

A Study on Consumer Attitude in Buying Laptop with Reference to Mormugao Taluka, Goa

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Abstract

Laptops have become an indispensable part of modern life. They offer a range of benefits that make them a preferred computing device for many people. Laptops also provide a powerful computing experience that allows users to work efficiently. Laptops are not just for work; they also provide a great platform for entertainment and are used in education as a tool for learning.

Understanding behavior of consumers towards laptops is becoming a crucial part of market research. Consumer Buying Behavior indicates to the activity taken (both on and offline) by consumers before purchasing a product or service. It is important for companies to study these factors to capture the market. So, keeping in view the importance of the aforesaid subject, an attempt was made to understand on Consumer Attitude in buying Laptop.

The current paper will focused on the factors consumers keep in mind while purchasing a laptop with reference to Mormugao Taluka, Goa. This paper is based on an analysis that will help to study on buying percept of laptops in terms of various factors, reasons for purchase, sensitivity on brands of laptops in the market, and understanding the significance of popular brands holding monopolies in the Mormugao Taluka.

Keywords

Laptop, Mormugao Taluka, Consumer, Buying behavior, and Attitude.

1. Introduction

Corporate governance can be understood as rules and guidelines utilized in coordinating firms of a host country as they have a locational advantage that energizes the inflow of FDI. This is not shocking on the grounds that investors have one or two doubts about murky corporate governance structures both at the firm and large-scale levels in light of the specialized risk to their investments in a climate of poor corporate governance. Recent occasions demonstrate that some of these economies have understood the pertinence of good corporate governance and the need to flag straightforwardness and accountability both at the firm and

national levels and have embarked on huge corporate governance reforms (Appiah Kubi et al., 2020; Adelopo and Obalola, 2009). Dunning (2006) presented corporate governance in his eclectic paradigm as one of the locational benefits that support the inflow of foreign investment. In light of the eclectic theory by Dunning (2006), this study thinks that the decrease or expansion in FDI in an economy depends upon the corporate governance of the economy.

This is extremely evident in light of the fact that the corporate governance of a nation reflects how firms are coordinated and controlled within a nation. Hence, it would be something significant an investor would consider prior to choosing a specific country to invest in (Appiah Kubi et al., 2019; Adelopo and Obalola, 2009; Johnson A., 2006).

Despite the fact that there have been various investigations into corporate governance and FDI (Basson, 2015; Esey and Yaroson, 2014), however, this study affirms the connection between corporate governance and FDI by presenting new pointers for corporate governance (ethical behavior of firms, the efficacy of corporate boards, protection of minority shareholders, and regulations of security and exchange) by competitiveness index report rather than traditional ones (CEO non-duality, board size, board diversity, and board independence). It is against this backdrop that this study separates itself by utilizing new indicators from the Global Competitiveness Index report as a measure of a nation's level of corporate governance to break down the connection between corporate governance and FDI in Sub-Saharan Africa (SSA).

2. Objectives of the Study

- 2.1 To study the consumer behavior while purchasing laptops in Mormugao Taluka.
- 2.2 To find out whether the behavior of the customers of laptops is brand oriented or feature oriented.
- 2.3 To study which laptop manufacturing brand is holding a monopoly in the Mormugao Taluka.

3. Scope of the Study

The study attempts to know the purchase behavior of consumers. The study is confined to the respondents from Mormugao Taluka only. The information is collected and has been systematically arranged so as to impart knowledge to the public on consumer behavior on the purchase of Laptops. The present study is to analyze the consumer attitude and their levels of satisfaction towards laptops in Mormugao Taluka. To begin with, the study examines the inception and growth

of the information and telecommunication industry. Also, information on major laptop brands was obtained via primary and secondary data. An analysis was undertaken based on the field survey and certain conclusions were arrived at from the analysis of the data.

