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CUSTOMERS APPROACH TOWARDS LAPTOP: A STUDY OF THE SELECT USERS OF LAPTOP IN MAPUSA CITY (NORTH GOA)



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ABSTRACT

The technology has changed the personal and business life totally. The laptop is an important innovation in techno field. It has increase the efficiency of business transaction and human being in personal life. The laptop is been use in different field and by different age group of people. Each and every individual want the maximum satisfaction from this tool. This make customer a careful examiner while purchasing the laptop. The various preferential criteria are been used by customers such as brand name, price, technical features, external features etc.This things keep business on high alert all the time because the preferential criteria of customers can change at any moment. The present study focus on behaviour of select users towards laptop.

In the today's world work without technology is like bread without butter. Technology has changed our work and personal life to a greater extent. Technology has become necessity for human life. Among many technological innovations, laptop is one of tool use for multipurpose work. In the business world laptop is one of the tools responsible for increasing work efficiency. It is use for day to day business transaction like keeping attendance record of employees, calculation of salary, accounts, record of stock of materials etc.In similar fashion it is use in academic field by teachers and students. At present laptop is one of the teaching aid uses for delivering lectures in the class. On the other side students are use laptops for project work. Besides these laptop is use for games and entertainment as part of leisure activity. So the people from all the fields and from different age groups are using laptop. There are many advantages are associated with laptop as comparison to the traditional personal computer. The laptop is easy to carry and handle which gives advantages to the people whose work are

not limited in one physical room or location. The battery backup is another special feature of the laptop. To get maximum benefit from this device, the careful selection of laptop from various options is important. It comes in many different screen size, colour, storage capacity, price, company brand etc. The customer approach or buying behaviour of customers towards this device is highly personal. The preference of the customers towards laptop is vary based on following factors like price, brand name, technical and external features. From business point of view it is very essential to know the behaviour or approach of customers because the need and taste of customers keep on changing, it will the firm to design the effective marketing mix strategy and market segmentation according to changing environment. The present paper focus on customer's approach of select users towards laptop from mapusa city (North Goa).

LITERATURE REVIEW

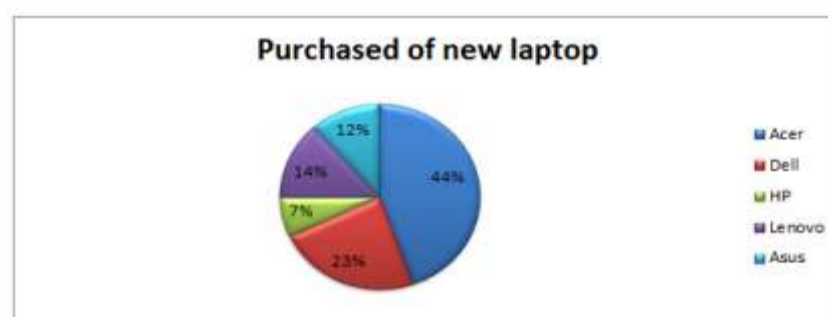
Dhal, S. (2015) concluded that customers are more interested in features and services at a time of purchasing laptop. Nisar, N. (2014) studied the changing buying behaviour towards the Apple laptops. The users are loyal towards brand because of their emotional attachment towards the brand and product specifications. Lamba, B. & Yadav, K. (2014) revealed that customers are satisfied with the brand of laptop they have and they wish to continue with same brand in near future. Panthamit, N. & Anantakoraneewat, V. (2009) revealed that, there are many factors which influence the buying behaviour towards notebook depending upon the use of customers. Arora, R. & Chawla, A. (2014) consumers preferred to purchase laptop of their own choice based on information available from their friends, relatives and local dealer. Sharma, P. (2012) the factors like price, technical features, brand image, after sale service, brand ambassador, availability in nearby area effect the purchase decision. Chander, S. & Raza, M revealed that female and male consumers have different preferential factors in purchase decision of laptop. The males heavily rely on price, brand image; functionality. The study concludes that male give primary importance to the price of laptop, then female.

METHODOLOGY

This study is a descriptive in nature. Primary data is mainly used for analysis purpose. A structured questionnaire was used to collect the primary data from selected areas. The questionnaire was finalized based on the comments and suggestions given by the customers and academic experts. Chi-square test was used to investigate the association between variables. Personal interview method was adopted to collect the data with the help of structured interview schedule. A sample of 200 users has been randomly selected from mapusa city (Goa) for this study.

ANALYSIS AND DISCUSSION

DIAGRAM: 1



Source: Primary Data

The diagram 1 reveals that maximum number of respondents recently purchased Acer laptop, followed by Dell and other brands.

