

A STUDY ON PURCHASE BEHAVIOR OF LAPTOP AMONG WOMEN SEGMENT

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

Janani.S
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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 SALAI, CHENNAI - 600 119**

April - 2021



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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of JANANI.S (39410075) who have done the Project work entitled **“A STUDY ON PURCHASE BEHAVIOUR OF LAPTOP AMONG WOMEN SEGMENT”** under my supervision from December 2020 to February 2021.

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Submitted for Viva voce Examination held on _____.

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External Examiner

DECLARATION

I, **S.JANANI, (39410075)** hereby declare that the Project Report entitled “**A STUDY ON PURCHASE BEHAVIOR OF LAPTOP AMONG WOMEN SEGMENT**” done by me under the guidance of Dr. Nithya Shankar at Sathyabama institute of science and technology is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

S.JANANI

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S.JANANI

ABSTRACT

Laptop computers have become highly popular as portable versions of desktops with full functionality of desktop computing and portability. Before few years ago, wireless connectivity in laptop was considered to be a luxury in India but today, it became a necessity for a person. Apart from the rapidly falling prices of laptops, new technologies being packed into ultra-slick laptops and entry of non-traditional players into the laptop market given a further boost to the Indian laptop industry. The technology is changing so fast with the development of computer hardware. It has observed that last two decade the purchase of laptop by women has increased significantly. Now laptop purchase is feeling like purchases of fast moving consuming item.

This signifies that the women are very much interested to handle technological instruments in their day to day activities. This brings us to this paper that tries to answer the purchase behavior of laptop among women segments by analyzing the factors that influence the buying behavior of laptop among women's. Understanding the women psychology is very much needed as women's purchase behavior and the social value of women has been raised to a equal footing with men and women's buying behavior differs a lot. So this paper helps the marketer to analyze the women buying behavior and the factors that influence the buying behavior of laptops.

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CHAPTER -1

INTRODUCTION

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 productivity 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 behaviors behind closed doors.

Understanding the women psychology is very much needed as women's purchase behavior and the social value of women has been raised to a equal footing with men and women's buying behavior differs a lot. So this paper helps the marketer to analyze the women buying behavior and the factors that influence the buying behavior of laptops.

1.2 INDUSTRY PROFILE

1.2.1 PROCESSOR, GRAPHICS AND MEMORY

Processor (CPU)

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

1.2.2 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.

1.2.3 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.

1.2.4 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.

1.2.5 SOLID STATE DRIVE (SSD)

Solid state drive 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 ultra-books 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 16 GB solid 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.

1.2.6 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 amount 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 o the move. Slot-load drives are preferable to tray- mounted drives, as they're less prone to breakage on the move.

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

1.2.7 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.

1.2.8 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.

1.2.9 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.Touch screens are becoming the norm with widows 8 laptops, certainly on mid and high –end models.

1.2.10 KEYBOARDS

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 keyboards before you buy if you can, to ensure you get one you're comfortable with.

1.2.11 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 setting within the laptop can preserve the battery. How the important life is to you depends on where you are planning to use laptop – if it's mainly at home near a power point battery life isn't top priority.

1.3 NEED FOR THE STUDY

- In the modern business, it is very important to get the satisfaction from the consumers especially women consumers, which increase the volume of profit.
- In the actual world, laptop plays a key role nowadays. A lot of research has been done in consumer behavior.
- The study identifies various factors that influence women consumers to purchase a laptop.
- This paper tries to explain it focusing on the consumer buying decisions for laptop and the impact of the factor on buying laptop.
- The emergence of woman psychology will provide more creative ideas for the further progress of marketing, and the research of the psychological science will have a lot of knowledge to be explored as the development of the commercial activities.
- This study is fully focused on the women consumer preference towards Laptops. The importance of this study is to determine the values of the customer based services of the suppliers of the Laptops

1.4 SCOPE OF STUDY:

- To identify the factors that affects that women consumer buying behavior on laptops
- To study the influence of demographic factors on buying behavior of laptop among women segments
- To analyze the women customer satisfaction level on using laptop

1.5 OBJECTIVES OF STUDY

1.5.1 Primary objective

- A study on purchase behavior of laptop among women segment.

1.5.2 Secondary objective

- To identify the factor affecting purchase behavior of laptop among women segment.
- To analyse the influences of demographics factor on the behavior of laptop among women.
- To find the satisfaction level of women on using the laptop

CHAPTER-2

REVIEW OF LITERATURE

Punyatoya, P (2002) Their article presents a brief literature review of the concept of brand personality and its relationship to consumer brand preference and purchase intention. The study also emphasized effect of brand personality on high and low involvement products preference and purchase. The paper also talks about how famous endorsers and strong brand argument can improve brand personality of low and high involvement products respectively.

Carrie B.Fried,(2006) their research examines the nature of in-class laptop use in a large lecture course and how that use is related to student learning. Students completed weekly surveys of attendance, laptop use, and aspects of the classroom environment.

Chieng Fayrene Y.L, Goi Chai Lee (2006) they found out the customer-based brand equity which refers to the consumer response to a brand name. The aims of the study are to review the dimensions of customer-based brand equity by drawing together strands from various literature and empirical studies made within the area of customer-based brand equity. A conceptual framework for measuring customer based brand equity is developed to provide a more integrative conceptualization of brand equity Leena Jeneffa, they found out on how the selection of retail chain and the social economic status of the consumer influence the buying behavior in retail segment. Five behavioral variables namely quality, product criterion, product performance, price and promotions were examined in selected retail garment outlet to retain the customer. A survey questionnaire was developed using adaptation from earlier study done on the similar topic.

Rajaselvi. K (2006) they concluded that Buyer behavior is the outcome of both individual and environmental influences and how individuals make decision to spend their available resources (time, money and effort) on consumption related items (what

they buy, why they buy, When they buy, Where they buy, How often they buy and use a product or service). Basic characteristics of buyer behavior pattern are more or less similar to each other, particularly in the aspects like (quality, preference and decision making). However it is evident that the present approaches to draw the attention of customers are not adequate. Therefore the producer must be paid special attention at least with regard to price and distribution system to cover the large number of customers. This is mainly because of the fact that the buying capacity of the consumers may not be equal to the buying capacity. Kotler and Kevin Lane.

Shah and Dalal (2009) studied on global laptop industries shows, that technological advancement and innovation over the last ten years, such as high speed processor with low power usage and low cost, or the consistency of windows, are some reasons for boost in market share of the computer industry. Personal computers also be assembled from consistent components as per the consumer preference and price of the personal computer can be reduced. Due to cheap assembled peripherals, many small companies making personal computers that carry out similar functions as the consumers expected.

Sema Yoruker, Figen Güneş and Yeliz Ozdemir (2009) their research focus on developing a better understanding of the factors influencing consumers' laptop purchases. What makes this study distinctive from other sectoral studies is that, this research also seeks the differences among three consumer groups (stayers, satisfied switchers, and dissatisfied switchers) of a company with respect to the factors influencing consumers' laptop purchases.

Rungchat Chompu-inwai¹ and Toni L. Doolen(2009) they focused on studying the impact of using laptops in a required undergraduate-level engineering course at Oregon State University (OSU) in Winter 2004 and Winter 2005. The individual usage of laptops with wireless capability both inside and outside classrooms in Winter 2005 was found to positively impact student learning outcomes and assist in the achievement of class learning objectives. No significant differences in attitudes were

found in either year. Student attitudes towards laptops and the usage of laptops were unchanged by the introduction of laptops in both years.

Mellon, C. (2010), they studied 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.

Sanjay K. Jain (2010) they aimed at examining the impact of various consumer and product characteristics on adoption of e-commerce among consumers in India. The study is based on primary data collected through survey of consumers residing in and around Delhi. A structured on-disguised questionnaire has been employed for collecting the information from the respondents about their demographics, shopping orientations, security and privacy concerns, technological familiarity, past online shopping experiences and intentions to buy various types of products through interment in future. Past online shopping satisfaction, recreational shopping orientation, education and income emerge as significant factors affecting consumer past online purchases.

Gogoi & Kumar (2010) A study in Guwahati and found that MBA students found highly conscious and well aware about their preference for laptop brand, configuration of the product, battery life, outlook and after sale service facilities while price and availability of product is not a big issue for them.

Mrs. K. RAJASELVI (2010) they studied about with the increasing disposable income population, their percapita consumption of electronic goods and other products is increasing. They are desirous of improving their standard of living with the hygienic and reasonably high quality products and get rid of the spurious and sub- standard products being supplied to them. They deserve quality products, correct information about a product and a door step delivery. It is remarked that the markets were developed not because of the initiatives of Indian marketers but the "PULL" from the consumers consuming system itself.

Ovidiu I. MOISESCU (2011) they tried to reveal, on one hand, the importance of unaided brand awareness when it comes to consumers' buying decision and, on the other hand, the importance of aided brand awareness when assessing the perceived risk associated with the purchase. The analysis is conducted in a comparative manner, considering the case of durable versus non-durable products, and with focus on urban Romanian consumers.

Santpal (2011) they tried to focus on the consumer buying decisions for personal computers and the impact of the factor on buying personal computer and an attempt to explain some factor i.e. Pre purchase information, source of information, sources of repair, satisfaction level towards existing brand, probable reason to change and other factors could have influence in the buying choice

George Asamoah (2020) they found out that out if the basic idea of issuing customer cards still holds in a situation where a customer owns two or more of such cards. Again, the study looked into factors which possibly influence the buying behaviour of such customers.

Philip Kotler & Kevin Lane Keller (2011) According to them marketing is everywhere but tricky and It makes Marketing management difficult because it needs continuous improvement.

Zeithaml and Bitner (2012), they focused on various challenges and issues of service marketing, the GAPS model of service quality and customer defined service standards. The book discussed service quality models and service preference models in detail. The book also recommended uniformity in quality standards should be implemented.

Mr. J. Jerlin Rajan, Dr. Deepa, (2012) they focused on how to access consumer behavior and purchase decision on personal computer purchase and what are the main aspects that manipulate consumer behavior for purchasing personal computers

Leon G. Schiffman, Leslie Lazar Kanuk, Mallika Das (2013) they found out that an individual who purchases products and services from the market for his/her own personal consumption is called as consumer.

Nasria Rosa Fitri, Endang Sulistya Rini, Beby Karina Fawzee Sembiring, (2013) The purpose of their study is to know and analyze the influence brand awareness, brand association, brand quality perceptions, and brand loyalty to Toshiba laptop purchase decisions to Magister students at faculty of economics and business in University of North Sumatera.

Julie Baker, A. Parasuraman, Dhruv Grewal,(2013) they empirically examine the extent to which environmental cues influence consumers' assessments of a store on various store choice criteria and how those assessments, in turn, influence patronage intentions. The results of two different studies provide support for the model. The authors conclude by discussing the results to develop an agenda for additional research and explore managerial implications.

Danilo Hamann (2013) the paper aims to propose a model to investigate the relationships between price, use, quality, and culture regarding the adoption of high technology branding strategy.

Pradeep K. Chintagunta,(2013) they developed a demand model for technology products that captures the effect of changes in the portfolio of models offered by a brand as well as the influence of the dynamics in its intrinsic preference on that brand's performance.

Dr. A C Brahmabhatt, Sejal Acharya, Indian Journal Of research,(2014) they found out that there are basically four factors extracted from the survey: technical specifications, Outlook of the product, purchase convenience and Affordability which affect the consumers.

Becker, H. J(2014). They found out the Differences between low-income and high-income children's access to home computers were far less subtle. Survey data indicate that only about 22% of children in families with annual incomes of less than \$20,000 had access to a home computer, compared to 91% of those in families with annual incomes of more than \$75,000. And among children with access, those in low-income families were reported to use the computer less than those in high-income families, perhaps because most low-income families with computers lacked a connection to the Internet. The two most predictive factors of children's use of home computers were the child's age and the computer's capabilities. The author concludes that home access to computers will be a continued area of inequality in American society, and that schools must play a critical role in ensuring equal opportunity for less-advantaged children to access the benefits of the more intellectually powerful uses of computer technology.

S. Bulomine Regi,(2014) they tried to analyse the reasons behind women entrepreneurs' success and failures. Through this study, the researcher wants to find out influencing factors on women entrepreneurs and how to overcome that.

S. Pandisiva and S. Pandian (2015) The aim of their research is to show that to identify reasons for buying laptop, factors influencing for buying laptop, and decision making for product attributes factors in this factors motivated based on Buyer behaviour in Dindigul district general people.

Davis, Bagozzi, & Warshaw (2015) Their research addresses the ability to predict peoples' computer acceptance from a measure of their intentions, and the ability to explain their intentions in terms of their attitudes, subjective norms, perceived usefulness, perceived ease of use, and related variables. In a longitudinal study of 107 users, intentions to use a specific system, measured after a one-hour introduction to the system, were correlated 0.35 with system use 14 weeks later.

P.; Perotti, V.; Widrick, S,(2015) they examined the shopping and buying behavior of younger and older online shoppers as mediated by their attitudes toward internet shopping.

Ubba Savita, Upasana Sheoran (2015) The objective of their study was to explore and understand the behavioral aspects of Indian customers towards e-gadgets. The data were collected from 100 respondents with the help of a structured questionnaire from the Union Territory of Chandigarh in India.

Dr. Sivakumar, Komathi s (2015) The main purpose of their study was to find out if the basic idea of issuing customer cards still holds in a situation where a customer owns two or more of such cards. Again, the study looked into factors which possibly influence the buying behavior of such customers.

Zajas and Crowley (2016) they identified two reasons s for which branding has become an important attributes in purchase decision of laptops. Firstly, the upgrade of computers" technologies has been increasing the risks of consumers, which are related to the applying, maintaining and using the computer technology as consumers have lack of experience. These risks will increase the chances of problems such as further costs, interruptions to supply continuity, unexpected side effect or quality deficiencies. Secondly, the product features differentiation actually has been observed by the inexperienced computer consumers. Therefore, consumers seek the products with excellent reliability and service that often accompanies well-respected brand names. For this reason, this particular context presents a good case study opportunity to examine the relationship between brand equity and consumer behavior.

