

Golden Research Thoughts

FACTORS INFLUENCING ON BUYER BEHAVIOUR TOWARDS LAPTOP IN DINDIGUL DISTRICT

Abstract:-

Buyer behavior is the study of individuals, group, or select, secure, and dispose of products, services, experiences, or ideas to satisfy needs, and the impacts that these process have on the consumer and society. Buyer behavior is widely understood as a problem solving and decision making sequence, the outcome of which is determined by the buyer goal directed processing of information. The aim of this paper is to show that to identify reasons for buying laptop, factors influencing for buying laptop, and decision making for product attributes factors in this factors motivated based on Buyer behaviour in Dindigul district general people. The sample included 150 of general people based on laptop buyers. The collected data were coded, calculated and analyzed with the help of statistical tools like t-test, ANOVA, Regression analysis. The result shows that there is no significant difference between products attributes with gender and Occupation, and Buyer behaviour factors contributed in reasons for buying laptop, Influencing factors, and product attributes.

S. Pandisiva¹ and S. Pandian²

¹Research Scholar, Department of Business Administration,
Annamalai University, Chidambaram, Tamilnadu.

²Assistant Professor, Department of Business Administration,
Annamalai University, Chidambaram, Tamilnadu.



S. Pandisiva

Research Scholar, Department of Business
Administration, Annamalai University,
Chidambaram, Tamilnadu.

Keywords:

Buyer Behaviour, Perceived
Quality, Brand Awareness, Brand
Association, Brand Loyalty, Brand Equity,
Buying Behaviour in Laptops.

INTRODUCTION

Buyer behavior is widely understood as a problem solving and decision making sequence, the outcome of which is determined by the buyer goal directed processing of information. The comparative evaluation of alternative product, brands and to select rational alternative products and brands. Even when purchase is preceded by a choice process it is likely to be very limited it typically involves and evaluation little external search few evaluation criteria and simple evaluation process models.

Kotler and Keller (2011) say that buyer behaviour is considered to be an inseparable part of marketing in state that consumer buying behaviour is the study of the ways of buying and disposing of goods, services, idea or experiences in order to satisfy their needs and wants.

Enis (1974) gives meaning of buyer behaviour has been defined as “a process, which through inputs and their use though process and actions leads to satisfaction of needs and wants”. Consumer buying behaviour has numerous factors as a part of it which are believed to have some level of effect on the purchasing decisions of the customers.

FACTORS INFLUENCING BUYER BEHAVIOUR

These factors cause consumers to develop product and brand preferences. Although many of these factors cannot be directly controlled by marketers, understanding of their impact is essential as marketing mix strategies can be developed to appeal to the preferences of the target market.

Cultural Factors, Social Factors, Personal Factors, Psychological Factors, and Marketing Factors

Consumer's buyer behaviour and the resulting purchase decision are strongly influenced by cultural, social, personal and psychological characteristics. An understanding of the influence of these factors is essential for marketers in order to develop suitable marketing mixes to appeal to the target customer. Other people often influence a consumer's purchase decision. The marketer needs to know which people are involved in the buying decision and what role each person plays, so that marketing strategies can also be aimed at these people. (Kotler et al, 1994).

The study of consumer behaviour indicates how individuals, groups, and organizations select, buy, use of dispose goods, services, ideas or experiences to satisfy their needs and desires.

Cultural Factors - Culture includes race and religion, tradition, caste, moral values, etc. Culture also include sub-cultures such sub-caste, religious sects, language, etc.

Culture: It influences consumer behaviour to a great extent. Cultural values and elements are passed from one generation to another through family, educational institutions, religious bodies, social environment, etc. Cultural diversity influences food habits, clothing, customs and traditions, etc. For instance, consuming alcohol and meat in certain religious communities is not restricted, but in certain communities, consumption of alcohol and meat is prohibited.

Sub-Culture: Each culture consists of smaller sub-cultures that provide specific identity to its members. Subcultures include sub-caste, religious sects (Roman Catholics, Syrian Catholics, Protestant Christians, etc), geographic regions (South Indians, North Indians), language (Marathi, Malyali, Gujarathi) etc. The behaviour of people belong to various sub-cultures is different. Therefore, marketers may adopt multicultural marketing approach, i.e., designing and marketing goods and services that cater to the tastes and preferences of consumers belonging to different sub-cultures.

