

**Study of Consumer Behaviour while Purchasing Laptops in  
Chandigarh & Mohali**

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The era of highly differentiated laptops in the consumer industry is over. No longer does one vendor dominate the market, enjoying their product being seen as exceedingly superior to its competition. What once served to distinguish a laptop provider has now been equalized across the field; every vendor offers the same microprocessors, the same RAM capacity, the same graphics cards, the same networking and wireless functionality. The commoditization of the market has diminished a vendor's ability to strongly differentiate themselves among consumers.

With all things virtually equal within the box, what is it that makes a consumer choose one brand over another? Is it still within the box or outside of it that drives the decision? While the evaluative buying criteria consumers use when purchasing these products may be known, what was not known was the impact each of them have in contributing to that decision.

**Objectives of the study**

**Primary objective:**

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To study the consumer behavior while purchasing laptops in Chandigarh and Mohali.

## Secondary objective:

- To study the influence of various variables like sex, educational background , family annual income ,work experience etc. on the choice of laptop brands.
- To map the profile of customers in terms of lifestyle, attitude and perception.
- Identifying if a consumer tendency existed toward the use of tangible product attributes, (i.e. "speeds and feeds") versus less tangible criteria (i.e. brand awareness, or "I like Dell's Commercials ") helped determine the appropriate course of action to influence them throughout their purchase journey.

## Target population –

- ✓ Students ( age group of 15yrs and more)
- ✓ Professionals

**Sample size -** 100 respondents

## Source

The information required for our project was collect mainly from the **primary sources** and even from **secondary sources**. The primary source consists of the data analyzed from questionnaire and interaction with the user at that time only. And internet is used as secondary source.

Data is collected through **questionnaire schedule method**

**Limitations-** There are some limitations to this study.

- ✓ Study is conducted with in short period of time
- ✓ Error due to small sample size as it may not represent the population.
- ✓ Lack of interest and busy life of the customers may have influenced the responses.
- ✓ Possibility of Error in data collection.

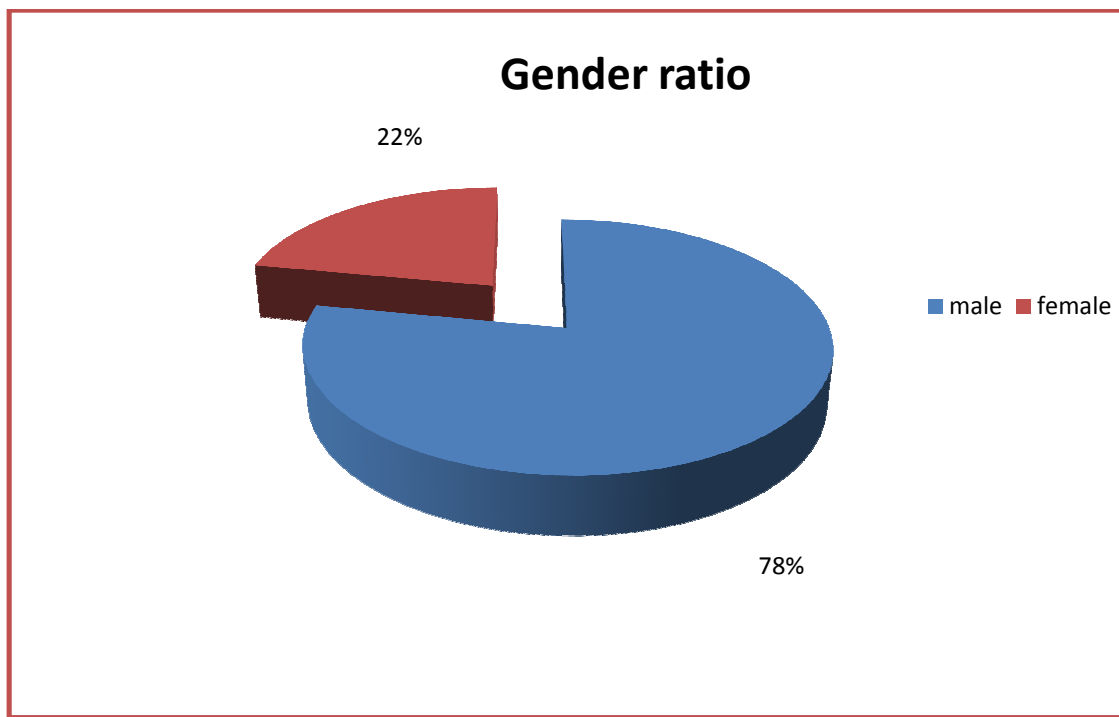
## **Analysis of data collected**

In the first part of the questionnaire, the consumers were asked whether they had a laptop or not, and those who had a laptop were allowed to continue to rest of the survey. The brand name of their laptop was also asked to the consumers.

