

A STUDY ON CUSTOMER'S PERCEPTION ABOUT BUYING LAPTOPS IN ONLINE SHOPPING

Submitted in partial fulfilment of the requirements

for the award of

BACHELOR OF BUSINESS Administration

by

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Register No. 38280042



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAICHENNAI - 600 119

MARCH 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **VR.HARSHINI (38280042)** who have done the Project work entitled **A study on consumer perception about buying laptops in online shopping** under my supervision from January 2021 to March 2021

Internal Guide

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Submitted for Viva voce Examination held on _____.

Internal Examiner

External Examiner

ACKNOWLEDGEMENT

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VR.HARSHINI

DECLARATION

I **VR.HARSHINI (38280042)** hereby declare that the Project Report entitled **A study on consumer perception about buying laptops in online shopping** done by me under the guidance of **DR.P.KUMARASAMY M.com., M.Phil., Ph.D., PGDCA** is submitted in partial fulfilment of the requirements for the award of Bachelors of Business Administration degree.

DATE: 26/03/20021

PLACE: CHENNAI

SIGNATURE OF THE CANDIDATE

ABSTRACT

The technology is changing so fast with the development of computer hardware. It has observed that last two decade the purchase of laptop has increased significantly. Now laptop purchase is feeling like purchases of fast moving consuming item. This signifies that the people are very much interested to handle technological instruments in their day to day activities. The laptop is the main sources of communication worth intra and intercommunication among the people. The laptop companies are interested to study the buying behaviour while purchasing towards laptop. In order to develop a framework for the study consumer behaviour is helpful to begin by considering the evolution of the field of consumer research and the different paradigms of thought that have influenced that discipline. As describe in this article, a set of dimensions can be identified in the literature, which can be used to characterize and differentiate, the various perspective on consumer research.

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
	ABSTRACT	I
	LIST OF TABLES	li
	LIST OF CHARTS	lii
1	INTRODUCTION	1-6
	1.1 Introduction	1-6
	1.2 Industry Profile	7-12
	1.3 Need for the Study	12
	1.4 Scope of the Study	12
	1.5 Objectives of the Study	12-13
2	REVIEW OF LITERATURE	14-17
3	RESEARCH METHODOLOGY	18
	3.1 Research Design	18
	3.2 Sampling Technique	18
	3.3 Sources of Data	18
	3.4 Structure of Questionnaire	18
	3.5 Sample Size	19
	3.6 Period of Study	19
4	DATA ANALYSIS AND INTERPRETATION	20-38
	4.1 Tables and charts	20-38
5	FINDINGS, SUGGESTIONS AND CONCLUSION	40
	5.1 Findings of the Study	40
	5.2 Suggestions	41
	5.3 Conclusion	41
	REFERENCES	42-44
	APPENDIX – I (Questionnaire)	45-46

LIST OF TABLE

TABLE NO	PARTICULARS	PAGE NO
4.1.1	Gender of the respondents	20
4.1.2	Qualification of the respondents	21
4.1.3	Age of the respondents	22
4.1.4	Profession of the respondents	23
4.1.5	Marital status of the respondents	24
4.1.6	Prefer buying laptops in online shopping	25
4.1.7	Purpose of buying laptops in online shopping	26
4.1.8	Feature would you prefer most	27
4.1.9	Factor influence your buying decision most	28
4.1.10	Brand ambassador play a major role in your purchasing	29
4.1.11	Satisfied with their prices	30
4.1.12	Privacy concern prevents you from online product	31
4.1.13	Personal informational is kept confidential when buying online laptops	32
4.1.14	Paying method do your use most often when buying laptops in online shopping	33
4.1.15	Confident are your payment information is kept secure when buying in online	34
4.1.16	Exchanging online bought laptops	35
4.1.17	Costing affect your buying decision	36
4.1.18	Look affect your buying decision	37
4.1.19	Brand laptops did your bought in online shopping	38

TABLE OF CHART

TABLE NO	PARTICULARS	PAGE NO
4.1.1	Gender of the respondents	20
4.1.2	Qualification of the respondents	21
4.1.3	Age of the respondents	22
4.1.4	Profession of the respondents	23
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4.1.8	Feature would you prefer most	27
4.1.9	Factor influence your buying decision most	28
4.1.10	Brand ambassador play a major role in your purchasing	29
4.1.11	Satisfied with their prices	30
4.1.12	Privacy concern prevents you from online product	31
4.1.13	Personal informational is kept confidential when buying online laptops	32
4.1.14	Paying method do your use most often when buying laptops in online shopping	33
4.1.15	Confident are your payment information is kept secure when buying in online	34
4.1.16	Exchanging online bought laptops	35
4.1.17	Costing affect your buying decision	36
4.1.18	Look affect your buying decision	37
4.1.19	Brand laptops did your bought in online shopping	38

CHARTER1

1.1.INTRODUCTION

Computer technology to the consumer market brought with an evolution likes of radios and televisions in the 20th century. It served as a catalyst in jumpstarting not only how consumers obtain information but also the rapidity, quality and density with which they retrieve it. Computers serve as a source of entertainment in addition to its role as resource and pro

ductivity tool. The science and Technology are developed in this 21st Era. In this modern world we people give much importance for Electrical and Electronic devices, without that we cannot make our life easier in this busy world. Fast forward from the introduction of the computer to the laptop today,

Where the market has become saturated with well-known brands, each offering nearly indistinguishable products to a population of consumers that are now more educated, informed decision. The study was to determine if a relationship existed between the brand of laptop consumers selected and a variety of demographic and evaluative buying criteria considered in the process. The first of several variables analyzed in this study was the brand of laptop selected in the purchase decision. Additional variables included both tangible, product-related factors like price and features as well as intangible, brand-related attributes like brand image and outside recommendation. The demographic variables examined included age, education level and the degree of technical competence. The result provided laptop vendors a unique perspective on the consideration and selection phase. The results further enabled useful segmentation of the population to better target messaging and promotions that will resonate with the appropriate audience. There is tremendous business value in vendors gaining insight into the consumers' minds around this topic as it can drive better marketing activity to influence awareness, consideration, preference and ultimately purchasing campaigns. While consumers enjoy the benefit of being more educated with public access to free

information regarding laptops, manufacturers continue to conduct studies on consumer behaviour behind closed doors.

Little to no market segmentation exist publicly that states that the laptop buyer really is. No public studies had been located at this point of this dissertation development, as market research studies are traditionally private. Have easier access to more information to compare and contrast competitive products and ultimately make a much more fact-based, Laptop is significant in every shops and companies. This unit provides brief insight into the meaning and perspective of Consumer behaviour as Well as understanding why it is important to study consumer. The term consumer behaviour is defined as the behaviour that consumer display in searching for purchasing, using, evaluating and disposing of product and services that they expect will satisfy their needs.

Consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. This includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluation on future, and how they dispose of it. In another words, consumer behaviour can be define as the behaviour of individuals in regards to acquiring, using, and disposing of products ,services, ideas or experiences. Consumer behaviour also includes the Acquisition and use of information. Thus, communication with Consumers and receiving feedback for them is a crucial part of consumer behaviour which is of great interest to marketers.

Online shopping in India:

India's e-commerce market grew at a staggering 88 per cent in 2013 to \$ 16 billion, riding on booming online retail trends and defying slower economic growth and spiraling inflation. The increasing Internet penetration and availability of more payment options boosted the e-commerce industry in 2013. E-commerce business in India is expected to reach around \$50-70 billion by 2020 on the back of a fast growing internet-connected population and improvement in related infrastructure like payment and delivery systems. (DNA, 2014)

The products that are sold most are in the tech and fashion category, including mobile phones, ipads, accessories, MP3 players, digital cameras and jewellery, electronic gadgets, apparel, home and kitchen appliances, lifestyle accessories like watches, books, beauty products and perfumes, baby products witnessed significant upward movement.

India's e-commerce market, which stood at \$2.5 billion in 2009, reached \$8.5 billion in 2012 and rose 88 per cent to touch \$16 billion in 2013. The survey estimates the country's e-commerce market to reach \$56 billion by 2023, driven by rising online retail. This growth is because of aggressive online discounts, rising fuel prices and availability of abundant online options. Mumbai topped the list of online shoppers followed by Delhi, while Kolkata ranked third. The age-wise analysis revealed that 35 per cent of online shoppers are aged between 18 years and 25 years, 55 per cent between 26 years and 35 years, 8 per cent in the age group of 36-45 years, while only 2 per cent are in the age group of 45-60 years. Besides, 65 per cent of online shoppers are male while 35 per cent are female. To make the most of increasing online shopping trends, more companies are collaborating with daily deal and discount sites, the survey pointed out.