Social Factors - The social factors such as reference groups, family, and social and status affect the buying behaviour.

Reference Groups: A reference group is a small group of people such as colleagues at work place, club members, friends circle, neighbors, family members, and so on. Reference groups influence its members as follows: They influence members' values and attitudes, They expose members to new behaviours and lifestyles, and They create pressure to choose certain products or brands.

Family: The family is the main reference group that may influence the consumer behaviour. Nowadays, children are well informed about goods and services through media or friend circles, and other sources. Therefore, they influence considerably in buying decisions both FMCG products and durables.

Roles and Status: A person performs certain roles in a particular group such as family, club, organization, and so on. For instance, a person may perform the role of senior executive in a firm and another person may perform the role of a junior executive. The senior executive may enjoy higher status in the organization, as compared to junior executive. People may purchase the products that conform to their roles and status, especially in the case of branded clothes, luxury watches, luxury cars, and so on.

Personal factors - The personal factors of a consumer may affect the buying decisions. The personal factors include:

Age Factor: The age factor greatly influences the buying behaviour. For instance, teenagers may prefer trendy clothes, whereas, office executives may prefer sober and formal clothing.

Gender: The consumer behaviour varies across gender. For instance, girls may prefer certain feminine colors such as pink, purple, peach, whereas, boys may go for blue, black, brown, and so on.

Education: Highly educated persons may spend on books, personal care products, and so on. But a person with low or no education may spend less on personal grooming products, general reading books, and so on.

Income Level: Normally, higher the income level, higher is the level of spending and vice-versa. But this may not be always the case in developing countries, especially in the rural areas.

Status in the Society: Persons enjoying higher status in the society, do spend a good amount of money on luxury items such as luxury cars, luxury watches, premium brands of clothing, jewelery, perfumes, etc.

Other Personal Factors: The other personal factors such as personality, lifestyle, family size, etc., influence consumer behaviour.

Psychological Factors - A person's buying behaviour is influenced by psychological factors such as follows:

Learning: It refers to change in individual behaviour that are caused by information and experience. For example, when a customer buys a new brand of perfume, and is satisfied by its use, then he/she is more likely to buy the same brand the next time. Through learning, people acquire beliefs and attitudes, which in turn influence the buying behaviour.

Attitude: It is a tendency to respond in a given manner to a particular situation or object or idea. Consumers may develop a positive, or negative or neutral attitude towards certain product or brands, which in turn would affect his/her buying behaviour.

Motives: A motive is the inner drive that motivates a person to act or behave in a certain manner. The marketer must identify the buying motives of the target customers and influence them to act positively towards the marketed products. Some of the buying motives include: Pride and Possession, Love and Affection, Comfort and Convenience, and Sex and Romance, etc.

Perception: It is the impression, which one forms about a certain situation or object. A motivated person is ready to act. But the way or the manner in which he acts is influenced by his/her perception of the situation. For instance, a student may perceive examinations as an important event, and therefore, he/she would make every possible effort including purchase of new stationery like pens, whereas, another student may be casual about the examinations, and therefore, would not make extra efforts.

Beliefs: A belief is a descriptive thought, which a person holds about certain things. It may be based on knowledge, opinion, faith, trust and confidence. People may hold certain beliefs of certain brands/products. Beliefs develop brand images, which in turn can affect buying behaviour.

Marketing Factors - Each element of the market mix product, pricing, promotion and place (distribution) has the potential to affect the buying process at various stages.

Product: The uniqueness of the product, the physical appearance and packaging can influence buying decision of a consumer.

Pricing: Pricing strategy does affect buying behaviour of consumers. Marketers must consider the price sensitivity of the target customers while fixing prices.

Promotion: The various elements of promotion such as advertising, publicity, public relations, personal selling, and sales promotion affect buying behaviour of consumers. Marketers select the promotion mix after considering the nature of customers.

Place: The channels of distribution and the place of distribution affect buying behaviour of consumers. Marketers make an attempt to select the right channel and distribute the products at the right place.

