



e-ISSN:2582-7219



INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

Volume 7, Issue 3, March 2024



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 7.521



6381 907 438



6381 907 438



ijmrset@gmail.com



www.ijmrset.com



A Study on Consumer Buying Behavior for Laptop in Khamgaon Region

Priya Devidas Mapari¹, Dr. Pavan .M. Kuchar²

Student, Department of Business Administration and Research, Shri Sant Gajanan Maharaj College of Engineering
Shegaon, India¹

Head, Department of Business Administration and Research, Shri Sant Gajanan Maharaj College of Engineering
Shegaon, India²

ABSTRACT: This research paper aims to study consumer buying behavior for laptops in the Khamgaon Region. For this research, the Responders are from the Khamgaon region. In this research, I especially focused on laptop brands i.e., Apple, HP, Dell, Lenovo, Acer, and Asus. Also, the participants' ages are divided into three age groups: under 25, 25–40, and over 40. Consumers use a variety of channels to obtain information before making decisions. Some of these channels include social media platforms, in-store visits, peer referrals, and internet reviews. The consumer majority prefer the 15.6-inch screen size of a laptop. Also, the consumers mostly preferred DELL laptops for buying. The consumer states that the DELL laptop offers good value for money, balancing performance, features, build quality, and affordability. The majority of the consumer did not encounter any issues with their purchased laptop. Also, the consumer compromises on the Storage space and Portability of a laptop if the other essential requirement is met. This research is a descriptive type of research and for the research, I use a simple random sampling technique, and the sample size is limited to 150 samples. The purpose of this study was to identify the variables affecting consumers' decisions to buy laptops. Consumer satisfaction levels regarding the overall performance of purchased laptops are generally positive, indicating a favorable consumer experience.

I. INTRODUCTION

Laptops are becoming an essential part of our everyday life in the fast-paced digital age, being used for work, play, communication, and many other purposes. Consumer buying behavior describes the choices people make and the activities they take when they buy laptops. Budgetary restrictions, brand preferences, operating system choices (Windows, macOS, or Linux), screen size, and battery life are just a few factors covered in this study. These days, laptops are utilized in many different contexts, including the workplace, classrooms, gaming, web browsing, personal multimedia, and everyday home computer use. Laptops are useful learning tools that let students participate in virtual classes, access a plethora of material online, conduct research, and finish projects quickly. Based on its four constituent parts, the impact of a brand on consumer behavior will be examined, highlighting the brand's critical role in customer decision-making. Laptops provide the flexibility to work from anywhere and also serve as a platform for creative expression, with software for writing, graphic design, coding, and multimedia production. Laptops have become essential tools for modern students, supporting their educational, social, and personal needs in an increasingly digital world. Laptops are becoming more functional because of technological improvements including better battery life, more RAM, and computing power.

The Needs and The Benefits of a Laptop:

Laptops offer the advantages of both a tablet or mini-notebook in terms of high portability and a desktop-like memory size to store all your files. Laptop used for many purposes:

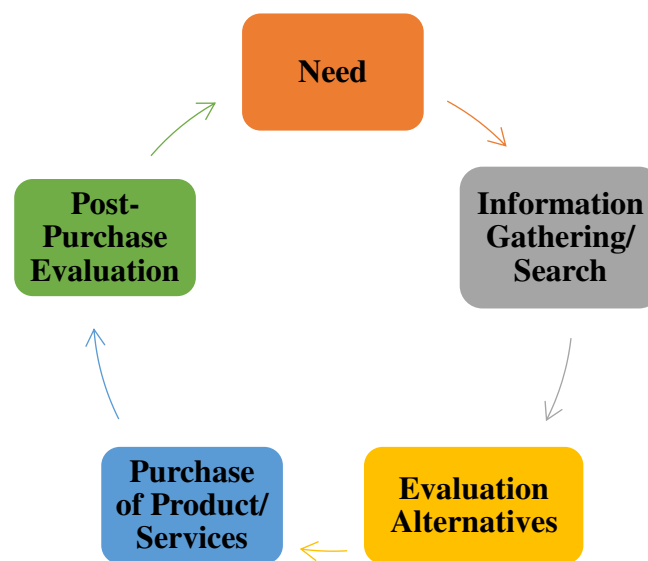
- Educational Purposes for teachers
- Work
- Personal and Educational Use
- Entertainment Hub
- Gaming



Consumer Behavior: The field of consumer behavior studies the steps that a customer goes through before making a final purchase of goods or services. A consumer's purchasing decision is influenced by several elements, including psychological, social, and economic ones.