India has Internet base of around 150 million as of August, 2013 which is close to 10 per cent of Internet penetration in India throws a very big opportunity for online retailers to grow and expand as future of Internet seems very bright. (Economic times, 2014) The size of India's e-commerce market in 2013 was around \$13 billion, according to a joint report of KPMG and Internet and Mobile Association of India (IAMAI). The online travel segment contributed over 70 percent of the total consumer e-commerce transactions last year. (DNA, 2014) Those who are reluctant to shop online cited reasons like preference to research products and services online (30 per cent), finding delivery costs too high (20), fear of sharing personal financial information online (25) and lack of trust on whether products would be delivered in good condition (15), while 10 per cent do not have a credit or debit card. (Economic times, 2014)

The Nielsen Global Online Shopping Report shows more than a quarter indicate they spend upwards of 11 percent of their monthly shopping expenditure on online purchases. 71 percent Indians trust recommendations from family when

making an online purchase decision, followed by recommendations from friends at 64 percent and online product reviews at 29 percent. Half the Indian consumers (50%) use social media sites to help them make online purchase decisions. Online reviews and opinions are most important for Indians when buying Consumer Electronics (57%), Software (50%), and a Car (47%). (India social, 2014)

Major Laptop Brands

- ❖ Acer-Gateway/ Machines /Packard Bell Travel Mate, Extensa, Ferrari and Aspire; Chrome book
- ❖ Apple-MacBook, MacBook Air and MacBook Pro
- ❖ Dell –Alien ware, Inspiron, Latitude, Precision, Studio, Vostro and XPS
- ❖ Toshiba-Dyna book , Portege,Tecra , Satellite, Libretto
- ❖ Sony -Sony Vaio
- ❖ Lenovo –Idea Pad, Think pad and the Essential B and G Series
- ❖ Samsung SENS-N, P, Q, R and X Series
- ❖ Hewlett-Packard / Compaq ,HP –Pavilion, HP Envy, HP Pro Book, HP ,Elite Book ,Compaq Presari
- ❖ HCL (INDIA)-Me Laptop, Me Netbook, Laptop and Mi leap
- ❖ Panasonic-Toughbook, Satellite, Let's Note (Japan only)
- ❖ LG –Xnote
- ❖ Asus-Asus EEE, Lamborghini, Asus G Series (ROG)

The Best Websites for Buying Laptops

- ❖ Amazon.com
- ❖ Overstock.com
- ❖ Techbargains.com
- ❖ Ebay.com
- ❖ Newegg.com
- ❖ Walmart.com
- ❖ Pcmeg.com
- ❖ Tigerdirect.com

BUYING DYNAMICS

Perception: Perception is the process by which an individual selects stimuli, organizes information about those stimuli, and interprets the information. Perception poses powerful implications for marketers. What is perceived by an individual, it determines how he or she behaves? No consumer purchase can take place unless a consumer perceives that the product or service will offer the benefits he or she needs. Accordingly, marketers must understand how perception works in order to communicate successfully a product's benefits. Regardless of the fact that a product is innovative or advertisement is effective, it will fail if it is not perceived favorably by the potential consumers.

Learning: Learning is a continuous process by which individual acquires knowledge so that it causes a permanent change in behavior. Learning is a kind of process that evolves over a time and cannot be directly observed. When a person perceives new stimuli in the environment, it is related with the existing pond of knowledge. Therefore, learning reflects both current experiences and past back ground. Learning is essential to the consumption process. In fact, consumer behaviour is largely learned behavior. We acquire most of our attitudes, values, tastes, preferences, symbolic meanings and feeling through learning. Human culture and social class, institutions such as schools and religious organizations, family, friends, mass media and advertising provide learning experiences that influence the kind of life style the consumers seek and the products they consume. Marketers spend considerable effort to ensure that consumers learn of their existence as well as about their products. Companies that make their consumers learn about their products and services in an effective and efficient manner often obtain a long-term competitive advantage them that of their competitors.

Personality: Personality is defined as those inner psychological characteristics that both determine and reflect how a person responds to his environmental stimuli. Personality is enduring and ensures that a person's responses are consistent over time. But personality cannot be considered as a unified whole, for that purpose different personality traits are to be studied by the marketers. For example, dogmatism is a personality trait that measures the degree of rigidity among individuals. If a person is highly dogmatic, it's very difficult to convenience him regarding the innovative products and brands. They are move likely to choose well

established brands and can not be convinced by celebrities in the advertisements. Rather these kinds of people are influenced by the authoritative appeals. On the contrary, those who possess the trait of innovativeness are more receptive to new products, new services and new practices. They are prone to newer experiments. There could be some other personality traits like inner directed consumers and other directed consumers. So, on the basis of these personality traits, the process of segmentation can effectively be performed.

1.2 -INDUSTRY PROFILE

The laptop computers are made for increasing the convenience of users. The laptop computer is portable equipment. The laptop computers are portable due to light weight. They have many features when they are compared with desktop computers. Laptop computers are operated using built in batteries. These batteries are made for long life. The laptop computer has a built in touch pad so that it can be operated without a mouse. The key board and monitor have also been built in so that the equipment facilitates all functions. The laptop computers are smaller and energy efficient. The parts used to make them are expensive. The facilities provided in a laptop computer are similar to that of a desktop computer. Different versions of laptops are available in the market with large screens, high capacity graphic cards etc.

The specialty in laptop computers includes light weight and lower energy consumption. Also they are less noisy and easy to handle. Similar to desktop computers the laptop computers include mother board, processor, hard disk, memory, graphic card, keyboard, mouse and display device.

The major benefits of a laptop computer are that it is lighter in weight and can be used while travelling. The disadvantage of a laptop computer is that it does not support for expansion or upgrade. The laptop computers are equipped with built in wireless network cards. It facilitates users to connect to the Internet without a cable.

PROCESSOR, GRAPHICS AND MEMORY

Processor (CPU)

- ❖ The processor, usually Intel or AMD, is the main brain of your computer and has the biggest effect on how your laptop will run.

- ❖ Most are at least dual-core - two processors on one chip sharing the workload. Some Intel's processors use 'Hyper-threading', boosting the dual core processor to act like a quad-core one.
- ❖ Processor clock speed (in GHz) has some impact on performance - the higher the figure, the faster the computer.
- ❖ If you're looking for a high-performance laptop, or something that'll last you for a good few years, go for a faster processor.

Memory (Ram)

- ❖ Ram (random access memory) is your laptop's short-term memory, storing information while you're using the laptop (the hard drive is used for long-term file storage).
- ❖ The amount of Ram your laptop has determines how many tasks it can accomplish simultaneously.
- ❖ Aim for as much Ram as you can afford – ideally at least 4GB to make it easier to rip music while you're surfing the net, updating your security software, and sending and receiving emails.
- ❖ With some laptops you can add more Ram later, but it's more complicated than adding Ram to a desktop PC.

Graphics card

- ❖ Laptops come with either integrated or dedicated graphics.
- ❖ Laptops with integrated graphics use a chunk of the laptop's memory (Ram). This is fine if you're just planning to do basic, everyday tasks, but if you want to play games or use video-editing software, for example, it's best to go for a laptop with a separate graphics card, freeing up your Ram.
- ❖ Expect to pay more for a laptop with a dedicated graphics card.

LAPTOP STORAGE

Hard disk drive (HDD)

- ❖ The hard disk provides memory for long-term data storage – measured in gigabytes (GB).
- ❖ It stores the operating system and applications (programs) as well as files including music, photos and documents.
- ❖ We recommend a minimum of 500GB hard disk space - storing video, high-resolution photos, music and software uses up a lot of space.
- ❖ If in doubt, go for more hard drive space if you can afford it.

Solid state drive (SDD)

Solid state drives work like hard drives. There are no moving parts – so they don't get as hot – and should help produce faster start-up times and processing, and also extend battery life. The downside is it doesn't offer as much space as a hard disk drive.

Many premium laptops, such as ultrabooks, have a solid state drive (the most common size is 128GB), or a hybrid of SSD and hard disk storage.

Hybrids often take the form of a 16GB solid state cache to boost loading speeds while keeping the larger storage capacity with the normal hard drive. In this case you can't save files to the SSD.



Optical drive

Some laptops come with a CD/DVD drive. All but the cheapest models include DVD burners as well as CD burners, so you can save to CD or DVD.

A DVD burner is useful for making your own videos and backing up large amounts of data - DVDs hold much more data than CDs.

Higher-end laptops include a Blu-ray drive so you can watch high-definition (HD) films on the move. Slot-load drives are preferable to tray-mounted drives, as they're less prone to breakage on the move.

Many ultrabook, or ultra slim, laptops don't have a disk drive, so they're slimmer and lighter. With these laptops you may want to consider getting an external drive or cloud storage for backing up.

USB, HDMI and memory card

USB is the most common type of connection. You'll usually get two or three USB ports on a laptop so you can connect peripherals such as a mouse or external hard drive and save to a USB stick.

They may be USB 2 or the faster USB 3 ports, or a mix of the two.

An HDMI output lets you hook your laptop up to a TV.

Some laptops also have memory card slots, making it easy to get photos off of your camera's memory card.

Wi-fi and Gigabit Ethernet

Most laptops include a port for connecting to the internet, either a wired 100Mbps or a faster gigabit ethernet connection.

Most laptops will now use the latest 802.11n wireless protocol.



Laptop screen

A 15-inch screen is the average size for a laptop.