REVIEW OF LITERATURE

Rajaselvi. K (2006) Buyer behavior is the outcome of both individual and environmental influences and how individuals make decision to spend their available resources (time, money and effort) on consumption related items (what they buy, why they buy, When they buy, Where they buy, How often they buy and use a product or service). Basic characteristics of buyer behavior pattern are more or less

similar to each other, particularly in the aspects like (quality, preference and decision making). However it is evident that the present approaches to draw the attention of customers are not adequate. Therefore the producer must be paid special attention at least with regard to price and distribution system to cover the large number of customers. This is mainly because of the fact that the buying capacity of the consumers may not be equal to the buying capacity. Kotler and Kevin Lane Keller (2007) state consumers buying behaviour is influenced by cultural, social and personal factors. According to these authors, culture, subculture and social class are particularly important influences on consumer buying behaviour. Social factors include reference groups, family and personal factors comprise of age and stage in the life cycle, occupation and economic circumstances, personality and self-concept, and life-style and values. According to Philip Kotler and Keller, the buying decision process comprises of Five-Stage model involving: Problem recognition, Information search, Evaluation of alternatives, Purchase decisions and Post-purchase behaviour. Leena Jeneffa et al (2013) Defined buyer shopping is to select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants. Mainly in which shopping is about acquiring needed goods and service. However, modern shoppers buy this to reward themselves, to satisfy psychological needs or to make themselves feel good. Modern shoppers purchase things to make a statement, to show off their personality or to boost their self-esteem. In selection of retail chain and the social economic status of the consumer influence the buying behavior in retail segment. Five behavioral variables namely quality, product criterion, product performance, price and promotions were examined in selected retail garment outlet to retain the customer. Aaker (1991) Perceived quality has direct impact on customer purchase decision and brand loyalty, especially during the time customers have less or no information of the products that they are going to purchase. Hellier, et al, (2003). perceived quality is simply the overall customer's assessment of the standard process of receiving customer services and perceived quality affected in brand image and Customer satisfaction. Aaker (1991) Brand awareness is "the ability of potential buyer to recognize or recall that a brand is a member of a certain product category" It will lead customers to select the most familiar brands under their knowledge. When customer takes decision, he considers many alternatives based on brand recall. So brands those are not recalled will not be considered in selection process. It will also increase the familiarity of brand with customers, thus the customers will be able to recognize the brand among the group of brands. Ovidiu I. Moisescu (2001) Brand awareness, as one of the fundamental dimensions of brand equity, is often considered to be a prerequisite of consumers' buying decision, as it represents the main factor for including a brand in the consideration set. Brand awareness can also influence consumers' perceived risk assessment and their confidence in the purchase decision, due to familiarity with the brand and its characteristics. On the other hand, brand awareness can be depicted into at least two facets – unaided (brand recall) and aided (brand recognition) each of the two facets having its more or less effective influence on buying decision and perceived risk assessment. Keller (1993) has revealed the brand associations are seen in the favorability, strength, and uniqueness of the associations whether brand associations for a specific brand imply superiority over other brands, depends on the types of brand associations attached to the brand by consumers. Such associations can include price, self image brand-image congruency, country of origin, and perhaps culture of origin. Previous studies indicate that for example, U.S. consumers rely heavily on price as a cue to determine product quality and preferences and the same positive relationship was also found for urban Chinese consumers. Len et al., (2007) Brand association would provide consumers with a purchasing reason, because most brand associations are related to brand attributes, the target consumer market, and the benefits that consumers need, so that they form the foundation of brand loyalty and consumers' purchasing decisions. Ahearne et al., (2005) Brand loyalty research is increasingly adopting integrative approaches to model the antecedents to brand loyalty. However, mainstream research into brand loyalty neglects the role of brand itself (i.e. brand identity) and consumers' identification with the brand (i.e. brand identification). The social identity perspective of customer-brand relationships suggests that consumers engage in pro-brand behavior because they identify with the focal brand or company, and such brand identification arises largely due to the identity of the brand. Oliver (1999), brand loyalty represents consumers' repurchase commitment in the future purchase and they will not change their brand loyalty no matter in what situations. Therefore, brand loyalty can be defined as the degree of consumer's attachment to a specific brand. Chieng Fayrene Y.L., (2011), brand equity is a concept born in 1980s. It has aroused intense interest among business strategists from a wide variety of industries as brand equity is closely related with brand loyalty and brand extensions. Besides, successful brands provide competitive advantages that are critical to the success of companies. However, there is no common viewpoint emerged on the content and measurement of brand equity. Brand equity has been examined from financial and customer-based perspectives. in this research consider customer-based brand equity which refers to the consumer response to a brand name. Arasu (2010) in his study, "Research on Laptop Buying Behavior of Students in Symbiosis Info Tech Campus (SIC)" revealed that gender of the respondent, style, resale value, multimedia features, weight of the laptop are the factors which affect the buying behavior. To an extent value for money also plays a role in determining the choice. Most of the respondents preferred Dell laptops followed by Apple. Jarvenpaa and Tedd (1996/1997) described that consumers can preferred certain products, brands or companies over others. However, consumer purchase decisions vary deeply depending on the product to be purchased. Consumers' demographic profile, purchase perceptions, and their attitudes towards products or brands influence their purchase decisions, identified many factors that affect a consumer's electronic purchase decision which

