

## A STUDY OF STUDENTS BUYING BEHAVIOUR TOWARDS PURCHASE OF SELECTED ELECTRONIC PRODUCTS IN AURANGABAD CITY

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**Abstract:** The present paper highlights the laptop usage in study from students point of view. The research paper further makes an attempt to identify and evaluate various factor which influence purchase indent of management and engineering students. Finally research paper come with some simple and practical suggestions to improve laptop features and that will help laptop manufacturers to develop brand management strategies and to make proper positioning of their brands. As there are varieties of brands of laptop are available in the market. Every consumer will choose that laptop which satisfy his need in the best manner. Consumer behaviour study are very important to understand the behaviour of consumer towards purchase of laptop. Laptop as product selected for the study.

**Key Words:** Buyer behaviour , Brand choice , Students perception , Influencing factor.

### 1. INTRODUCTION:

Buyer behaviour is a comparatively new field of study. It is the attempt to understand and predict human actions in the buying role. Laptop as product select for the study. Student buying behaviour study is very important. As there are varieties of brands for Laptop are available in the market every consumer will choose that laptop which satisfies his need in the best manner. Understand buyer behaviour it's really very interesting. Education sector through slower initially is caught up with the trend and today there is an emphasis on students owning /using their laptops in their various programs for presentation project work with colleges/ university providing Wi-Fi facilities has added to the usage of laptop by faculties as well as student. This eventually resulted in increased usage of computer technology in classroom teaching and learning process. IDC report 2017, state that, HP was the market leader with 29.9 per cent share in 2017, Dell 2<sup>nd</sup> position 22.4 per cent and Lenovo 20.2 per cent share in the India Laptop market.

#### 1.1 DEFINITIONS OF BUYING BEHAVIOUR:

According to James A. Bayton:

"Buying behaviour is the study of all psychological social and physical behaviour of potential consumers as they become aware evaluate, purchase, consume and tell others about product or services".

Buyer behaviour means "all psychological, social and physical behaviour of potential customers as they become of evaluate, purchase, consume, and tell others about products and services." Each element of this definition is important: Buyer behaviour includes communication, purchasing and consumption behaviour.

**Kotler and Arm Strong defined as** "Consumer buying behaviour refers to the buying behaviour of final consumer's individuals and households who buy goods and services for personal consumption."

#### 1.2 PROFILE OF AURANGABAD CITY:

Aurangabad is situated in central part of Maharashtra is found to be strategically positioned as the gateway to Marathwada region. The total area of Marathwada region is of 64,813 sq.k.m. And it is bounded by the Vidarbha region on the North, by Andhra Pradesh on the East and southeast, by Karnataka on the south and by western Maharashtra on the west. Aurangabad is the divisional Head Quarters of the region. Aurangabad is also district comprises of 178 villages, the population of 1585567. Aurangabad district is lying between 19° 18' and 20° 40' north latitude and 74° 40' and 76° 40' east longitude. Aurangabad is the only tourist district of India having two world heritage monuments of Ajanta & Ellora to its credit. Apart from these heritage monuments Daulatabad and Bibi-ka-Maqbara the district is rich in historical and religious monuments of National importance.

Major Laptop brands	Product line depth
Acer/Gateway/emachines/Packard Bell	Travel Mate, Extensa, Ferarari and Aspire; Chromebook
Apple	Macbook, Mac book Air and MacbookPro
Dell	Alienware, Inspirin, Latitude, Precision, Stodio, Vostro and XPS
Toshiba	Dynabook, Portege, Tecra, Satellite, Libretto
Sony	Sony Vaio
Lenovo	Ideapad, Thinkpad, and the Essential B and G Series
Samsung	SENS: N,P,Q,R and X series
Hewlett-Packard /Compaq	HP Pavilion, Hp Envy, HP Probook, HP eliteboook, CompaqPresari
HCL(INDIA)	Me Laptop, Me Netbook, Leaptop and Mi Leap
Panasonic	Toughbook, Satellite , Let's Note(Japan only)
LG	Xnote
Asus	Asus Eee, Lamborghini, Asus G Series (ROG)

## 2. OBJECTIVE OF THE STUDY:

- To study the Students decision making with respect to laptop.
- To determine various factor that influence in selecting laptop for Aurangabad city.
- To identify the popular laptop brands among the Student in Aurangabad city.
- To analyze the brand loyalty of student regarding laptop.
- To map the profile of the consumer in term of life style, attitude and perception. (Segmentation).