Consumer Purchase Behavior for Laptops: It is evident that the use of laptops is growing daily. Across all industries, computer technology has become more and more prevalent over time. Since laptops are self-sufficient devices with built-in speakers and long enough battery life to rarely require the use of additional accessories, the total cost to the customer is thought to be lower. Because of the increased visibility, customers are brand and image-conscious, which is reflected in their laptop buying behavior.

Stages in Consumer Decision-Making Process:



The following are the main variables that affect consumer behavior:

- Cultural
- Social
- Personal
- Psychological factors.

Brand awareness's effect on customer behavior:

The purchasing behavior of consumers is significantly influenced by brand awareness. As a result, brand awareness will influence people to select the most well-known brand they are aware of; yet, customers always have a wide range of options to choose from when making decisions. The recalled brand will benefit from being the opportunity's last choice since recall dictates which alternatives are generated; those that are not recalled cannot be included in the consideration set of products. Customers with a high brand awareness level will give a high-level brand serious consideration when making a purchase. This is because brand knowledge is crucial to the customer purchasing process when intending to purchase something for needs, yes?

II. LITERATURE REVIEW

Nahid Darakshan and Jamid UI Islam (2022) conducted a study on students' purchasing behavior toward laptops at Jamia Millia Islamia University, New Delhi, India. They found that **students prioritize actual laptop attributes and brand image the most when making purchasing decisions, followed by price, user experience, and word-of-mouth recommendations.**

Raju Bhai Manandhar (June 2021) researched the impact of product design on college students' laptop purchase decisions. The study concluded that **product design significantly influences customers and plays a crucial role in**



their decision to purchase a laptop.

Shayam Sab and Anjay Kumar Mishra (2020) investigated consumer brand preferences for laptops in Nepal and Kathmandu. Their findings indicated that **consumers prioritize features, audio quality, and video quality when selecting a laptop brand.**

Dr. K. Vanaja and Anbarasu. U (November 2020) studied consumer preferences and satisfaction with DELL laptops in Coimbatore city. **While many consumers were satisfied, issues such as battery backup and service by DELL dealers led to dissatisfaction.**

Dr. T. Shenbhagavadivu, S. Vishnu, Aysha, S. Parthiban, and V.M. Gokula Balaji (December 2019) focused on the consumer buying behavior and satisfaction levels with laptops in Coimbatore City. Their study **highlighted that consumers prioritize convenience and connectivity when choosing DELL laptops.**

Dr. G. Muralimanohari & and Dr. T. Shenbhagavadivu, in 2018, examined the scope of smart classroom teaching in schools, and the importance of the usage of laptops is high and makes the functioning of school activities more effective.

M. Saravanan (2016) identified various factors influencing consumer buying behavior for laptops, including brand name, quality, price, features, warranty, after-sales service, and payment options.

Herman and Janask 2011, highlighted changing customer preferences for laptops, emphasizing fashionable looks, energy efficiency, low prices, availability, features, user-friendliness, portability, and maintenance options.

Kay, R. H. and Lauricella, S (2011) discussed the impact of structured laptop use on university students' academic activities, noting increased time spent on productive tasks compared to personal activities.

Mellon, C. (2010), studied laptop usage rates and their effects on student performance and work quality.

Sema Yoruker, Figen Gunes, and Yeliz Ozdemir (2009) explored factors influencing consumers' laptop purchases, differentiating between consumer groups based on satisfaction levels.

Fried, C.B. (2008) examined the impact of laptop usage during class on student productivity.

According to Pinki Sharma, Pinki Sharma discussed the popularity of laptop usage among students, regardless of their residential status.

Wahida Farzana focused on understanding how consumers' psychological factors influence brand equity and motivation for using laptops.

Rajaselvi. K (2006) concluded that buyer behavior is influenced by individual and environmental factors, such as quality, preferences, and decision-making processes.

Dr. Nilesh B. Gujjar, emphasized the complexity of studying consumer behavior due to various interacting variables, including cultural influences, social class, family, and interpersonal factors.