include product understanding, shopping experience, customer service, and consumer risk. Kulkarni , Vijay R. (2013) in his study, “A Factorial Study of Consumer Buying Behaviour of Laptops of Postgraduate Students in Pune” stated that if you want to survive and grow in this Challenging and highly competitive environment, companies need to have a highly innovative approach, keep a keen eye on the changing needs and expectations of the consumers. In the event of breakdown quick availability of spares and availability of service center is called for without which the customer cannot use the product and would definitely result in post purchase dissonance. Therefore, it calls on the part of the organizations to make available service facilities so that customers are put at ease, are satisfied and continue to use the products through their life time.

RESEARCH METHODOLOGY

Statement of the Problem

The world is changing into technology dependent. Each and everywhere technology plays vital role in human life. The adaptation of technology by the human being for their convenience and time saving. Personal computers which are using by the people around the world for various reasons, the reasons are depends upon their purpose and work life. The purchasing behaviors of customer is complicated to tell easily because people perception about personal computer & laptop are varies from one person to another person. Especially in urban areas, customers are expected lot of requirements to purchase a personal computer. This study mainly focused on buyer behavior of purchasing a laptop. It will reveal the various factors of demographic variables on buying a laptop, attributes of laptop and various influencing factors among the buyers.

OBJECTIVES OF THE STUDY

1. To study the people decision making with respect to buying a laptop.
2. To determine the various factors that influencing to selecting a laptop.
3. To study the various reasons for buying a laptop.
4. To study the various attributes & demographic variables of buyer in purchasing a laptop.

Sampling Method – A survey consisting of convenience sample of 150 was taken. The survey was completed within 70 days and respondents include both male and female respondents in laptop buyer.

Data Collection – The study made use of primary and secondary data. A well structured questionnaire was prepared to collect primary data. Then secondary data collected Books, Articles, Journals, through internet, etc.

Statistical Tools – The techniques used for the analysis are t-test, ANOVA, Regression analysis.

Analysis and Interpretation

Table-1 t-Test value between gender of the respondents and laptop product attributes

Product Factors	Gender	N	Mean	Std.Deviation	t	Sig
CONNECTIVITY & MOBILITY FEATURE	Male	117	3.6368	.96963	0.236	.814 (NS)
	Female	33	3.6818	.96273		
VALUE ADDED FEATURE	Male	117	4.0142	.61597	1.326	.187 (NS)
	Female	33	4.1684	.48282		
PERIPHERAL SPECIFICATION	Male	117	4.1567	.52124	0.296	.767 (NS)
	Female	33	4.1263	.52047		
CORE TECHNICAL FEATURE	Male	117	4.2564	.51220	0.280	.780 (NS)
	Female	33	4.2273	.58418		
PHYSICAL APPEARANCE	Male	117	4.2521	.66509	1.466	.145 (NS)
	Female	33	4.4394	.58306		
PRICE	Male	117	4.3248	.58838	0.496	.621 (NS)
	Female	33	4.3788	.39588		
POST PURCHASE SERVICES	Male	117	4.2325	.56627	1.269	.207 (NS)
	Female	33	4.0909	.56589		

Source: Primary Data Computed

** - Significant at 0.01 level * - Significant at 0.05 level NS- Not Significant

H_0 : There is no significant difference between Gender of the respondent and laptop product attributes.