### **Demographic Profile of the Respondents**

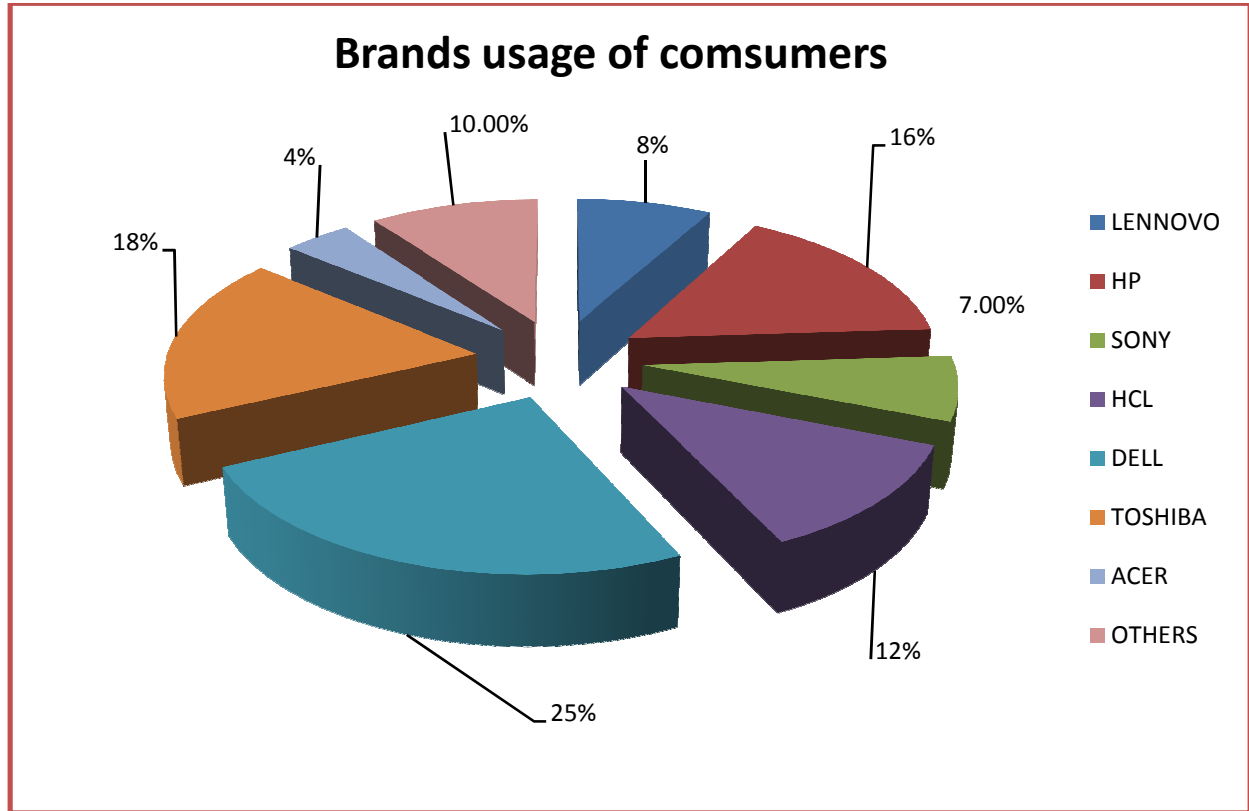
Out the 100 respondents, approximately 22% were female whereas 78% were male; in fact this result reflected the general status of PC usage in tri-city .Additionally, almost 85% of all respondents were under the age of 35. The age structure of the participants of this survey was as follows: 31.5% of the consumers was between 18-25 year old, 53.2% was between 26-35, 11.6% was between 36-45, and finally 3.7% was 46 and above. The education level of the respondents was high as expected; 4.8 % of

the respondents were high school graduates, 86% were university or school of applied disciplines graduates or students, and 9.2% had a MA or Ph.D. degree.



