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 Jenefa, 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.

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.

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 datais 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 techniquesare 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	10,001 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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