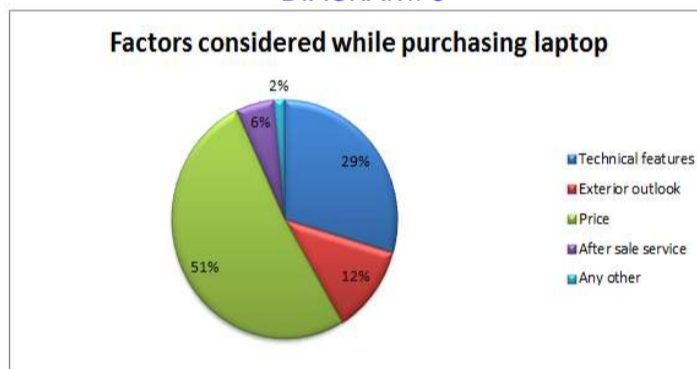
DIAGRAM: 2



Source: Primary Data

The diagram 2 depicts that maximum number of respondents have purchased laptop in the price range of Rs15,000 to Rs.30,000.

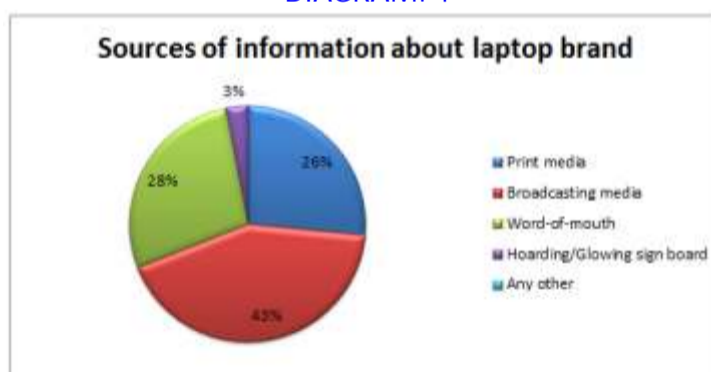
DIAGRAM: 3



Source: Primary Data

The diagram 3 depicts that maximum number of respondents considered price as one of the important factor while purchasing laptop, followed by other factors like technical features and others.

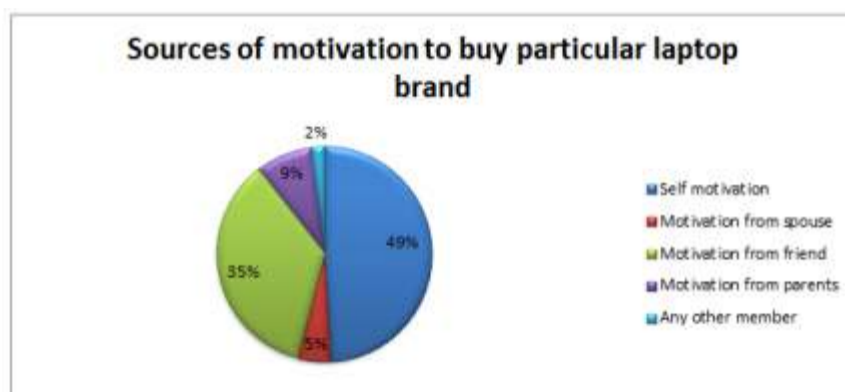
DIAGRAM: 4



Source: Primary Data

The diagram 4 reveals that maximum number of respondents received information from broadcasting media, followed by word-of-mouth, print media and sign board.

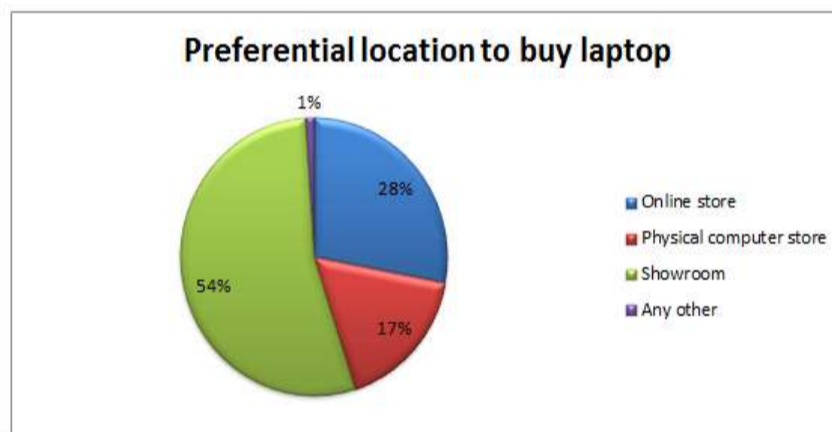
DIAGRAM: 5



Source: Primary Data

The diagram 5 reveals that maximum numbers of respondents are self motivated to purchase laptop, followed by motivation from family members and friends.

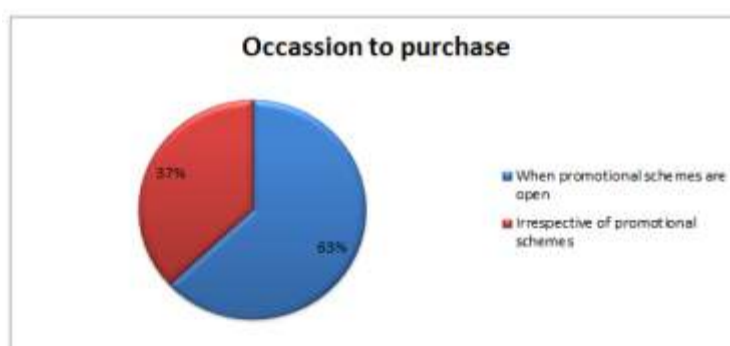
DIAGRAM: 6



Source:-Primary Data

The diagram 6 reveals that maximum number of respondents preferred to buy from authorised showroom.

