A STUDY ON HOW DO YOU CHOOSE LAPTOP DURING PURCHASE

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Abstract

The act of purchasing a laptop has undergone significant transformation in the face of rapid technological advancements. This study aims to investigate the intricate decision-making process that consumers undertake when selecting a laptop. With a primary focus on understanding the factors that shape these choices, this research employs a mixed-methods approach, integrating both quantitative and qualitative methodologies to provide a comprehensive exploration of laptop selection criteria. A diverse participant pool of 101 individuals was carefully selected using convenient sampling, ensuring a representation of various demographics. Embracing a descriptive paradigm, the research framework delves into the nuanced aspects that influence laptop purchase decisions. Primary data collection involves a structured questionnaire that captures demographic information, preferences for laptop attributes, the perceived significance of different features, and favored sources of information. Additionally, open-ended questions allow participants to articulate their qualitative perspectives, enriching the quantitative findings. By adopting this approach, the study seeks to shed light on the multifaceted nature of laptop purchasing behavior and provide valuable insights for both consumers and the laptop industry.

Keywords: Laptop, Technology, Purchase Behavior.

Introduction

Laptops are compact enough to carry with you, yet powerful enough to run demanding applications. Notebooks are the best tool for doing serious work or play whether you're at home, on the road, or in a college classroom. Whether you are just browsing the web, need to type a research paper, work on video production, or play some of the best PC games, it's all best done on a laptop. So how do you know what to look for in a laptop? Well, we've put together this laptop buying guide to help answer that question for you. Laptops come in a wide variety of sizes, features, and prices, which makes choosing the best laptop a challenge. That's why you need to figure out what your needs are. Depending on your needs this could be an easy choice, but if you don't have any existing loyalties to a platform or specific software that you need this can be a challenging question to answer. If you are in that latter camp here's a quick overview of each platform's strengths and weaknesses to help you decide. Most laptops come with one of three operating systems: Windows, Chrome OS, or macos (for macbooks only). The most flexible operating system, Windows 11, runs on more laptop models than Chrome OS or macos. Windows notebooks range in price from under $150 to several thousand dollars and offer a wide array of features from touch screens to fingerprint readers to dual graphics chips. Windows 11, the latest version of Microsoft's flagship operating system, provides a number of improvements over Windows 10, including the revised interface, the new Microsoft Store, handy features like Snap View. Since its launch in October 2021, Windows 11 has also added a host of improvements, including Focus Sessions and a Do Not Disturb mode. The 22H2 update also came with notable performance and battery optimization enhancements. Windows 11 laptops are great for students, researchers, and business users, and they're still the only gaming laptops anyone should consider.

Review of Literature

Brand image refers to the customers' current view of a brand. It can be defined as a unique bundle of associations in the customer's mind. According to (Khan et al. (2012), brand image is urbanised over time through advertising campaigns with a consistent theme and is legitimized by the consumer's direct feelings and experiences. Brand image is just the attached to a product of a company that carries the capability to enhance the business performance, considering that a better brand image always results in positive behavior of customer towards the particular brand. The expansion of the brand name is an essential and noteworthy element of the process,, while the name is the foundation of the brand's image (Aylar, 2012) Brand personality is a human trait that is associated with a specific brand. Venkatesh et al. (defined the brand personality as the brand that is sold to the target customers by the firm. Brand personality is an indispensable part of the constructional origins of the brand identity prism. Brand personality refers to the set of human traits that are associated with a brand (Aaker, Citation 1997b). Hardjono et al. (Citation 2019) discovered that brand personality traits such as honesty, integrity, sophistication, and robustness have a positive influence on Gen Y's preference in deciding brand choices for sportswear, whereas the personalities of excitement components have not been shown to have a significant impact.

Methodology

This study is based on both primary and secondary data. The preliminary data were collected using a well-defined and well-framed questionnaire. The convenience sampling method was used for selecting sample respondents. One hundred and one respondents were selected for the present study. The secondary data were collected from various books, journals, research articles, magazines, and websites. Primary Objectives to Study. The features and specifications of laptop brands play a crucial role in customer preferences. The price of a laptop is a significant factor for many customers. Here, I wanted to analyze whether computers would impact the growth of the electronic industry. The scope of the study focuses on the value of the product (laptops) and the variables that impact the tech industry, as well as the level of customer satisfaction with these services. It also allows everyone to see how many new laptops are used by consumers. Limitation of the study: the size of the sample was relatively small—101 participants. A larger sample would likely improve the reliability of the research. The lack of resources led to convenience sampling; therefore, the data is slightly biased. In some cases, participants refused to fill out the questionnaire.

Analysis

1. Percentage Analysis:

Table 1

		Frequency	Percent	Valid percent	Cumulative percent
Valid	MALE	64	63.4	63.4	63.4
	FEMALE	37	36.6	36.6	100
	Total	101	100	100	

Interpretation: From the above table, it is interpreted that 63.4% of respondents are male and 36.6% are female. The majority (63.4%) are male.

2 Employment Status

Table 7

7. What is your current employment status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-time employment	21	20.8	20.8	20.8
	Part-time employment	8	7.9	7.9	28.7
	Unemployed	7	6.9	6.9	35.6
	Self-employed	4	4.0	4.0	39.6
	Student	61	60.4	60.4	100.0
	Total	101	100.0	100.0	

Interpretation: From the above table, it is interpreted that 20.8 are full-time employees, 7.9% are part-time employed, 6.9 are unemployed, 4 are self-employed, and 61% are students.