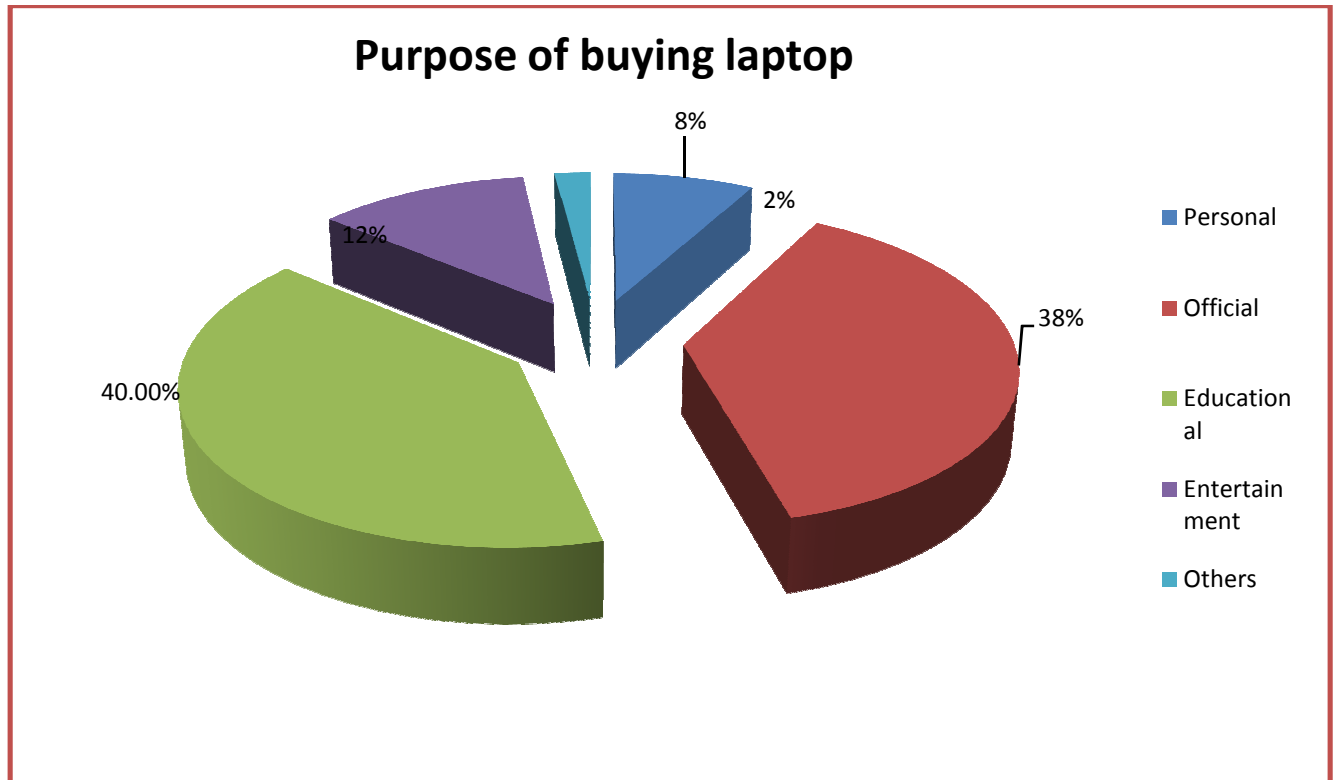
### **Brand Usage Profile of the Respondents**

The participants were asked to choose the laptop brand that they were using at the time of the survey.