4. Review of the Literature

- **Pinky Sharma, (2012)** the author has done research in 2012 and the objective behind the study were to identify and evaluate various factors which influence the purchase intent of management and engineering students. She has found out that price, advertisement, features, etc. are the factors that impact on purchase decision of students while purchasing laptops.
- **Polam Sai Teja, (2019)** a study conducted has revealed that Branded Laptops are preferred by the respondents. Price, Features, and Service availability are considered very important while purchasing a laptop. Advertisement is considered either important or not important by the consumers. Factor analysis has done with 13 factors out of which 4 factors have been obtained with high factor loadings. Chi-square test is done between demographic variables and the dominant factors that are obtained by using factor analysis. In all the cases, null hypotheses were accepted except for cases of Educational Qualification with RAM and Income with RAM.
- **Aylar, (2012)** the aims of this study was to measure the relationship and effect of price and brand image on buying. Price plays a vital role and impacts strongly with the buying decision of laptops in the college level students. Similarly, product image plays the main role and influence negatively with the buying choice of laptop. Business organizations of laptops have to consider customers' expectations and also identify the factors that strongly influence consumer buying behaviour on laptop purchasing.
- **Kanika Khera, Inderpal Singh, (2014)** according to this research, students faced various problems while using laptops like internet speed, battery backup, window installation, virus, heavy, costly, and overheating. This study recommends companies to invest in technology through research & development and create differentiation at most level. Making portable laptops with a wide screen, good operating systems, increased RAM size, manufacturing companies should give information to students about campus offers, warranty and insurance, and encourage them for online bookings and benefits associated with.

- **Bitta and Della** the author proposes that a consumer behaviour study indicates marketing segments and marketing strategies. Market segmentation of consumer decision-making and buying behaviour is considered as core marketing activity. The author recommends that consumer is often affected by their behaviour or expected actions. For this reason, such consumer behaviour is said to be an applied discipline.
- **Wahida Farzana, (2011)** 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 laptops. The result revealed that, consumers' motivation to use a laptop and brand association criteria work separately. They consider battery life (brand association) as an important feature while satisfying those purposes. Consumers' attitudes are shaped up by others, especially by family members while buying high involvement products.

5. Research Methodology

The purpose of the study is to identify the consumer behavior on buying laptops in Mormugao Taluka. The information was collected based on 2 forms of data. These are:

5.1 Primary Data

Primary data was collected by means of structured questionnaires and interviews with all people of different age groups in Mormugao Taluka. The focus was to cover the consumer's behaviors of buying laptops. A sample of 140 consumers of different age groups has been collected to draw conclusion in the study.

5.2 Secondary Data

Secondary data was collected by means of various research articles and related websites on consumer behavior on buying laptops. The whole work was divided into groups and finally, all this information was collected and compiled together to prepare a final report.

Personal interviews and questionnaire method during the field survey were the major source of getting information for conducting this project work.

6. Limitations of the Study

- The study was conducted based on data acquired from the buyers of Mormugao Taluka area only and the findings may not be applicable to the other Talukas.

- While conducting the survey, the respondents were hesitating in providing their financial information as their income.
- The data-gathering process for the questionnaires took a lengthy time.

7. Consumer Attitude on Buying Laptops

Consumer behaviour is the study of all the activities associated with the purchase, use, and disposal of goods and services. It is an interdisciplinary social science. It investigates individual qualities such as demographics, personality lifestyles, and behavioural variables to understand people's wants and consumption patterns regarding buying laptops. CRM databases have become an asset for the analysis of customer behaviour, allowing detailed examination of behavioural factors that contribute to customer re-purchase intentions, consumer retention, loyalty, and other behavioural intentions.

8. Market Leaders of Laptops in India

8.1 Lenovo: Lenovo story began more than three decades ago with a team of eleven engineers in China. Lenovo came second overall (including tablets) in 2022, accounting for 19 percent of the total PC market with 1.1 million shipments. Lenovo's shipments grew 29 percent every year to year to surpass the 1 million mark for the third quarter in a row. This growth was bolstered by the vendor's consistent performance in notebook and tablet shipments, which increased 53 percent year on year respectively. Lenovo's ability to channel this mounting demand for notebooks across segments resonates with its global supply chain digitalization initiatives and significant investments.

