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ijmrset@gmail.com



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A Study on Factors Influencing Buying Behavior of Graduate and post- Graduate Students towards Laptop Purchase with a Special Reference to Shegaon Region

Pratik S. Shegokar, Dr. Billal Husain

PG Student, Dept. of Business Administration and Research, S.S.G.M.C.E Shegaon, Maharashtra, India.

Assistance Professor, Dept. of Business Administration and Research, S.S.G.M.C.E Shegaon, Maharashtra, India.

ABSTRACT: This study investigates the factors that impact the purchasing behavior of graduate and post-graduate students in the Shegaon region when it comes to buying laptops. The research aims to identify key influencers in the decision-making process, providing valuable insights into the preferences and considerations of this target demographic.

KEYWORDS: Buying behavior, graduate students, post-graduate students, laptop purchase, Shegaon region, influencing factors.

I. INTRODUCTION

In today's digital age, laptops have become a necessary tool for both personal and professional use. The global laptop market continues to expand, offering consumers a wide range of options in terms of brands, specifications, and features. With this proliferation of choices, understanding the factors that influence consumers' buying behavior towards laptop purchases has become crucial for laptop manufacturers, marketers, and retailers. Consumer buying behavior is a complex process influenced by various internal and external factors. These factors can shape consumers' preferences, attitudes, and ultimately their purchase decisions. To remain competitive and meet the ever-evolving demands of the laptop market, it is essential for businesses to gain insights into the determinants that guide consumers when choosing a laptop.

This study aims to delve into the multifaceted landscape of consumer buying behavior in the context of laptop purchases. By exploring the various factors that impact consumers' decisions when selecting a laptop, businesses can develop effective marketing strategies, design products that align with consumer preferences, and provide a more tailored shopping experience.

In the fast-evolving landscape of technology, laptops have become indispensable tools for academic pursuits, professional endeavors, and personal enrichment. The pivotal role that laptops play in the lives of graduate and post-graduate students cannot be overstated, as these devices serve as gateways to information, connectivity, and productivity. Understanding the nuanced factors that influence the buying behavior of students in this demographic is crucial for both marketers and educators alike.

Key areas of focus in this study will include:

- **Product Features and Specifications:** Assessing the significance of technical specifications such as processor speed, memory capacity, screen size, and battery life in influencing consumer choices.
- **Brand Loyalty and Reputation:** Investigating the role of brand recognition, reputation, and consumer loyalty in shaping purchase decisions.
- **Price Sensitivity:** Analyzing how pricing strategies, discounts, and affordability impact consumers' willingness to make a purchase.
- **Consumer Demographics:** Exploring how age, gender, income, and occupation can influence laptop preferences and buying behavior.
- **Educational Requirements:** Understand the specific academic needs of students and how these requirements influence their choice of a laptop. Consider factors such as software compatibility, processing power, and storage capacity.

II. LITERATURE REVIEW

1. Bharat Rai studied "Factors affecting brand choice behavior of laptop purchases" and concluded that the brand personality has no significant impact on consumers' brand choice behavior when purchasing a laptop among Nepalese university students.



2. Muhammad Faisal Sultan, et all studied “Factors Influencing Youth Brand Preference associated with Purchase of Laptop” and concluded the marketers must focus on Price, Quality Brand image and Celebrity endorsement in order to attract prospects from youth.
3. Nahid Darakhshan et all studied “Purchase Intention and Buying Behavior towards Laptops” and concluded the study also signify that students prefer purchasing laptops through store outlets rather than purchasing online. Those who intend to buy online would also visit the store first, check the device physically and also go for the online purchase of the same item.
4. Rinal B. Shah studied “An empirical study on factors influencing brand equity towards laptop brand” and concluded empirical data and statistical tests in this study did not provide enough support for the positive and direct relationship for brand mindfulness and brand association towards brand equity, which indicates that a brand name or association related to brand in minds of consumer directly do not give guarantee for a brand’s success for laptop brands.
5. Vilasini Jadhav et all studied Factors Influencing Online Buying Behavior of College Students: A Qualitative Analysis concluded by this study was to explore the factors influencing the online buying behavior of the college students.

III. RESEARCH OBJECTIVES

1. To identify the primary factors that significantly influence consumer decisions when purchasing laptops in Shegaon.
2. To analyze the role of pricing and affordability in shaping consumer choices for laptops in the Shegaon market.
3. To assess the impact of brand reputation on consumer laptop purchase behavior in Shegaon.

IV. RESEARCH METHODOLOGY

The research will employ a mixed-method approach, combining quantitative research methods. Data will be collected through questionnaires and a review of relevant literature. Graduate and post graduate students towards laptop purchasing.

Types of Research:

Descriptive Research: -

This study is about looking closely at how graduate and post graduate students purchase laptop special reference to shegaon region make decision about purchasing laptop. The study wants to describe the factors that influence their choices.

Data collection method:

Primary Method of Data Collection: -

- Questionnaire method

2. Secondary Method of Data Collection: -

- Internet/Books/Journals and other written data about Topics.