A desktop replacement-type laptop might come with a 17-inch display, while ultra-portables might go as low as the 11-inch mark. You will find options in between too.

If you're planning to use your laptop on the move, it might be worth considering a matte screen. Glossy displays tend to suffer from reflections.

Touchscreens are becoming the norm with Windows 8 laptops, certainly on mid and high-end models.

Keyboard

A laptop's keyboard is smaller than a desktop computer's - keys are closer together, and may also be smaller.

Many 13-inch models don't have room for a separate number pad. It's a good idea to try out a laptop's keyboard before you buy if you can, to ensure you get one you're comfortable with.

Laptop battery life

The best standard laptops have a battery life of around five to six hours.

Larger, desktop replacement laptops may only last around three hours though, while the longest laptop battery life on the best ultraportable models runs closer to seven hours. Adjusting the power settings within the laptop can preserve the battery.

How important battery life is to you depends on where you are planning to use your laptop - if it's mainly at home near a power point, battery life isn't top priority.

1.3 NEED FOR STUDY

Laptops is a high involvement product which involves the target consumer interpretations for product feature, promotional offers, price, after sales services, guarantee or warranty conditions, etc. about the product.

1.4SCOPE OF THE STUDY

- ❖ The research measures the experiences of customers.
- ❖ Defines and analyses the experiences based on key deliverables.
- ❖ Gains insights into Customer expectations.
- ❖ Customer experience is how customers engage with company and brand throughout the entire arc of being a customer.

1.5 OBJECTIVE OF THE STUDY

This project is designed mainly to identify and evaluate the customer's perception about buying laptops in online shopping.

Primary objective: -

- ❖ A study on customer's perception about buying laptops in ONLINE SHOPPING.

Secondary objectives: -

- ❖ To study on perception towards online shopping.
- ❖ To understanding customers perception towards the buying laptops in online shopping.
- ❖ To study on perception towards the easy to shop.
- ❖ To study on perception towards the invoice document.

CHARTER 2

REVIEW OF LITERATURE

2.1 Introduction

The research made an attempt to collect information from the prior researches and relevant studies conducted in the area of consumer behaviour and buying preference so that the important variable for the study could be identified and analysed. The review of literature has been presented in a summarized and precise manner

2.2 List of reviews

Dr. Ansir Ali Rajput, Sabir Hussain Kalhoro (2012) presented in this article has significant impact on both price and quality, one thing has been noticed during the survey that people do give more focus to price rather quality because of low income level. People have more alternatives in products that are the reason people go for lower price products. The results clearly indicated that product price has a positive relationship with consumer buying behaviour but product quality.

Wahida Farzana (2011) this study is to explore how consumers' psychological factors (Motivation, perception, and attitude) are associated with brand equity (brand loyalty, brand association, perceived quality, and brand awareness) of laptop. The result revealed that, consumers' motivation to use laptop and brand association criteria work separately. They consider battery lifetime (brand association) as important feature while satisfying those purposes. Consumers' attitudes are shaped up by others, especially by family members while buying high-involvement products. Respondents show a positive association between their attitudes with one of the highest ranking laptop Apple. Like other products, consumers' perception for choosing laptop relies upon different sources of information.

Annamalai Solayappan, Jothi Jayakrishnan (2010) their research showed that branded computers play a prestigious role in the students segment. Due to the computer world everything is in the hands of the students. Everything in the world

seems to be digital. Everyone needs a computer to drive a smooth and fast race. Especially, branded computers will try to safeguard the competitive race. So, the various factors discussed may determine the student to purchase branded computers.

Lavidge and steulier (2008), proposed such a model for the predictive measurement for advertising effectiveness. They postulated that potential buyer must first be made aware of the existence of a product. During the decision process the individual moves from awareness to the ultimate purchase of the product along a cognitive effective and cognitive dimension of behavior.

Kay, R. H. and Lauricella,S (2011) highlights the impact of unstructured vs. structured use of laptops for 177 university students and revealed that structured use of laptops resulted in significantly more time spent on note taking and academic activities and significantly less time spent on sending personal emails, instant messages and playing games during class.

Fried, C.B. (2008) Examine in his study the impact of laptop usage in the class and noticed a favourable improvement in students working.

Mellon, C. (2010), Present a study on laptop usage rate inside and outside the classroom and the respective effect of laptop usage in improving student's performance level and improving work quality.

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

Isaac J. Gabriel (2007) studied online consumers' risk perceptions and will reveal a "cognitive map" of their attitudes and perceptions to online risks. It was accomplished by composing a master list of online hazards and activities, measuring current level of perceived risk, desired level of risk, and desired level of regulation associated with them, composing a master list of online risk characteristics, determining online risk dimensions, and revealing position of each online hazard or activity in the factor space diagram. A factor space diagram

captures a graphical representation of the results of the factor analysis. This study is still in progress and results are not available yet.

Services Marketing by Zeithaml and Bitner (2012), The book emphasized on various ingredients of services marketing such as consumer behaviour in services, services designs and standards, delivering and performing service and managing service promises. The book focused on various challenges and issues of service marketing, the GAPS model of service quality and customer defined service standards .

Kanwar (2012) There are seven factors influencing consumer laptops purchases decision core technical feature a post purchase services, prices and payment conditions peripheral specifications, physical appearance, value added features and connectivity and mobility.

Maria Antony Raj (2012) his research work focuses on the factors influencing the households to own computer at home and assess the perceptions' towards owning the computers based on the societal implications with respect to owning computer at home. The study concluded the dream of the researcher is "One computer to every citizen or at least one computer to each household by 2020".

Pinki Sharma (2012) in his article presents a brief overview of Indian Laptop industry .The present paper highlights the laptop usage in study from student's point of view . The study concluded that laptop usage is very much popular in between the students whether their residential status in urban and rural.

Dr.Nisit Panthamit (2009) in this study examined Consumer Behaviour in using notebook computer case study: students in faculty of economics at Chiang Mai university .The study find out the reasons most of consumers use notebook computer for writing report ,presentation their work or searching data and choose to use notebook computer.

Kay , R.H. and Lauricella,S (2011) highlights the impact of unstructured vs. use of laptops resulted in significantly more time spent on note taking and academic activities and significantly less time spent on sending personal emails, instant messages and playing games during class.

Punyatoya ,P .(2002) This article presents brief literature review of the concept of brand personality and its relationship to consumer brand preference and purchase intention.

Grimes,D.& Warshauer, (2008) M .also conducted a study on the study of three different school of California by mean of one-to-one laptops program and found that in second after introducing this programe the student perform better than non-laptops uses student.

Ray, S (2009), The study highlights the adoptability of Wi-Fi connectivity as a necessity in Hospitality. Airlines, Schools, Collage and various other places. It also notifies that laptop market is boosting due to prices reduction and ultra- slicks laptops.

M. Saravanan (2016) identify the various reason on consumer buying behavior in laptops like brand name, quality, prices, capacity, study feature ,guarantee, after sales service, cash discount, instalment systems. The researches suggested shall pay special attention to the above factor and to all problems revealed by the consumer.

2.3 CONCLUSION

This research review's purpose is to help the reader understand different aspects posted by the research on the Deaf community's rejection to cochlear implants .This is significant because many hearing people have a different approach to cochlear implants than a Deaf do ,often not realizing there are other point of view .

CHAPTER 3

RESEARCH METHODOLOGY

RESEARCH DESIGN

3.1 Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.3 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

Primary Data – Questionnaire given to 120 respondents

Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

3.4 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's experience

3.5 SAMPLING TECHNIQUE

3.5.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods.

A convenience sample is made up of people who are easy to reach.

3.6 PERIOD OF STUDY

The duration of study is from January 2021 to March 2021 which is a three months of study.

CHAPTER 4

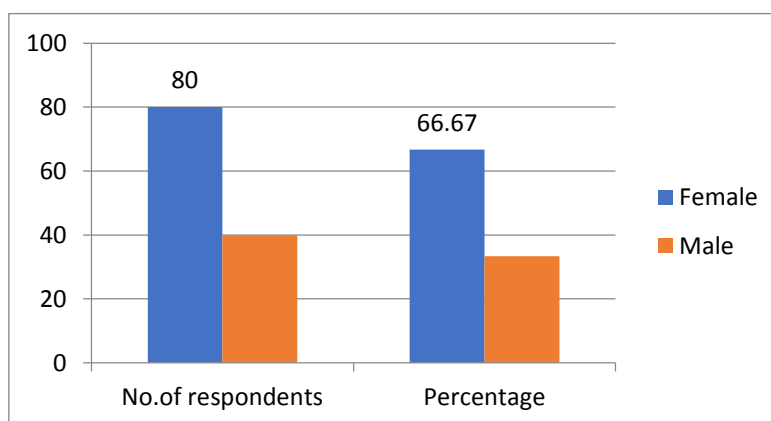
DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Gender of the respondents

Sl.NO	Particular	No.of respondents	Percentage
1	Female	80	66.67
2	Male	40	33.33
TOTAL		120	100

Source : Primary data



CHATS SHOWING THE GENDER OF THE RESPONDENTS

INTERPRETATION:

From the table above it is know that 40% of the respondents are male whereas 66.67% of them are female.