III. RESEARCH METHODOLOGY

Research methodology refers to the precise procedures or techniques used to locate, choose out, process, and analyze data on a subject. This section discusses the research methodology adopted for the present study which includes quantitative and qualitative studies for data collection and analysis. In this research, I especially focused on laptop brands i.e., APPLE, HP, DELL, LENOVO, ACER, and ASUS. Data will be collected from surveys or by taking interviews.

Objectives:

- └ To find out which laptop is the most popular based on user preferences.
- └ To determine the internal factors- quality, price, variety, durability, psychographics, personality, motivation, knowledge, attitudes, beliefs, and feelings- that the customer considers when making a laptop purchase.



- ↳ To understand the external factors involved in buying or purchasing a laptop i.e., culture, sub-culture, locality, royalty, ethnicity, suggestion by family, social class, experience reference groups, lifestyle, and market mix.
- ↳ To study the satisfaction level of consumers towards laptops.

Area of the study: The Respondents are from the Khamgaon Region.

Data Collection method: Through online questionnaires using the Google Form Platform. A survey technique is employed to obtain a sample of people through the questionnaire in Khamgaon Region.

Sampling Technique: Simple Random Sampling.

Research Type: Descriptive type of research.

Sample Size: 150 Respondents are used as a sample for data collection.

Data Collection Method:

1. Primary Data Collection Method:

- A well-structured questionnaire method was used to gather primary data. Survey, Interview, with closed-ended questions. The Likert Scale is also used for the questioning.

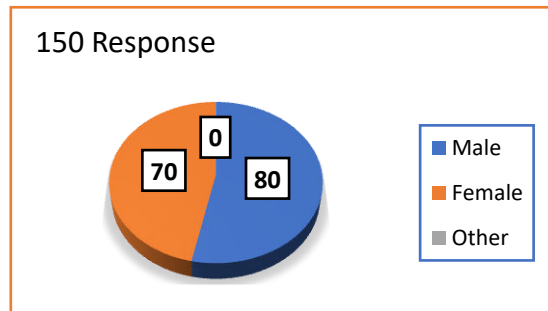
2. Secondary Data Collection Method:

- The secondary data will be gathered from books, journals, and different author-presented papers in the literature.
- From Internet/ Website.

IV. DATA ANALYSIS AND INTERPRETATION

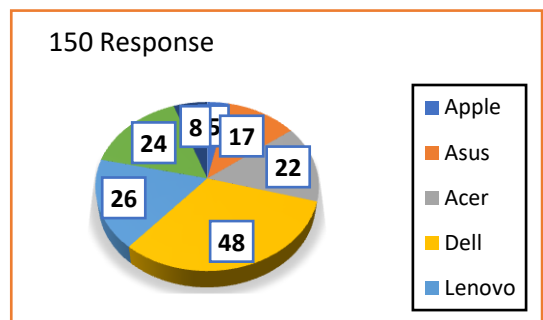
1. Gender?

The result indicates that data collected from 70 of Females and 80 of Male



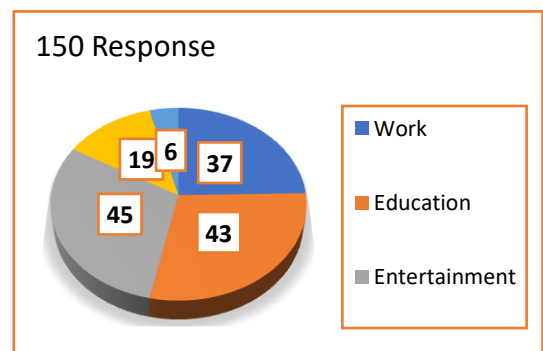
2. Which Brand of Laptop do you have?

The result indicates that the majority of users uses Dell laptops i.e 48 and 26 of the user use Lenovo 5 of Apple users and 17 of Asus users, 22 Acer users 24 HP user and 8 users are the other.



3. What is the purpose for which you use a laptop?

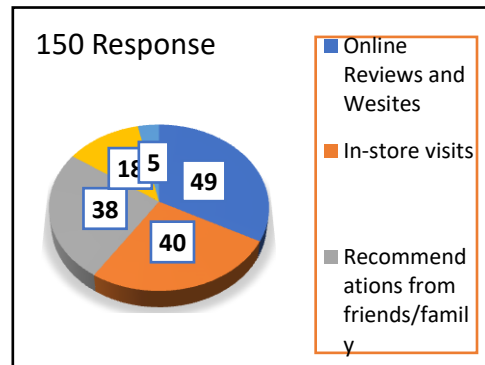
The result indicates that 45 users use laptop for Entertainment, 43 users use a laptop for an education purpose, 37 users use laptop for Work, 19 users use laptop for communication and rest 6 users are the other.





