Consumer Buying Behaviour –Towards Personal Computer

Mr.Santpal

Assistant Professor in Commerce

(Extention Lecturers)

Govt. College, Bawal

(Affiliated to M.D. University, Rohtak)

District - Rewari (Haryana)

Abstract:

In the actual world, computer plays a key role nowadays. A lot of research has been done in consumer behavior. The study identifies various factors that influence consumers to purchase a personal computer. This paper tries to explain it focusing on the consumer buying decisions for personal computers and the impact of the factor on buying personal computer and an attempt to explain some factor i.e. Pre purchase information, source of information, sources of repair, satisfaction level towards existing brand, probable reason to change and other factors could have influence in the buying choice. These questions raised curiosity to do a study on the buying behaviour of the students.

Keywords: Consumer behavior, Personal computer, Respondents, Marketing, Information.

INTRODUCTION:

MARKETING

Marketing is the function that primarily determines-

- What the product or service shall be
- How it shall be presented, promoted and distributed to the customer and kept useful to him and
- How it shall be priced.

Marketing deals with identifying and meeting human and social needs. It influences us each day in both our roles as provider of goods and services and as a consumer. In other way, we can say that we are all involved with or affected by marketing practices.

CONSUMER BEHAVIOUR

Consumer behaviour refers to the buying behaviour of ultimate consumers, those persons who purchase product for personal or household use, not for business purpose. Studying consumers provide clues for improving or introducing product or services, setting prices, devising channels, creating messages and developing other marketing activities. The aim of marketing is to meet and satisfy target customers needs and wants better than the competitors.

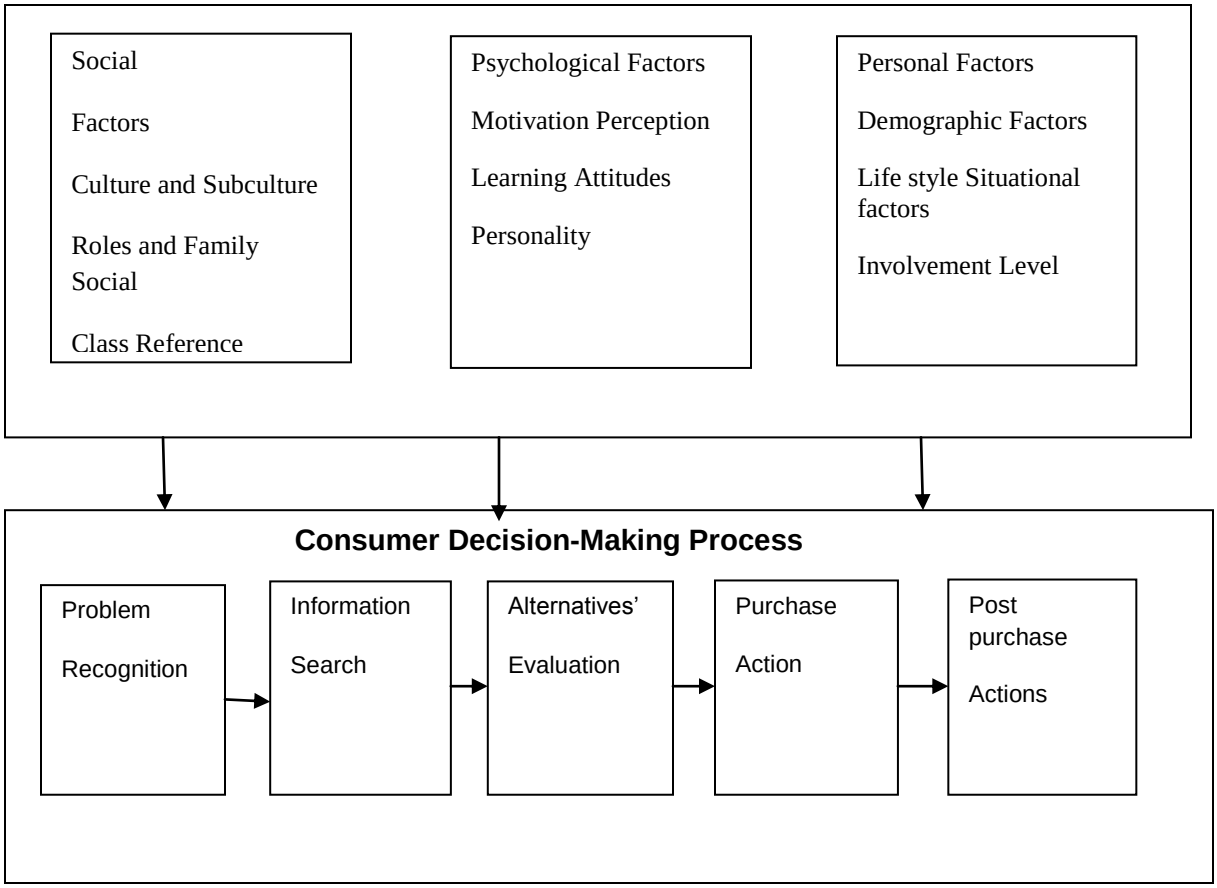
CONSUMER BUYING BEHAVIOUR PROCESS:

One of the very few aspects common to all of us is that we are all consumers and the reason for a business firm to come into being is the presence of consumers who have unfulfilled, or partially fulfilled needs and wants. Buyer behaviour is an extremely important and complex subject for any marketer. At the same time, it is important to appreciate that there is no unified, tested, and universally established theory on this subject. Buyer remains an enigma and her/his mind is viewed as a black box. Before businesses can develop marketing strategies, they must understand what factors influence buyer behaviour and how they make purchase decisions to satisfy their needs and wants. Understanding buyer behaviour and "knowing buyers" are not that simple. It is almost impossible to predict with one hundred per cent accuracy how buyers will behave in a certain situation. Buyers are moved by a complex set of deep and subtle emotions. Their behaviour results from deeply held values and attitudes; their perceptions of the world and their place in it, from common sense, impulse, or just plain whimsy.

> "Consumer behaviour refers to the mental and emotional processes
>
> and the observable behaviour of consumers during searching, purchasing,
>
> and post consumption of a product or service."

Satish K. Batra and S. H. H. Kazmi, Buyer behaviour has two aspects: the final purchase activity visible to any observer and the detailed or short decision process that may involve the interplay of a number of complex variables not visible to anyone. Actual purchase is just one activity, but the process is initiated several steps prior to a purchase and often progresses beyond consumption. In fact, purchase behaviour is the end result of a long process of consumer decision-making, influenced by many variables.

Various Factors Influencing Consumer Behaviour:



The terms 'buyer' or 'consumer' are used both for personal consumers and organisational consumers and refer to two different kinds of consuming entities. The **personal consumer** buys products or services for personal or household consumption for final use, such as salt, toothpaste, computer, gifts, etc.

HISTORY OF COMPUTING IN INDIA:

The computer age in India began in 1955 with the installation of HEC-2M (a computer designed by A.D.Booth in England) at the Indian Statistical Institute (ISI) at Calcutta (now Kolkata). The same year a team headed by R.Narasimhan started designing and fabricating a computer at the Tata Institute of Fundamental Research (TIFR) at Bombay (now Mumbai). In 1955 only a few dozen scientists and engineers in India knew about computers. In 2010 there were over 2.4 million people employed in computer related jobs and over 60 million Personal Computers were in use. Information Technology which depends on computers contributed 6.4% of the GDP of India and IT services became the fastest growing segment among export

Industries and grew by 22.7% in 2010 with aggregate export revenue of USD 50 billion and domestic revenue of USD 17 Billion. Undoubtedly it has been an exciting journey from 1955 to 2010 though not smooth and steady. In the 60s and the 70s there was a lot of trepidation about the use of computers

and their impact on employment. Questions were asked whether computers were relevant for an over populated poverty stricken country. From this jittery

Vajpayee could declare IT as "India's Tomorrow". The development of computing in India is inextricably intertwined with two interacting forces: the political climate and the government policies mainly driven by the technocrats and the bureaucrats who acted within the boundaries drawn by the political party in power. There were four "break points" in the development of computers and their applications in India caused by the political party in power and some external forces. These break points are those significant events in 1970, 1978, 1991 and 1998 that changed the direction of the development of computers and their applications (namely, Information Technology or IT) in India. The period 1955 to 1970 saw the beginning of the use of computers in India.