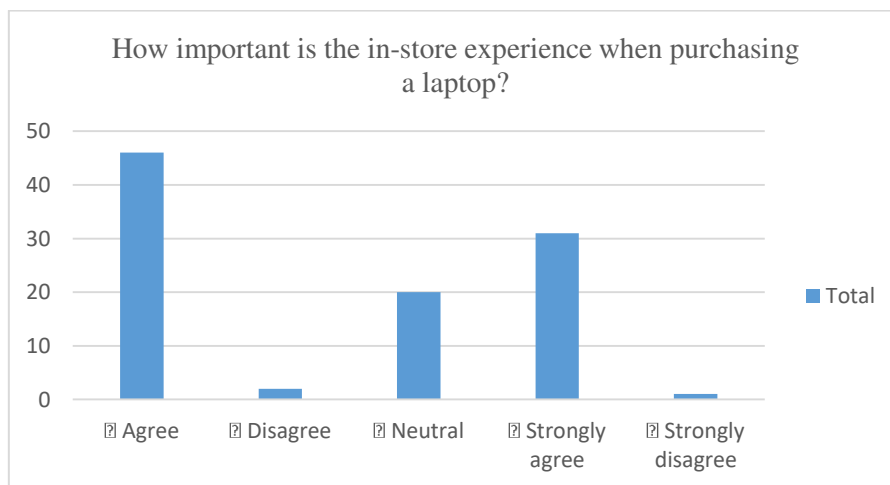
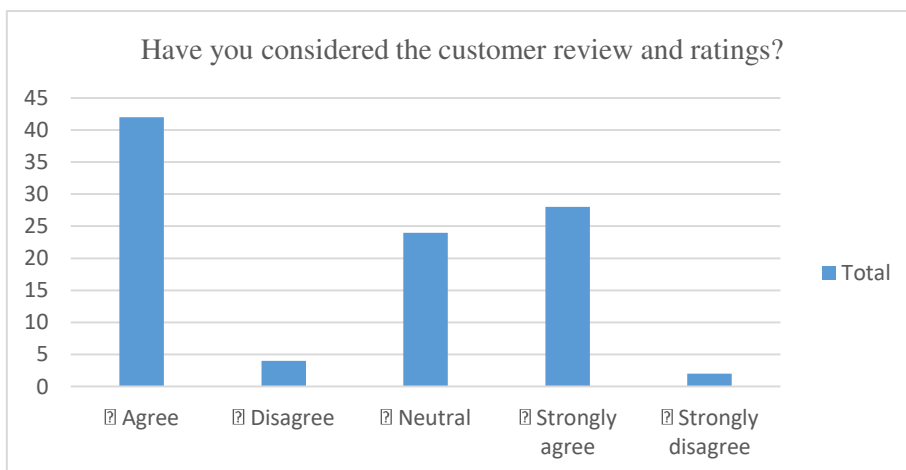
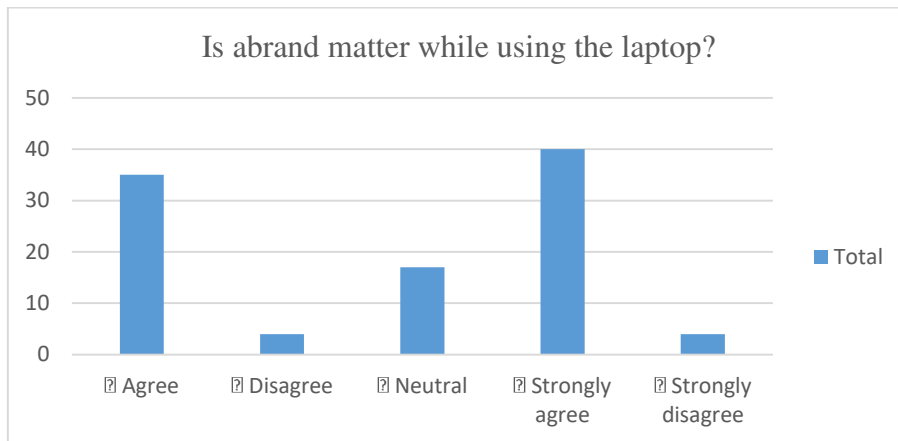
Population: All graduate and post graduate students of shegaon.

Sample size: -100 (No. of Respondent)

Sampling Technique: - The study has used simple random sampling for collection of data collection.



V. RESULT AND DISCUSSION



VI. CONCLUSION

In conclusion, this study aimed to investigate the key determinants affecting consumer decisions when purchasing laptops in Shegaon. Through a comprehensive analysis of factors such as pricing, affordability, and brand reputation,



valuable insights have been gained into the dynamics of the Shegaon laptop market. The findings underscore the significance of these factors in shaping consumer choices, highlighting the need for businesses to strategically address pricing strategies, affordability options, and brand image to effectively cater to the preferences of Shegaon consumers. By understanding and leveraging these influences, businesses can enhance their competitiveness and better meet the evolving needs of the local laptop market in Shegaon.

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