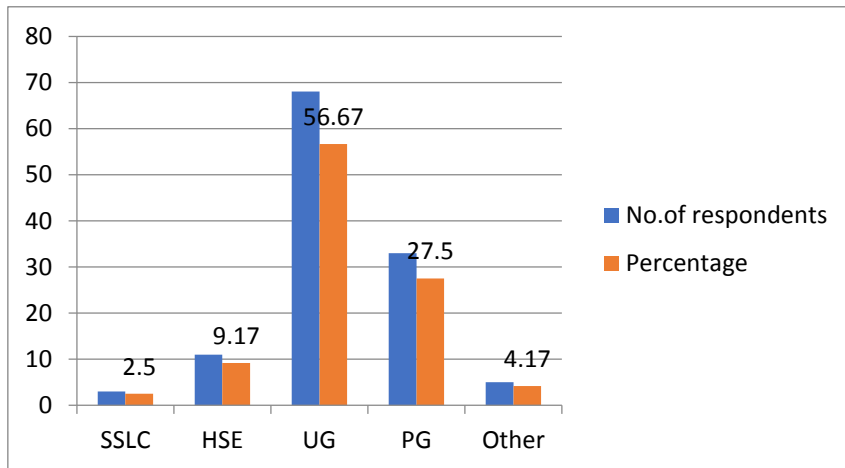
INFERENCE

Majority of the respondents are female

4.1.2: Qualification of the respondents

SI.NO	Particular	No.of respondents	Percentage
1	SSLC	3	2.50
2	HSE	11	9.17
3	UG	68	56.67
4	PG	33	27.5
5	Other	5	4.17
		120	100

Source : Primary data



CHAT SHOWING THE QUALIFICATION OF THE RESPONDENTS INTERPRETATION

From the above table it is interpreted that 56% of Respondents are UG.27.5% of the respondents are PG.9.17% of the respondents are HSE.4.17% of the respondents are others.

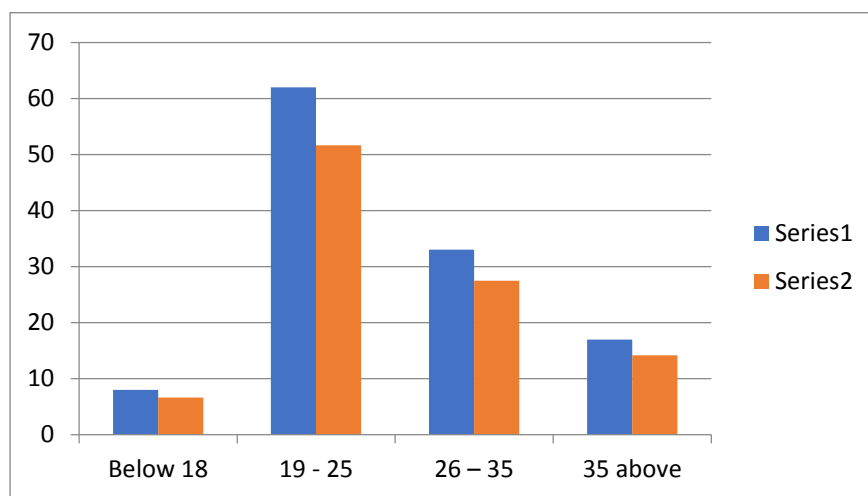
INFERENCE

Majority 56% of the respondents are very satisfied with the online shopping.

4.1.3:Age of the respondents

SI.NO	Particular	No.of respondents	Percentage
1	Below 18	8	6.67
2	19 - 25	62	51.67
3	26 – 35	33	27.5
4	35 above	17	14.16
		120	100

Source: Primary data



CHAT SHOWING THE AGE OF THE RESPONDENTS INTERPRETATION

From the above table it is interpreted that 51.67% of Respondents are 19-25.27.5% of the respondents are 26-35.14.16% of the respondents are 35 above.6.6% of the respondents are below 18.

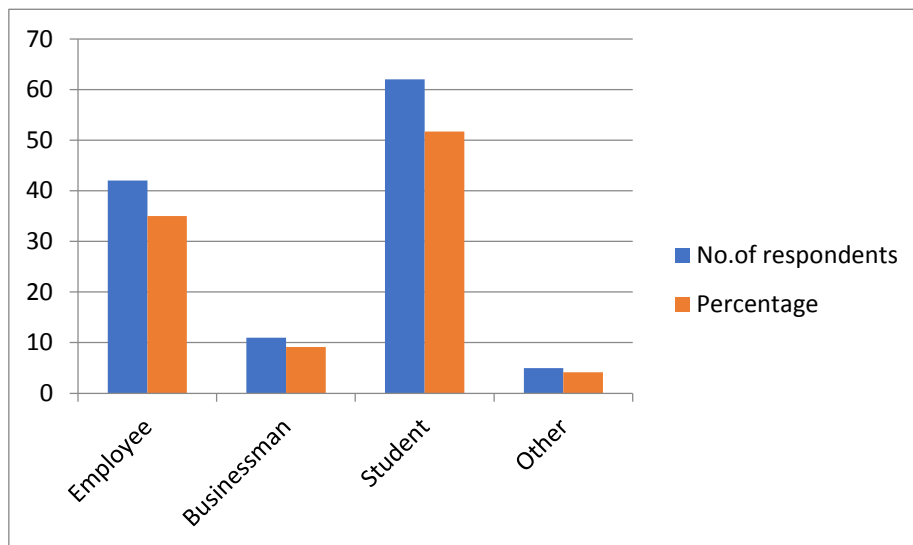
INFERENCE

Majority 51.67% of the respondents are very satisfied with 19-25 category peoples.

4.1.4: Profession of the respondents

SI.NO	Particular	No.of respondents	Percentage
1	Employee	42	35
2	Businessman	11	9.17
3	Student	62	51.67
4	Other	5	4.16
TOTAL		120	100

Source: Primary data



CHAT SHOWING THE PROFESSION OF THE RESPONDENTS

INTERPRETATION

From the above table it is interpreted that 51.67% of Respondents are Student. 35% of the respondents are Employee. 9.17% of the respondents are Business man. 4.16% of the respondents are Others.

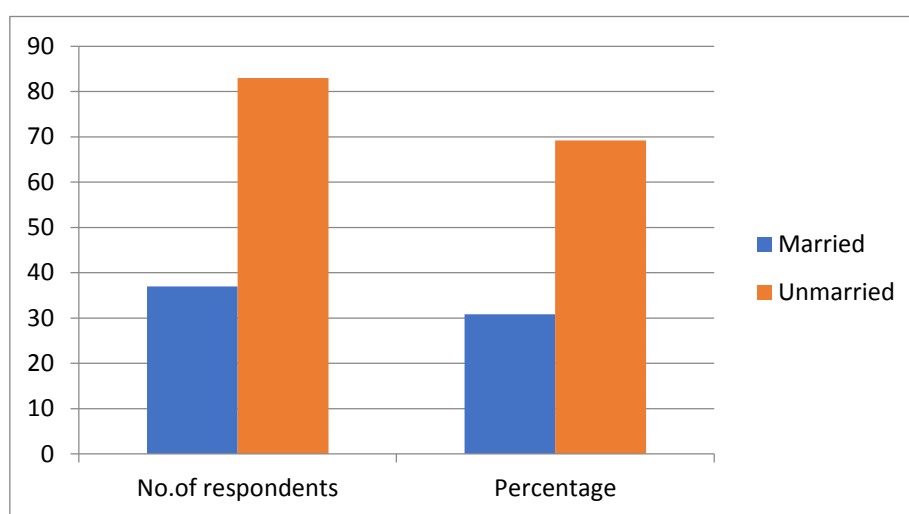
INFERENCE

Majority 51.67% of the respondents are very satisfied with Profession Peoples.

4.1.5:Marital Status of the respondents

<i>Sl.NO</i>	<i>Particular</i>	<i>No.of respondents</i>	<i>Percentage</i>
1	Married	37	30.83
2	Unmarried	83	69.17
TOTAL		120	100

Source: Primary data



CHAT SHOWING THE PROFESSION OF THE RESPONDENTS

INTERPRETATION

From the above table it is interpreted that 69.17.% of Respondents are Unmarried .30.83% of the respondents are Married..

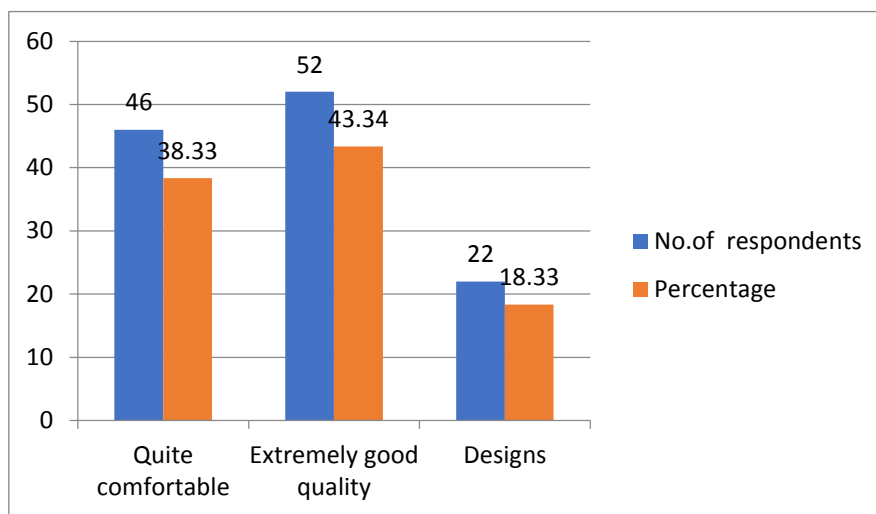
INFERENCE

Majority 69.17% of the respondents are very satisfied with the Unmarried peoples.