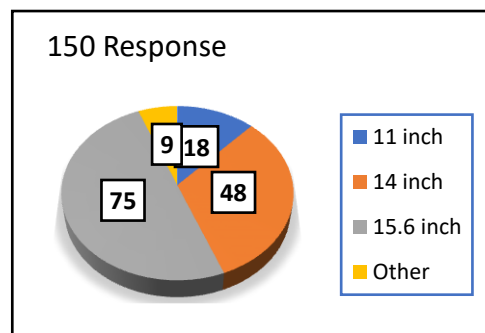
4. How do you typically gather information when considering purchasing a laptop?

The outcome shows that the majority of Users i.e 49 obtain information from websites and online reviews. 40 users From in-store visits, 38 users from recommendation from friends/family, 18 users from social media platforms and rest of the 5 users from the other.



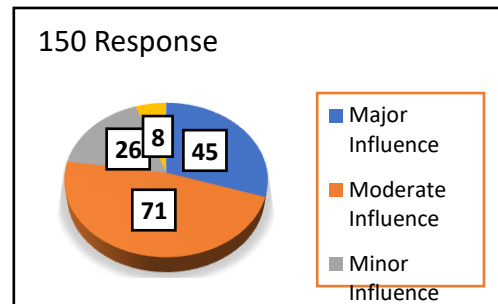
5. What screen size do you prefer for a laptop?

The result indicates that the majority of users i.e 75 prefer a screen size of 15.6 inches, then 48 users prefer 14 inches and 18 users prefer 11 inches Screen size and the 9 users prefer Other.



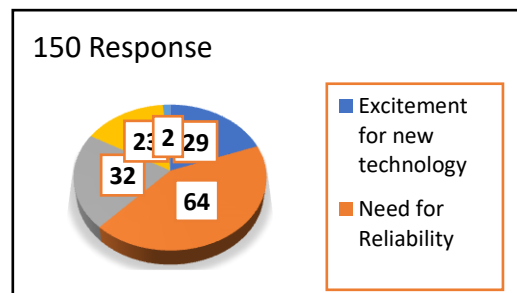
6. How much does the operating system (Windows, macOS, Linux, etc.) influence your choice when buying a laptop?

The result indicates that 45 users are Major influence by operating system while to buy a laptop, 71 users are moderate influence, 26 users are minor influence, and 8 users will not be influenced by the operating system.



7. What emotions or feelings drive your decision when purchasing a laptop?

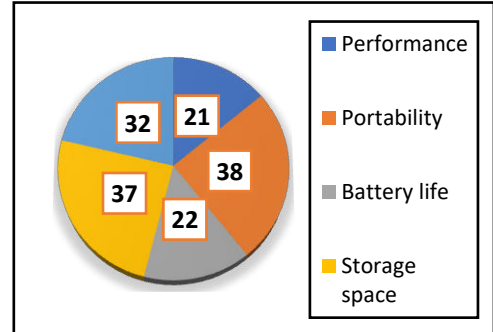
The result indicates that the majority of people i.e. 64 users decide to buy a laptop Need for reliability, then 32 users make decisions on desire for the latest trends, 29 users for excitement for new technology, 23 users on confidence in the chosen brand and the 2 users are the other.





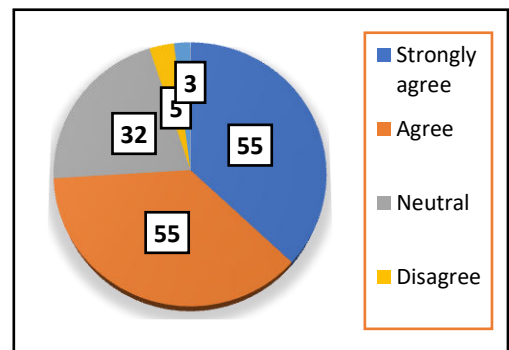
8. Would you compromise on certain needs if the laptop met other essential requirements? If yes, which needs would you compromise on?