Dr. T. Shenbhagavadivu1 , S. Vishnu , Aysha , S. Parthiban , V.M. Gokula Balaji (2016) they found out that satisfied customer will help to increase the brand value of a product. A product manufacturer has to give utmost priority for customer satisfaction. A realistic feedback has to be obtained from every one of them. Based on which a

manufacturer can improve the brand value by meeting the users requirements. This approach will bring a customer close to a brand.

Rungchat Chompu-inwai(2016) they found out that individual usage of laptops with wireless capability both inside and outside classrooms in Winter 2005 was found to positively impact student learning outcomes and assist in the achievement of class learning objectives. No significant differences in attitudes were found in either year. Student attitudes towards laptops and the usage of laptops were unchanged by the introduction of laptops in both years.

Fred D. Davis(2016) they addressed the ability to predict peoples' computer acceptance from a measure of their intentions, and the ability to explain their intentions in terms of their attitudes, subjective norms, perceived usefulness, perceived ease of use, and related variables.

Robin H. Kay and Sharon Lauricella,(2017) the purpose of their study was to examine the impact of unstructured (limited use) vs. structured (active use) use of laptops for 177 university students (89 males, 88 females). Both on-task (note taking, academic activities) and off-task (email, instant messaging, games, movies) behaviors were examined by surveying students. Paired-t-tests 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. It is concluded that future research needs to focus on evaluating specific strategies that maximize the benefits and minimize the distractions of using laptops.

Grimes, D. & Warshauer, M,(2017) they examined the implementation of a one-to-one laptop program in three diverse schools in California. The program was carried out in one largely Hispanic low socio-economic junior high, one largely Asian AsianAmerican high-SES K-8 school, and in the gifted program in a mediumSES elementary school. Interviews, observations, surveys, and analysis of student work

indicated that the program helped facilitate writing-intensive, information-rich, multimodal, and student-centered instruction. Analysis of test scores in English and mathematics indicate that laptop students failed to keep up with non-laptop students in the first year of implementation but made strong gains in the second year of implementation. Explanations for these outcomes are discussed.

Robin Kay (2017) the purpose of their following study was to develop a research-based, theoretically grounded scale to assess student use of laptops inside and outside higher education classrooms. The Laptop Use Scale addressed four key areas: in-class academic use, in-class nonacademic use, outside of class academic use, and outside of class non-academic use.

Vuojärvi, H(2017) Their study reports how university students domesticate their personal laptops at the beginning of studies on a wireless campus. The aim was to examine how students integrate the laptop into their personal education experience, what sort of processes were experienced to render the laptop useful and meaningful, and how gender and IT proficiency influenced this process.

T.porkodi, (2018) they found out that Indian consumer is more concern about service quality, convenience, product quality and availability of new products. Thus, the study provides some insights on factors that could be important in managing customer satisfaction.

Dr. G. Muralimanohari & Dr. T. Shenbhagavadivu, (2018) they have examined 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

P.Sathya, Dr.R.Indirajith(2018) their study indicates the level of importance attached to the various quality characteristics of the product by the different segments of consumers, who differ in economic, educational, emotional and other characteristics. The demographic variables of the consumers are not deeply associated to their

attribute awareness of the product. Brand loyalty is not sufficiently found among the consumers durable goods. They expect good satisfaction from the brand they purchase.

Mehta, K., & Sharma, S (2018) the primary objective of their current study is to understand the online buying behavior of consumers in India. It has also made an attempt to get information about the scope of improvement in online shopping website.

M.Saravanan, (2019) they found out that consumer prefers to purchase their brands due to various reasons. It is obvious that the brand name, quality, price, capacity, style features, Guarantee/Warranty, after sales service, cash discount, installment system together decided the purchase. So the manufactures shall pay special attention to the above factors and to all problems revealed by the customer. If these things have been seriously considered by manufactures of laptops, their business will up and they can enjoy with good amount of goodwill. To rightly say, yesterday's Luxuries are today's necessities. Hence in this digital world, laptops are no longer a luxury item.

Ajit Sharad Deshpande, Dr.Taruna Saxena (2019) they found out that Regular study of consumers on the part of the business organizations is one of the most important marketing functions. Changing customer loyalty, shift in their choices and frequent changes in their mind set up all keep the Business organizations on their toe. It is otherwise too. Often Company influence the consumer buying behavior through their advertisements, promotions, product range, pricing and various other promotional activities

ViswanathVenkatesha(2019) they investigated gender differences in the overlooked context of individual adoption and sustained usage of technology in the workplace using the theory of planned behavior (TPB). User reactions and technology usage behavior were studied over a 5-month period among 355 workers being introduced to

a new software technology application. When compared to women's decisions, the decisions of men were more strongly influenced by their attitude toward using the new technology. In contrast, women were more strongly influenced by subjective norm and perceived behavioral control. Sustained technology usage behavior was driven by early usage behavior, thus fortifying the lasting influence of gender-based early evaluations of the new technology. These findings were robust across income, organization position, education, and computer self-efficacy levels.

Sultan, F., Henrichs, R.B(2019) they investigated time as a factor that influences consumer preferences for innovative technological services such as the Internet. Specifically, the case of consumer adoption of the Internet for home use is explored. Examines the effect of time of adoption of Internet based services on preferences at the individual consumer level. The key research question is “What is the effect of time of adoption on consumer preferences for a technological service such as the Internet?” The primary contribution of this research is to demonstrate that existing time preference frameworks, previously applied to consumer durable products, can also be applied to technological service innovations, such as the Internet. An empirical examination is conducted using data from a survey of consumers in the initial stages of Internet adoption.

Walker, L., Rockman, S., & Chessler, (2019) they portray the findings from this group of laptop schools and a smaller group of comparison schools. ROCKMAN ET AL conducted surveys of teachers and students, collected logs of computer use, gathered prompted writing samples, interviewed school administrators, and analyzed standardized test scores from a variety of state- and nationally normed assessments. This third year report presents a more complex picture of the impact of a fully implemented school Laptop Program.

Poulami Chakraborty, A. S. Suresh (2020) According to their study, Fashion, brand, comfort and quality seems to be the key drivers in value fashion apparel industry for consumers. Hence Companies should focus on these components while strategizing to acquire more consumers and market share.

Nahid Darakhshan, Jamid Ul Islam, (2020) they investigated the factors affecting purchase intention and the behavior shown by customers while purchasing laptops.

CHAPTER-3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

A research design is considered as the framework or plan for a study that guides as well as helps the data collection and analysis of data.

3.2 SAMPLING TECHNIQUES:

The sampling method used in this research is convenient sampling technique. The sample size is 121. The respondents are from various locations spread across the country.

3.3 SOURCES OF DATA

This research uses both primary data collected through survey and secondary data from various literature reviews.

3.4 QUESTIONNAIRE DESIGN:

The questionnaire has been framed and circulated to collect primary data. The questionnaire contains

- ❖ Direct questions
- ❖ Open ended questions
- ❖ Close ended questions

3.5 SAMPLE SIZE:

As the number of women consumers using laptops is wide it is difficult to access the population

3.6 PERIOD OF STUDY

The study was conducted for a period of 3 months from December 2020 to February 2021

3.7 ANALYTICAL TOOLS

3.7.1 Software used

SPSS software was used to analyse data. SPSS is a widely used program for statistical analysis in social science it is also used by market researchers, health researchers, survey companies, government, education researchers, marketing organizations, data miners, and others. The original SPSS manual (Nie, Bent & Hull, 1970) has been described as one of "sociology's most influential books" for allowing ordinary researchers to do their own statistical analysis. In addition to statistical analysis, data management (case selection, file reshaping, creating derived data) and Data documentation (a metadata dictionary is stored in the data file) are features of the base software. IBM SPSS was employed to analyse data from the survey.

3.7.2 Tests used

Percentage Analysis

Simple percentage analysis refers to a special kind of rates, percentages are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

$$\text{Percentage} = \frac{\text{No of respondents}}{121 \text{ (total respondents)}} * 100$$

Independent T-Test

The independent t-test also called the two sample t-tests, independent sample t-test or student's t-test is inferential statistical tests that determine whether there is a statistically significant difference between the means in two unrelated groups.

Null and alternate hypothesis for the independent t-test

H₀: $\mu_1 = \mu_2$

H_A: $\mu_1 \neq \mu_2$

To do this, we need to set a significance level (also called alpha) allows us to either reject or accept the alternative hypothesis. Most commonly, this value is set at 0.05.

One way ANOVA

Analysis of variance, or ANOVA, is a statistical method that separates observed variance data in to different components to use for additional tests. A one way ANOVA is used for three or more groups of data, to gain information about the relationship between the dependent and independent variables.

The ANOVA test allows a comparison of more than two groups at the same time to determine whether a relationship exists between them. The results of the ANOVA formula, the F statistic (also called the F- ratio), allows for the analysis of multiple groups of data to determine the variability between samples and within samples.

The hypotheses of interest in an ANOVA are as follows:

$H_0: \mu_1 = \mu_2 = \mu_3 \dots = \mu_k$

H_1 : Means are not equal.

Chi –square Analysis

Chi- square independent test. If two categorical variables are related in some population. A scientist wants to know if education level and marital status are related for all people in some country. He collects data on a simple random sample of $n=120$.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION:

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Age of the respondents

SINO	Particulars	No of respondents	Percentage
1	10-20	5	4.1
2	21-30	101	83.5
3	31-40	15	12.4
4	41-50	0	0
5	50&above	0	0
Total		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that the number of respondents between 10 to 20 is 4.15%, 21 to 30 is 83.5%, 31 to 40 is 122.4, 41to 50 is NIL, 50&above is NIL.

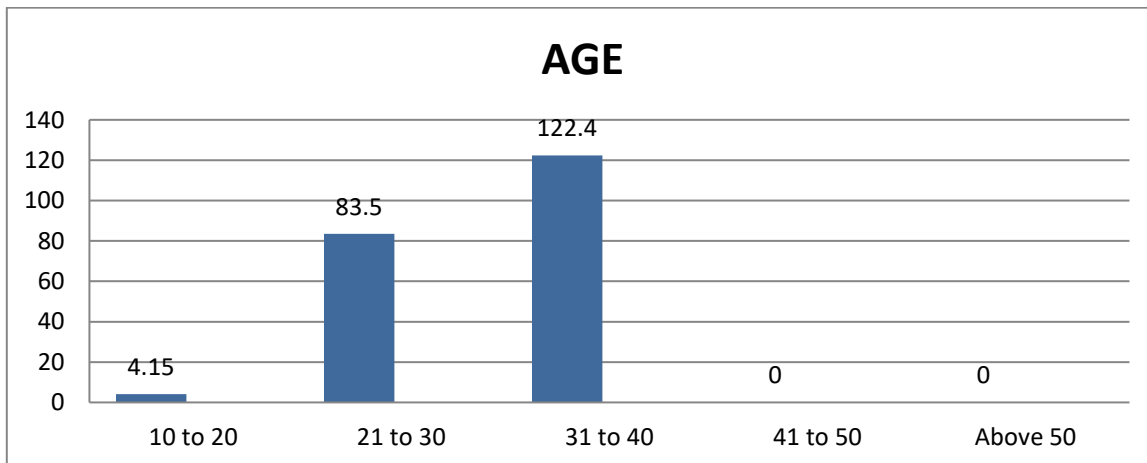


CHART 4.1.1 Age of the respondents

INFERENCE:

The majority (122.4) of the respondents fall in the age category of 31 to 40 years.

TABLE 4.1.2 Gender of the respondents

Si no	Particular	No. Of respondents	Percentage
1	Female	98	81
2	Male	23	19
Total		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that the number of male respondents is 19% and the female respondent is 81%.

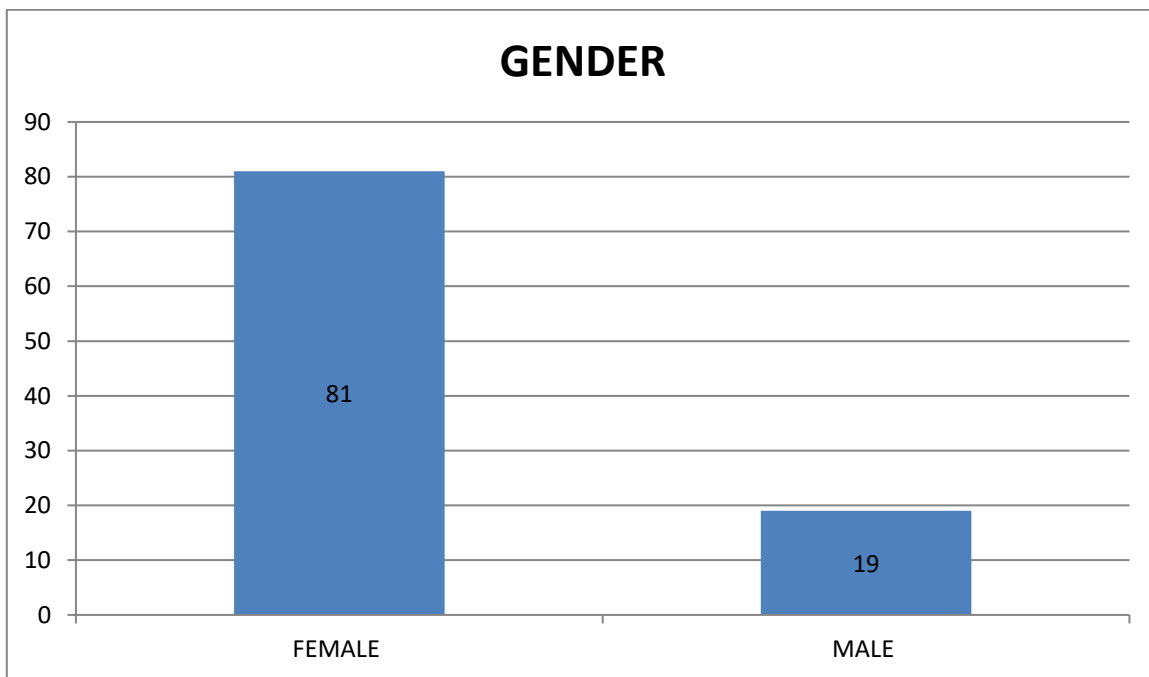


CHART 4.1.2 Gender of the respondents:

INFERENCE:

The majority (81%) of the respondents are Female.