4.1.6: Prefer buying laptops in online shopping

SI.NO	Particular	No.of respondents	Percentage
1	Quite comfortable	46	38.33
2	Extremely good quality	52	43.34
3	Designs	22	18.33
TOTAL		120	100

Source: Primary data



CHAT SHOWING THE PREFER BUYING IN ONLINE SHOPPING OF THE RESPONDENTS

INTERPRETATION

From the above table it is interpreted that 43.34.% of Respondents are Extremely good quality. 38.33% of the respondents are Quite comfortable. 18.33% of the respondents are Designs.

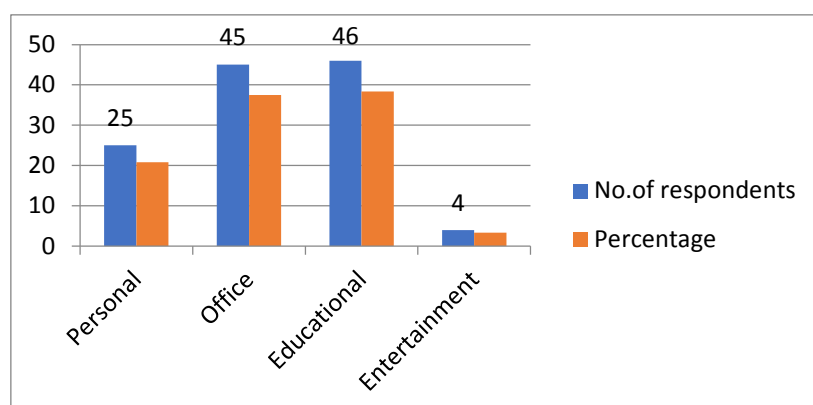
INFERENCE

Majority 43.34% of the respondents are very satisfied with the Extremely good quality.

4.1.7: Purpose of buying laptops in online shopping

SI.NO	Particular	No.of respondents	Percentage
1	Personal	25	20.83
2	Office	45	37.50
3	Educational	46	38.33
4	Entertainment	4	3.33
TOTAL		120	100

Source: Primary data



CHAT SHOWING THE PURPOSE OF BUYING IN ONLINE SHOPPING OF THE RESPONDENTS INTERPRETATION

From the above table it is interpreted that 38.33.% of Respondents are Educational.37.50% of the respondents are Office . 20.83% of the respondents are Personal. .3.33% of the respondents are Entertainment.

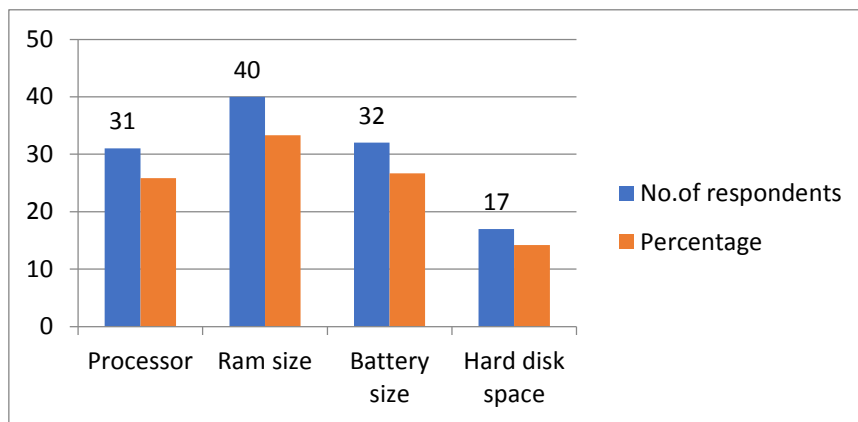
INFERENCE

Majority 43.34% of the respondents are very satisfied with the Educational

4.1.8: Feature would you prefer most

SI.NO	Particular	No.of respondents	Percentage
1	Processor	31	25.83
2	Ram size	40	33.33
3	Battery size	32	26.67
4	Hard disk space	17	14.17
TOTAL		120	100

Source: Primary data



CHAT SHOWING THE FEATURE WOULD YOU PREFER MOST OF BUYING IN ONLINE SHOPPING OF THE RESPONDENTS

INTERPRETATION

From the above table it is interpreted that 33.33% of Respondents are Ram size 26.67% of the respondents are Battery size.25.83% of the respondents are Processor.14.17% of the respondents are Hard disk space.

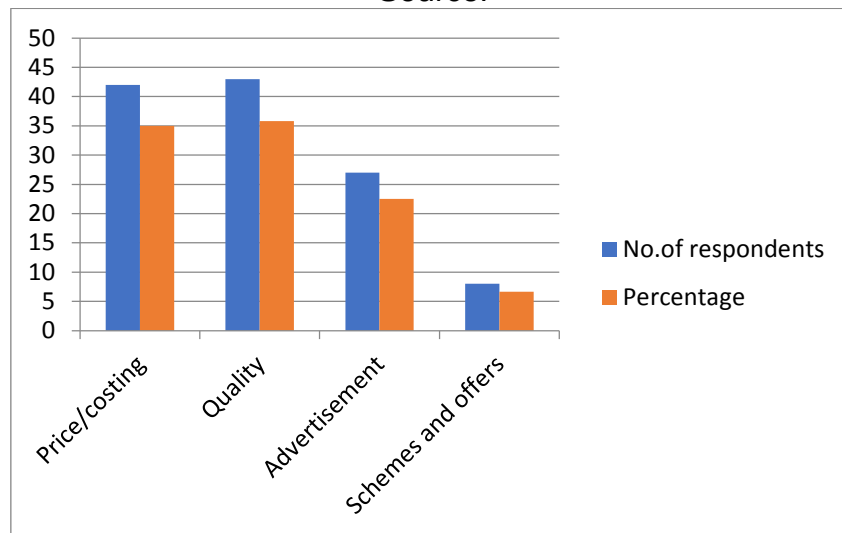
INFERENCE

Majority 33.33% of the respondents are very satisfied with the Ram Size.

4.1.9:Factor influence your buying decision most

Sl.NO	Particular	No.of respondents	Percentage
1	Price/costing	42	35.00
2	Quality	43	35.83
3	Advertisement	27	22.50
4	Schemes and offers	8	6.67
TOTAL		120	100

Source:



CHAT SHOWING FACTOR INFLUENCE YOUR BUYING DECISION MOST OF BUYING IN ONLINE SHOPPING OF THE RESPONDENTS

INTERPRETATION

From the above table it is interpreted that 35.85% of Respondents are Quality. 35.00% of the respondents are Price/costing. 22.50% of the respondents are Advertisement. 6.67% of the respondents are Schemes and offers.

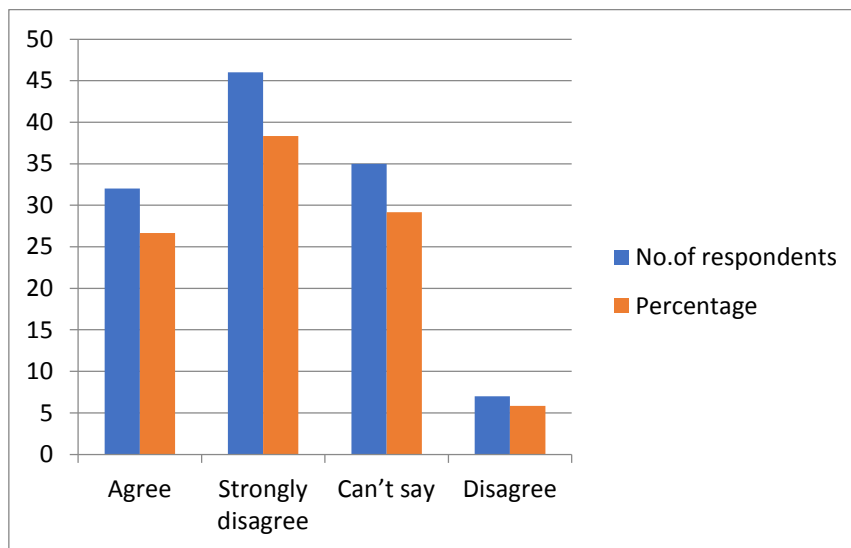
INFERENCE

Majority 35.85% of the respondents are very satisfied with the Quality.