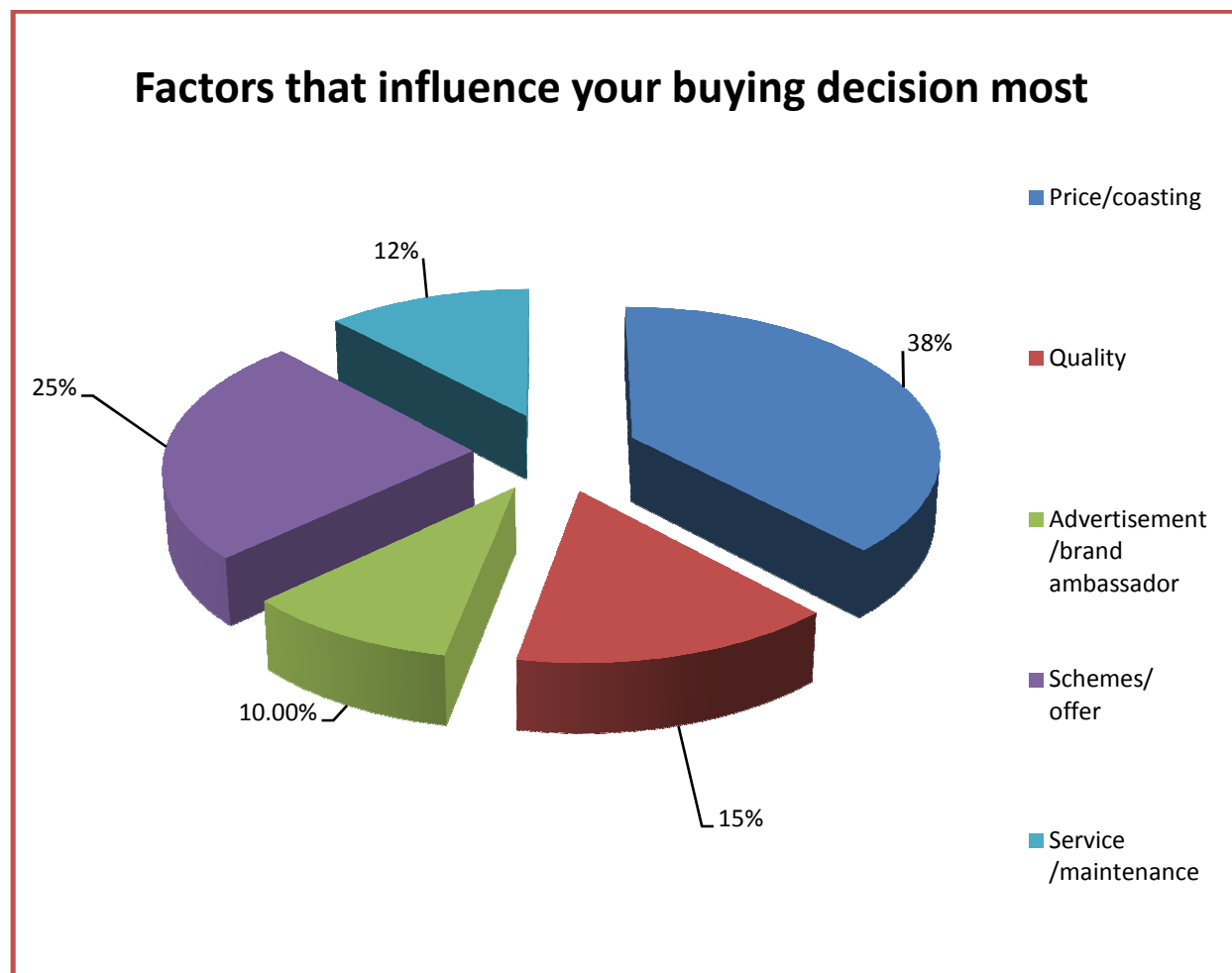
The above pie chart clearly states that in tri-city region maximum no. of respondents out of 100% i.e 25% are using dell and 18% of respondents are using Toshiba ,12% use HCL and less no. of people are suing Sony ,HP and Lenovo .

## Main purpose of using or purchasing the laptop



In the above pie chart the reasons why consumers purchase laptops are shown. While conducting the survey in tri-city it comes into picture that most of the people buy laptops for educational purposes and for official purposes. As most of the respondents of this study were below the age of 35 so they are wither involved in studies or business .