Table 4.1.3: Educational qualification of the respondents:

Sino	Particular	No of respondents	Percentage
1	ILLITERATE	2	1.7
2	UG	41	33.9
3	PG	78	64.5
TOTAL		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that the number of respondents Illiterate is 1.7%, UG is 33.9%, PG is 64.5%,

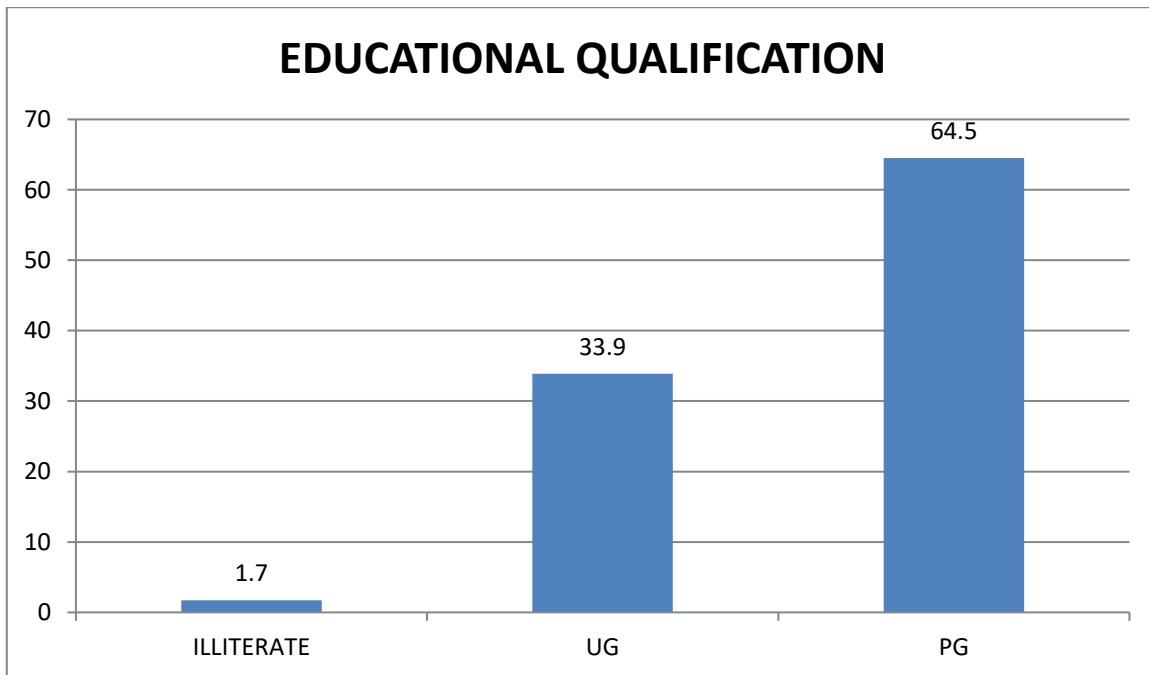


CHART 4.1.3: Educational qualification of the respondents:

INFERENCE:

The majority (64.5%) of the respondents are graduate

TABLE 4.1.4: Occupation of the respondents

Si no	Particulars	No of respondents	Percentage
1	Self employed	5	4.1
2	Professionals	4	3.3
3	Salaried	34	28.1
4	Student	75	62
5	Other	3	2.5
TOTAL		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that the number of respondents was 4.1 is self-employed, 3.3 is professionals, 28.1% is Salaried, 62% is student, 2.5 is other

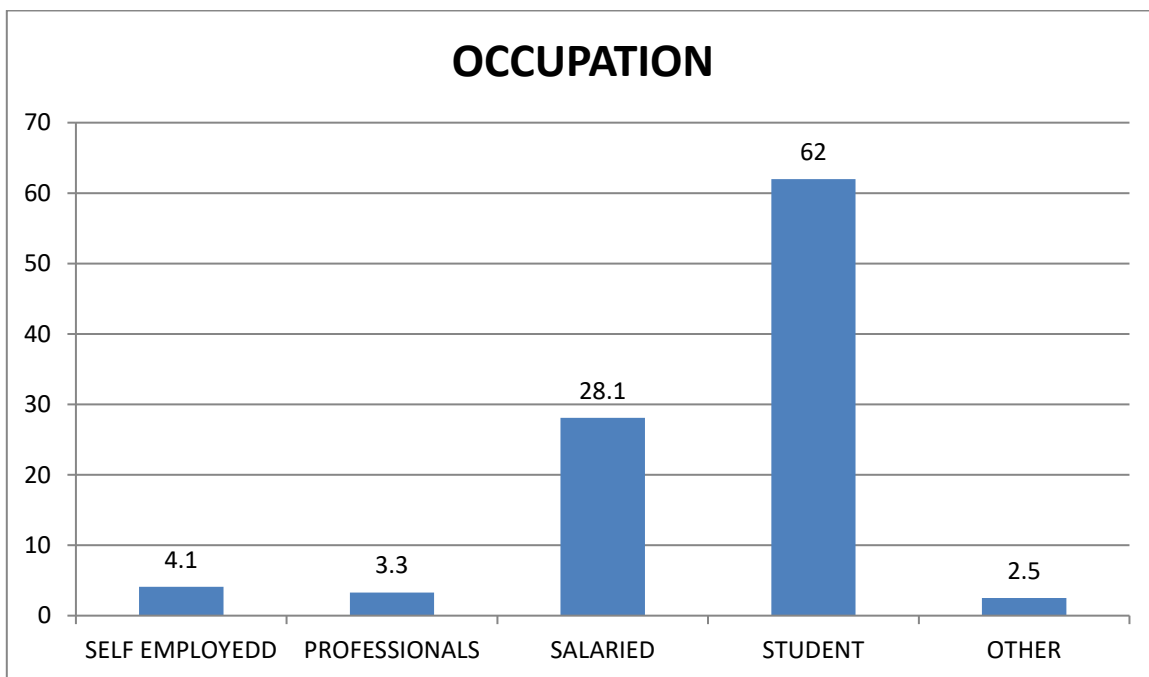


CHART 4.1.4: Occupation of the respondents

INFERENCE:

The majority (62%) of the respondents say, student.

TABLE 4.1.5: Marital status of the respondents

Sino	Particular	No of respondents	Percentage
1	Married	18	14.9
2	Unmarried	103	85.1
TOTAL		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that the number of respondents was 85.1% in unmarried, 14.9% in married.

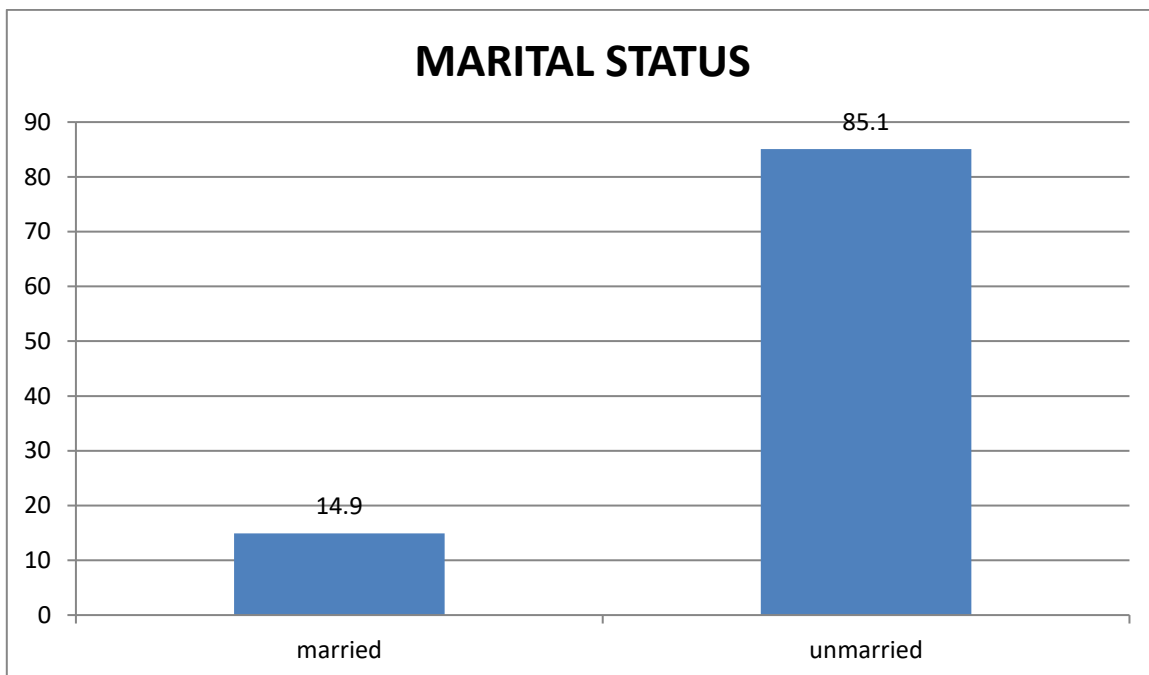


CHART 4.1.5: Marital status of the respondents

INFERENCE:

The majority (85.1%) of the respondents are married.

TABLE 4.1.6: Income level of the respondents

Sino	Particulars	No of respondents	Percentage
1	Less than 10,000	14	11.6
2	10,001- 30,000	27	22.3
3	31,001-40,000	13	10.7
4	40,001-50,000	8	6.6
5	Greater than 50,000	2	1.7
6	No income	57	47.1
TOTAL		121	100

Sources: Primary data

INTERPRETATION

From the above table it is interpreted that the number of respondents preferred 11.6% LESS THAN 10,000, 10,001-30,000 is 22.3, 31,001-40,000 is 10.7, 40,001- 50,000 is 6.6, greater than 50,000 is 1.7, no income is 47.1.

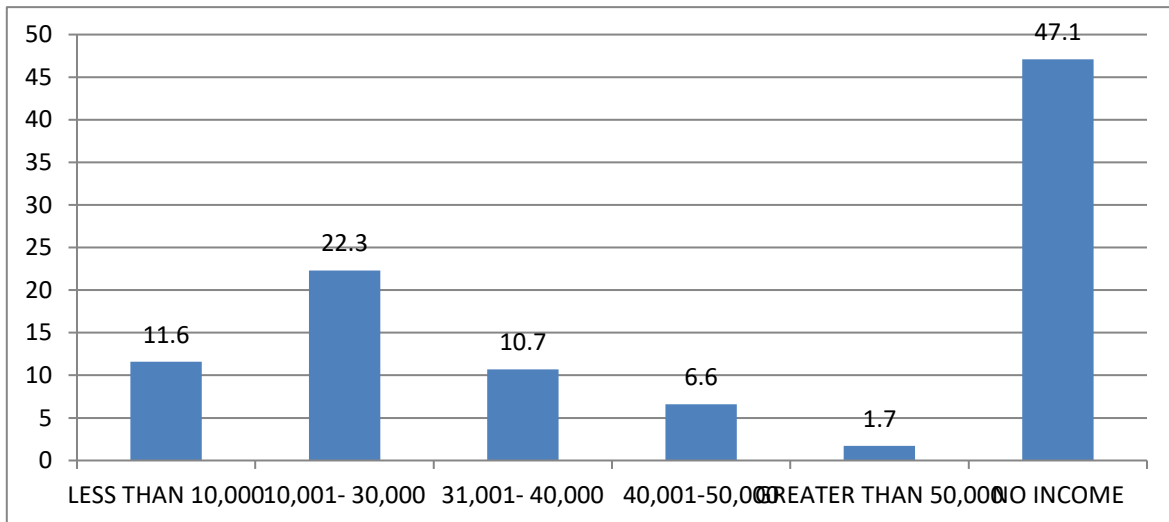


CHART 4.1.6: Income level of the respondents

INFERENCE

The majority (47.1%) of the respondents have no income.

TABLE 4.1.7: which brand of laptop are you having?

Sino	Particulars	No of respondents	Percentage
1	APPLE	5	4.1
2	HCL	14	11.6
3	HP	30	24.8
4	DELL	35	28.9
5	LENOVO	26	21.5
6	ASUS	14	11.6
7	OTHER	6	5
TOTAL		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that the number of respondents of brands 4.1% in apple, 28.9% in DELL, 11.6% in HCL, 11.6% in ASUS, 24.8% in HP, 21.5% in LENOVO, 5% in other.

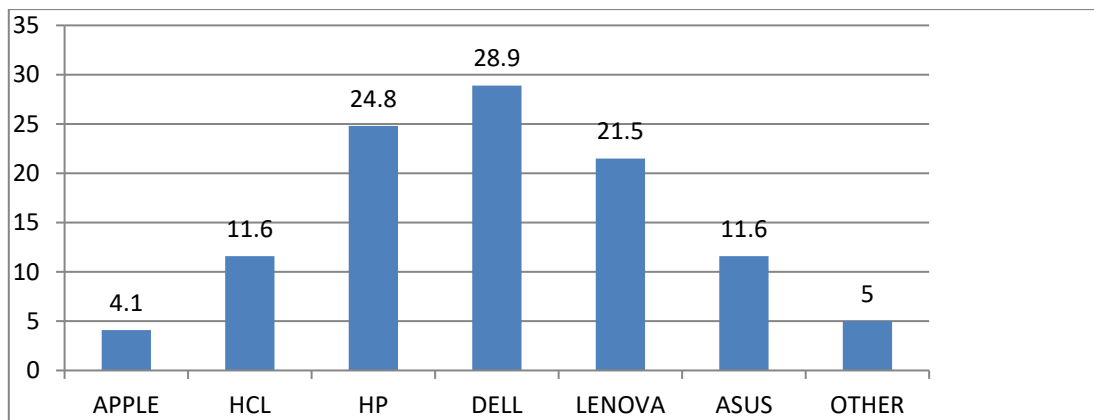


CHART 4.1.7: which brand off laptop are you having?

INFERENCE:

The majority (28.9%) of the respondents have DELL.

TABLE 4.1.8: Do you agree that laptop is an essential gadget of life?