The result indicates that 21 users are willing to compromise on performance if other essential requirements are met. The highest users i.e. 38 users are willing to compromise on Portability on battery life if other essential requirements are met. 37 users are willing to compromise on storage space if other essential requirements are fulfilled. then 21 users are compromising on price.



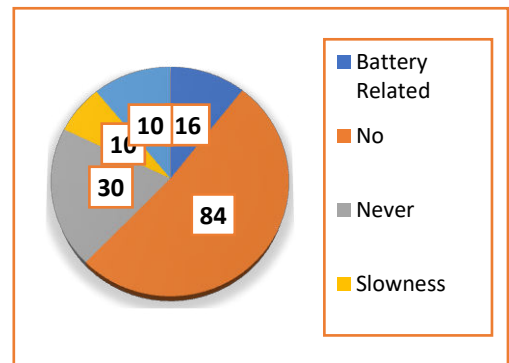
9. Do you agree well-known brands represent better quality?

The findings show that 110 users agreed That a well-known brand represents a better Quality, then 32 users remain neutral and the 5 users disagree with the question, 3 users strongly disagree that well-known brands imply superior quality.



10. Have you encountered any issues or problems with your laptop since the purchase? If yes, please specify.

The result indicates that the majority of consumers i.e 114 Never encountered any issues with them purchase laptop, 16 users having the battery-related issue, 10 users state that the laptop is slow to charge, and the remaining users i.e 10 state that the hard disk is slow.



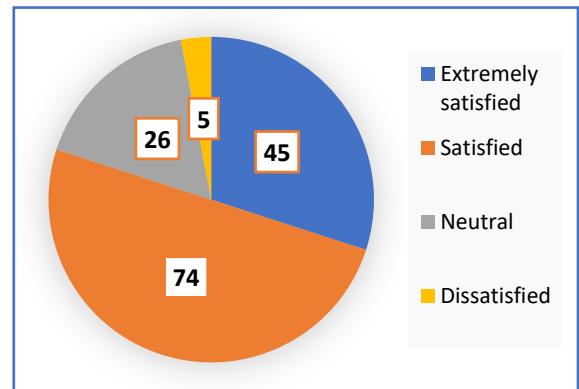


Customer Satisfaction with their purchased laptop

Which laptop do you have?	Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely Dissatisfied	Number in Count (150)
Apple	2	2	1	0	0	5
Dell	25	18	3	2	0	48
HP	6	13	2	3	0	24
Lenovo	10	13	1	1	1	26
Asus	7	5	0	5	0	17
Acer	5	10	2	5	0	22
Other	2	3	1	2	0	8

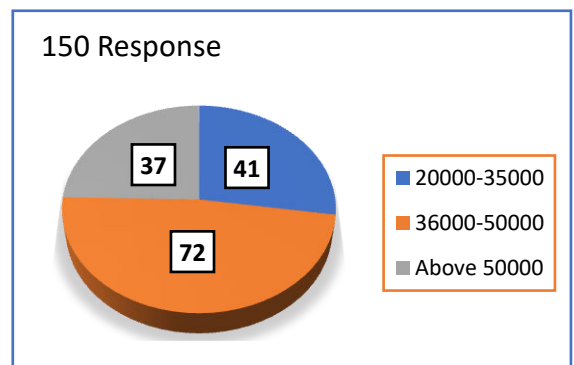
11. How satisfied are you with the overall performance of your recently purchased laptop?

The results indicate that 119 users are satisfied with the overall Performance of their purchased laptop, While 26 users are not happy with the performance of the laptop they bought, 5 users are neutral.



12. What is your price range to buy a laptop?

The result indicates that the majority of users i.e prefer to buy a laptop between 36000-50000Rs, then 41 users prefer to buy a laptop 20000-35000 Rs., and the rest of 37 users prefer to buy the laptop above 50000 Rs.