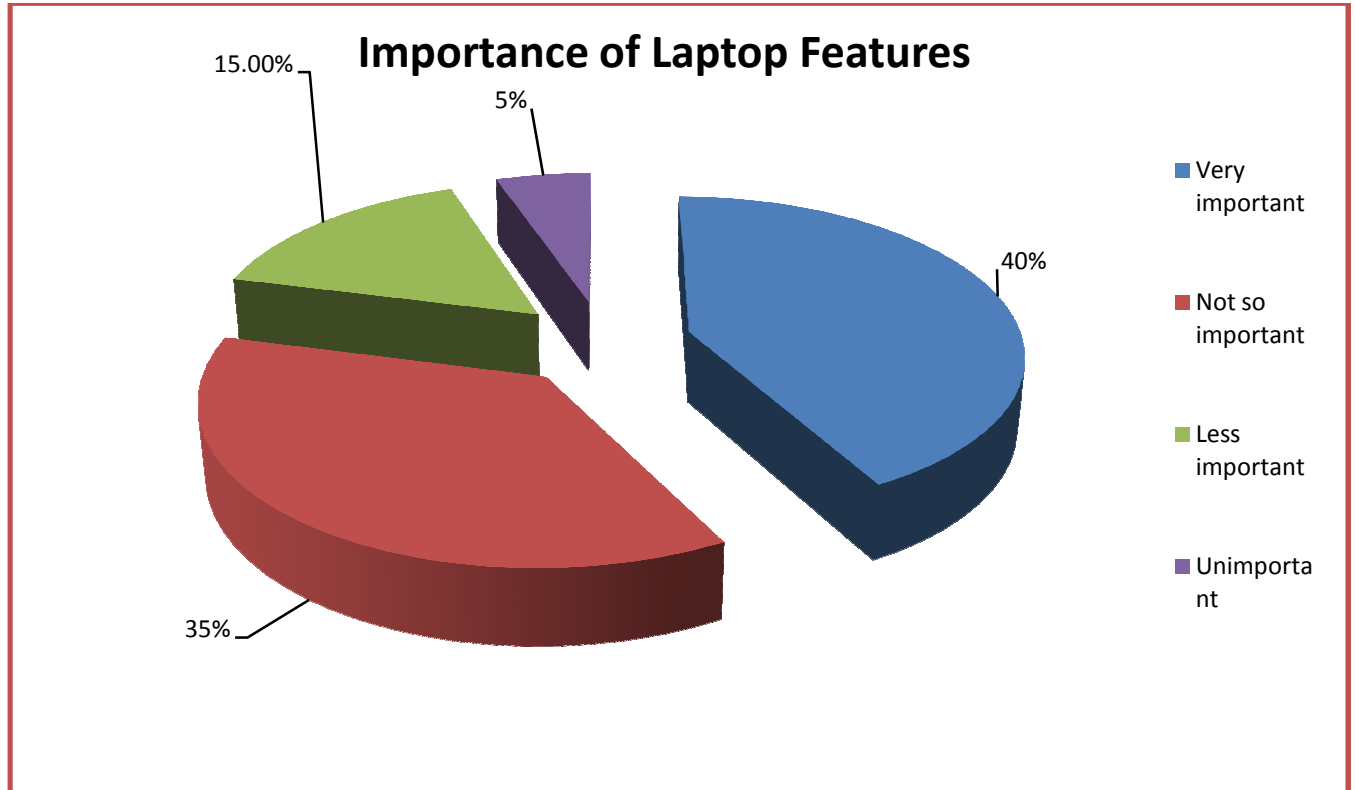
## Factors that influence your buying decision the most



The participants were asked to choose the factors that affect their buying for laptops, it is clear from above that 38% of respondents' choice for buying a particular laptop is affected by price and the payment methods and 15% by quality and also a major part of respondents' choice is affected by different schemes and offers.

## **Importance of Laptop Features in Consumers' Purchase Decisions**





As most of the respondents are below the age group of 35 yrs. So people are either studying or working .so as per the above pie chat its is clearly stated that 40% of respondents surveyed feels that the features of laptops are “very important” while buying it and 35% of people think that its “not so important “ to consider laptops features while buying it and very less of people says that laptop features are not important in influencing buying decision .

**Distribution of Respondents According to 3 Consumer**

<b>Three Customer Groups</b>		
	<b>Frequency</b>	<b>Percent (%)</b>
Stayers	31	62.
Satisfied Switchers	13	26
Dissatisfied Switchers	6	12
Total	50	100.0

**Type of feature would you prefer most**

It was seen in Table processor speed and type, memory and hard disk capacity, technical support, guarantee and warranty conditions, and display resolution quality became the top five features which had the following highest mean values respectively: 3.80, 3.66, 3.66, 3.62, 3.58. It was also noteworthy to mention that all the features listed in the survey were considered important by the respondents since the lowest mean value was 2.64 for the feature of wireless Internet.