### 2.1 HYPOTHESIS TESTED:

**Hypothesis1:** Is there a relationship between the demographic of the students and brand of Laptop preferred ?

H1<sub>0</sub>: The brand of Laptop preferred is independent if the educational level of the students.

H2<sub>0</sub>: The brand of Laptop preferred is independent of the residential status of the students .

## 3. RESEARCH METHODOLOGY:

**3.1. RESEARCH DESIGN:** Following Mythological steps are followed for conducting the research:

### 3.2. LITERATURE/INTERNET SURVEY:

This study started with the literature survey via various journals, books, magazines that helped to comprehend the various important information of the Laptop Industry. Also, internet survey was conducted to understand the latest occurrences in the industry.

### 3.3. DESIGN OF QUESTIONNAIRE:

The questionnaire for the present study was designed based on the objectives of the study.

### 3.4. EXPLANATORY INFORMATION:

It was provided by research to respondents to explain the purpose of the study.

### 3.5. DESIGN OF THE SAMPLE SURVEY:

In this study, the target sample size was 150 students, in the age of 18-25 years students of management and engineering colleges from Aurangabad city who having laptop.

### 3.6. DATA COLLECTION METHOD:

#### PRIMARY DATA:

The primary data will be collected with the help of well constructed questionnaires. Interviews will be conducted customers. A research questionnaire consisting of a set of question was presented to the respondents to know the purchase behavior of regarding laptop.

#### SECONDARY DATA:

It will be collected by the sources such as Books, journals, Reports, Magazines, News paper, Thesis, internet, government and Non government publication related to the topic of the study.

### 3.7. SAMPLE SELECTION:

A survey consisting of **Convenience** sample of 150 was taken. Respondents include both male and female aged between 18 to 25.

### 3.8. DATA TABULATION/VALIDATION:

After the data collection the data was tabulated and then edited, coded and verified for validity. During the survey, 150 respondents were interviewed from the target group, as mentioned earlier.

**3.9. DETERMINATION OF THE DATA ANALYSIS METHODS:**

Simple statistical technique has been used in this study. Percentage of respondents has calculated in respect of the data collected. The following steps are taken in the present study in order to analyze the data correctly-I) Editing, II) tabulating, and III) Graphic presentation. SPSS Software used for statistical Analysis. Chi-square test used for testing the hypothesis.

**3.10. INTERPRETATION OF THE RESULT:**

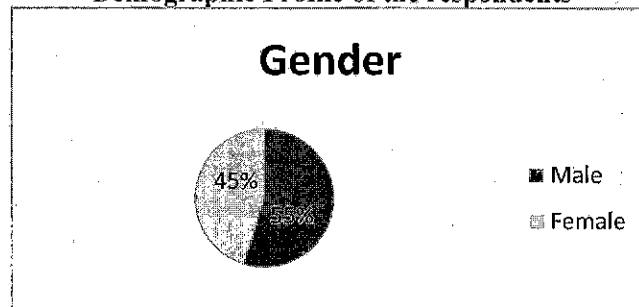
Finally the results that emerged from the study was analyzed and interpreted and suitable conclusions were drawn from those results.

**3.11 LIMITATIONS OF THE STUDY:**

- Busy life of the student may have influence the responses.
- The study is limited to management and engineering colleges in Aurangabad City only.
- There was a possibility of the respondent bias in self reporting perception of the survey.
- Money was also one of limitations faced while conducting this research.
- Time available at the disposal was not enough therefore it was not feasible to go in depth and choose wider area.

