

A Study of Consumer Buying Behavior and Perception Towards Laptops in Orissa

Sunil Kumar Dhal

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

Keywords: Facator analysis, KMO Test, Green market, Segmentation

I. INTRODUCTION

Technology is changing day by day with innovation and development to satisfy human need want & demand information technology plays a great role in innovation & development. It helps in communication & share information and data for different group of people and user with the increase in technology in 1979 Briton, William Moggridge came with new gadget and technology i.e. Laptop. They develop laptop for Grid System Corporation, the grid compass was one- fifth the weight of any model equivalent in performance and was used by NASA on the space shuttle programme in early 1980, a 340k byte bubble memory laptop computer with die – cast magnesium case and folding electroluminescent graphic displays screen.

1.1. Marketing perception of laptop

According to 2014 census, the population of India is 131 crore (1.31 billion). India is the second largest populated country in the world. Around 30% of the people are of the age between 18 to 25. A Laptop is a personal computer for consumer. A laptop integrates most of the typical components of a desktop computer including display, keyboard, pointing device touch pad and speakers as a single unit. A laptop is powered by electricity mains through an AC adapter and can be used using a rechargeable battery. Laptop computers became smaller, lighter, cheaper and more powerful than Desktop. As we concentrate on the buying behavior of consumers, it is essential for us to understand the consumer behavior process and also various definitions given by eminent people.

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Dr. Sunil Kumar Dhal, Assoc. Prof., SRI SRI University, Odisha, India.

Top 5 Vendors, Worldwide laptop Shipments(Units Shipments are in thousands)

Vendor	2013 Shipments	2013 Market Share	2012 Shipments	2012 Market Share	2Q13/2Q12 Growth
1. Lenovo	12,619	16.7%	12,802	15.0%	-1.4%
2. HP	12,378	16.4%	13,414	15.7%	-7.7%
3. Dell	9,230	12.2%	9,633	11.3%	-4.2%
4. Acer Group	6,226	8.2%	9,241	10.8%	-32.6%
5. ASUS	4,590	6.1%	5,820	6.8%	-21.1%
Others	30,589	40.4%	34,464	40.4%	-11.2%
Total	75,632	100.0%	85,374	100.0%	-11.4%

1.2. Consumer Behaviour In Buying Laptops

It is seen that usage of laptops in higher its increasing day by day. The usage of computer technology has increased over time in every sector. Moreover, with the amazing speed of storing, transferring and accessing the information consumers want the information anytime, anywhere calling for increased use of the laptops. It is witnessed that over a period of time the prices of the computers have become affordable to the masses coupled with finance schemes facilitating buying and use of laptops. Because of the portability feature a significant part of laptop usage is for entertainment too. Laptops are self sufficient product, which come with inbuilt speakers and adequate battery life so that it is not necessary to plug in additional accessories most of the time; hence the overall cost to the consumer is perceived to be lesser. Due to its high visibility, the consumers are image and brand conscious which is reflected in their laptop buying behavior.

II. LITERATURE REVIEW

Wahida Farzana (2012) this study is to explore how consumers' psychological factors (Motivation, perception, and attitude) are associated with brand equity (brand loyalty, brand association, perceived quality, and brand awareness) of laptop. The result revealed that, consumers' motivation to use laptop and brand association criteria work separately. They consider battery lifetime (brand association) as important feature while satisfying those purposes. Annamalai Solayappan, Jothi Jayakrishnan (2010) their research showed that branded laptop play a prestigious role in the consumer segment.

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Due to the computer world everything is in the hands of the consumer. Everything in the world seems to be digital. will try to safeguard the competitive race. So, the various factors discussed may determine the consumer to purchase branded computers. Miss Photjanaporn Wongwan (2007) study about factors affecting consumers' purchasing decision for laptop in Muaeng district. The finding that the purpose of using related only the age of laptop, laptop using frequency, time duration, location its not related to education, income, occupation and sex. Mr. Narongchai Sutheeprasert (2005) study about purchasing behavior on laptop in Bangkok found that the laptop usage behavior totally where at internal shop, university and residence with the purpose of doing the report, for entertainment and internet. Mr. Thanaphat. Huansuriya (2003) study about the factor determining choice of buying laptop. The finding indicates that the major factor stipulating consumes choose are gender, term of payment, price of the computer, income and occupation.

III. RESEARCH OBJECTIVE

To study the customer attitude and perception while purchasing a laptop. In this research we study the consumers decision with respect to laptop here we determine various factor that influence a consumer in selecting a laptop. In this research we study the consumer buying behavior and perception towards laptop purchasing in Bhubaneswar .

