

A STUDY ON CONSUMER BEHAVIOUR IN BUYING LAPTOPS.

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Abstract

Customer is crucial for the firm in the marketing field. Consumer Buying Behavior are those acts of individuals who are involved in choosing and buying of goods and services to satisfy their desires and needs. It is a decision process where people involve in assessing, buying, and disposing the goods and services. It is the study of decision-making elements as they can purchase for others or for themselves. The buying behavior and decisions regarding the purchases are to be studied carefully so that the firms can utilize the opportunities that are present in the market and sustain the competition that is present

Various Scholars and Researchers define Consumer Buyer Behavior as follows:

- ❖ According to William Willkie “consumer behavior is the mental, emotional, and physical activities that people engage in when selecting, purchasing, using, and disposing of products and services so as to satisfy needs and desires”.
- ❖ According to Schiffman, “The behavior that consumers display in searching for, purchasing, evaluating and disposing of products and services that they expect will satisfy their needs”.
- ❖ According to Scallworth, “Consumer Buying Behavior is a set of activities which involves the purchase and use of goods and services which resulted from the customers emotional and mental needs and behavioral responses”.

As Kotler said the more you know about consumer behavior, the more marketing strategies will be made. Previously marketers used to know about the consumers through experience of direct selling to them, but as there is an increase in the number of firms and markets the marketers have lost the contacts with the customers and as a result consumer research is being done.

INTRODUCTION

Consumer Motives

Consumer will have motive for buying a product. Motives are strong feelings, desires or emotions which will make the buyer to buy a product. These motives are generally controlled by economic, social, psychological influences etc.

Motives that Impact Purchase Decision

The buying motives are classified into two:

i. Product Motives

ii Patronage Motives

i. Product Motives

Product motives are impulses, desires that makes a buyer to buy a product. These can be classified on the basis of nature of satisfaction:

a) Emotional Product Motives
b) Rational Product Motives

Emotional Product Motives are the motives which convince the consumer based on his emotions. The buyer will not try to analyze logically or give the reasons for need for purchase. He makes the purchase to satisfy pride, ego, or for the desire he has to be unique.

Rational Product Motives are the motives which arise based on detailed evaluation and logical analysis. The buyer makes these decisions after proper evaluation of the purpose, availability of alternatives, cost benefits etc.

ii. Patronage Motives

Patronage motives are impulses which convince the buyer to be patronage to that specific retailer, service provider. Likewise, product motives, patronage motives are classified as

a) Emotional Patronage Motives b) Rational Patronage motives.

Emotional Patronage Motives makes a customer to buy from that specific shop without any logical reason. He may be subjective for shopping in his favorite place.

Rational Patronage Motives makes a customer to buy from that specific shop with logical reasoning and thinking.

RESEARCH METHODOLOGY

OBJECTIVES OF THE STUDY

- 1) To study and understand the opinion of the respondents for purchasing a laptop.
- 2) To know the factors that are influencing consumers while purchasing a laptop.
- 3) To compare and analyze the popular brands performance in various marketing strategies.
- 4) To examine the level of satisfaction of the respondents.

HYPOTHESES

H01: There is no significant association between Age Group and the brand.

H02: There is no significant association between Gender and Service Availability.

H03: There is no significant association between Educational Qualification and Advertisement.

H04: There is no significant association between Occupation and the RAM.

METHOD OF DATA COLLECTION

- In this study Descriptive research design is adopted for the study.

SOURCES OF DATA

- **Primary Data:** - Customers were given structured Questionnaire and their given responses have been collected.
- **Secondary Data:** - Various authentic journals, books and literature on the subject, newspapers, magazines, bank reports and studies were referred for the conceptual frame work of the study.

- **SAMPLE FRAMEWORK**

A) SAMPLING SIZE: - The sample size is 150 responses

B) SAMPLING TECHNIQUES: - Convenience Sampling technique is used for collect data.

- **TOOLS USED FOR ANALYSIS**

- **Descriptive analysis**
- **Chi square test**

DATA ANALYSIS AND RESULTS**Hypothesis testing using Chi-Square Test**

1: There is no significant association between Age Group and the brand.

Chi Square between Age Group and Brand

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.251 ^a	12	.765
Likelihood Ratio	9.296	12	.677
Linear-by-Linear Association	.285	1	.593
N of Valid Cases	151		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .05.