Sino	Particulars	No of respondents	Percentage
1	Strongly agree	25	20.7
2	Agree	53	43.8
3	Neutral	35	28.9
4	Disagree	7	5.8
5	Strongly disagree	1	0.8
TOTAL		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that the laptop is an essential gadget of life is strongly agreed by 20.7%, agreed by 43.8%, Neutral by 28.9%, Disagreed by 5.8% and Strongly Disagreed by 0.8%.

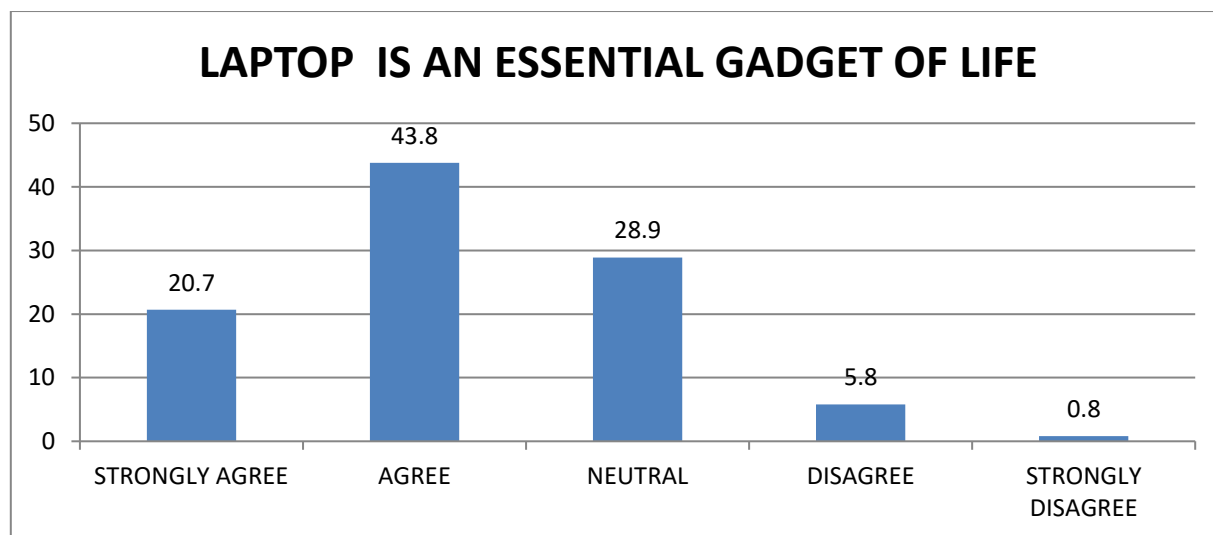


CHART 4.1.8: Do you agree that laptop is an essential gadget of life?

INFERENCE:

The majority (43.8) of the respondents Agreed that Laptop is an essential part of life.

TABLE 4.1.9: which type of laptop do you prefer?

Sino	Particulars	No of respondents	Percentage
1	Ultra-portable laptop	6	5
2	All purpose	73	60.3
3	Desktop replacement	20	16.5
4	Netbook	18	14.9
5	Other	4	3.3
TOTAL		121	100

Sources: Primary data

INTERPRETATION:

From the above table it is interpreted from the number of respondents 5% preferred ultraportable laptop, 60.3% in all-purpose, and 16.5% in a desktop replacement, 14.9 in a netbook, and 3.3 in other.

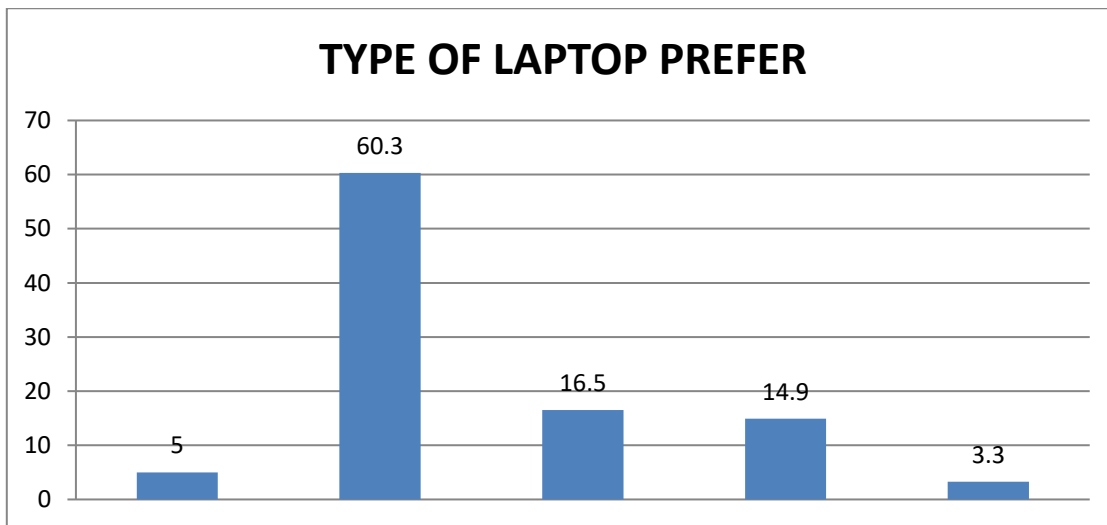


CHART 4.1.9: which type of laptop do you prefer?

INFERENCE:

The majority (60.3) of the respondents preferred all-purpose Laptop.

TABLE 4.1.10: which features do you prefer consider when you buy a new laptop

Sino	Particulars	No of respondents	Percentage
1	Ready availability	12	9.9
2	Storage capacity	30	24.8
3	Company service	22	18.2
4	Maintenance	21	17.4
5	Price	14	11.6
6	Operating system	18	14.9
7	Look	4	3.3
Total		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that the number of respondents says 9.9 prefers ready availability, 24.8 prefers storage capacity, 18.2 prefers company service, 17.4 prefers maintenance, 11.6 prefers price, 14.9 prefers operating system, and 3.3 prefers to look.

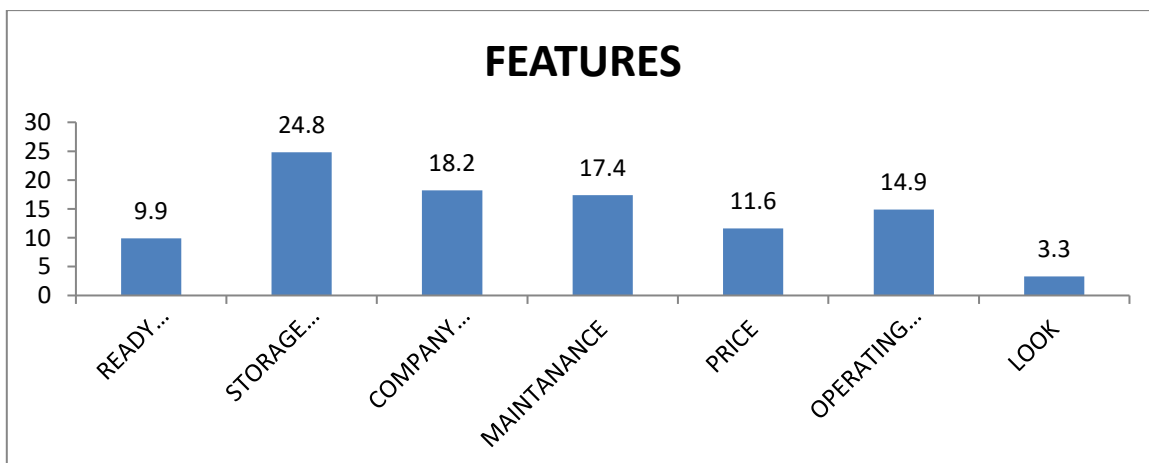


CHART 4.1.10: which features do you prefer

INFERENCE:

The majority (24.8) of the respondents prefers storage capacity in Laptop.

TABLE 4.1.11: Since how long you are using your current laptop?

Sino	Particulars	No of respondents	Percentage
1	Less than 1 year	15	12.4
2	1-2 years	20	16.5
3	2-3 years	29	24
4	3-4 years	25	20.7
5	More than 4 years	32	26.4
Total		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that from the no of respondents 12.4% of respondent are using laptops less than 1 year, 16.5% responded that they were using from 1-2 years, 24% of respondents were using a laptop from 2-3 years, 20.7% of respondents were using a laptop from 3-4 years& the rest 26.4% of respondents were using from more than 4 years.

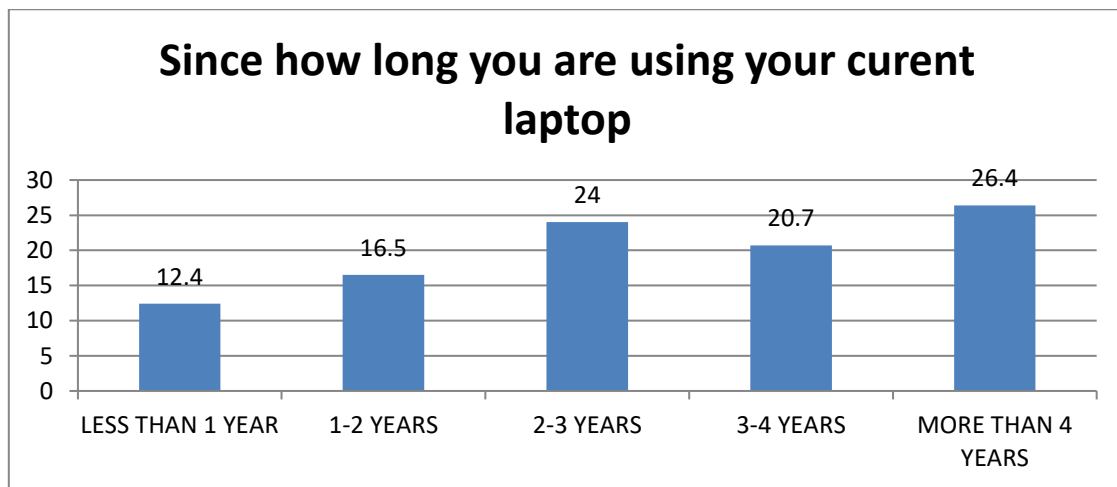


CHART 4.1.11: Since how long you are using your current laptop?

INFERENCE:

The majority (26.4) of the respondents are using the laptop for more than 4 years

TABLE 4.1.12: Will you consider buying a second-hand laptop?

Sino	Particulars	No of respondent	Percentage
1	Yes	21	17.4
2	No	51	42.1
3	Rarely	49	40.5
TOTAL		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that from the no of respondents 42.1% of respondents denied purchasing second-hand laptops, while 17.4% choose to buy a second-hand laptop and 40.5% responded that it rarely on circumstances.

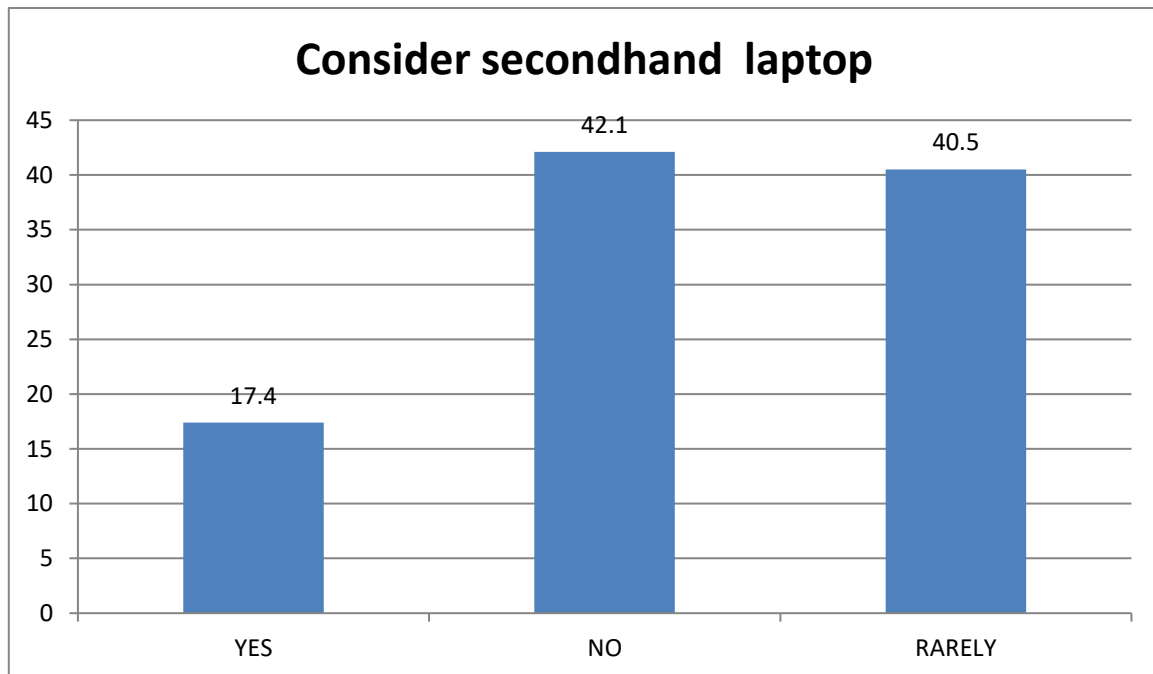


CHART 4.1.12: Will you consider buying a second-hand laptop?

INFERENCE:

The majority (42.1%) of the respondents denied purchasing second-hand laptop

TABLE 4.1.13: What is your budget for a new laptop?

Sino	Particulars	No of respondents	Percentage
1	Less than 50,000	74	61.2
2	50,000-60,000	38	31.4
3	More than 60,000	9	7.4
TOTAL		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that from the no of respondents 61.2% of respondents have less than 50,000 budgets, 31.4% can afford in between 50,000-60,000 & 7.4% of respondents have more than 60,000 budgets.