IV. RESEARCH METHODOLOGY

For the purpose of the study Exploratory Research Design is used. Multistage sampling method is adopted for the study. The state odisha has divided into a number of clusters

Everyone needs a computer to drive a smooth and fast race. Especially, branded computers according to their districts. From each districts randomly consumers are selected for our study. Survey method is used for collecting the data. A well-structured questionnaire is designed for the study and due care is taken to avoid any kind of ambiguity. The sample for the study is 40 respondents. Nominal scale is used for all the variables. The study was conducted in Bhubaneswar city. The study was conducted in the year 2013.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.756	.657	60

Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability. A "high" value for alpha does not imply that the measure is unidimensional. If, in addition to measuring internal consistency, you wish to provide evidence that the scale in question is unidimensional, additional analyses can be performed. Exploratory factor analysis is one method of checking dimensionality. Technically speaking, Cronbach's alpha is not a statistical test - it is a coefficient of reliability (or consistency). This table has generated through statistical package of social science (SPSS 20) and it shows that the data is reliable and valid for further analysis. As Cronbach's Alpha value is 0.756

V. DATA ANALYSIS

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.104	21.801	21.801	6.104	21.801	21.801	4.238	15.137	15.137
2	3.704	13.228	35.029	3.704	13.228	35.029	3.317	11.845	26.982
3	3.360	11.999	47.027	3.360	11.999	47.027	3.047	10.881	37.864
4	2.842	10.152	57.179	2.842	10.152	57.179	3.032	10.828	48.692
5	2.645	9.446	66.625	2.645	9.446	66.625	2.608	9.314	58.006
6	2.270	8.109	74.734	2.270	8.109	74.734	2.552	9.115	67.120
7	1.585	5.661	80.395	1.585	5.661	80.395	2.227	7.954	75.074
8	1.309	4.675	85.070	1.309	4.675	85.070	2.125	7.590	82.664
9	1.128	4.028	89.098	1.128	4.028	89.098	1.802	6.435	89.098
10	.928	3.313	92.411						
11	.676	2.414	94.825						
12	.511	1.826	96.652						
13	.369	1.318	97.970						
14	.339	1.211	99.181						
15	.229	.819	100.000						
16	3.187E-016	1.138E-015	100.000						
17	2.538E-016	9.063E-016	100.000						
18	2.371E-016	8.469E-016	100.000						
19	1.618E-016	5.778E-016	100.000						
20	1.031E-016	3.683E-016	100.000						
21	9.099E-017	3.250E-016	100.000						
22	-7.281E-018	-2.600E-017	100.000						
23	-1.635E-017	-5.839E-017	100.000						
24	-4.931E-017	-1.761E-016	100.000						
25	-1.284E-016	-4.584E-016	100.000						
26	-1.902E-016	-6.794E-016	100.000						
27	-2.792E-016	-9.971E-016	100.000						
28	-3.080E-016	-1.100E-015	100.000						

This table indicates that we have considered twenty eight parameters to study the buying behaviour of laptop. These parameters are in rank scaled. The rank value lies inbetween one to five. This shows that the data are reliable and useful for our study

Component Matrix

	Component								
	1	2	3	4	5	6	7	8	9
q1	-.288	-.365	.562	.467	-.044	-.246	-.068	.219	.000
q2	-.150	-.161	-.632	.312	.393	-.231	-.222	.157	-.160
q3	-.434	.269	.119	-.504	.353	.477	-.157	.037	.109
q4	.705	.158	-.038	.298	.090	.296	.214	.295	.147
q5	.326	.376	.727	.050	-.274	-.153	-.221	-.051	-.114
q6	.240	.611	-.204	-.236	.226	.403	-.366	.092	.164
q7	-.068	-.625	.461	-.038	-.043	.488	-.111	.222	.044
q8	.146	.206	-.050	.717	.435	-.151	.031	-.027	.096
q9	.629	.015	-.358	-.384	-.310	-.091	-.209	-.290	-.122
q10	.647	-.092	-.292	.289	-.370	-.332	.241	.149	-.100
q11	.263	.463	.255	-.061	-.479	.442	.343	.117	-.197
q12	.608	.153	-.136	.165	.318	-.074	-.212	.411	-.332
q13	.786	.077	.108	.041	.004	-.294	-.276	.060	.213
q14	.529	.091	.517	-.233	.394	-.182	-.108	-.250	.190
q15	-.242	-.295	-.623	-.205	.183	.288	.375	.111	.076
q16	.555	.138	-.151	-.354	-.185	-.438	.182	-.188	.373
q17	-.339	.418	.232	-.113	.518	-.292	.417	-.143	-.165
q18	.102	.274	.224	-.465	-.038	-.183	.187	.521	.282
q19	.723	-.137	-.211	-.282	.288	.259	-.022	.151	-.156
q20	.518	-.196	.128	-.218	.542	-.026	.518	-.068	-.019
q21	.720	-.470	.255	.094	.123	.129	.134	-.104	.189
q22	.150	.249	.022	.527	-.556	.423	.222	-.018	.195
q23	-.276	.247	.359	.486	.423	.245	-.113	-.161	.250
q24	.760	-.402	.194	-.005	.169	.096	-.186	.191	-.029
q25	.491	-.415	-.030	.308	.187	.373	.182	-.431	-.092
q26	.283	.362	-.629	.276	-.065	.207	-.239	-.191	.259
q27	.414	.593	.226	-.013	.043	.191	-.010	-.201	-.519
q28	.051	-.816	.107	-.275	-.182	.109	-.239	-.171	-.065