**Table 3. Importance of Laptop Features in Consumers' Purchase Decisions**

<b>ITEMS</b>	<b>N</b>	<b>MEAN</b>	<b>STD. DEVIATION</b>
Processor speed and type	50	3.80	0.413
Memory and hard disk capacity	50	3.66	0.524
Technical support	50	3.66	0.522
Guarantee and warranty conditions	50	3.62	0.529
Display resolution quality	50	3.58	0.519

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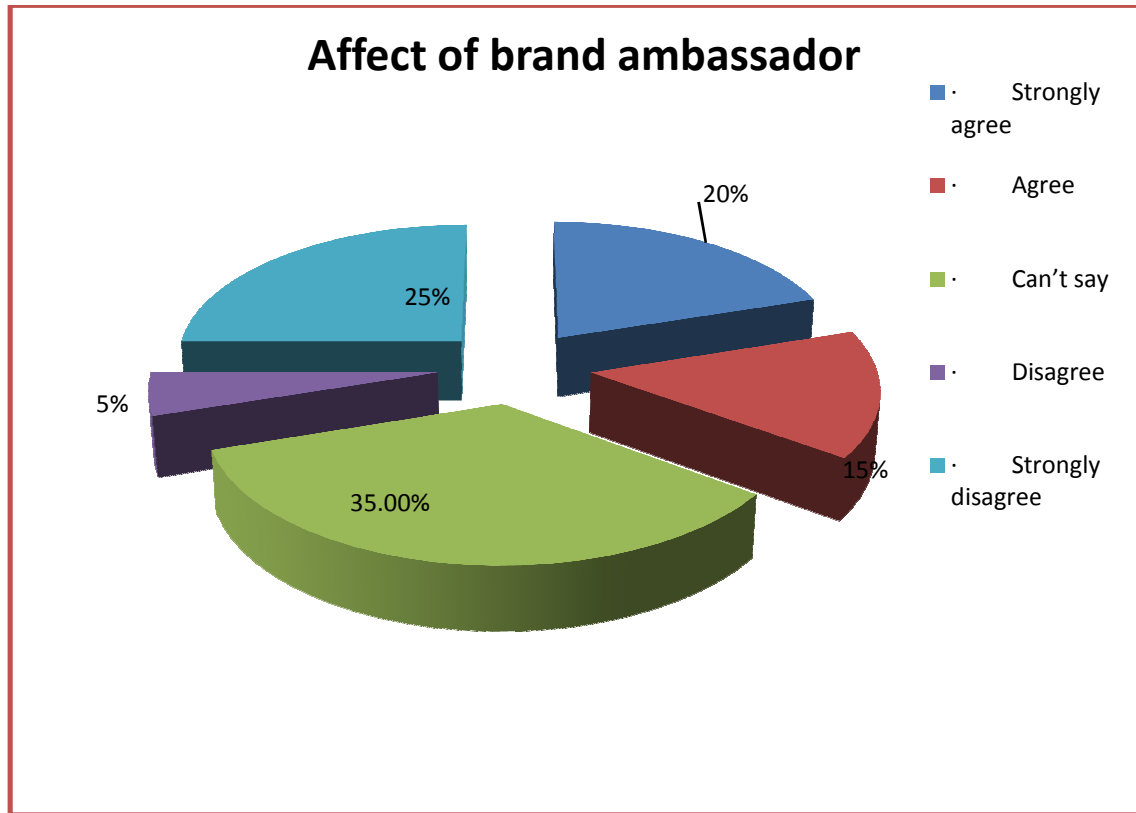
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Maintenance and repair	50	3.57	0.612
Price	50	3.53	0.615
Prevalence of technical service network	50	3.51	0.645
Ease of usage	50	3.46	0.624
DVD-CD player	50	3.44	0.608
Speakers/Amplifiers	50	3.39	0.742
Weight and dimensions	50	3.38	0.672
Stand-by duration	50	3.37	0.684
Modem/Ethernet	50	3.35	0.651
Durability of chassis	50	3.28	0.695
Spill resistant keyboard	50	3.25	0.858
Number of USB ports	50	3.22	0.680
Payment conditions and campaigns	50	3.21	0.819
Bluetooth	50	3.11	0.829
Security solutions	50	3.11	0.797
Design and color	50	3.07	0.752
Brand image	50	2.99	0.865
Infrared technology	50	2.93	0.900
Variety of accessories	50	2.89	0.869
TV/Audio connection	50	2.65	0.938
Wireless Internet	50	2.64	0.946

The mean importance scores for three groups of consumers with respect to factors influencing laptop purchase decisions are presented in Table . According to this

table, dissatisfied switchers gave less importance to **“price and payment conditions”** when compared to stayers and satisfied switchers. Furthermore, stayers found “price and payment conditions” factor more important than satisfied switchers. In addition, it has to be noted that **“connectivity & mobility feature”** has the lowest mean score across all groups of consumers. On the other hand, **“core technical features”** has the highest mean score for all consumer groups (stayers: 3.68, satisfied switchers: 3.66, and dissatisfied switchers: 3.69) which means that stayers, satisfied switchers, and dissatisfied switchers gave the highest importance to this factor among all factors, and the three consumer groups did not show any difference with respect to core technical features. On the other hand, the second most important factor was found to be “post purchase services” for all three groups of consumers.