8.2 Apple: Apple has long held the title of being an 'aspirational' brand in India, fuelled in part by its premium pricing. But beyond the pricing of its products, the Cupertino-based company makes some of the finest hardware across all categories around the world and the same applies to its MacBook range of laptops. The laptops are split across MacBook Air and MacBook Pro line-ups. While the air is for casual users and business executives, the Pro-models thrive on performance that creative professionals would like. The laptops offer a more secure working environment in comparison to competing platforms from the likes of Google and Microsoft. All of this makes Apple's MacBook line up among the best brands in India. Apple generated about 18.8 percent market share in the PC market. As per Canalys, Mac shipments have seen 1 percent growth annually.

- 8.3 Asus:** Taiwan use brand Asus rose to the limelight powered by its gamer-centric offerings under the Republic of Gamers (ROG) banner. In fact, the brand found such popularity for the ROG brand that it even diversified into a smartphone offering. The company has offered laptops with a typical design replete with RGB LED lighting in its gaming laptops. Asus has topped this up with a host of software partnerships, strong battery Life, and offerings across both online and offline stores. Market share in India 20.6 percent and registered nine percent growth in 2022 as compared to 2021 while the market declined by 12 percent, as per IDC's Worldwide Personal Computing Device Tracker.
- 8.4 ACER:** Acer is a Taiwanese multinational hardware and electronics corporation that specializes in the design and manufacturing of personal computers, laptops, tablets, servers, storage devices, displays, and other peripherals. Founded in 1976, Acer has grown to become one of the world's largest computer manufacturers, with a presence in over 160 countries. Acer is known for offering affordable and high-performance products that cater to a wide range of users, from students and home users to businesses and gaming enthusiasts. Some of the popular Acer product lines include the Aspire, Nitro, Predator, and Swift series of laptops, as well as the Veriton series of desktops and workstations.
- 8.5 HP:** HP (Hewlett-Packard) is a multinational technology company that develops and manufactures hardware and software products. Some of their products include personal computers, laptops, printers, scanners, and other imaging equipments were launched in 1939 by William Hewlett and David Packard in a garage in Palo Alto, California. Today, the company is headquartered in Palo Alto and has operations in over 170 countries. In addition to its hardware products, HP also offers software solutions and services for businesses and consumers. Some of their software products include HP Jet Advantage, HP Web Jetadmin, and HP Security Manager is one of the largest manufacturers of personal computers and laptops in the world.
- 8.6 DELL:** Dell is a multinational technology company that specializes in developing, selling, and supporting a huge range of computer hardware, software, and related services. The company was founded in 1984 by Michael Dell and is headquartered in Round Rock, Texas. Dell is best known for its personal computer products, such as desktops, laptops, and tablets, which are marketed under the Dell brand. In addition to its hardware products, Dell offers a range of software and services, including cloud computing, security solutions, and IT consulting. The company has a global presence and operates in more than 180 countries around the world.

9. Data Analysis

A survey is conducted of people in Mormugao Taluka. For this purpose, a pre-designed questionnaire was distributed among the consumers with the help of a Google form and the respondents duly filled the questionnaire with their respective opinions.

10. Demographic Information of Respondents

A sample survey of 140 consumers was conducted in Mormugao Taluka. The study includes consumers of different ages and occupational status.

- **Age of the Consumers**

Table 1:- Age of the Consumers

Age	Number of Respondents
Below 20	40(28.6%)
21to 30	87(62.1%)
31to 40	8 (5.73%)
Above 40	5(3.57%)

Source: Primary Data

- **Gender of the Consumers**

Table 2:- Gender of the Consumers

Gender	Number of Respondents
Male	58(41.4%)
Female	82(58.6%)

Source: Primary Data

11. General Information of Respondents

- **Awareness of Computerized Systems**

Out of 140 consumers, 97.9 percent of the respondents are aware of the computerized system through advertisements, social media, magazines, and other modes of websites, whereas 2.1 percent of the respondents are not aware about the computerized system. Hence in today's digital marketing environment, a greater number of respondents are aware about the laptop.