It is observed from the table that the t-value of interaction effects (i.e. Impact of gender on product attributes) is not significant for the variable (connectivity and mobility features, value added features, peripheral specification, core technical features, physical appearance, price and post purchase services) and found to be at 0.814, 0.187, 0.767, 0.780, 0.145, 0.621, 0.207. The dimension of laptop product attributes

(connectivity and mobility features, value added features, peripheral specification, core technical features, physical appearance, price and post purchase services) having the 'p' value 0.814, 0.187, 0.767, 0.780, 0.145, 0.621 and 0.207 which is having the not significant difference between gender of the respondents. Hence the stated Null hypothesis is accepted.

Table-2: Showing One –way ANOVA for Occupation vs Laptop Product Attributes

Product Factors	Occupation	N	Mean	SD	F	sig
CONNECTIVITY & MOBILITY FEATURE	Business	38	4.0724	.90961	5.509	.001**
	Professional	35	3.4571	.95580		
	Government Employee / Private Employee	44	3.3068	.89713		
	Student	33	3.8106	.94172		
	Total	150	3.6467	.96507		
VALUE ADDED FEATURE	Business	38	4.2749	.67351	3.329	.021*
	Professional	35	3.8857	.53184		
	Government Employee / Private Employee	44	3.9520	.57331		
	Student	33	4.0875	.50671		
	Total	150	4.0481	.59124		
PERIPHERAL SPECIFICATION	Business	38	4.3509	.42055	2.946	.035*
	Professional	35	4.1095	.57868		
	Government Employee / Private Employee	44	4.1136	.53889		
	Student	33	4.0101	.48401		
	Total	150	4.1500	.51948		
CORE TECHNICAL FEATURE	Business	38	4.4737	.39758	3.891	.010**
	Professional	35	4.2643	.45755		
	Government Employee / Private Employee	44	4.1648	.62166		
	Student	33	4.0909	.52223		
	Total	150	4.2500	.52696		
PHYSICAL APEARANCE	Business	38	4.3289	.60712	0.266	.850 (NS)
	Professional	35	4.2857	.60979		
	Government Employee / Private Employee	44	4.2273	.81736		
	Student	33	4.3485	.49188		
	Total	150	4.2933	.65073		
PRICE	Business	38	4.5658	.37074	3.176	.026*
	Professional	35	4.2286	.72094		
	Government Employee / Private Employee	44	4.2500	.57567		
	Student	33	4.0101	.48401		
	Total	150	4.1500	.51948		
POST PURCHASE SERVICES	Business	38	4.2941	.63593	2.225	.088 (NS)
	Professional	35	4.4107	.47877		
	Government Employee / Private Employee	44	4.2078	.47841		
	Student	33	4.5658	.37074		
	Total	150	4.2286	.57567		

Source: Primary Data Computed

** - Significant at 0.01 level * - Significant at 0.05 level NS- Not Significant

H_0 : There is no significant difference between Occupation of the respondent and laptop product factors.

It is observed from the table that the F-value of interaction effects (i.e. impact of occupation of the respondents and product attributes) is significant for the variable (Connectivity and mobility features, Value added features, Peripheral specification, Core technical features, Pricing factors) and found to be 'P' value at 0.001, 0.021, 0.035, 0.010, and 0.026.

The dimension of product attributes in Connectivity and Mobility features, Value added features, Peripheral specification, Core technical features, pricing factors having the 'P' value 0.001, 0.021, 0.035, 0.010, and 0.026 which is having the significantly influence on Occupation of the respondents. Hence the stated Null hypothesis is rejected.