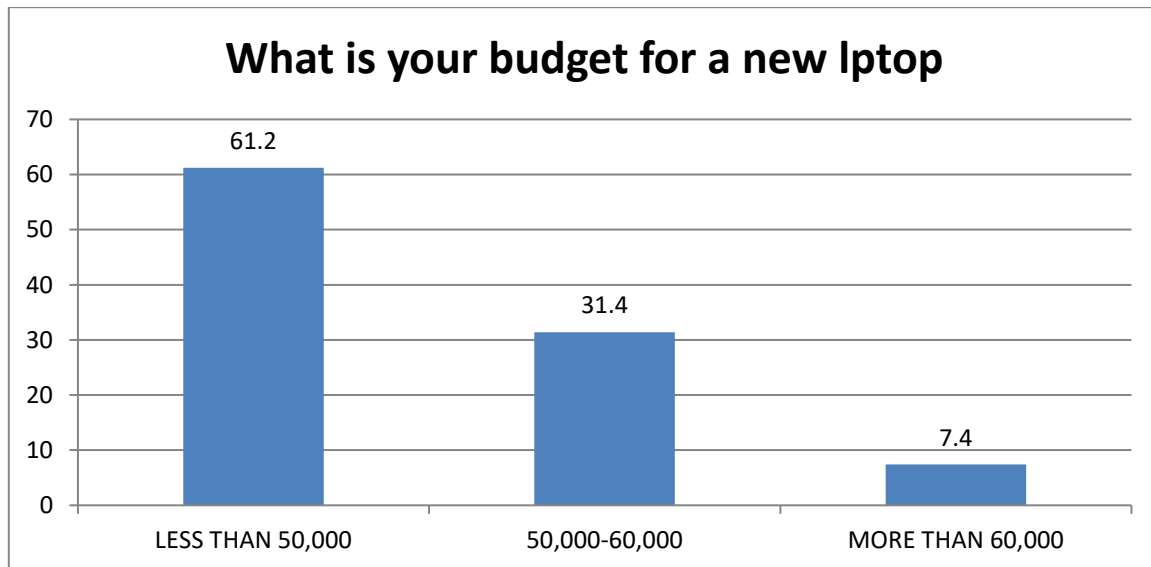


CHART 4.1.13: What is your budget for a new laptop?

INFERENCE:

The majority (61.2%) of the respondents have less than 50,000 budget for a new laptop

TABLE 4.1.14: How frequently do you change your laptop?

Sino	Particulars	No of respondents	Percentage
1	Every 6 Months	111	91.7
2	Every year	9	7.4
3	Every 2 years	1	0.8
TOTAL		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that from the no of respondents 91.7% of respondents change their laptops every 2 years, 7.4% change their laptops once a year & 0.8% of respondents change their laptops once in six months

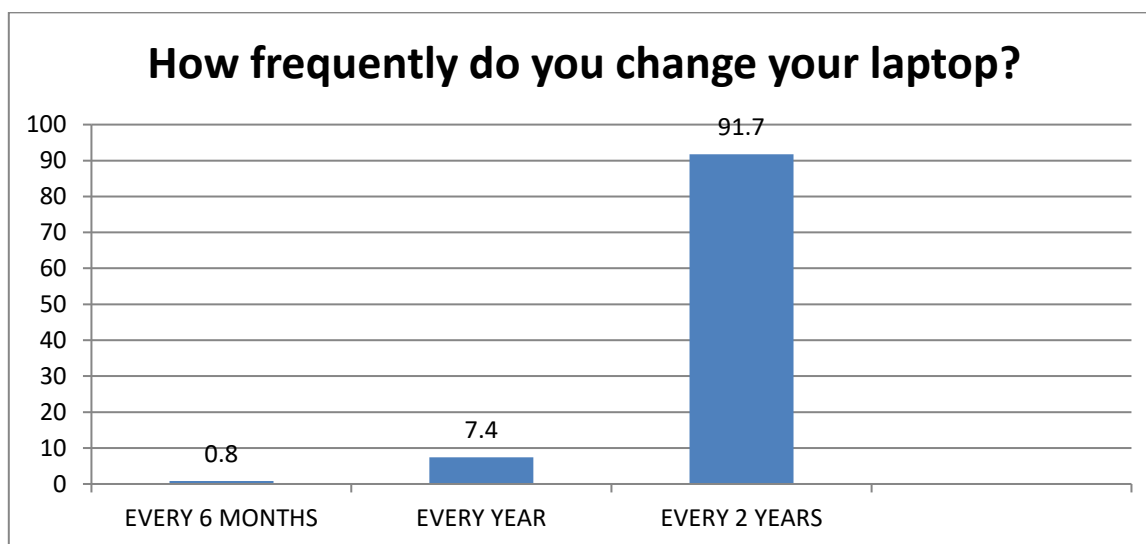


CHART 4.1.14: How frequently do you change your laptop?

INFERENCE:

The majority (91.7%) of the respondents change their laptops every 2 years.

TABLE 4.1.15: Do you choose your laptop based on advertising on various media?

Sino	Particulars	No of respondents	Percentage
1	Strongly agree	8	6.6
2	Agree	36	29.8
3	Neutral	56	46.3
4	Disagree	16	13.2
5	Strongly disagree	5	4.1
TOTAL		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that 6.6% of respondents say strongly agree, 29.8% say agree, 46.3% say neutral, 13.2% say disagree, 4.1% said strongly disagree.

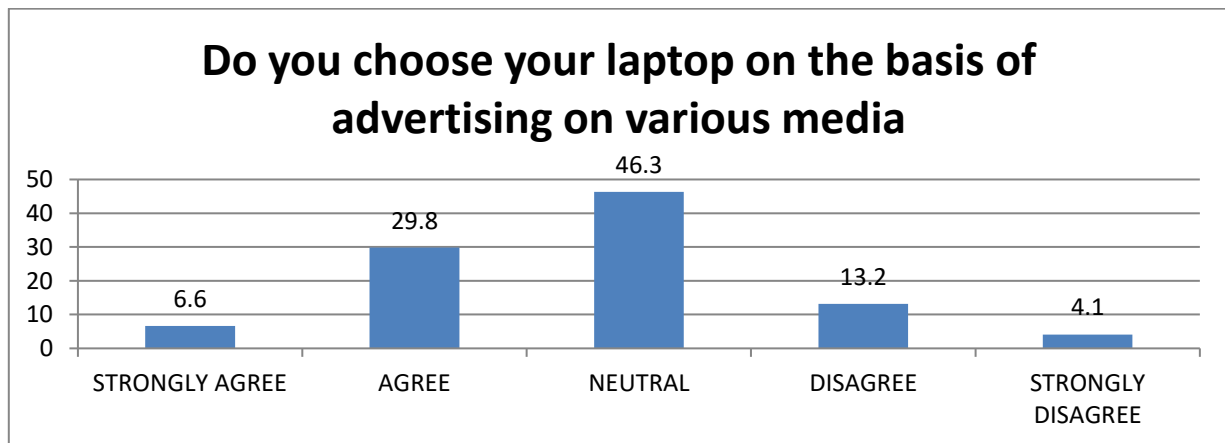


CHART 4.1.15: Do you choose your laptop based on advertising on various media?

INFERENCE:

The majority (46.3%) of the respondents says neutral while choosing laptop based on advertisement.

TABLE 4.1.16: How did you get to know about the current laptop

Sino	Particulars	No of respondents	Percentage
1	TV	13	10.7
2	Newspaper	21	17.4
3	Magazine	11	9.1
4	Friends/family /relatives	54	44.6
5	Existing customers	22	18.2
Total		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that 10.7% of respondents came to know about their laptops through television, 17.4% of respondents came to know about their laptops through a newspaper, 9.1% of respondents came to know about their laptops through a magazine, 44.6% of respondents came to know about their laptops through friends/family/relatives, 18.2% of respondents came to know about their laptops through existing customers.

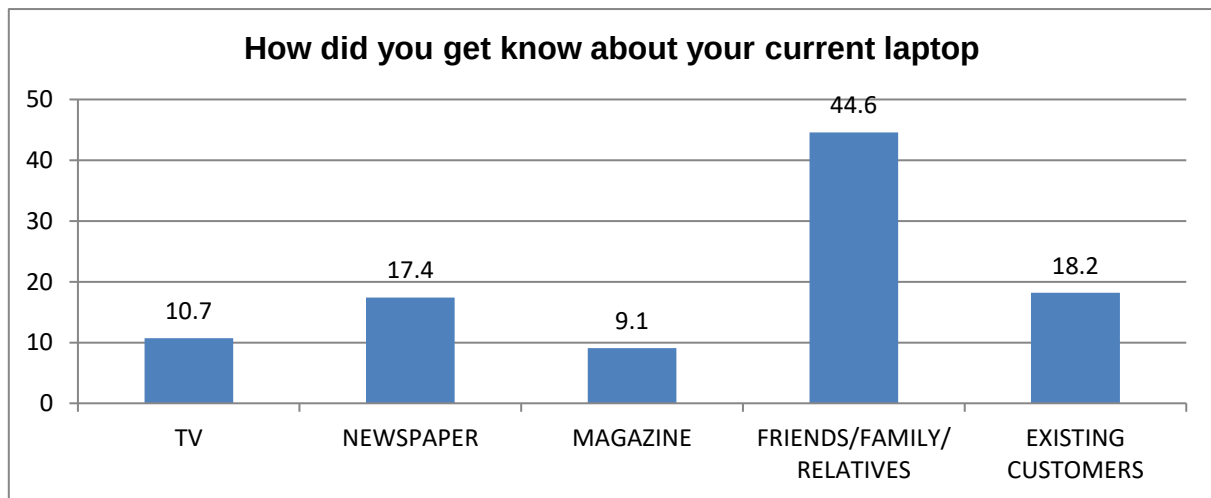


CHART4.1.16: How did you get to know about the current laptop?

INFERENCE:

The majority (44.6) of the respondents came to know their laptops through friends/family/relatives.

TABLE 4.1.17: In which category the price of your laptop falls?

Sino	Particulars	No of respondents	Percentage
1	Budget laptop	94	77.7
2	Expensive	20	16.5
3	Highly expensive	7	5.8
Total		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that from the no of respondents 77.7% preferred budget laptops, 16.5% preferred Expensive laptops, 5.8% preferred highly expensive laptops.

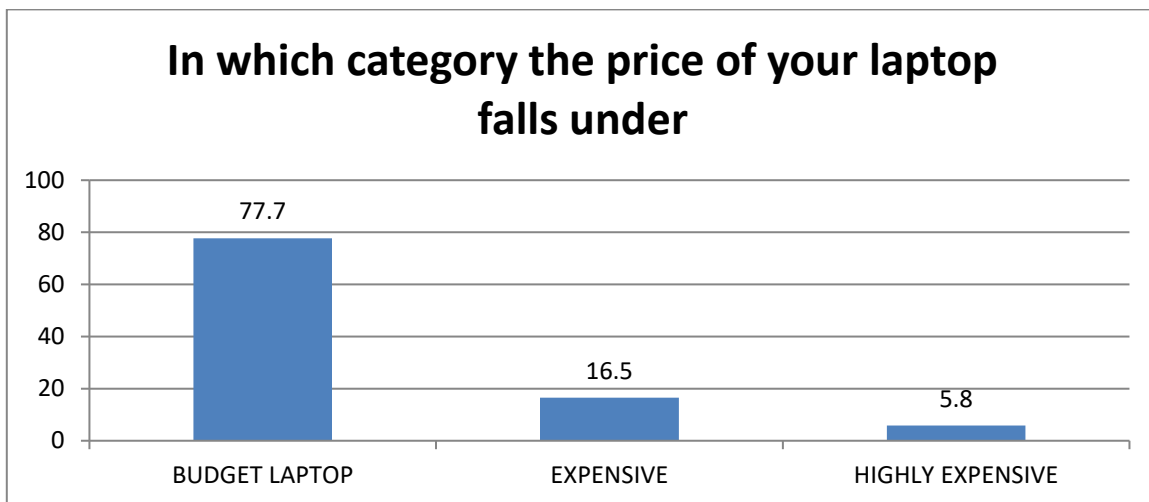


CHART 4.1.17: In which category the price of your laptop falls?

INFERENCE:

The majority (77.7%) of the respondents preferred Budget laptops

TABLE 4.1.18: which kind of laptop do you prefer?

Sino	Particulars	No of respondent	Percentage
1	Simple	60	49.6
2	Rich	32	26.4
3	Stylish	29	24
		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that 49.6% preferred simple laptops, 26.4% preferred Rich laptops, 24% preferred stylish laptops.

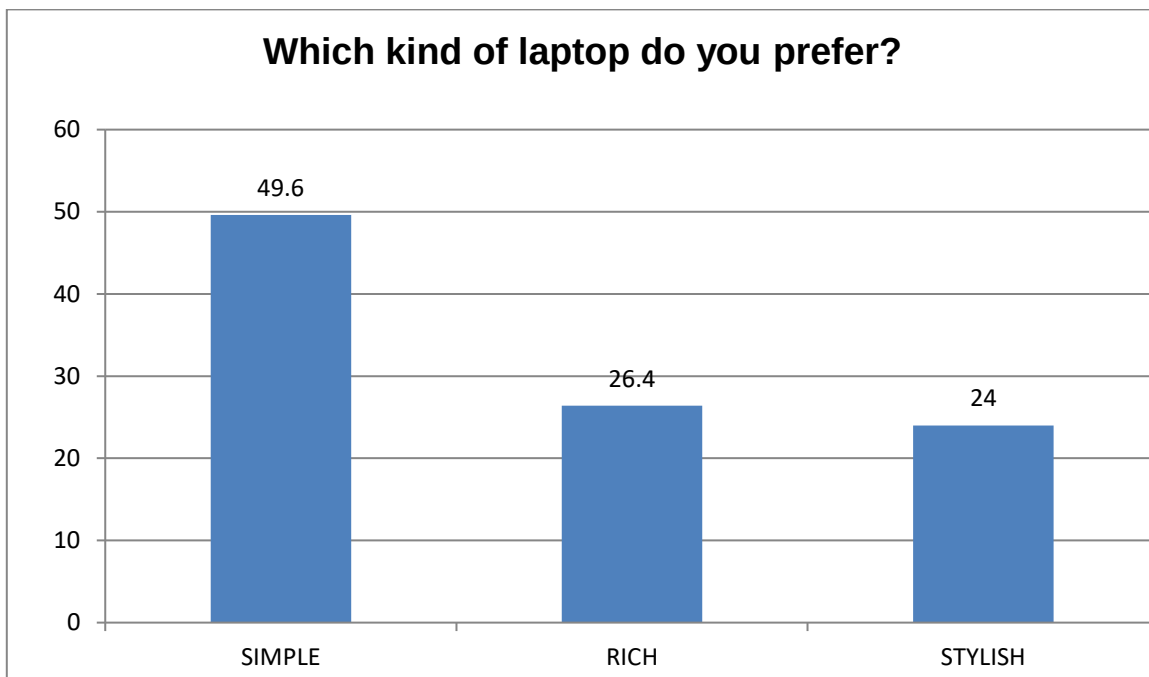


CHART 4.1.18: which kind of laptop do you prefer?