- **Purpose of Purchasing Laptop**

Table 3:- Purpose of Purchasing Laptop

Purpose	Number of Respondents
Office/work use	38(27.10%)
Educational purpose	88(62.90%)
Gaming/entertainment	6(3%)
Other purpose	8(7%)

Source: Primary Data

The above table shows that 27.1 percent of the respondents use laptops for office/work purpose. Whereas 62.9 percent of the respondents use laptops for educational purpose for doing their assignments, projects, etc. 3 percent of the respondents use laptops for gaming and entertainment purposes and only 7 percent of the respondents use laptops for other purposes. Hence the majority of the respondents use laptops for their educational purposes.

- **Essentiality of Laptop**

The survey indicates 37.1 percent of the respondents strongly agree that laptop is an essential Gadget of life, because it influenced people in many ways and also increases human productivity in making the world a better place in reach and connectivity.

- **Budget of Purchasing a New Laptop**

Out of 140 respondents 33.6 percent of the respondents choose a budget between Rs.20,000 to Rs.30,000. Whereas majority of 47.9 percent of the respondent's budget is between Rs.30,000 to Rs.50, 000. Due to the Covid breakdown, the financial status of the people has been affected therefore the budget of the people has gone down so the average range of the people buying laptops is between Rs.30,000 to Rs.50,000.

- **Current Laptops Information**

Table 4:- Current Laptops Information

Information about Current Laptop	Number of Respondents
Friends/Family	75(53.60%)
Magazines/Newspaper/Other Media	45(32.14%)
Laptop Finance Companies	12(8.56%)
Others	08(5.70%)

Source: Primary Data

From the above table we can say that 53.60 percent of the respondents got the information about their current laptop from their friends and family, whereas 32.14 percent refers to Magazines, Newspaper, and Other Media. 8.56 percent of the users relied on laptop finance companies and the minority of 5.70 refers to other sources.

- **Reason for Purchasing**

Table 5:- Reason for Purchasing

Reason for Purchasing	Number of Respondents
Convenience for connectivity	75(53.60%)
Discount/Offers	31(22.10%)
Influence by Others	20(14.10%)
Others	14(10%)

Source: Primary Data

The above table shows there as on for purchasing a laptop. In which 53.60 percent of respondents choose the option of convenience for connectivity because people want comfort with their connectivity and convenience with the laptop .On the other hand, 22.10 percent of the respondents choose to see discounts or offers which are available while buying a laptop. About 14.30 percent of respondents were influenced by others because they can buy easily purchase a laptop whereas minority have other reasons for purchasing a laptop.

- **Mode of Purchase**

The survey was conducted to know the consumers preferred mode of purchasing a laptop. From 140 respondents 74.30 percent were like to purchase the laptop in offline mode, which has the benefits of offline shopping is that consumers can get check the laptop personally and unlike online shopping the product instantly. While at least 25.70 percent of respondents preferred to buy laptops in online mode. People can compare models, pricing and varieties of model's people can get on one site rather than going to offline stores.

- **Fascinating Factors**

Table 6:- Fascinating Factors

Fascinating Factors	Number of Respondents
Additional Features	74(52.90%)
Brand Name	33(23.60%)
Design/ Built	31(22.10%)
Others	02(1.40%)

Source: Primary Data

The above table shows the fascinating factors while purchasing a laptop. In which 52.90 percent of respondents are looking for additional features laptop like Built- in webcam, screen touches, and microphone, 23.60 percent prefer brand names like Apple, HP, Dell, and Asus, 22.10 percent for design and 1.40 percent for other factors.

12. Importance of Laptop

12.1 Preference towards Brand Loyalty

The survey indicates that customers prefer loyalty towards a particular brand while purchasing a laptop, Majority i.e., 55 percent of the respondents strongly agree towards loyalty of a brand while purchasing a laptop, whereas 34 percent respondents agree and 12 percent respondents strongly disagree with the loyalty of a particular brand while purchasing laptop. Therefore most of the consumers are familiar with certain brands as they provide quality assurance, and customer service, etc.