4.1.10: Brand ambassador plays a major role in your purchasing

SI.NO	Particular	No.of respondents	Percentage
1	Agree	32	26.67
2	Strongly disagree	46	38.33
3	Can't say	35	29.17
4	Disagree	7	5.83
TOTAL		120	100

Source : Primary data



CHAT SHOWING BRAND AMBASSADOR PLAYS A MAJOR ROLE IN YOUR PURCHASE OF BUYING IN ONLINE SHOPPING OF THE RESPONDENTS INTERPRETATION

From the above table it is interpreted that 35.33% of Respondents are Strongly disagree.29.17% of the respondents are Can't say.26.67% of the respondents are Agree.5.83% of the respondents are Disagree.

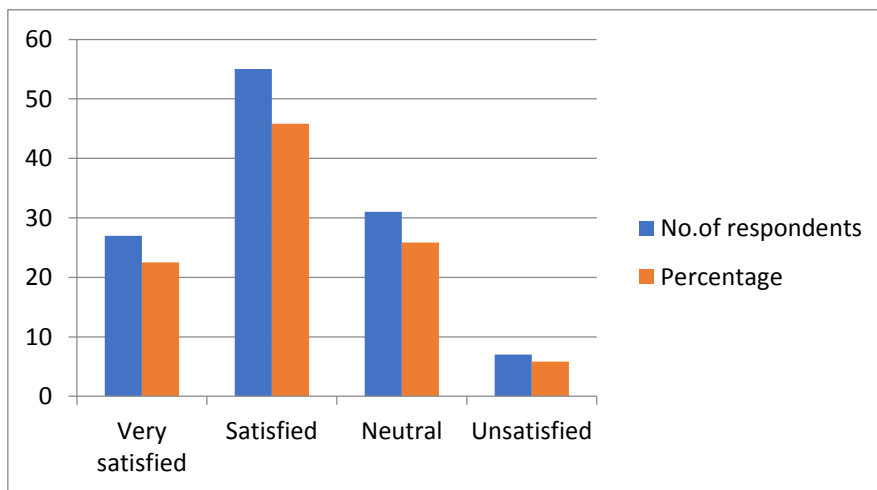
INFERENCE

Majority 35.33% of the respondents are very satisfied with the Strongly disagree.

4.1.11:Satisfied with their prices

Sl.NO	Particular	No.of respondents	Percentage
1	Very satisfied	27	22.50
2	Satisfied	55	45.83
3	Neutral	31	25.83
4	Unsatisfied	7	5.83
TOTAL		120	100

Source : Primary data



CHAT SHOWING SATISFIED WITH THIR PRICES OF BUYING IN ONLINE SHOPPING OF THE RESPONDENTS

INTERPRETATION

From the above table it is interpreted that 45.83% of Respondents are Satisfied.25.83% of the respondents are Neutral.22.50% of the respondents are satisfied.5.83% of the respondents are Unsatisfied.

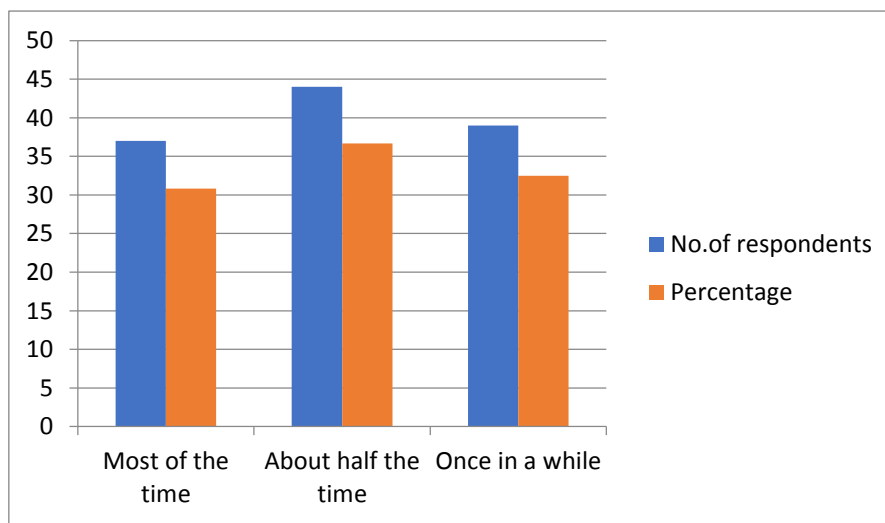
INFERENCE

Majority 45.83% of the respondents are very satisfied with the Satisfied.

4.1.12: Privacy concerns prevents you from online product

SI.NO	Particular	No.of respondents	Percentage
1	Most of the time	37	30.83
2	About half the time	44	36.67
3	Once in a while	39	32.5
TOTAL		120	100

Source : Primary data



CHAT SHOWING PRIVACY CONCERNS PREVENTS YOU FROM ONLINE PRODUCT SHOPPING OF THE RESPONDENTS

INTERPRETATION

From the above table it is interpreted that 30.83% of Respondents are Most of the time. 36.67% of the respondents are About half the time. 32.5% of the respondents are Once in a while.

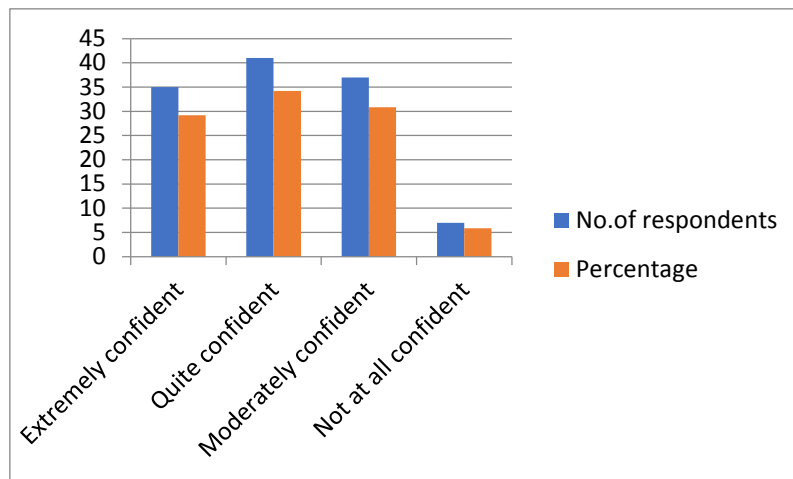
INFERENCE

Majority 45.83% of the respondents are very satisfied with the Most of the time.

4.1.13: Personal informational is kept confidential when buying online laptops

Sl.NO	Particular	No.of respondents	Percentage
1	Extremely confident	35	29.17
2	Quite confident	41	34.17
3	Moderately confident	37	30.83
4	Not at all confident	7	5.83
TOTAL		120	100

Source : Primary data



CHAT SHOWING PERSONAL INFORMATION IS KEPT CONFIDENTIAL WHEN BUYING ONLINE LAPTOP SHOPPING OF THE RESPONDENTS

INTERPRETATION

From the above table it is interpreted that 34.17% of Respondents are Quite confident. 30.83% of the respondents are Moderately confident. 29.17% of the respondents are Extremely confident. 5.83% Of the responsible Not at all confident.

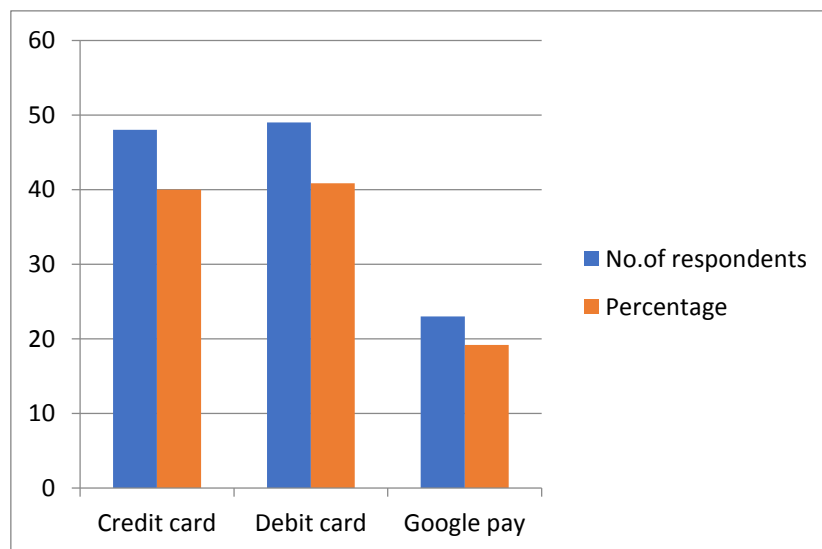
INFERENCE

Majority 34.17% of the respondents are very satisfied with the Quite confident.

4.1.14: Paying method do you use most often when buying laptops in online shopping

SI.NO	Particular	No.of respondents	Percentage
1	Credit card	48	40.00
2	Debit card	49	40.83
3	Google pay	23	19.17
TOTAL		120	100

Source: Primary data



CHAT SHOWING PAYING METHOD DO YOU USE MOST OFTEN WHEN BUYING LAPTOP IN ONLINE SHOPPING OF THE RESPONDENTS

INTERPRETATION

From the above table it is interpreted that 40.83% of Respondents are Debit card. 40.00% of the respondents are Credit card. 19.17% of the respondents are Google pay.