This table indicates that twenty eight parameters will not influence buying behavior of laptop in india. This can be influenced by nine parameter and the parameter can be defined through rotation matrix. The component matrix shows the correlation value with other factors.

Rotated Component Matrix

	Component								
	1	2	3	4	5	6	7	8	9
q1	-.100	-.794	.248	.137	.288	-.146	.174	-.095	-.021
q2	-.217	.098	-.425	.180	.246	-.553	.002	.409	-.221
q3	-.104	.094	-.118	-.917	-.055	.013	-.106	-.040	.172
q4	.504	.208	-.029	.222	.347	.442	.160	.385	.154
q5	.018	-.104	.908	.037	-.005	.298	-.031	.043	.111
q6	-.004	.675	.104	-.492	.138	.148	.087	.345	.186
q7	.319	-.608	-.048	-.354	-.149	.113	.520	-.037	-.072
q8	.100	.049	.057	.228	.791	-.116	-.155	.201	-.179
q9	.206	.630	.184	.299	-.563	-.014	.129	.110	-.099
q10	.185	.151	-.003	.880	-.063	.174	.098	.234	.043
q11	-.010	.072	.175	-.012	-.150	.930	-.073	.080	.111
q12	.233	.149	.142	.191	.122	-.049	-.011	.846	.057
q13	.425	.317	.511	.355	.070	-.125	.219	.242	.232
q14	.637	.121	.601	-.148	.048	-.190	-.192	-.033	.167
q15	.063	.097	-.899	-.099	-.125	-.052	-.025	-.040	.001
q16	.325	.524	.184	.446	-.223	-.078	-.103	-.251	.408
q17	-.064	-.125	.038	-.221	.213	-.095	-.884	-.090	.130
q18	.049	-.016	.089	-.071	-.122	.116	-.101	.050	.846
q19	.634	.302	-.112	-.021	-.255	.037	.079	.533	.024
q20	.842	-.034	-.129	.050	-.037	-.031	-.429	.099	.110
q21	.874	-.083	.128	.220	.017	.054	.255	-.002	-.077
q22	-.100	.106	.012	.253	.339	.765	.324	-.177	-.127
q23	-.001	-.130	.182	-.420	.749	.016	-.052	-.134	-.187

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q24	.713	-.073	.215	.132	-.106	-.064	.351	.414	.010
q25	.686	.034	-.114	.133	.090	.141	.098	-.008	-.608
q26	-.097	.791	-.128	.136	.319	.084	.260	.100	-.187
q27	.084	.272	.485	-.112	-.059	.466	-.404	.392	-.237
q28	.299	-.301	-.033	-.042	-.563	-.269	.459	-.182	-.277

TABLE OF FACTOR ANALYSIS

Factor Name	Eigen Value	Value% Variance	Statements	Loading
Service & Feature	1.031	3.683	Service centre	.842
	9.099	3.250	Online support system	.874
	-4.931	1.761	Sound quality	.713
DVD Drive	-1.902	-6.794	DVD Drive	.791
Fashion or Trend	2.645	9.446	Fashion	.908
Design	.928	3.313	Weight	.880
Features	1.309	4.675	Battery life	.791
	1.635	5.839	Wi-Fi, Bluetooth	.749
Embedded technology	.676	2.414	size	.930
	-7.281	-2.600	Operating system	.765
warranty	.511	1.826	Accidental warranty	.846
Gaming features	2,371	8.469	Graphic card	.846

VI. CONCLUSION

In Present Marketing Scenario, the Study of Consumer Behavior has become essential. Consumers are the kings of markets. Without consumers no business organization can run. All the activities of the business concerns end with consumers and consumer satisfaction. Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Consumer buying behaviour has become an integral part of strategic market planning. Through this study we can draw the conclusion that the customers are interested on service and feature are the most important dimension to purchase a laptop. Apart from this point the customer also specifies other eight dimension are DVD drive, fashion and trend ,design, features, embedded technology, warranty, gaming feature

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