**Brand ambassador play a major role in your purchasing**



## **CONCLUSIONS**

Year by year the number of people who are using and owning laptops substantially increases in all over the world. Contrary to the introduction years of computers, today they have been used by almost all age groups, and by both males and females, and the gap between age groups and the gap between males and females with respect to computer usage/ownership decreases. Furthermore, consumers' desire

for portable and attractively designed PCs forces the companies to produce laptops/notebooks. In addition, extended battery life, price cuts, prevalence of home-offices, and integrated wireless networking also cause to the increased sales of laptops. On the supply side of the market, the companies try to make profit and even survive in a highly competitive environment. In addition, the customers who are acquired from competitors can be either satisfied switchers or dissatisfied switchers. Hence, it is equally crucial to learn about whether there is a difference among stayers, satisfied switchers and dissatisfied switchers with respect to their laptop purchase decision factors. This issue becomes exceptionally vital when the consumers decide to upgrade/change their laptops.

In this study, it has been found that there are seven factors which influence consumers' laptop purchase decisions. These factors can be stated as follows: core technical features, post purchase services, price and payment conditions, peripheral specifications, physical appearance, value added features, and connectivity and mobility. On the other hand, stayers, satisfied switchers and dissatisfied switchers demonstrate a significant difference only in one factor: price and payment conditions.

From the managerial perspective, the findings of this study imply that when a consumer of a company decides to buy a new laptop or in technical terms to upgrade his laptop, the company should consider which customer base he belongs to. For instance, if the consumer is a stayers, the company can offer price discounts when he decides to upgrade his laptop. Likewise, the company can give special promotions to stayers when they bring their former laptop and exchange it with a recent model of the company's laptops.

This study recommends companies to invest in technology through R&D and create differentiation at utmost level. This research has been limited to laptop/notebook sector and the factors influencing consumers' purchase decisions in this market, since sectoral differences play a vital role, it is also recommended to replicate this study in distinct sectors.

## **ANNEXURE**

**1. Do you have laptop?**

- Yes
- No

**2. In which gender group you are?**

- Male
- Female

**3. In which age group you fall?**

- 16-25
- 25-35
- 35-46
- 46 and above

**4. What is your level of education?**

- High school graduates
- University or school of applied discipline graduates or students
- MA or PhD. degree

**5. Which brand do you have?**

- Lenovo

- HP
- Sony
- HCL
- Dell
- Other

**6. What is the main purpose of using or purchasing the laptop?**

- Personal
- Official
- Educational
- Entertainment
- Others

**7. Importance of Laptop Features in Consumers' Purchase Decisions?**

- Very important
- Not so important
- Less important
- Unimportant

**8. How much frequently you buy a laptop? In which category you fall?**

- Stayers
- Satisfied Switchers
- Dissatisfied switcher

**9. Which type of feature would you prefer most?**



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PROCESSOR SPEED AND

TYPE

Memory and hard disk capacity

Technical support

Guarantee and warranty

conditions

Display resolution quality

Maintenance and repair

Price

Prevalence of technical service

network

Ease of usage

DVD-CD player

Speakers/Amplifiers

Weight and dimensions

Stand-by duration

Modem/Ethernet

Durability of chassis

Spill resistant keyboard

Number of USB ports

Payment conditions and  
campaigns

Bluetooth

Security solutions

Design and color

Brand image

Infrared technology

Variety of accessories

TV/Audio connection

Wireless Internet

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**10. Which factor influence your buying decision the most?**

- Price/coasting
- Quality
- Advertisement/brand ambassador
- Schemes/ offer
- Service /maintenance

**11. Brand ambassador play a major role in your purchasing?**

- Strongly agree
- Agree
- Can't say
- Disagree
- Strongly disagree

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