Table-3: Multiple Regression Analysis on the Factor of Reasons for buying laptop and the Buyer Behaviour

Details Regarding Buyer Behaviour	Details regarding Reasons for buying laptop						
	S.No	Factors	B	Std Error	Beta	t	Sig
Multiple R= .634 R. Square = .703 Adjusted R. Square=.369 Std. Error =2.09572 F=11.877 Significant=.000 Sig =0.01 Level		Constant	6.894	1.504		4.584	.000**
	1	Time saving	1.221	.233	.362	5.232	.000**
	2	Affordability	.261	.259	.072	1.005	.317 (NS)
	3	Convenient mode of utilize	.653	.247	.184	2.648	.009**
	4	Multiple work	.704	.230	.229	3.061	.003**
	5	Frequent access to my place	.267	.204	.095	1.307	.193 (NS)
	6	Social status	-.252	.191	-.098	-1.318	.190 (NS)
	7	Portability	.185	.197	.069	.941	.348 (NS)
	8	Use Internet	.234	.203	.090	1.153	.251 (NS)

Dependent Variable: Buyer Behaviour Source: Primary data computed
 **- Significant at 0.01 level * - Significant at 0.05 level NS- Not Significant

The multiple regression are carried out of determine which of the contributed to the factor of Buyer behaviour in the study. From the Table-3, it could be seen that R2 - Value found to be 0.703 which means 70 percent of total variance contributed by the reasons for buying laptop factors. It could be concluded that the factor of reasons for laptop factors is contributed by the Buyer behaviour variables (as show in the table-3) at 70%.Further the obtained 'F'- value of 11.877 is found to be significant at 0.01 levels. "Reasons for buying laptop factors significant contributed to the Buyer Behaviour".

The table shows that the Beta values which are significant for the following factors: (Time saving, Convenient mode of utilize, Multiple work.) Having the 'p' value 0.000, 0.009, and 0.003 which is significant contributed to the buyer behaviour.

Table-4 Multiple Regression Analysis on the Factor purchase behaviour and the Buyer Behaviour

Details Regarding Buyer Behaviour	Details regarding purchase behaviour						
	S.No	Factors	B	Std Error	Beta	t	Sig
Multiple R= .414 R. Square = .671 Adjusted R. Square=.137 Std. Error =2.45078 F=4.931 Significant =.000 Sig =0.01 Level		Constant	14.042	1.391		10.095	.000**
	1	Product Information	.034	.260	.011	.131	.896 (NS)
	2	Competitors Brands Information	.340	.261	.111	1.300	.196 (NS)
	3	Experts making Purchase Becision	.579	.252	.198	2.301	.023*
	4	Friends Recommend	.055	.241	.021	.229	.819 (NS)
	5	Immediate Purchase Decisions of Laptop	.201	.237	.080	.850	.397 (NS)
	6	Influencing sales talk and Dealers, so will be change in Purchase behaviour	.421	.201	.180	2.090	.038*

Dependent Variable: Buyer Behaviour Source: Primary data computed
 **- Significant at 0.01 level * - Significant at 0.05 level NS- Not Significant

The multiple regression are carried out of determine which of the contributed to the factor of Buyer behaviour in the study. From the Table-4, it could be seen that R2 - Value found to be 0.671 which means 67 percent of total variance contributed by the purchasing behaviour factors. It could be concluded that the factor of purchasing behaviour factors contributed by the Buyer behaviour variables (as show in the table-4) at 67%.Further the obtained 'F'- value of 4.931 is found to be significant at 0.01 levels. "The factors influencing significant contributed to the Buyer Behaviour".

The table shows that the Beta values which are significant for the following variables: Expert making purchase decision, Influence sales talk and dealer so will change in purchase behaviour having 'p' value 0.023 and 0.038 which is significant contributed to the buyer behaviour.

Table-5: Multiple Regression Analysis on the Factor of Buyer Behaviour and the Demographical Factors

Details Regarding Buyer Behaviours Variables	Details regarding Demographical Factors						
	S.No	Factors	B	Std Error	Beta	t	Sig
Multiple R = .320 R. Square = .602 Adjusted R. Square = .778 Std. Error = 21.23295 F = 14.140 Significant = .003 Sig = 0.01 Level		Constant	235.84	8.695		27.123	.000**
	1	Gender	4.468	4.284	.084	1.043	.299 (NS)
	2	Educational Qualification	-6.561	2.770	-.203	-2.369	.019**
	3	Occupational	-4.634	1.625	-.230	-2.851	.005**
	4	Monthly Family Income	-.762	2.625	-.025	-.290	.772 (NS)

Dependent Variable: Buyer Behaviour Source: Primary data computed
 ** - Significant at 0.01 level * - Significant at 0.05 level NS - Not Significant

The multiple regressions are carried out to determine which of the demographical variables contributed to the factor of buyer behaviour in the study. From the table-5. It could be seen that R² -value found to be 0.602 which means 60 percent of total variance contributed by the demographic variables. It could be concluded that the factor of buyer behaviour is contributed by the demographic variables (as show in the table-5) at 60%. Further, the obtained 'F' -value of 14.140 is found to be significant at 0.01 levels. The demographic variables significantly contributed to the buyer behaviour.