INFERENCE:

The majority (49.6%) of the respondents preferred simple laptops

TABLE 4.1.19: Do you satisfied with the comfort level of a laptop?

Sino	Particulars	No of respondents	Percentage
1	Very satisfied	20	16.5
2	Satisfied	86	71.1
3	Neither satisfied or dissatisfied	8	6.6
4	Dissatisfied	7	5.8
5	Very dissatisfied	0	0
Total		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that from the no of respondents 16.5% of the respondents are very satisfied with the comfort level of your laptop, 71.1% of the respondents are satisfied with the comfort level of your laptop, 6.6% of the respondents are neither satisfied nor Dissatisfied with the comfort level of your laptop. 5.8% of the respondents are dissatisfied with the comfort level of your laptop. There are no very dissatisfied respondents

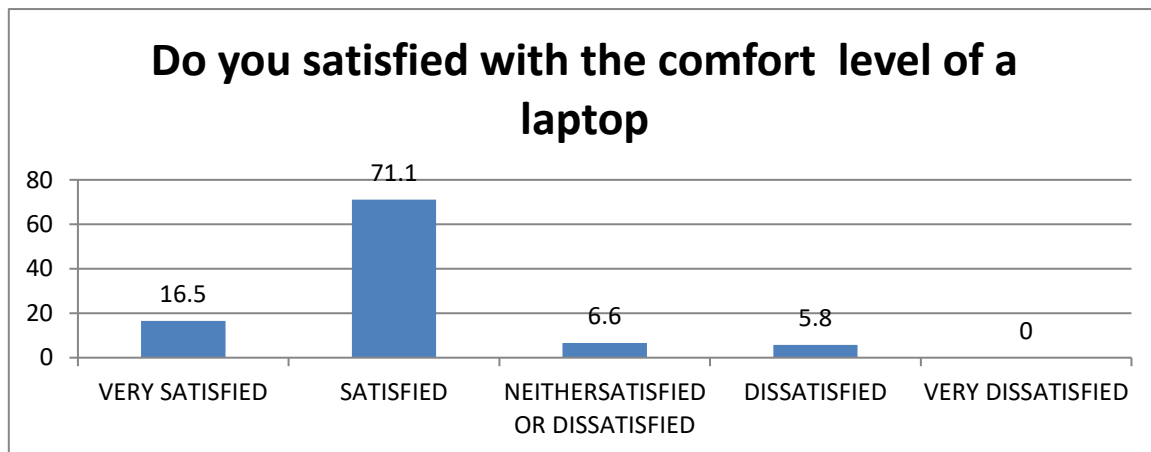


CHART 4.1.19: Do you satisfied with the comfort level of a laptop?

INFERENCE:

The majority (71.1%) of the respondents are satisfied with the comfort level of a laptop

Table 4.1.20: Maintenance cost of your laptop is

Sino	Particulars	No of respondent	Percentage
1	High	18	14.9
2	Average	65	53.7
3	Low	38	31.4
TOTAL		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that 14.9% of the respondents have a high cost of maintenance for their laptops while 53.7% of the respondents have an average maintenance cost for their laptops. 3.5% of the respondents are having an average maintenance cost for their laptops.

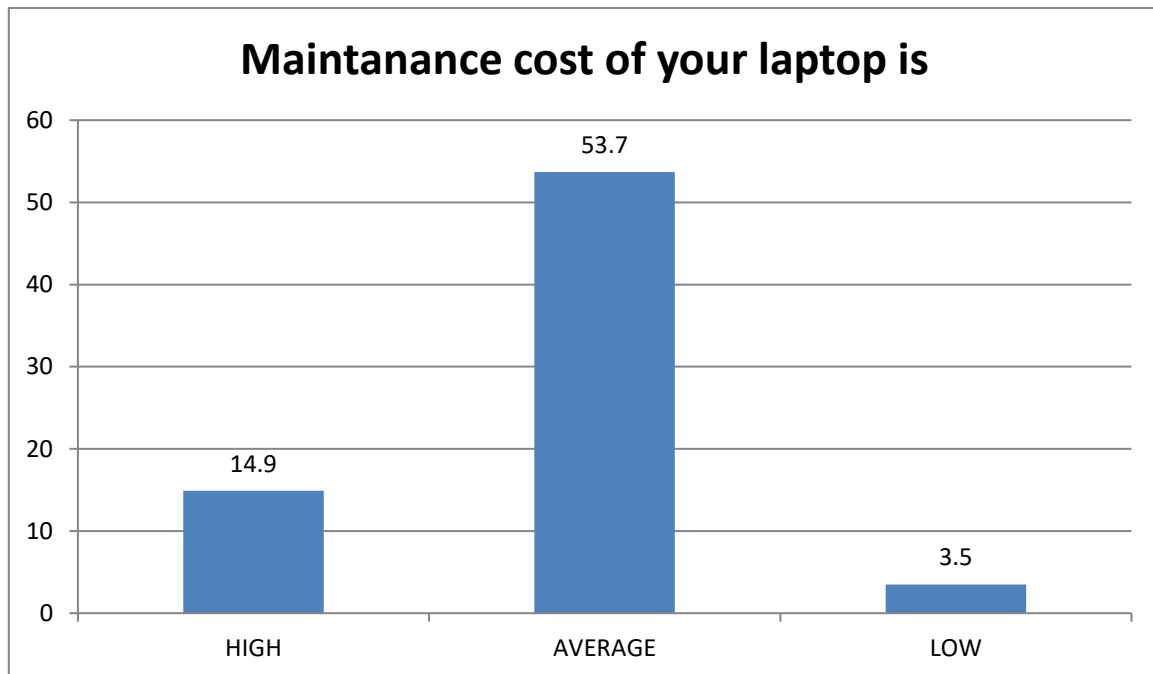


CHART 4.1.20: Maintenance cost of your laptop is

INFERENCE:

The majority (53.7) of the respondents are having average maintenance costs for their laptops

TABLE 4.1.21: Battery efficiency of your laptop is

Sino	Particulars	No of respondents	Percentage
1	Excellent	26	21.5
2	Satisfactory	86	71.1
3	Non satisfactory	9	7.4
Total		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that 21.5% of the respondents are excellent with the battery efficiency of their laptops, 71.1% of the respondents are satisfied with the battery efficiency of their laptops & 7.4% of respondents are non-satisfied with the battery backup of their laptops

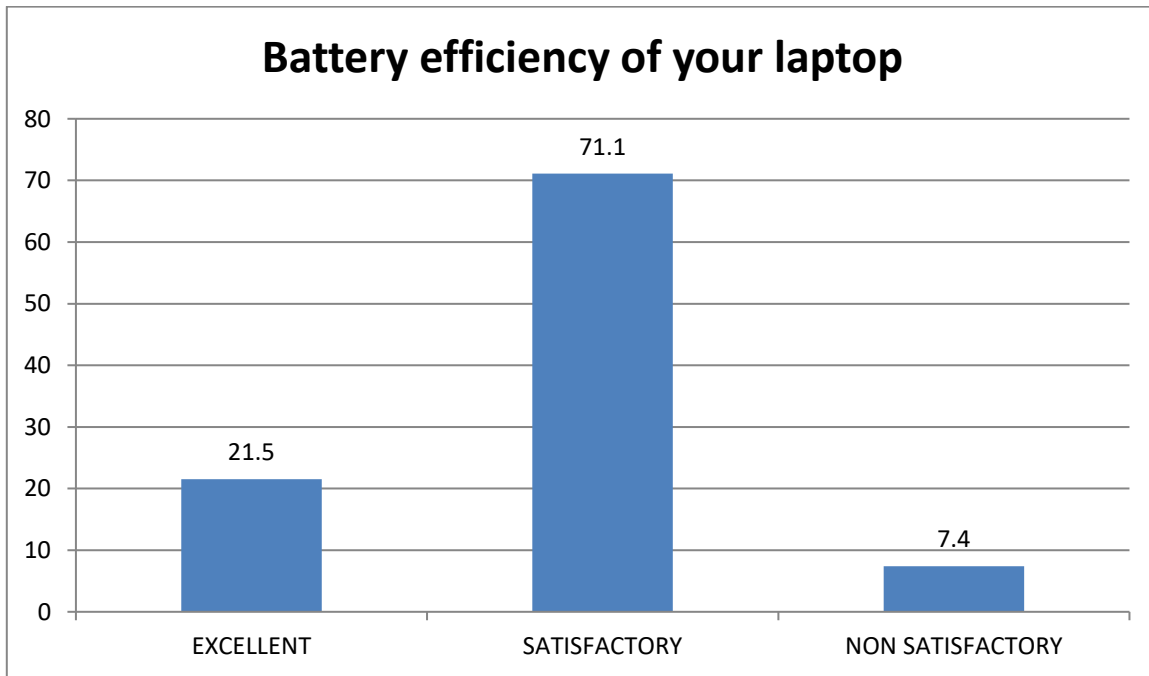


CHART 4.1.21: Battery efficiency of your laptop is

INFERENCE:

The majority (71.1%) of the respondents are satisfied with the battery efficiency of their laptop.

TABLE 4.1.22: Do you prefer to purchase a laptop brand that's after sales service is good

Sino	Particulars	No of respondents	Percentage
1	Yes	110	90.9
2	No	11	9.1
Total		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that 90.9% of respondents prefer to buy laptops brand that's after-sales service is good, 9.1% doesn't prefer to buy based on after-sales service.

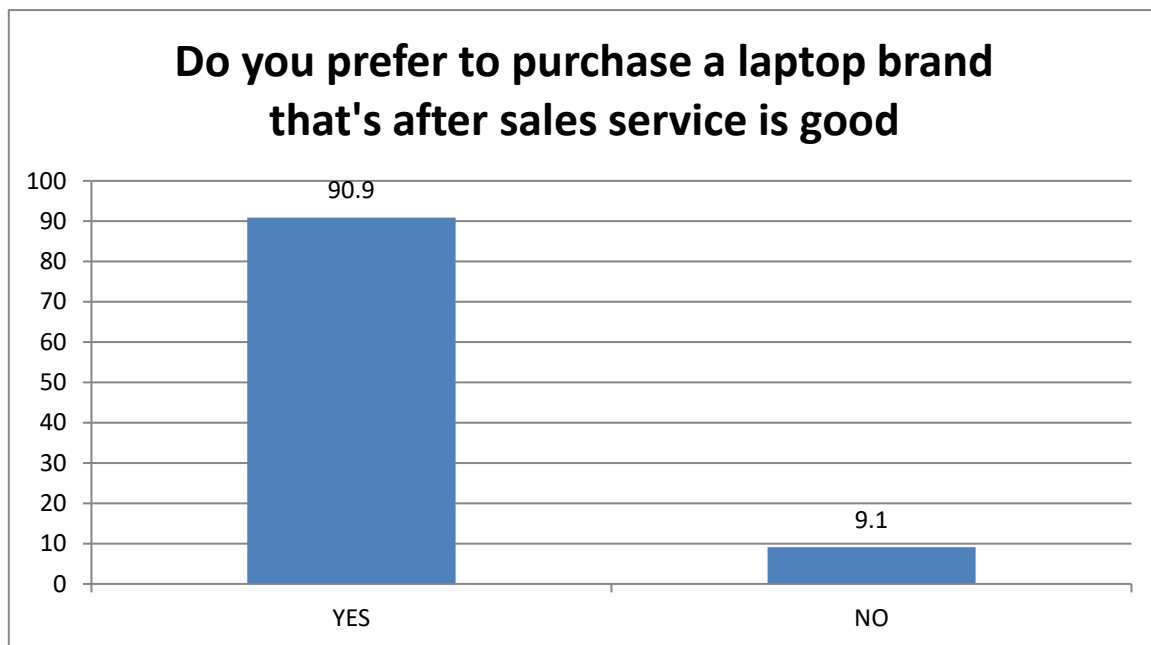


CHART 4.1.22: Do you prefer to purchase a laptop brand that's after sales service is good

INFERENCE:

The majority (90.9%) of the respondents prefer laptop brands with good after-sales service.

TABLE 4.1.23: which of the following reason motivates you to buy the laptop?

Sino	Particulars	No of respondents	Percentage
1	Price	16	13.2
2	Features	49	40.5
3	Friends /family	31	25.6
4	Relatives	10	8.3
5	Convenience for connectivity	15	12.4
Total		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that from the no of respondents 13.2% says price motivates them to buy a laptop, 40.5% says features motivates them to buy a laptop, 25.6% says Friends/family motivates them to buy a laptop, 8.3% says Relatives motivates them to buy a laptop, 12.4% says Convenience motivates them to buy a laptop.