The chi square value obtained from the above table is 0.765 which is greater than 0.05 and because of this it is not significant and therefore it is concluded that, there is no association between Age Group and the Brand.

2: There is no significant association between Gender and Service Availability.

Chi Square between Gender and Service Availability

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.980 ^a	3	.806
Likelihood Ratio	.986	3	.805
Linear-by-Linear Association	.004	1	.950
N of Valid Cases	151		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.39.

The chi square value obtained from the above table is 0.806 which is greater than 0.05 and because of this it is not significant and therefore it is concluded that, there is no association between Gender and Service Availability.

3: There is no significant association between Educational Qualification and Advertisement.

Chi Square between Educational Qualification and Advertisement

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.207 ^a	16	.258
Likelihood Ratio	24.234	16	.085
Linear-by-Linear Association	.970	1	.325
N of Valid Cases	151		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .24.

The chi square value obtained from the above table is 0.258 which is greater than 0.05 and because of this it is not significant and therefore it is concluded that, there is no association between Educational Qualification and Advertisement.

4: There is no significant association between Occupation and RAM.

Chi Square between Occupation and RAM

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.661 ^a	8	.091
Likelihood Ratio	15.454	8	.051
Linear-by-Linear Association	4.138	1	.042
N of Valid Cases	151		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .08.

The chi square value obtained from the above table is 0.091 which is greater than 0.05 and because of this it is not significant and therefore it is concluded that, there is no association between Occupation and RAM.

Findings

FINDINGS:

The study was conducted using the Primary data. 150 responses were taken using convenient sampling technique. These are the findings given below:

1. It is observed that 14.6% of the respondents are in age group of Below 20 years, 42.4% of the respondents are in age group of 21 – 30 years, 21.2% of the respondents are in age group of 31 – 40 years and 19.2% of the respondents are in age group of 41 – 50 years, 2.6% of the respondents are in age group of Above 50 years.

2. It is observed that 53.6% of the respondents are Male, and 46.4% of the respondents are Female.
3. It is observed that 7.9% of the respondent's educational qualification is High School, 6.6% of the respondent's educational qualification is Intermediate/Diploma, 49.7% of the respondent's educational qualification is Graduation, 33.1% of the respondent's educational qualification is Post-Graduation and 2.6% of the respondent's educational qualification is Doctorate.
4. It is observed that 39.7% of the respondents are students, 47.7% of the respondents are employees, 9.3% business man and 2.6% Homemakers, 0.7% Retired Employee
5. It is observed that 49.7% of the respondents earn Below 30,000, 29.8% of the respondents earn between 30,001-50,000, 9.9% of the respondents earn between 50,001-70,000 and 5.3% of the respondents earn between 70,001-90,000, 5.3% of the respondents earn Above 90,000.
6. It is observed that 41.7% of the respondent use laptop for Academic purpose, 35.1% for personal purpose, 13.9% for Office purpose, 4% for House purpose, 5.3% for Entertainment purpose.
7. It is observed that 29.8% of respondents are highly satisfied with their current laptop, 60.9% of the respondents are satisfied, 8.6% of the respondents are neutral and 0.7% of the respondents are dissatisfied with their current laptops.

Conclusion

- Branded Laptops are preferred by the respondents. Price, Features and Service Availability are considered as very important while purchasing a laptop. Advertisement is considered either important or not important by the respondents.
- Factor analysis has done with 13 factors out of which 4 factors have obtained with high factor loadings, they are Brand with 0.840 loading, RAM with 0.884 loading, Service Availability with 0.789 loading, and Advertisement with 0.755 loading.
- Chi square test is done between demographic variables and the dominant factors that are obtained by using factor analysis. In all the case null hypothesis were accepted except for cases Educational Qualification with RAM and Income with RAM i.e., There is an association between Educational Qualification and RAM, Income and RAM.

Suggestion

The following are the suggestions from the study:

- To promote the discounts offered by the laptops in a broader way so that the consumers can know the details of the discounts being offered which helps them to compare the discounts being offered with other brands.
- To price the Laptop better than its competitors so that consumers can purchase their products.

- To make availability of the service centers nearby. Because the after-sale service is considered as an important aspect by the consumers.
- To timely promote the products through Print Media so that consumers can be aware of the product details.
- To offer the discounts frequently which attracts consumers in buying their products.

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