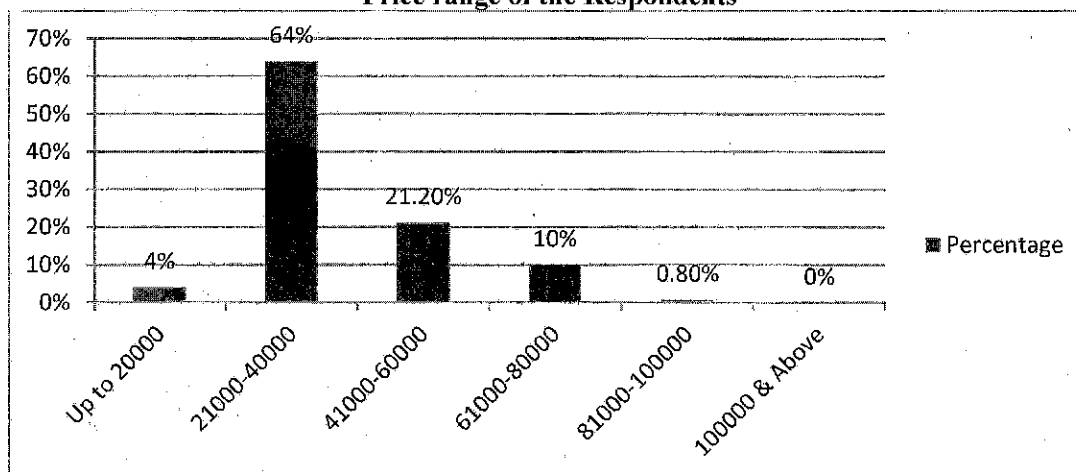
**4. ANALYSIS OF DATA:**

**Chart no. 1. Showing percentage of male and female respondents  
 Demographic Profile of the respondents**



The above figure no.1 shows that out of 150 respondents 55% (83) were male and 45% (67) were female respondents selected for the study. From the above information it is concluded that Majority of male respondents was maximum as compared to female respondent. The availability Male student is more than female student in selected colleges that's why researcher select maximum male respondent for the study. It can seen that Male respondent was maximum as compared to female respondents.

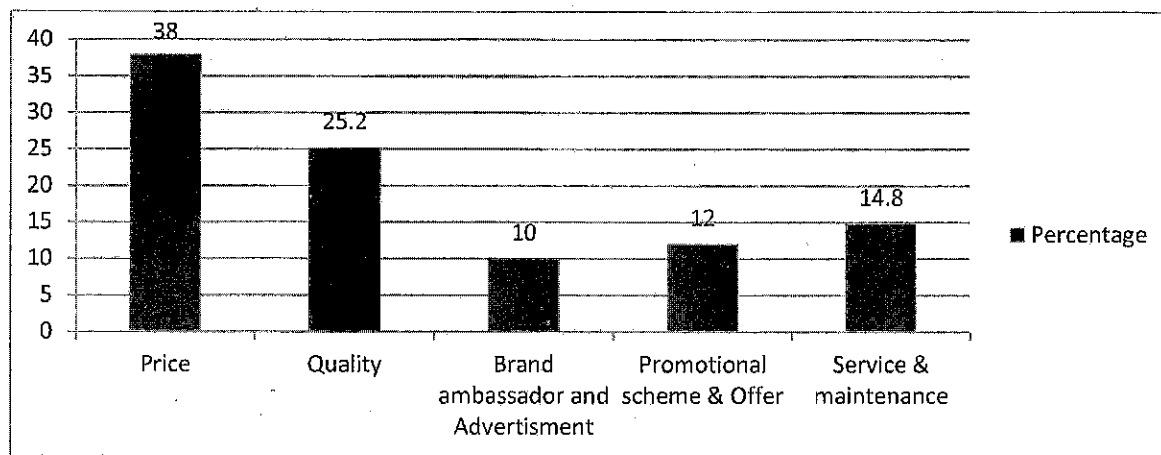
**Chart no.2. Showing Price range of the Respondents  
 Price range of the Respondents**



In the above chart no.2 it's clear that most of the students respondents 64% (96) respondents purchased laptop in between 21000-40000 price range. 21.2% (32) respondents purchased laptop in the price range.