The table shows that the Beta values which are significant for the following variables: Educational Qualification, Occupational having 'p' value 0.019 and 0.005 which is significant contributed to the Buyer behaviour.

Table-6: Multiple Regression Analysis on the Factor of laptop product attributes and the Buyer Behaviour

Details Regarding Buyer Behaviour	Details regarding laptop product attributes						
	S.No	Factors	B	Std Error	Beta	t	Sig
Multiple R= 0.934 R. Square = 0.873 Adjusted R. Square= 0.867 Std. Error =8.07558 F=139.267 Significant=0.000 Sig =0.01 Level		Constant	26.695	7.091		3.765	.000**
	1	Connectivity And Mobility Features	5.758	0.847	.251	6.795	.000**
	2	Value Added Features	13.866	1.641	.371	8.449	.000**
	3	Peripheral Specification	5.630	1.860	.132	3.027	.003**
	4	Core Technical Features	8.706	1.670	.207	5.212	.000**
	5	Physical Appearance	0.014	1.226	.000	0.011	.991 (NS)
	6	Price	3.743	1.436	.093	2.607	.010**
	7	Post Purchase Service	7.655	1.542	.196	4.963	.000**

Dependent Variable: Buyer Behaviour Source: Primary data computed
 ** - Significant at 0.01 level * - Significant at 0.05 level NS - Not Significant

The multiple regression are carried out of determine which of the contributed to the factor of Buyer behaviour in the study. From the Table-6, it could be seen that R² - Value found to be 0.873 which means 87 percent of total variance contributed by the laptop product attributes variables. It could be concluded that the factor of laptop product attributed is contributed by the Buyer behaviour variables (as show in the table-6) at 87%. Further the obtained 'F' - value of 139.267 is found to be significant at 0.01 levels. "The Laptop product attribute variables significant contributed to the Buyer Behaviour".

The table shows that the Beta values which are significant for the following variables: Connectivity and mobility features, Value added features, peripheral specification, Core technical features, Price factors, Post purchase service. Having 'p' value 0.000, 0.000, 0.003, 0.000, 0.010, and 0.000 which is significant contributed to the Buyer behaviour.

FINDING

1. There is no significant difference between gender and laptop product factors (connectivity and mobility features, value added features, peripheral specification, core technical features, physical appearance, price and post purchase services) having the 'p' value 0.814, 0.187, 0.767, 0.780, 0.145, 0.621 and 0.207 which is having the not significant difference between gender of the respondents.
2. There is significant difference between occupation and product attributes (Connectivity and Mobility features, Value added features, Peripheral specification, Core technical features, pricing factors) having the 'P' value 0.001, 0.021, 0.035, 0.010, and 0.026 which is having the significantly influence on Occupation of the respondents.
3. The reasons for buying laptops factors significantly contributed at 70 % to the buyer behaviour. Find out beta values which are significant for the following factors: Time saving, Convenient mode of utilize, Multiple work. Having the 'p' value 0.000, 0.009, and 0.003 which is significant contributed to the buyer behaviour.
4. The purchasing behaviour factors significantly contributed at 67 % to the buyer behaviour. Find out beta values which are significant for the following variables: Expert making purchase decision, Influence sales talk and dealer so will change in purchase behaviour having 'p' value 0.023 and 0.038 which is significant contributed to the buyer behaviour.
5. The demographical factors contributed at 60% to the buyer behaviour. Find out beta values which are significant for the following variables: Educational Qualification, Occupation having 'p' value 0.019 and 0.005 which is significant contributed to the Buyer behaviour.
6. The product attributes factors contributed at 87 % to the buyer behaviour. Find out beta values which are significant for the following variables: Connectivity and mobility features, Value added features, peripheral specification, Core technical features, Price factors, Post purchase service. Having 'p' value 0.000, 0.000, 0.003, 0.000, 0.010, and 0.000 which is significant contributed to the Buyer behaviour.