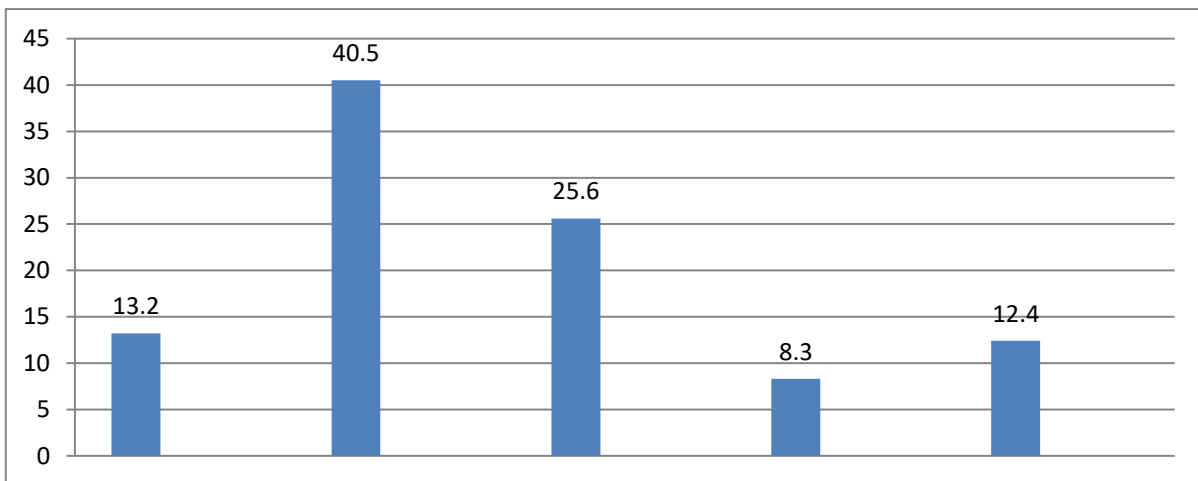


CHART 4.1.23: which of the following reason motivates you to buy the laptop?

INFERENCE:

The majority (40.5%) of the respondents says features motivates them to buy a laptop

TABLE 4.1.24: How important is the design and style of a laptop to you in comparison to its functionality?

Sino	Particulars	No of respondents	Percentage
1	Strongly agree	12	9.9
2	Agree	46	38
3	Neutral	50	41.3
4	Disagree	8	6.6
5	Strongly disagree	5	4.1
Total		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that the 9.9%% of the respondents strongly agreed that design and style is important over functionality, 38% of the respondents agreed that design and style is important over functionality, 41.3 of the respondents Neither agreed nor disagreed that design and style is important over functionality, 6.65% of the respondents Disagreed that design and style is important over functionality, 4,1% of the respondents strongly Disagreed that design and style is important over functionality.

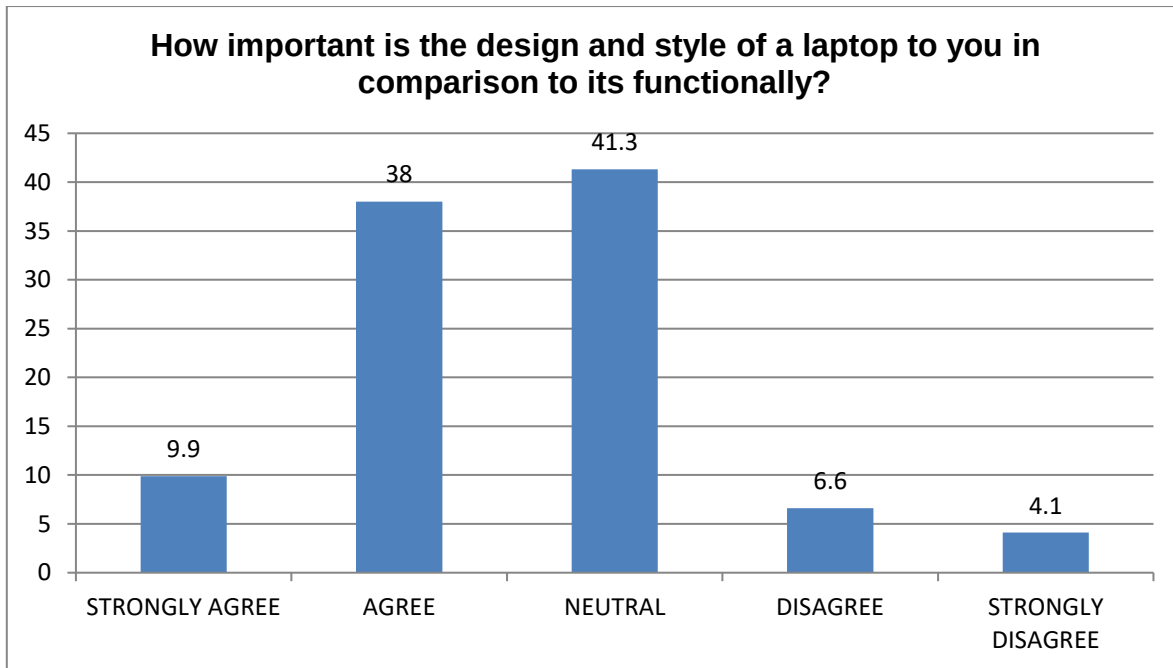


CHART 4.1.24: How important is the design and style of a laptop

INFERENCE:

The majority (41.3) of the respondent is neutral on whether the design is more important than functionality.

TABLE 4.1.25: what are the reasons of replacing your current laptop?

Sino	Particulars	No of respondent	Percentage
1	Outdated	24	19.8
2	Arrival of new models	24	19.8
3	Arrival of new brands	10	8.3
4	Battery life	38	31.4
5	New features	25	20.7
Total		121	100

Sources: Primary data

INTERPRETATION:

From the above table, it is interpreted that the 19.8% of respondents replace their laptops because it's outdated, while 19.8% of respondents replace their laptops because of the arrival of new models, while 8.3% of respondents replace their laptops because of battery life and 20.7% of respondents replace their laptops because of new features.

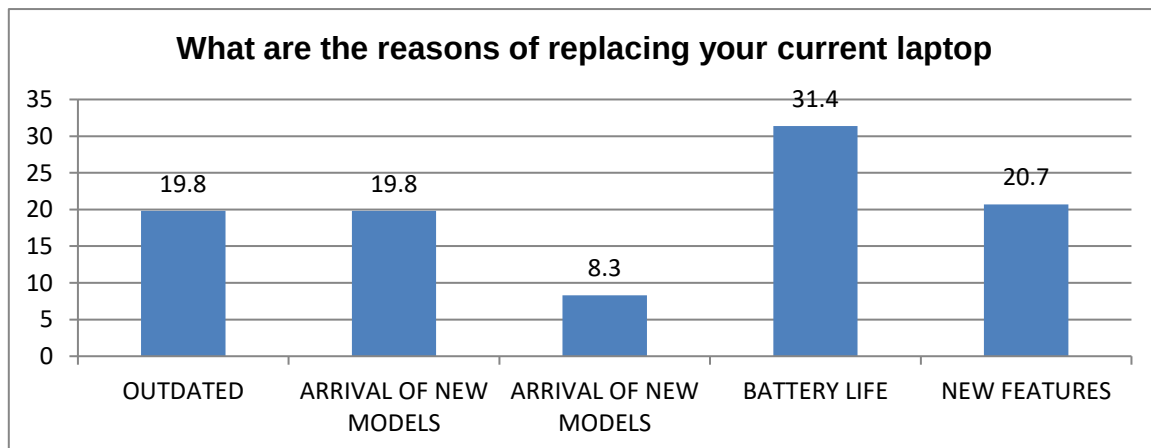


CHART 4.1.25: what are the reasons of replacing your current laptop?

INFERENCE:

The majority (31.4%) of the respondents replaces their laptops due to battery life.

4.2 T-TEST ANALYSIS FOR MARITAL STATUS

Null hypothesis (H0): There is no significant difference between marital status with reference to purchase behavior.

Alternate hypothesis (H1): There is significant difference between marital status with reference to purchase behavior.

TABLE-4.2.1 T-test analysis for marital status

FACTORS	Marital status		F VALUE	P VALUE	Significance
	Married (Mean)	Unmarried (Mean)			
Brand	4.28	4.34	3.475	.873	Not Significant
Price	1.22	1.29	.694	.635	Not Significant
Features	4.33	4.26	.552	.898	Not Significant
Type	1.94	1.73	.886	.457	Not Significant

*The level of significance is tested at 0.05

INFERENCE:

Since the p value is greater than 0.05, then (H0) null hypothesis is accepted (H1) Alternate hypothesis is rejected. Hence, there is no significance association between marital status.

4.3 CHI SQUARE ANALYSIS FOR AGE AND FREQUENTLY CHANGING LAPTOP

Null hypothesis (H0): There is no significant association between Age and frequently changing laptop in purchase behavior.

Alternate hypothesis (H1): There is significant association between Age and frequently changing laptop in purchase behavior.

TABLE 4.2.2 chi square analysis for age and frequently changing laptops

			Frequently			
			Every 2 years	Every 6 months	Every year	Total
Age	10-20	Count	5	0	0	5
		Expected count	4.6	.0	.4	5.0
	21-30	Count	92	1	8	101
		Expected Count	92.7	.8	7.5	101.0
	31-40	Count	14	0	1	15
		Expected count	13.8	.1	1.1	15.0
	Total	Count	111	1	9	121
		Expected count	111.0	1.0	9.0	121.0

	Value	Df	Asymptotic significance (2-sided)
Pearson chi square	.660 ^a	4	.956
Likelihood ratio	1.193	4	.879
Linear by linear association	.034	1	.854
N of valid cases	121		

A.6 cells (66.7%) have expected count less than 5. The minimum expected count is .04.

INFERENCE :

Since the P value is greater than 0.05, then (H_0) null hypothesis is accepted, (H_1) Alternate hypothesis is rejected. Hence, there is no significance Association between age and frequently changing the laptops.

4.4 ANOVA ANALYSIS OF INCOME:

Null hypothesis (H0): There is no significant difference between income in regards to purchase behavior level.

Alternate hypothesis (H1): There is significant difference between income in regards to purchase behavior level.

TABLE 4.2.3 Anova analysis for income

FACTOR S		Per month					F value	P value	Significance
	No Inco me	Less than 10,00 0	10,00 1 to 30,00 0	3100 1 to 40,00 0	40,00 1 to 50,00 0	Great er than 50,00 0			
Brand	5.67	5.22	4.69	5.13	3.00	5.21	2.145	.065	Not Significant
Features	5.53	5.30	4.69	5.00	3.50	5.14	.643	.667	Not Significant
Price	2.21	2.22	2.31	2.50	2.50	2.50	.958	.447	Not Significant
Type	2.82	2.81	3.08	2.38	4.00	2.14	1.806	.117	Not Significant

*The significance level is tested 0.05

INFERENCE:

Since the P value is greater than for all factors 0.05, then (H0) null hypothesis is accepted, (H1) Alternate hypothesis is rejected. Hence, there is no significance difference between income with reference to brand, features, price, and type.

4.5 ANOVA ANALYSIS OF AGE:

Null hypothesis (H₀): There is no significant difference between Age in regards to purchase behavior level.

Alternate hypothesis (H₁): There is significant difference between Age in regards to purchase behavior level

TABLE 4.2.4 Anova analysis for Age

FACTOR S	AGE					F VALU E	P VALUE	Significance
	10-20	21-30	31-40	41-50	50& above			
Brand	6.60	5.39	4.53	0	0	4.112	.019	Significant
Features	4.60	5.41	4.60	0	0	1.169	.314	Not Significant
Price	2.00	2.31	2.20	0	0	.874	.420	Not Significant
Type	3.40	2.72	2.80	0	0	.860	.426	Not Significant

*The level of significance is tested at 0.05

INFERENCE:

Since the P value is <0.05 , then null hypothesis is rejected there is no significance difference between type, price, features. There is a significance between brand is accept alternate hypothesis.

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS:

- 28.9% of respondents are having DELL laptops.
- 43.8% of respondents Agree that laptop is an essential gadget of life.
- 60.3% of respondents prefer all-purpose laptop
- 24.8% of respondents prefer storage capacity in Laptop.
- 26.4% of respondents are using from more than 4 years.
- 42.1% of respondents won't buy second hand laptop.
- 61.2% of respondents can spend less than 50,000 to buy a laptop.
- 91.7% of respondents change their laptops every two years.
- 46.3% of the respondents says neutral while choosing laptop based on advertisement.
- 44.6% of respondents get to know about their laptops through friends/family/ relatives.
- 77.7% of respondents' falls under the price of laptop is budget laptop.
- 49.6% of respondents prefer simple laptops.
- 71.1% of respondents are satisfied with comfort level of laptops.
- 53.7% of respondents are average maintenance cost of laptops.
- 71.1% of respondents are satisfied with their battery efficiency.
- 90.9%) of the respondents prefer laptop brands with good after-sales service.
- 40.5% of respondents buy laptops for their convenience for connectivity.
- 41.3% of respondents' neutral the design and style of a laptop.
- 31.4% of respondents' change their laptops because of battery life arrived in the market.
- Since the p value is greater than 0.05, then (H0) null hypothesis is accepted (H1) Alternate hypothesis is rejected. Hence, there is no significance association between marital status.
- Since the P value is greater than 0.05, then (H0) null hypothesis is accepted, (H1) Alternate hypothesis is rejected. Hence, there is no significance

Association between age and frequently changing the laptops.

- Since the P value is greater than for all factors 0.05, then (H_0) null hypothesis is accepted, (H_1) Alternate hypothesis is rejected. Hence, there is no significance difference between income with reference to brand, features, price, and type.
- Since the P value is <0.05 , then null hypothesis is rejected there is no significance difference between type, price, features. There is a significance between brand is accept alternate hypothesis

5.2 SUGGESTIONS:

It is found that in the segment the important factors 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 provided.

5.3 CONCLUSION:

Consumer behavior is the action and decision process of people, who purchase goods and services for personal consumption, consumer decision-making is influenced by social, psychological, and personal factors social factors are forces exerted by other people that affect consumer behavior. A social class is a relatively homogeneous and stable group of people with similar values, attitudes, and behaviors. A role is a set of functions and activities that a person in a particular position is expected to perform. Culture is learned values, behaviors, and meaningful symbols shared by members of society. Culture is further divided into several subcultures.

Psychological factors are internal forces within people that affect buying decisions. These factors are motives, perception, learning, and personality, etc. motivation research involves analyzing the major motives that influence buying behavior, perception is the process by which an individual selects, organizes, and interprets information inputs to create meaning. An attitude is a person's overall feeling towards some object.