12.2 Influence of Advertisement

The study represents the crucial role of advertisement in influencing the purchasing behaviour of consumers while buying a laptop 62 percent i.e., the majority agree to the fact that advertisement plays a crucial role while purchasing, whereas 27 percent thinks that advertisement sometimes influences the behavior as they are attention-grabbing, persuasive and informative. 11 percent agree to the fact that advertisements influence purchasing behavior.

12.3 Mode of Payment

The survey represents the mode of payments preferred by the consumers for making a payment after purchasing the laptop. 45 percent prefer cash as it is used while 32.1 percent prefer debit/credit card as the mode of payment whereas 12.1 percent are in the favour of net banking while others i.e., 3.7 percent prefer other modes of payment.

13. Features

13.1 Minimum Expectations of Buyers

The survey depicts a minimal expectation when purchasing a laptop from 140 respondents. 15 percent of buyers require higher resolution screens for clear vision and to protect their eyesight, while 48 percent require a battery backup for laptops to last for a longer period of time, 29 percent require desktop class graphic performance for a better gaming experience, and only 8 percent require USB type charging for their laptops because it is expensive and widely available in the market.

13.2 Price Consideration

Consumers strongly agreed for price consideration when purchasing laptops, with 37.9 percent strongly agreeing and 47.1 percent agreeing, while 14.3 percent neutral and 0.7 percent disagreed. This shows that money and budget play a crucial role while purchasing laptops.

13.3 Reason for Replacement of Current Laptop

The majority of the users indicate that 51 percent would replace their current laptops for the new features provided by the new laptops whereas 30 percent are not comfortable using out dated laptops as they want to try on new technology. 12 percent of the user are fascinated towards new models and 7 percent of the users would like to explore new brands. The outcome interprets that the users like to be technologically up to date.

13.4 Comfort ability using Outdated Laptop

From survey shows how many respondents are comfortable using outdated laptops. Out of 140 respondents, 27 percent agree with the fact that they are comfortable using out dated laptops, since it's affordable, compatible and some people are resistant to change, while majority of 42 percent of the respondents had neutral opinions. 12 percent of respondents strongly disagree along with 19 percent who disagree with the statement of using an outdated laptop as it has outdated features and people like to be technologically advanced.

13.5 Features Preferred by the Consumers

The study depicts that out of 140 respondents, 21 percent prefers a good processor whereas 15 percent of them prefers RAM size. A minority of 10 percent consider battery backup as a good feature and a majority of 54 percent would go for all the features. The reason for this could be that the respondents like to enjoy multiple features.

Table 7:- Features Preferred by the Consumers

Features	Number of Respondents
Processor	30(21%)
RAM size	21(15%)
Battery backup	14(10%)
All	75(54%)

Source: Primary Data

14. Popularity among the Brands

14.1 Superiority of Well-known Brands

The study shows consumer reaction on whether well-known brand represent better quality, It shows that out of 140 responses 28.6 percent strongly agrees that well-known brand represents better quality along with 49.3 percent which agree with the statement, whereas 15.7 percent consumers have shown neutral reaction on the statement. On the other hand 6.4 percent consumers disagree with the view that well-known brand represents better quality. The majority of the consumers agree with the view because consumers think that well-known brand will always deliver better quality in order to maintain their standards, Goodwill, trust of the buyer etc.

14.2 Influence of Brand Ambassador in Purchasing

The survey it indicates that out of 140 consumers 13.6 percent strongly agree along with the 36.4 percent consumers which agree that brand ambassador influences their purchasing behaviour. Whereas 22.1 percent have shown neutral viewpoint on the belief, on the other hand 22.9 percent disagree along with 5 percent who strongly disagree with the thought that brand ambassador influences their purchasing behaviour. The reason for this outcome is that brand ambassadors creates a psychological attraction and attachment in the buyer towards that particular brand while in the course of purchase.

Table 8:- Which Brand of Laptop are you Currently Using?