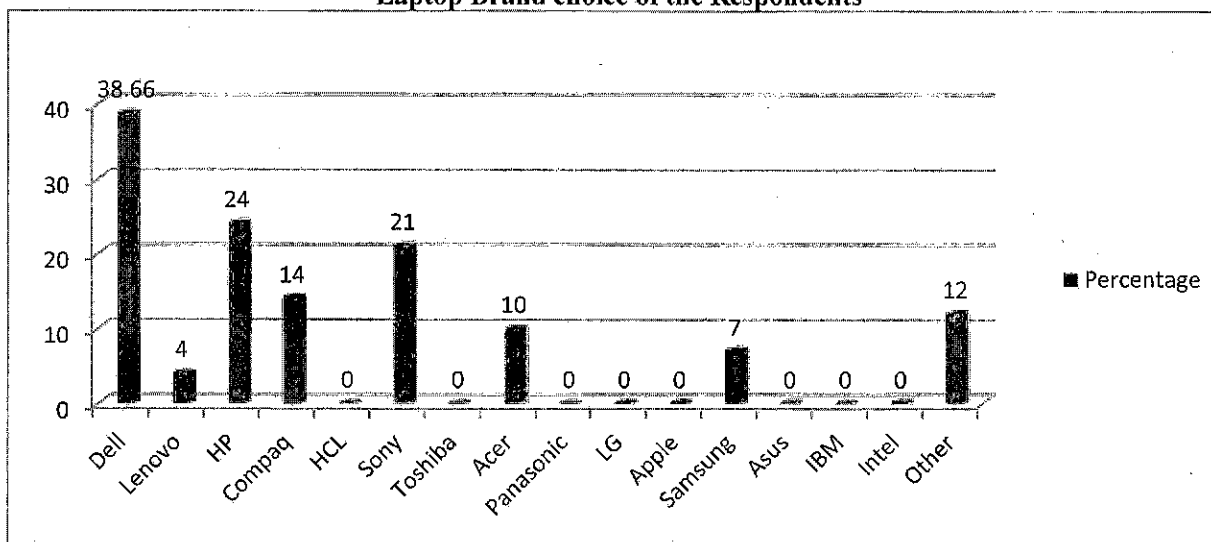
41000-60000 and 10% (15) respondents price range of laptop purchased was 61000-80000.4% (6) respondents price range of laptop purchased was up to 20000. 0.8 % (01) respondents' price range of laptop purchased was 810000-100000. 0% (0) respondent purchase laptop price in between 100000 & above.

**Chart no.3. Showing Influencing Factor on Buying Decision**  
**Influencing Factor on Buying Decision**



The above Graph no.3 observed that 38% (57) respondents influencing factor was price & costing, 25 % ( 38 ) respondents influencing factor was Quality, 15 % ( 38 ) factor was respondents influencing Service maintenances, 12% (18) respondents influencing factor was Promotional scheme & offers and 10 % ( 15 ) respondent influencing factor was Brand ambassador & advertisement.

**Chart no.4. Showing Brand choice of the respondents**  
**Laptop Brand choice of the Respondents**



In the above chart no.4 shows that maximum respondents laptop brand was Dell.38.66% (58) respondents were purchased this brand.2.66% (04) respondents were purchased Lenovo laptop brand , 16% (24) respondents were purchased HP laptop brand. Compaq 9.33 % ( 14), Sony 14 % (21), Acer 6.66% (10) , Samsung 4.66 % (07) , others 12% (08) respondents were Purchased Laptop Brands. Other Laptop brand such as Panasonic, Apple, Samsung, IBM, Intel and other brands 0% (0) respondents were purchased.

**Hypothesis Tested:**

**Is there a relationship between the demographic of the students and the brand of laptop preferred?**

H1<sub>0</sub>: The brand of laptop preferred is independent of the education level of the students.

H2<sub>0</sub>: The brand of Laptop preferred is independent of the residential status of the students .