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APPENDIX-I (QUESTIONNAIRE)

1. Gender

- Male
- Female

2. Marital status

- Married
- Unmarried

3. Occupation

- Self employed
- Professionals
- Salaried
- Student
- Others

4. Age group

- 10-20
- 21-30
- 31-40
- 41-50
- 50&above

5. Educational level

- Illiterate
- UG
- PG

6. Income level (per month)

- Less than 10,000
- 10,001 to 30,000
- 30,001 to 40,000
- 40,001 to 50,000
- Greater than 50,000
- No income

7. Which brand of laptop are you having?

- Apple
- ASUS
- DELL
- HCL
- HP
- OTHERS

8. Do you agree that laptop is an essential gadget of life?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

9. Which type of laptop do you prefer?

- Ultraportable laptop
- All purpose
- Desktop replacement
- Net book
- Other

10. Which features do you consider when you buy a new laptop?

- Ready availability
- Storage capacity
- Company service
- Maintenance
- Price
- Operating system
- Look

11. Since how long you are using your current laptop?

- Less than 1 year
- 1-2 years
- 2-3 years
- 3-4 years
- More than 4 years

12. Will you consider buying a second hand laptop?

- Yes
- No
- Rarely

13. What is your budget for a new laptop?

- Less than 50,000
- 50,000-60,000
- More than 60,000

14. How frequently do you change your laptop?

- Every 6months
- Every year
- Every 2 years

15. Do you choose your laptop on the basis of advertising on various media?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

16. How did you get to know about your current laptop?

- TV
- Newspaper
- Magazine
- Friends/Family/Relatives
- Existing Customers

17. In which category the price of your laptop falls under?

- Expensive
- Budget laptop
- Highly expensive

18. Which kind of laptop do you prefer?

- Stylish
- Simple
- Rich

19. Do you satisfied with the comfort level of a laptop?

- Very satisfied
- Satisfied
- Neither satisfied or dissatisfied
- Dissatisfied
- Very Dissatisfied

20. Maintenance cost of your laptop is

- High
- Average
- Low

21. Battery efficiency of your laptop is

- Satisfactory
- Non-satisfactory
- Excellent

22. Do you prefer to purchase a laptop brand that's after sales service is good?

- yes
- no

23. Which of the following reason motivates you to buy the laptop?

- Price
- Fashion trends
- Friends/Family/
- Relatives
- Convenience for connectivity

24. How important is the “design and style” of a laptop to you in comparison to its functionally?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

25. What are the reasons of replacing your current laptop?

- Outdated
- Arrival of new models
- Arrival of new brads
- Battery life
- New features

APPENDIX -2

ARTICLE –FULL PAPER

A STUDY ON PURCHASE BEHAVIOUR OF LAPTOP AMONG WOMEN SEGMENT

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ABSTRACT- Laptop computers have become highly popular as portable versions of desktops with full functionality of desktop computing and portability. Before few years ago, wireless connectivity in laptop was considered to be a luxury in India but today, it became a necessity for a person. Apart from the rapidly falling prices of laptops, new technologies being packed into ultra-slick laptops and entry of non-traditional players into the laptop market given a further boost to the Indian laptop industry. The technology is changing so fast with the development of computer hardware. It has observed that last two decade the purchase of laptop by women has increased significantly. Now laptop purchase is feeling like purchases of fast moving consuming item.

This signifies that the women are very much interested to handle technological instruments in their day to day activities. This brings us to this paper that tries to answer the purchase behavior of laptop among women segments by analyzing the factors that influence the buying behavior of laptop among women's. Understanding the women psychology is very much needed as women's purchase behavior and the social value of women has been raised to a equal footing with men and women's buying behavior differs a lot. So this paper helps the marketer to analyze the women buying behavior and the factors that influence the buying behavior of laptops.

Keywords- Laptop –highly popular – wireless connectivity – luxury – New technology –Women psychology.

I. 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 productivity 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 behaviors behind closed doors.

Understanding the women psychology is very much needed as women's purchase behavior and the social value of women has been raised to a equal footing with men and women's buying behavior differs a lot. So this paper helps the marketer to analyze the women buying behavior and the factors that influence the buying behavior of laptops.

II. OBJECTIVES OF THE STUDY

- A study on purchase behavior of laptop among women segment.
- To identify the factor affecting purchase behavior of laptop among women segment..
- To find the satisfaction level of women on using the laptop.
- To analyse the influences of demographics factor on the behavior of laptop among women.

III. REVIEW OF PAST STUDIES:

Punyatoya, P (2002) Their article presents a brief literature review of the concept of brand personality and its relationship to consumer brand preference and purchase intention. The study also emphasized effect of brand personality on high and low involvement products preference and purchase. The paper also talks about how famous endorsers and strong brand argument can improve brand personality of low and high involvement products respectively.

Carrie B.Fried,(2006) their research examines the nature of in-class laptop use in a large lecture course and how that use is related to student learning. Students completed weekly surveys of attendance, laptop use, and aspects of the classroom environment.

Chieng Fayrene Y.L, Goi Chai Lee (2006) they found out the customer-based brand equity which refers to the consumer response to a brand name. The aims of the study are to review the dimensions of customer-based brand equity by drawing together strands from various literature and empirical studies made within the area of customer-based brand equity. A conceptual framework for measuring customer based brand equity is developed to provide a more integrative conceptualization of brand equity Leena Jeneffa, they found out on how the selection of retail chain and the social economic status of the consumer influence the buying behavior in retail segment. Five behavioral variables namely quality, product criterion, product performance, price and promotions were examined in selected retail garment outlet to retain the customer. A survey questionnaire was developed using adaptation from earlier study done on the similar topic.

Rajaselvi. K (2006) they concluded that Buyer behavior is the outcome of both individual and environmental influences and how individuals make decision to spend their available resources (time, money and effort) on consumption related items (what they buy, why they buy, When they buy, Where they buy, How often they buy and use a product or service). Basic characteristics of buyer behavior pattern are more or less similar to each other, particularly in the aspects like (quality, preference and decision making). However it is evident that the present approaches to draw the attention of customers are not adequate. Therefore the producer must be paid special attention at least with regard to price and distribution system to cover the large number of customers. This is mainly because of the fact that the buying capacity of the consumers may not be equal to the buying capacity. Kotler and Kevin Lane.

Shah and Dalal (2009) studied on global laptop industries shows, that technological advancement and innovation over the last ten years, such as high speed processor with low power usage and low cost, or the consistency of windows, are some reasons for boost in market share of the computer industry. Personal computers also be assembled from consistent components as per the consumer preference and price of the personal computer can be reduced. Due to cheap assembled peripherals, many small companies making personal computers that carry out similar functions as the consumers expected.

Sema Yoruker, Figen Güneş and Yeliz Ozdemir (2009) their research focus on developing a better understanding of the factors influencing consumers' laptop purchases. What makes this study distinctive from other sectoral studies is that, this research also seeks the differences among three consumer groups (stayers, satisfied switchers, and dissatisfied switchers) of a company with respect to the factors influencing consumers' laptop purchases.

Rungchat Chompu-inwai¹ and Toni L. Doolen(2009) they focused on studying the impact of using laptops in a required undergraduate-level engineering course at Oregon State University (OSU) in Winter 2004 and Winter 2005. The individual usage of laptops with wireless capability both inside and outside classrooms in Winter 2005 was found to positively impact student learning outcomes and assist in the achievement of class learning objectives. No significant differences in attitudes were found in either year. Student attitudes towards laptops and the usage of laptops were unchanged by the introduction of laptops in both years.

Mellon, C. (2010), they studied 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.

Sanjay K. Jain (2010) they aimed at examining the impact of various consumer and product characteristics on adoption of e-commerce among consumers in India. The study is based on primary data collected through survey of consumers residing in and around Delhi. A structured on-disguised questionnaire has been employed for collecting the information from the respondents about their demographics, shopping orientations, security and privacy concerns, technological familiarity, past online shopping experiences and intentions to buy various types of products through internet in future. Past online shopping satisfaction, recreational shopping orientation, education and income emerge as significant factors affecting consumer past online purchases.

Zajas and Crowley (2016) they identified two reasons for which branding has become an important attributes in purchase decision of laptops. Firstly, the upgrade of computers' technologies has been increasing the risks of consumers, which are related to the applying, maintaining and using the computer technology as consumers have lack of experience. These risks will increase the chances of problems such as further costs, interruptions to supply continuity, unexpected side effect or quality deficiencies. Secondly, the product features differentiation actually has been observed by the inexperienced computer consumers. Therefore, consumers seek the products with excellent reliability and service that often accompanies well-respected brand names. For this reason, this particular context presents a good case study opportunity to examine the relationship between brand equity and consumer behavior.

Dr. T. Shenbhagavadivu¹ , S. Vishnu , Aysha , S. Parthiban , V.M. Gokula Balaji (2016) they found out that satisfied customer will help to increase the brand value of a product. A product manufacturer has to give utmost priority for customer satisfaction.

IV METHODOLOGY

A research methodology is a systematic plan for conducting research. The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information. The type of research used in this project is descriptive research design. Descriptive research designs help provide answers to the questions of who, what, when, where, and how associated with a particular research problem; a descriptive study cannot conclusively ascertain answers to why. Descriptive research is used to obtain information concerning the current status of the phenomena and to describe "what exists" with respect to variables or conditions in a situation. Primary data is defined as the data that is obtained through first-hand investigation, it includes information collected from interviews, experiments, surveys, questionnaires, focus groups and measurements. The key point in primary data is that the data collected is unique. In this study questionnaire is used as primary data collection method. Secondary data is data that is widely available and obtained from another party. Secondary data can be found in publications, journals and newspapers. For this study the data is collected from journals, websites and also from data manual of the project. The sample size of the study is restricted to 121. Though there are chances of surveying entire population it has been restricted to 121 due to time factor and interest of respondents. Sampling techniques are the strategies applied by researchers during the statistical sampling process. It is the methods used in drawing samples from a population usually in such a manner that the sample will facilitate in making conclusion from the population. Simple random sampling is used as sampling technique for the purpose of selecting respondents. Simple Random sampling is the basic sampling technique where we select a group of subjects that is sample for study from a larger group (population). Each individual is chosen entirely by chance and each member of the population has an equal chance of being included in the sample. A simple random sample is meant to be an unbiased representation of a group. A study on purchase behavior of laptop among women segment was carried out for a period of about three months. The study was carried out from the month of December and terminated at the month of February. A data collection the questionnaire and are asked to give answer to the series of questions, written about purchase behavior of laptop among women segment. The

structure of the questionnaire was designed with demographic factor questions, multiple choice questions and scaling questions. This provides with the allowance of flexibility to the respondent to respond to the questions with the ability to qualify the answers. The questionnaire is designed to be simple and easy, with the proper length. The terms used are explained clearly and arranged in proper logical manner.

HYPOTHESIS 1:

Null hypothesis (H0): There is no significant difference in the purchase behavior level between marital status.

Alternate hypothesis (H1): There is significant difference in the purchase behavior level between marital status.

TABLE-1 T-test analysis for marital status

FACTORS	Marital status		F VALUE	P VALUE	Significance
	Married (Mean)	Unmarried (Mean)			
Brand	4.28	4.34	3.475	.873	Not Significant
Price	1.22	1.29	.694	.635	Not Significant
Features	4.33	4.26	.552	.898	Not Significant
Type	1.94	1.73	.886	.457	Not Significant

*The level of significance is tested at 0.05

INFERENCE:

Since the p value is <0.05 , then null hypothesis is rejected there is no significance association between marital status.

HYPOTHESIS 2:

Null hypothesis (H0): There is no significant association between Age and frequently changing laptop in purchase behavior.

Alternate hypothesis (H1): There is significant association between Age and frequently changing laptop in purchase behavior.

TABLE 2: Chi square analysis for age and frequently changing laptops

		Frequently			
		Every 2 years	Every 6 months	Every year	Total
Age 10-20	Count	5	0	0	5
	Expected count	4.6	.0	.4	5.0
21-30	Count	92	1	8	101
	Expected Count	92.7	.8	7.5	101.0
31-40	Count	14	0	1	15
	Expected count	13.8	.1	1.1	15.0
Total	Count	111	1	9	121
	Expected count	111.0	1.0	9.0	121.0

	Value	Df	Asymptotic significance (2-sided)
Pearson chi square	.660 ^a	4	.956
Likelihood ratio	1.193	4	.879
Linear by linear association	.034	1	.854
N of valid cases	121		

A.6 cells (66.7%) have expected count less than 5. The minimum expected count is .04.

INFERENCE :

Since the P value is <0.05 , then null hypothesis is rejected there is no significance Association between age and frequently changing the laptops.

HYPOTHEIS 3:

H0: There is no significant difference between income in regards to purchase behavior level.

H1: There is significant difference between income in regards to purchase behavior level.

TABLE 3: Anova analysis for income

Factors		Per month					F value	P value	Significance
	No Income	Less than 10k	10,00 to 30,000	31001 to 40,000	40,001 to 50,000	Greater than 50,000			
Brand	5.67	5.22	4.69	5.13	3.00	5.21	2.145	.065	Not Significant
Features	5.53	5.30	4.69	5.00	3.50	5.14	.643	.667	Not Significant
Price	2.21	2.22	2.31	2.50	2.50	2.50	.958	.447	Not Significant
Type	2.82	2.81	3.08	2.38	4.00	2.14	1.806	.117	Not Significant

*The significance level is tested 0.05

INFERENCE:

Since the P value is <0.05 , then null hypothesis is rejected there is no significance association between income.

CONCLUSION:

Consumer behavior is the action and decision process of people, who purchase goods and services for personal consumption, consumer decision-making is influenced by social, psychological, and personal factors social factors are forces exerted by other people that affect consumer behavior. A social class is a relatively homogeneous and stable group of people with similar values, attitudes, and behaviors. A role is a set of functions and activities that a person in a particular position is expected to perform. Culture is learned values, behaviors, and meaningful symbols shared by members of society. Culture is further divided into several subcultures.

Psychological factors are internal forces within people that affect buying decisions. These factors are motives, perception, learning, and personality, etc. motivation research involves analyzing the major motives that influence buying behavior, perception is the process by which an individual selects, organizes, and interprets information inputs to create meaning. An attitude is a person's overall feeling towards some object.

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