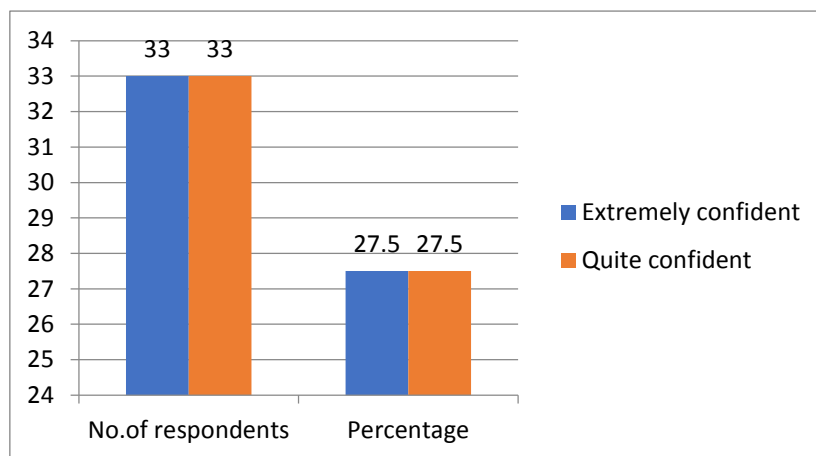
INFERENCE

Majority 40.83% of the respondents are very satisfied with the Debit car

4.1.15: Confident are you that your payment information is kept secure when buying in online

SI.NO	Particular	No.of respondents	Percentage
1	Extremely confident	33	27.50
2	Quite confident	33	27.50
3	Moderately confident	44	36.67
4	Not at all confident	10	8.58
TOTAL		120	100

Source ; Primary data



CHAT SHOWING CONFIDENT ARE YOU THAT YOUR PAYMENT INFORMATION IS KEPT SECURE WTHEN BYUING IN ONLINE SHOPPING OF THE RESPONDENTS

INTERPRETATION

From the above table it is interpreted that 36.67% of Respondents are Moderately confident. 27.50% of the respondents are Extremely confident. 27.50% of the respondents are Quite confident. 8.58% of the respondent are Not at all confident.

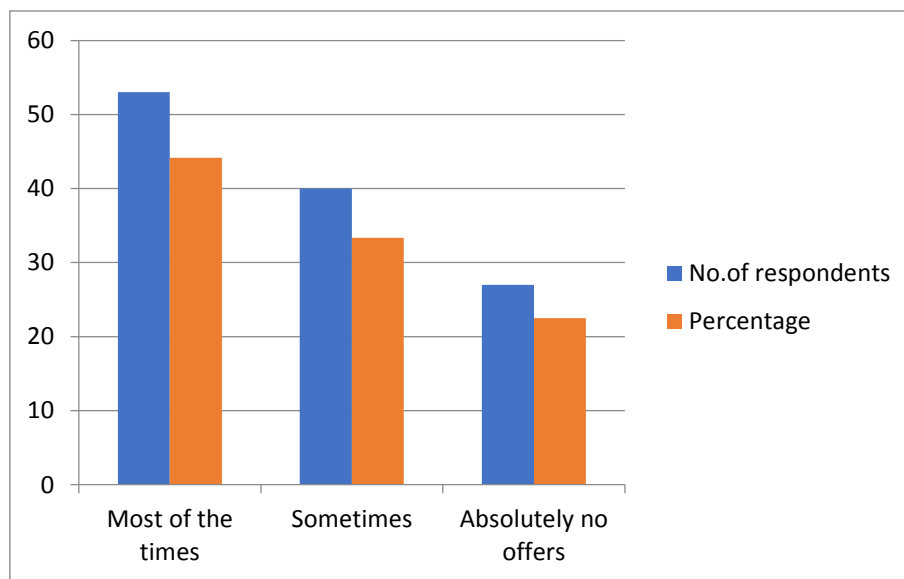
INFERENCE

Majority 36.67% of the respondents are very satisfied with the Moderately confident.

4.1.16: Exchanging online bought laptops

Sl.NO	Particular	No.of respondents	Percentage
1	Most of the times	53	44.17
2	Sometimes	40	33.33
3	Absolutely no offers	27	22.50
TOTAL		120	100

Source: Primary data



CHAT SHOWING EXCHANGE ONLINE BROUGHT LAPTOP SHOPPING OF THE RESPONDENTS

INTERPRETATION

From the above table it is interpreted that 44.17% of Respondents are Most of the times. 33.33% of the respondents are Sometimes. 22.50% of the respondents are Absolutely no offers.

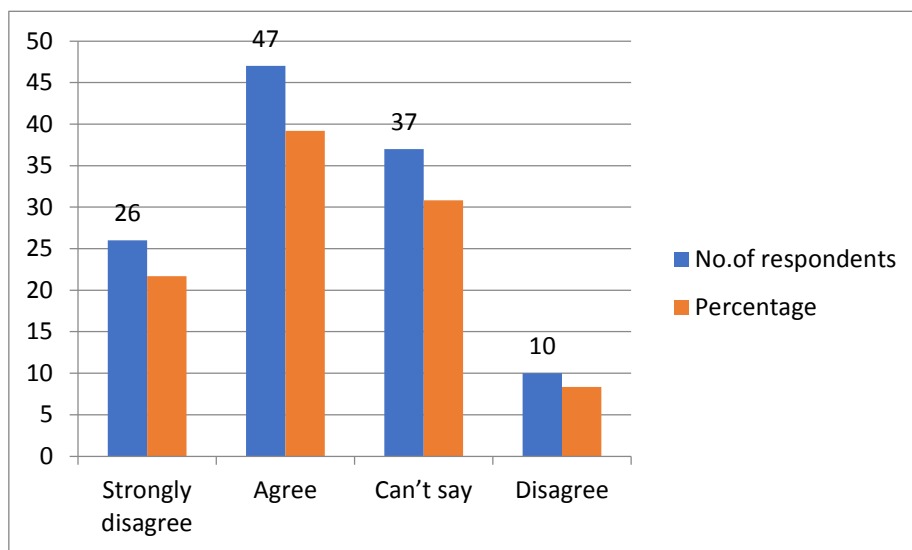
INFERENCE

Majority 44.17% of the respondents are very satisfied with the Most of the times.

4.1.17: Costing affects your buying decision

Sl.NO	Particular	No.of respondents	Percentage
1	Strongly disagree	26	21.67
2	Agree	47	39.17
3	Can't say	37	30.83
4	Disagree	10	8.33
TOTAL		120	100

Source: Primary data



CHAT SHOWING COSTING AFFECTS YOUR BUYING DECISION ONLINE SHOPPING OF THE RESPONDENTS

INTERPRETATION

From the above table it is interpreted that 39.17% of Respondents are Agree 30.83% of the respondents are Can't say. 21.67% of the respondents are Strongly disagree. 8.33% the respondents are Disagree.

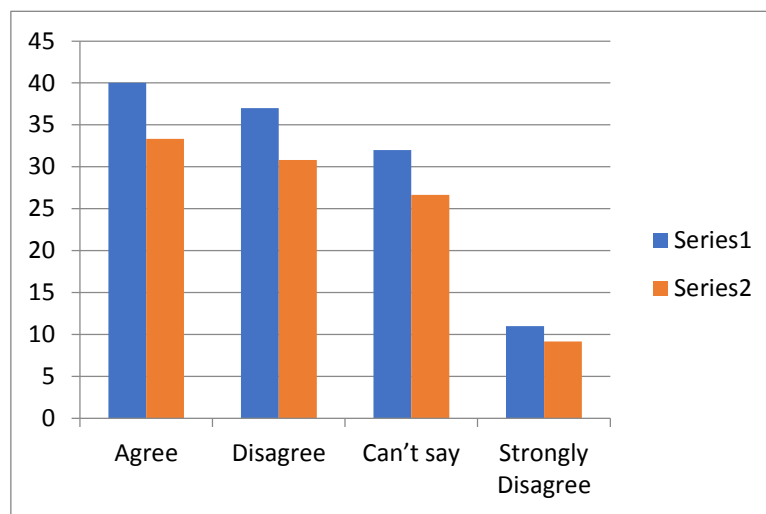
INFERENCE

Majority 39.17% of the respondents are very satisfied with the Agree.

4.1.18: Look affects your buying decision

Sl.NO	Particular	No.of respondents	Percentage
1	Agree	40	33.33
2	Disagree	37	30.83
3	Can't say	32	26.67
4	Strongly Disagree	11	9.17
TOTAL		120	100

Source: Primary data



CHAT SHOWING LOOK AFFECTS YOUR BUYING DECISION ONLINE SHOPPING OF THE RESPONDENTS

INTERPRETATION

From the above table it is interpreted that 33.33% of Respondents are Agree 30.83% of the respondents are Disagree. 26.67% of the respondents are Can't say. 9.17% the respondents are Strongly Disagree.