Brands	Number of Respondents
Apple	10(7.1%)
HP	29(20.7%)
Dell	25(17.9%)
Asus	7(5%)

Brands	Number of Respondents
Lenovo	53(37.9%)
Acer	12(8.6%)
Others	4(2.8%)

Source: Primary Data

The above table indicates the various brands of laptops which the respondent is currently using. The table shows that out of 140 responses, 7.1 percent of respondents are using laptops of apple brand, whereas 20.7 percent are using HP laptops, 17.9 percent are using Dell laptops, 5 percent are using Asus laptops, 37.9 percent of the respondents are using Lenovo laptops, 4 percent are using Acer and 2.8 percent of respondents are currently using other brands laptops. The number of consumers using Apple and Asus is comparatively less because they are costly and a middle-range group of people (age group of 21 yrs. to 40 yrs.) couldn't afford it.

15. Recommendations

15.1 Primary Source of Information

The below table shows the primary source of information, 30 percent of the respondent's choose to check e-commerce website to buy and sell physical goods, services, and digital products over the internet whereas 27.9 percent choose to watch video reviews on YouTube before buying a new laptop. About 18.6 percent have chosen to visit offline store stock check options, whereas 23.9 percent choose to ask friends and family members for recommendations to buy a new laptop

Table 9:- Primary Source of Information

Primary Source of Information	Number of Respondents
Check e-commerce Website	42(6.40%)
Watch Video Reviews on YouTube	39(27.90%)
Visit Offline Stores to Check Options	26(18.60%)
Ask Friends and Family Members for Recommendation	33(23.90%)

Source: Primary Data

15.2 Use of Laptop by School Kids

The survey shows that out of 140 Respondents, 12.9 percent agree that laptop used by school kids is reasonable, whereas 30.7 percent only agree that laptop should be given to school kids as due to technological advancements laptop has become important in educational sector. It is

observed that 40.7 percent of respondents choose Neutral, neither they agree or disagree that the use of laptop should be given to school kids. 9.3 percent disagree to give a laptop to school kids. Whereas 6.4 percent strongly disagree that it is reasonable to give laptops to school kids.

15.3 Videos Watched before Buying a New Laptop

As per the survey, 25 percent of the consumers watch 1 to 2 videos before buying a new laptop and 30 percent watch 2 to 4 videos before going to buy a new laptop. Whereas 39.3 percent watch more than 4 videos before they buy a new one as many opinions are better than few. And 5.7 percent do not watch any videos before buying a new laptop.

15.4 Comparing before Finalizing One Laptop

It is observed that, 36.4 percent of respondent compare 2 to 3 laptops before they buy a new one, whereas 40.7 percent choose to compare 4 to 5 laptops before they finalize one laptop as it is good to explore different options. 18.6 percent compare more than 5 laptops before they finalize one laptop to buy. And there are 4.3 percent do not compare before they finalize one laptop.

15.5 Brand of Laptop Recommended to Others

Table 10:- Brand of Laptop Recommended to Others

Brand of Laptop Recommend to Others	Number of Respondents
Apple	29(20.70%)
HP	34(24.30%)
Dell	31(22.10%)
Asus	18(12.90%)
Lenovo	18(12.90%)
Acer	6(4.30%)
No suggestions	4(2.80%)

Source: Primary Data

From the above table, it has been observed that out of 140 respondents, 20.7 percent of the respondents recommend to others to buy Apple Laptop, whereas 24.3 percent advice others to buy HP laptop as this brand provides multiple options for personal and professional use. Around 22.1 percent suggested buying Dell laptops to others and 12.9 percent advised other people to buy Asus and Lenovo. Whereas 4.3 percent recommend other's

people to buy Acer laptop, and 2.8 percent did not give any suggestions to other people to buy a new laptop. The brand to others is HP since this brand offers a wide range of alternatives for both personal and professional usage.