3 Money You Spend on Laptop

Table 2

2. How much money do you spend on your laptop?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a) 10,000 to 20 000	28	27.7	27.7	27.7
	b) 20,001 to 30,000	15	14.9	14.9	42.6
	c) 30 ,001 to 40,000	31	30.7	30.7	73.3
	d) 40,001 to 50,000	12	11.9	11.9	85.1
	e) Above 50,001	15	14.9	14.9	100.0
	Total	101	100.0	100.0	

Interpretation: From the above table, it is interpreted that 27.7 are spending 10,000 to 20,000, 14.9% are spending 20,001 to 30,000, and 30.07 are spending 30,001 to 40,000 11.9 spends 40,001 to 50,000 and 14.09 above 50,001.

4. Happy With Current Laptop

Table 14

14. How happy are you with your current laptop ? (1 Being extremely dissatisfied and 5 being extremely satisfied

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Being extremely dissatisfied	3	3.0	3.0	3.0
	dissatisfied	18	17.8	17.8	20.8
	NUTRAL	20	19.8	19.8	40.6
	satisfied	29	28.7	28.7	69.3
	being extremely satisfied	31	30.7	30.7	100.0
	Total	101	100.0	100.0	

Interpretation: From the above table, it is interpreted that 3.0 is extremely dissatisfied, 17.8 is dissatisfied, 19.19.8 is neutral, 28.7 is satisfied, and 30.7 is extremely satisfied.

5. Happy With Current Laptop

Table 16

16. How long has it been since your current laptop was bought ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a) Less than 6 months	8	7.9	7.9	7.9
	b) 6 months - 1 year	18	17.8	17.8	25.7
	c) 1 year - 3 years	37	36.6	36.6	62.4
	d) More than 3 years	38	37.6	37.6	100.0
	Total	101	100.0	100.0	

Interpretation: From the above table, it is interpreted that 7.9 are using less than 6 months, 17.8 are using 6 months to 1 year, 36.6 are using 1 year to 3 years and 37.6 are using more than 3 years.

6. Which Brand is strong in the market?

Table 11

11. Which brand do you think is strong in the market laptop brands ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a) Dell	31	30.7	30.7	30.7
	b) Lenova	14	13.9	13.9	44.6
	c) Samsung	5	5.0	5.0	49.5
	d) Redmi	5	5.0	5.0	54.5
	e) Apple	44	43.6	43.6	98.0
	Other	2	2.0	2.0	100.0
	Total	101	100.0	100.0	

Interpretation: From the above table, it is interpreted that 30.7 are using Dell laptops, 13.9 are using Lenovo laptops, 5.0 are using Redmi laptops, 43.6 are using Apple laptops, and 2.0 are using other laptops.

7. Are brand loyal comes to purchasing laptop

Table 7

7. Are you brand loyal when it comes to purchasing laptops ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a) Yes, I prefer to stick	56	55.4	55.4	55.4
	b) No, I consider different brands	45	44.6	44.6	100.0
	Total	101	100.0	100.0	

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Interpretation: From the above table it is interpreted that 55.4% selected yes and 44.6 percent selected no in brand loyalty.

1. One Way-Anova:
One-Way Analysis of Variance (ANOVA) is a statistical technique used to compare means across multiple groups. It's commonly used when you have one independent variable (also known as a factor) with more than two levels, and you want to determine if there are any significant differences in the means of a dependent variable among those levels.

Null Hypothesis (H0): There is no significant difference between convenience and satisfaction levels of e-banking customers.

Hypothesis (H1): There is a significant difference between the convenience and satisfaction levels of e-banking customers.

Table 11
ANOVA

11. Which brand do you think is strong in the market laptop brands ?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	28.074	4	7.019	2.219	.073
Within Groups	300.516	95	3.163		
Total	328.590	99			

Inference: From the above table, we find that the significant value is 0.304, which is greater than the table value of 0.05, so the Null hypothesis is accepted and the alternative hypothesis is rejected.

Therefore, there is no significant difference between the percentage of income for saving and the avenues opted for savings/investments.

2. Chi-Square:
The Chi-Square test is a statistical method used to determine if there is a significant association or relationship between categorical variables. It's commonly used to analyse data in the form of frequency counts or proportions in contingency tables. The Chi-Square test assesses whether the observed frequencies in the table differ significantly from the expected frequencies, assuming that there is no association between the variables. To find the relationship between quality services and customer satisfaction.

Null Hypothesis (H0): There is no significant association between quality services and customer satisfaction.
Alternative Hypothesis (H1): There is a significant association between quality services and customer satisfaction.

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Table

Test Statistics

	7. Are you brand loyal when it comes to purchasing laptops ?	11. Which brand do you think is strong in the market laptop brands ?
Chi-Square	1.000[a]	83.600[b]
df	1	5
Asymp. Sig.	.317	<.001

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 16.7.

Inference

From the above table, we find that the significant value is 0.208, which is greater than the table value of 0.05, so the Null hypothesis is accepted and the alternative hypothesis is rejected.
There is no significant association between investing in the stock market and the factors considered before Investing.

Suggestions

In my perception, The consumer is willing to purchase a laptop with a middle budget, and they usually don't change their laptops regularly like mobiles. They should buy a laptop with good specifications that can be used for around 10 to 15 years, and they should also invest the amount in long-term processes that will be useful for them for long-term purposes.

Findings

The data reveals that approximately 30.70% of people purchase laptops for around 30,000 to 40,000 rupees. The satisfaction level of the customer is 30.7%, which is extremely satisfied with the current laptop brand. In the market, consumers have mentioned that 43.6% of Apple's brand is very strong. 55.4% of people are loyal to the brand they used previously.

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