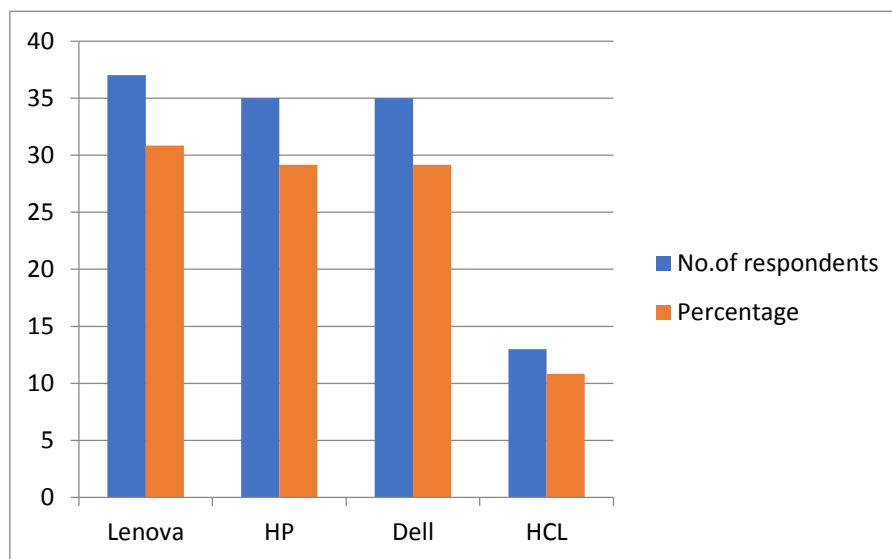
INFERENCE

Majority 33.33% of the respondents are very satisfied with the Agree.

4.1.19: Brand laptop did you bought in online shopping

SI.NO	Particular	No.of respondents	Percentage
1	Lenova	37	30.83
2	HP	35	29.17
3	Dell	35	29.17
4	HCL	13	10.83
TOTAL		120	100

Source: Primary data



CHAT SHOWING BRAND LAPTOP DID YOU BOUGHT IN ONLINE SHOPPING OF THE RESPONDENTS

INTERPRETATION

From the above table it is interpreted that 30.83% of Respondents are Lenovo 29.17% of the respondents are HP.29.17% of the respondents are DELL.10.83% the respondents are Strongly HCL.

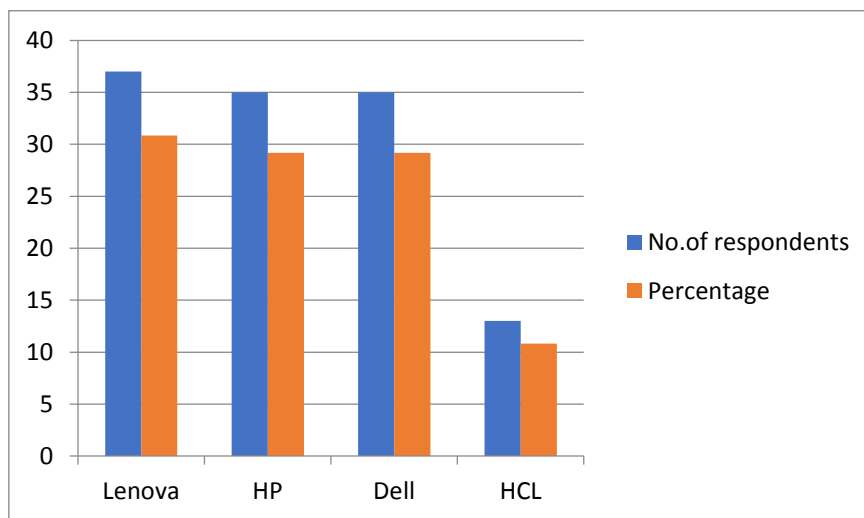
INFERENCE

Majority 30.83% of the respondents are very satisfied with the Lenovo..

4.1.20:Your suggestion

SI.NO	Particular	No.of respondents	Percentage
1	Good	25	20.83
2	Excellent	45	37.50
3	Very good	49	40.83
4	Poor	1	.83
TOTAL		120	100

Source: Primary data



CHAT SHOWING YOUR SUGGESTION ONLINE SHOPPING OF THE RESPONDENTS

INTERPRETATION

From the above table it is interpreted that 40.83% of Respondents are Very good.37.50% of the respondents are Excellent .20.83% of the respondents are Good.0.83% the respondents are Poor.

INFERENCE

Majority 40.83% of the respondents are very satisfied with the Very Good.

CHAPTER-5

5.1 FINDINGS & SUGGESTIONS

1. Majority (56.67) of the respondents are very satisfied with the online shopping
2. Majority (51.67) of the respondents are very satisfied with 19-25 category people
3. Majority (51.67) of the respondents are very satisfied with profession people
4. Majority(66.67) of the respondents are female
5. Majority (69.17) of the respondents are very satisfied with the unmarried
6. Majority (43.34) of the respondents are very satisfied with the extremely good quality
7. Majority (43.34) of the respondents are very satisfied with the educational
8. Majority(35.85) of the respondents are very satisfied with the quality
9. Majority (35.33) of the respondents are very satisfied with the strongly disagree
10. Majority (45.83) of the respondents are very satisfied with the satisfied
11. Majority (36.67) of the respondents are very satisfied with the most of the time
12. Majority (34.17) of the respondents are very satisfied with the quite confident
13. Majority (40.83) of the respondents are very satisfied with the debit card
14. Majority (36.67) of the respondents are very satisfied with the moderately confident
15. Majority (44.17) of the respondents are very satisfied with the most of the times
16. Majority (39.17) of the respondents are very satisfied with the agree
17. Majority (30.83) of the respondents are very satisfied with the Lenovo
18. Majority (40.83) of the respondents are very satisfied with the very good

5.2 SUGGESTIONS

It is found that in this segment the important features considered by the customers while buying a laptop are its features, price & maintenance. So manufacturer has to consider these aspects to attract and retain customers thus making an effort to build a good brand image.

- ❖ Discount on accessories also act as influencing factors for purchase decision. So dealer can give discounts on accessories, after sales for a period of a year or two to stimulate the customers.
- ❖ Customers want service at their doorsteps but are unaware of the home delivery facility provided by the dealers. So a measure has to be taken to create awareness in this direction.
- ❖ Most of the customers buy laptops from bank loan rather than financial companies. So the companies have to come up with attractive loan facilities to their customers.
- ❖ Word of mouth is effective media of communication. Hence the dealer should keep the existing customers happy by providing good service and make customers talk good about their service .

5.3 Conclusion

In the present study the consumers look for products with higher specifications, the laptop is starting to witness a bit of a revival in the industry. Brand new laptops were unveiled, all with competitive prices helping to increase their sales, outshining smaller tablets. With customers' demands for faster download speeds and streaming increasing, the laptops seem to fit the bill over tablets. Consumers are also beginning to look to laptops for their portability benefits, as charger wires are used less frequently thanks to longer lasting battery life.

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APPENDLX -1(Questionnaire)

1. Name :
2. Gender : 1) Male 2)Female
3. Marital status : 1) Married 2) unmarried
4. Age : 1)Below 18 2)19-25years
3)26-35years 4) 35 and above
5. Education : 1)SSLC 2)HSC 3)UG 4) PG
6. Profession : 1) Employee 2)Businessmen 3)Student 4) Others
7. Why do you prefer buying laptops in online shopping?
a)Quite comfortable b) Extremely good quality c)Designs
- 8.What is the main purpose of buying laptops in online shopping?
a)Personal b)Official c)Educational d) Entertainment
- 9.Which type of feature would you prefer most ?
a) Processor b) Ram size c) Battery size d)Hard disk space
- 10.Which factor influences your buying decision most?
a) Price/ costing b)Quality c)Advertisement d) Schemes and offers
- 11.Brand ambassador plays a major role in your purchasing
a)Strongly agree b) Agree c)Can't say d)Disagree
- 12.How much are you satisfied with their prices
a)Very satisfied b) Satisfied c)Neutral d) unsatisfied
- 13.How often do privacy concerns prevent you from buying online products ?
a) Most of the time b)About half the time c)Once in a while

14.How confident are you that your personal information is kept confidential when buying online laptops ?

- a)Extremely confident b) Quite confident c)moderately confident
- d)Not at all confident

15) Which payment method do you use most often when buying laptops in online shopping?

- a)Credit card b) Debit card c) Google pay

16.How confident are you that your payment information is kept secure when buying online ?

- a)Extremely confident b) Quite confident c)Moderately confident
- d) Not at all confident

17.Do you have offers for exchanging online bought laptops?

- a)Most of the times b) Sometimes c) Absolutely no offers

18.Costing affects your buying decision?

- a)Strongly agree b)Agree c) Can't say d)Disagree

19.Look affects your buying decision

- a) Strongly agree b) Agree c) Can't say d)Disagree

20.Which brand laptop did you bought in online shopping?.

- a)Lenova b)HP c)Dell d)HCL

21.your suggestion

- a) Good b)Very good c)Excellent d)Poor