16. Findings, Conclusion, and Suggestions

16.1. Findings

- **To study the consumer behavior while purchasing laptops in Mormugao Taluka.** It identifies the target audience or group of people who are likely to buy laptops in that area. This was accomplished by examining demographic data such as age, income, education level, and occupation. Then, the other set of data was gathered on their purchasing habits through surveys or interviews. Some of the factors influencing consumer purchase behavior are need and motivation, brand preference, price sensitivity, and customer service.
- **To find out whether the behavior of the customers of laptop is branded oriented or laptop's features oriented.** When it comes to purchasing laptops, customer behavior can be influenced by a variety of factors. For example, some customers may be more brand-oriented and prefer to purchase laptops from well-known, more reliable, and trusted brands. Other customers may be more feature-oriented and prioritize specific features and specifications when purchasing a laptop, such as processing power, battery life, and so on. When it comes to purchasing a laptop, customers' behavior will ultimately be determined by their personal preferences and needs.
- **To study which laptop manufacturing brand is holding a monopoly in the Mormugao Taluka.** The laptop market is highly dynamic and competitive, with multiple brands varying in market share. Therefore, it is unlikely that any one brand would hold a complete monopoly in the laptop market. However, some brands may have a dominant market position in Mormugao Taluka. There are a few laptop manufacturing brands that hold a significant market share and could be considered as having a near-monopoly in the Mormugao Taluka include Lenovo, Dell, and HP.
- **To analyze consumer behavior while purchasing laptops through conducting a survey.** Through the survey it is found that most of the consumers are students and have purchased laptops for educational purposes. Money and budget play a significant role in influencing their buying behavior. While buying laptops consumers look for features like

processor, RAM size, battery backup, etc. at affordable discounted rates. After analyzing the results of the survey, several key insights emerged. Price, brand reputation, technical specifications, online research, retail experience, and design and aesthetics were all found to be important factors in the consumer decision-making process.

16.2. Conclusion

Laptops are portable personal computers that have become an essential tool for many people in today's modern world. They offer the convenience of being able to work, communicate, and entertain oneself from almost anywhere, whether at home, in the office, or on the go. As technology continues to advance, it is likely that laptops will continue to evolve and become even more powerful, versatile, and indispensable in our daily lives. The study had been conducted in Mormugao Taluka to understand the consumer attitude towards buying laptops. The findings of the study indicate that consumer of different ages, genders as well as occupational statuses are well-versed with computer systems and consider laptops as an essential gadgets in life.

It was found that a majority of the users use laptops for educational purposes followed by work and official use. Major section of students being the buyers have mid-range budget for purchasing laptops, this shows that the educational sector is highly dependent on computer systems and the use of laptops by school kids is considered as reasonable by many. Friends, family, internet, and media like newspapers and magazines are considered to be reliable sources of consumer information as most of the users purchased their laptops after referring to the mentioned sources.

Buyers are most motivated to purchase the laptop by discount offers. They prefer offline purchasing since it is more convenient as one gets to see the laptop at the store and also try out the various features offered by a particular brand of laptop and also make comparisons between different models and brands. The study also found that buyers are loyal to a particular brand and agree that well-known brands represent superior quality, this results in a high impact of brand ambassadors and advertising on consumer purchase behavior. Among the laptop users the most used laptop brand was found to be Lenovo and the most recommended brand of laptop is HP.

16.3. Suggestions

- To charge a lower price for the laptop than its rivals, encouraging customers to buy their goods.
- To advertise the laptop discounts more widely so that consumers are aware of the specifics of the discounts being given and may compare the discounts being offered with those of other manufacturers.
- Make local service centers available, because consumers value after-sales service.
- Timely promotion of items through print media so that consumers are aware of product information.
- Discounts on accessories might also influence a buying decision. To incentivize buyers, dealers might provide discounts on accessories after sales for a year or two.
- Customers desire assistance at their doorsteps but are unaware that dealers provide home delivery. As a result, steps must be done to raise awareness in this area.
- The majority of users obtain laptops through bank loans. As a result, businesses must devise appealing lending options for their clients. Word of mouth is an efficient mode of communication. As a result, the dealer should retain current customers pleased by offering exceptional service and encouraging consumers to comment positively about the service they received.

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