the users requirements. This approach will bring a customer close to brand.

The study also showed that people are fewer prices sensitive, people hardly switch from one brand of laptops, most of them wait for their preferred brand and only few buy secondly preferred brand or any available brand.

In Present Marketing Scenario, the study of Consumer Behaviour has become essential. Consumers are the kings of markets. Without consumers no business organization can run. All the activities of the business concerns end with consumers and consumer satisfaction. Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Consumer buying behavior has become an integral part of strategic market planning. Through this study we can draw the conclusion that the customers are interested on service and feature are the most important dimension to purchase a laptop.

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