V. CONCLUSION

In this study, the respondents are Students, Employees, Job seekers, and housewives. The total respondents are 150, whereas 53% are Female and 47% are Male. Dell is known for its robust build quality and durable designs. From the Analysis above data, the DELL laptop is the most used laptop by consumers in the Khamgaon region, the consumers state that the DELL laptop offers good value for money, balancing performance, features, build quality, and affordability. They provide competitive pricing across different segments, making them accessible to a wide range of users without compromising on quality. also, the majority of consumers agreed that a well-known brand represents better quality, and the majority purpose of buying a laptop is for education and work, the consumer typically gathers information about the laptop from the online reviews or websites, The consumer is Extremely satisfied with the purchased laptop. The Apple laptop user is very less in no. according to my research. 74% of respondents firmly concur that a laptop with a well-known brand is of higher quality. 43% of respondents buy laptops according to their need for reliability. The users have varying priorities and are willing to compromise on different aspects of a laptop depending on their individual needs. While some prioritize performance or battery life, a significant percentage is willing to compromise on portability, storage space, or price if other essential requirements are met. The majority of consumers have not encountered any major issues with their laptops since purchase, suggesting overall satisfaction with their devices. The majority of consumers prefer to buy a laptop in between Rs. 36000-50000. However, there are still notable percentages reporting specific issues such as battery-related issues, slow charging, and slow hard disks. The students prefer to buy laptops when there is a need for a laptop for them or when they reach college.

Suggestions

- Dell should maintain their market share as it is.
- Other companies should apply the same strategy as Dell.
- Other companies should offer a laptop with more features at a competitive price
- Word of mouth is an effective medium of communication. So, the dealer should keep the existing customers happy by providing good service.

REFERENCES

1. Darakhshan, N., & Islam, J. U. (2022). Purchase intention and buying behavior towards laptops: A study of students in Jamia Millia Islamia University, New Delhi, India. *Journal of Consumer Behavior Research*,
2. Manandhar, R. B. (2021, June). Impact of product design on the purchase decision of laptop among college students. *Journal of Product Design and Consumer Behavior*,
3. Sab, S., & Mishra, A. K. (2020). Consumer brand preference of laptops in Nepal, Kathmandu. *International Journal of Marketing Studies*, 12(5), 100-115.
4. Vanaja, K., & Anbarasu, U. (2020, November). A study on consumer preference and satisfaction towards DELL laptops in Coimbatore city. *Journal of Consumer Satisfaction*, 8(2), 45-58.
5. Shenbhagavadivu, T., Vishnu, S., Aysha, & Parthiban, S., & Gokula Balaji, V. M. (2019, December). A Study on Consumer Buying Behaviour and the Level of User Satisfaction of a laptop with a special reference to Coimbatore City. *Indian Journal of Consumer Studies*, 10(3), 75-89.
6. Muralimanohari, G., & Shenbhagavadivu, T. (2018). Scope of smart classroom teaching in schools: A study on the usage of laptops. *Educational Technology and Society*, 21(3), 125-140.
7. Saravanan, M. (2016). Factors influencing consumer buying behavior in laptops. *Journal of Consumer Insights*, 7(4), 78-92.
8. Herman, X., & Janask, Y. (2011). Changing trends in consumer preferences towards laptops. *Journal of Technology and Consumer Behavior*, 4(2), 30-45.
9. Kay, R. H., & Lauricella, S. (2011). The impact of structured laptop uses on student activities in class. *Journal of Educational Technology*, 13(1), 56-72.
10. Mellon, C. (2010). Laptop usage and its impact on student performance. *Journal of Educational Technology and Learning*, 25(3), 102-118.
11. Yoruker, S., Gunes, F., & Ozdemir, Y. (2009). Factors influencing consumers' laptop purchases: A comparative study. *International Journal of Consumer Behavior*, 11(4), 220-235.
12. Fried, C. B. (2008). The impact of laptop usage in class. *Educational Technology Journal*, 17(2), 78-92.
13. Sharma, P. (2008). Laptop usage among students in urban and rural areas. *Journal of Technology and Education*, 5(1), 45-60.
14. Farzana, W. (2007). Consumer's psychological factors and brand equity of laptops. *Journal of Consumer Psychology*, 9(3), 150-165.
15. Rajaselvi, K. (2006). Buyer behavior patterns in laptop purchases. *Journal of Consumer Studies*, 3(2), 65-80.
16. Gujjar, N. B. (2005). External influences on consumer behavior: A comprehensive review. *International Journal of Marketing Research*, 14(4), 200-215.



INNO  SPACE
SJIF Scientific Journal Impact Factor
Impact Factor
7.521

ISSN

INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA



INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

| Mobile No: +91-6381907438 | Whatsapp: +91-6381907438 | ijmrset@gmail.com |

www.ijmrset.com