SUGGESTIONS

1. In our generation computer knowledge is very essential for each & every educated persons. Based on the finding major buying contribution by the PG & Professional persons and less contributed by Diploma & School students. So here researcher suggests that making awareness program about computer, will immensely help to improve the computer knowledge & also increases the sales of laptops.
2. Based on the researcher own experiences Sony, HP and Apple laptops are not attracted by the buyers because of price & designs. So researcher suggested that in Indian market most of the peoples initially attracted by the price & secondly by the design, So that why only Lenovo & Dell laptops standing on the first and second position respectively.
3. Based on the findings, educational qualification & occupations where immensely contributed to buying a laptop. So researcher suggest that laptop manufactures have to concentrate on those people by way of survey or research through their R & D department will help to improve their sales & quality.
4. Based on the finding, self decision making is playing vital role on buying a laptop & dealer, experts suggestions are playing vital role on choosing a laptop. Hence researcher suggest that, sometimes these two decisions will have negative results, So based on the researcher own experiences, before buying a laptop getting advice from 3 or more laptop users will help to tack right decision.

CONCLUSION

Each and every product, Buyer behaviour is most important thing, because it will lead to the success and failures of that product. Here researchers find out the buyer behaviour of laptop in Dindigul district. Researcher collected primary data from respondents through well farmed questionnaire and secondary data collected from various Journals, articles, and thesis & also through internet. By using various statistical tools, the given information were well analysed and findings were given based on this analysis. The valid suggestions were given for the development of product & feature studies.

REFERENCES

1. Aaker, D.A., (1991) Managing Brand Equity: Capitalizing on Value of a Brand Name. The Free Press, New York, ISBN: 0-02-900101-3, pp: 299.
2. Ahearne M, Bhattacharya CB, Gruen T. (2005) Antecedents and consequences of customer-company identification: expanding the role of relationship marketing. J Appl Psychol 2005; 90(3):574-85
3. Arasu, K.N.T. (2010) "Research on Laptop Buying Behaviour of Students in SIC" Retrieved from

<http://www.managementparadise.com>

4. Chieng Fayrene Y.L., (2011) "Customer Based Brand Equity: a literature review", International Refereed Research Journal, Vol.-II, Issue -1
5. Hellier, P. K., Ceursen, G. M., Carr, R. A., & Rickard, A. (2003). "Customer repurchases intention: A general structural equation model". European Journal of Marketing, 37(11/12), 1762-1800.
6. Jarvenpaa, S., and Todd, P. (1996/1997) "Consumer Reactions to Electronic Shopping on the World Wide Web". International Journal of Electronic Commerce. Vol- 1 (2), 59-88.
7. Keller, K.L. (1993), "Conceptualizing, Measuring and Managing Customer Based Brand Equity", Journal of Marketing, Vol. 57 No. 1, pp. 1-22
9. Kotler and Keller (2011) "Marketing Management", (14 th edition), London: Pearson Education.
10. Kulkarni, Vijay.R. (2013) "A factorial study of consumer buying behavior of laptops of postgraduate students in Pune" International Journal of Management, Vol 4, pp 09-21.
11. Leena Jenefa (2013) "Socio-economic Factors Influencing the Buying Behaviour with Special Reference to Selected Garment Retail Outlet in Chennai", International Journal of Business and Management Invention, Vol.2 (12), pp. 01-11.
12. Len TW, Cindy M, Lynn MM (2007). Research Issues in Building Brand Equity and Global Brands in the PC market. Journal of Marketing Management . Vol- 3(1), pp.137-155.
13. Oliver, R. L. (1999). Whence Consumer Loyalty? Journal of Marketing, 63, 33-44.
14. Ovidiu I. Moisescu (2001) "The Importance of Brand Awareness in Consumers' Buying decision and Perceived Risk assessment", Babes - Bolyai University of Cluj- napoca.
15. Rajaselvi.k (2006), "Buyer Behaviour towards Electronic Goods", International Journal of Enterprise and Innovation Management Studies, Vol. 1 No. 3