DIAGRAM: 7



Source: Primary data

The diagram 7 reveals that maximum number of respondents prefer to purchase laptop when promotional schemes are open.

DIAGRAM: 8



Source: Primary data

The diagram 8 reveals that maximum number of respondents will not purchase or recommend to purchase the laptop, if the price increases.

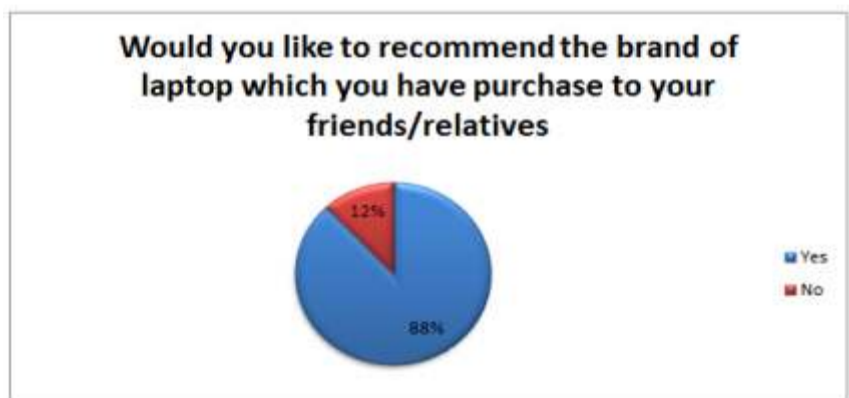
DIAGRAM: 9



Source: Primary data

The diagram 9 reveals that if the brand of laptop they wish to purchase is out of stock, they will delay purchase till next time.

DIAGRAM: 10



Source: Primary Data

The diagram 10 reveals that majority of the respondents will recommend the brand to their friends and relatives.

TABLE NO.1A: RELATIONSHIP BETWEEN AMOUNT SPENT ON LAPTOP AND GENDER OF RESPONDENTS

Purchase price range * Gender of the respondent Cross tabulation

Purchase price range	Gender of the respondent		Total
	Male	Female	
R.15,000-30,000	44	78	122
Rs.30,000-45,000	41	15	56
Rs.45,000-60,000	12	6	18
Rs.Above 60,000	3	1	4
Total	100	100	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.547(a)	3	.000
Likelihood Ratio	25.235	3	.000
Linear-by-Linear Association	17.525	1	.000
N of Valid Cases	200		

a 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.00.

The analysis revealed that there is association between gender and amount spent for laptop. Majority of females have bought laptop in the price range of Rs.15,000 to Rs.30,000.

TABLE NO.1B: RELATIONSHIP BETWEEN SOURCES OF INFORMATION AND GENDER OF RESPONDENTS

Sources of information	Gender of the respondents		Total
	Male	Female	
Print media	36	16	52
Broadcasting media	35	51	86
Word of mouth	24	32	56
Hoarding/Glowing sign board	5	1	6
Total	100	100	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.479(a)	3	.002
Likelihood Ratio	14.946	3	.002
Linear-by-Linear Association	3.045	1	.081
N of Valid Cases	200		

a 2 cells (25.0%) have expected count less than 5. The minimum expected count is 3.00.

The analysis revealed that there is association between sources of information and gender. For majority of females broadcasting media is one of the important sources of information to know about new brands of laptop.

TABLE NO.1C: RELATIONSHIP BETWEEN SOURCES OF PURCHASE AND GENDER OF RESPONDENTS

Sources of purchase * Gender of the respondents Cross tabulation

Sources of purchase	Gender of the respondents		Total
	Male	Female	
Online store	37	19	56
Physical computer store	13	21	34
Showroom	49	59	108
Any other	1	1	2
Total	100	100	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.594(a)	3	.035
Likelihood Ratio	8.717	3	.033
Linear-by-Linear Association	4.990	1	.025
N of Valid Cases	200		

a 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.00.

The analysis revealed that there is association between sources of purchase and gender. Majority of females prefer to purchase from showroom.

CONCLUSION

From the data collected from 200 selected users of laptop brand from Mapusa city (Goa). We would like to conclude that Acer laptop brand is front runner for different use among the customers. The study also reveals that the selected users are price conscious at a time of buying laptops. If the price of laptop brands increases, the majority of customers will not buy the respective brand. The majority of customers prefer to purchase laptop from authorised showroom. The study also reveals that, customers prefer to purchase the laptop, when promotional schemes are open. And overall customers are satisfied with the brand and they would like to recommend the same to their friends and relatives.

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