**Cross Tabulation for H1<sub>0</sub>**

Streams of students	Dell	HP	Compaq	Sony	lenovo	Samsung	Acer	Others	Total
Engineering	40	16	09	18	03	04	08	12	110
Management	18	08	05	03	01	03	02	00	40
Total	58	24	14	21	04	07	10	12	150

**Table.2 Chi Square test For H1<sub>0</sub>**

	Value	df	Asymp.Sig.(2-sided)
Pearson Chi-Square	8.878	7	.262
Likelihood Ratio	12.033	7	.099
Linear-by-Linear Association	3.791	1	.052
N Valid Cases	150		

At 5% level of significance , the chi-square cut off is 14.067. The observed statistics (8.878) falls in the acceptance region , which leads to the acceptance of H1<sub>0</sub>. The p-value is .262, which is more than 0.05, showing the acceptance of null hypothesis.

H2<sub>0</sub> Result :At 5% level of significance , the chi-square cut off is 14.067. The observed statistics (6.927) falls in the acceptance region, which leads to the acceptance of H2<sub>0</sub>. Also p-value is.437, which is more than 0.05, showing the acceptance of null hypothesis.

**5. FINDINGS OF THE STUDY:**

Following are the major finding drawn by the researcher:

The students buying behavior is very complex phenomenon to predict as each and every buyer have their different perceptions likes, dislikes culture, environment and family background. The cultural, social, personal and psychological factors play effective role in influencing students buying behaviour.

It is found that 55% were male and 45% were female respondents selected for the study. Majority of male respondents was maximum.

From the observation it can be concluded that most of the students respondents 64% (96) respondents purchased laptop in between 21000-40000 price range. 21.2% (32) respondents purchased laptop in the price range 41000-60000 and 10% (15) respondents price range of laptop purchased was 61000-80000.4% (6) respondents price range of laptop purchased was up to 20000. 0.8 % (01) respondents' price range of laptop purchased was 810000-100000. 0% (0) respondent purchase laptop price in between 100000 & above.

It is found that maximum respondents laptop brand was Dell.38.66% (58) respondents were purchased this brand.2.66% (04) respondents were purchased Lenovo laptop brand , 16% (24) respondents were purchased Hp laptop brand. Compaq 9.33 % ( 14), Sony 14 %(21), Acer 6.66%(10) , Samsung 4.66 % (07) , others 12% (08) respondents were Purchased Laptop Brands. Other Laptop brand such as Panasonic, Apple, Samsung, IBM, Intel and other brands 0% (0) respondents were purchased.

Most of the student's choice Dell laptop brand, after that HP laptop brand liked by the students.

It is Concluded that 38% (57) respondents influencing factor was price & costing, 25 % ( 38 ) respondents influencing factor was Quality, 15 % ( 38) factor was respondents influencing Service maintenances, 12% (18) respondents influencing factor was Promotional scheme & offers and 10 % ( 15) respondent influencing factor was Brand ambassador & advertisement.

Price, friends, family members, brand image, features and technology after sale services, availability in your area, and availability of service center in your area are always effect the purchase decision and factors like advertisement (T.V., newspaper, internet) Financial scheme (installment payments etc.) Discount/gift/lucky draws etc. Brand ambassador often effect the purchase decision.

**6. SUGGESTIONS OF THE STUDY:**

The following suggestions from the above the study are being made regarding students buying behavior with respective various brands of laptop. In order to cope with extreme completion in laptop market companies should focus on to understand the perceptions, likes dislikes and the background of the targeted buyers.

The laptop companies should study carefully the cultural, social, personal and psychological factors in order to persuade buyers to buy their laptop. Price is the key factor in price sensitive market in India. Therefore, laptop companies

should focus on to make low price laptop with advanced feature. This study recommends companies to invest in technology through research & development and create differentiation at most level. Students faced various problems while using laptop like internet speed. Battery backup; window installation, software volume scaling, virus, heavy, costly and it get hot in very short time etc.

As per the suggestion laptop shape should like a paper (foldable, thin, and light). Another suggestion is towards making portable with a wide screen, good operating system and increase in ram size. Manufacturing company should give information to students about warranty and insurance, encourage for students for online booking, and campus offers should be given for the students. Manufacturing companies Use Continuously New technology to hold their position in the Indian Laptop Market. Effective use of social media is very helpful to laptop companies to reach final customers.

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