The period 1978 to 1990 saw the emergence of a local computer manufacturing industry in the private sector and the gradual loosening of government control over the computer industry. The period 1991 to 1997 saw "economic liberalization" in India which abolished tight government controls in a number of areas that encouraged the private IT entrepreneurs to innovate. Import of computers was liberalized and foreign collaboration and investments were

Permitted which enabled a large number of software companies to export software services. In 1998 the government took proactive steps to promote Information Technology by giving incentives such as tax breaks and reduced import duties. Communication infrastructure also improved. The cost of computers came down. All these resulted in a rapid growth of the software services industry with annual growth rate exceeding 30%. The period 1970 to 1978 saw a slow controlled growth of computing in India. During this period the political class had genuine doubts whether computer technology was relevant for a poor developing country. However, this did not impede the technocrats and the educators from laying the required.

During this period the DoE funded the computer division of a public sector company, called the Electronics Corporation of India Ltd. (ECIL), to manufacture computers. Section 5 describes the growth of private enterprise in both hardware design and software development between 1978 and 1990. This period began with IBM's withdrawal from India following which a number of local private entrepreneurs started to manufacture minicomputers.

It is concluded that the investments and the initiatives taken by the government in education, research and development projects, liberalizing and improving communications and supporting private software services industries with a number of incentives paid rich dividends. Investments in public sector manufacturing of computers, however, did not yield commensurate results.

REVIEW OF LITERATURE:

Deborah R. Compeau, Christopher A. Higgins (1995)– The study found that adopters and non-adopters of home computers were contrasted in terms of their demographics, psychographics, and experiences with technical consumer products. Experiences with other computer-related products and services were found to play a major role in movement toward purchase of a computer.

Cuban, L. (2001) - The study had founded several findings related to computer use in classrooms. The study found the students used computers in schools to complete assignments, playing games, explore CD-ROMS to find information, and conduct Internet searches. They rarely used computers for primary instructional tasks such as participating in on-line curriculum and creating multimedia projects.

Alan Ching Biu Tse (1999)- The study examined how perceived product safety may be affected by such product-related factors as price, brand name, store name, Promotion channels, source credibility, country of origin, nature of Product testing authority and warranty. Shows that perceived product safety was significantly affected by all of the variables mentioned above. Implies that, by carefully manipulating these variables in formulating marketing strategies, managers can attract the large and growing market of safety-conscious consumers and gain a competitive edge that cannot possibly be ignored.

Vinson, Scott and lamot, (1977) - Concluded in their study on the values in marketing and consumer behavior that values are centrally held cognitive elements, which stipulate motivation for behavioral responses. It has been generally accepted in consumer behavior research of product and services. Hence, the individual's attributes are ultimately based upon these attribute and behavior as well.

Rao, (1969) - In his study on various elements of purchase decision and their implications for building relative models of buying behavior conducted, that consumer probability of purchasing a brand was not only affected by their past experience with the brand ,but also selection of the store at the time of purchase. The purchase size, time laps between purchase, price of the purchase and advertising exposure were only few of the important factors of purchase environment that should be brought explicitly into models of brand choice.

Denis M.S. Lee (1986) - This study investigates the usage pattern and sources of assistance for personal computer (PC) users in twelve organizations. The study found that PCs attract new computer users and the extent of PC usage was correlated with prior computer knowledge. The most important reason for using PCs was for specific professional work. Overall, users were satisfied with their PCs, but not with the information they obtained from the written sources. The study found that the best sources of information for PC users were their own colleagues.

Objectives of study: -

This paper has certain specific objectives which are as follows:

(1) To find out ability to handle computer and major sources of information used by buyers of computers.

(2) To find out respondent choice if desired brand is not available and probable reason of change of personal computer?

(3) To find out the source of repair and satisfaction of respondent while using the computer.

METHODOLOGY:

This paper is based on primary data. The questionnaire method was considered appropriate for collecting the date. Therefore, the questionnaire has been designed to collect the required information from respondents. In this paper a sample of 110 respondents from Kurukshetra University, Kurukshetra has been taken. Coding is the process of assigning of numerical codes. The data from questionnaire is transferred to coding sheets. The obtained data has been processed for the computation of percentage, frequency, means and standard deviation and rank. All the statistical techniques have been applied with the help of Statistical Package for Social Science (SPSS-7.5).

ANALYSIS AND INTERPRETATION:-

Table-1

Age, Genders, Type, Brand wise profile of respondents.

Variable	Categories	Frequency	Percentage
Age Groups	15-20 years	43	39.10
	21-25 years	47	42.70
	Above 25 years	20	18.20
Genders	Male	60	54.50
	Female	50	45.50
Type	Laptop/Notebook	36	32.70
	Desktop	74	67.30
Brand	Assembled	60	54.50
	Branded	50	45.50

Sources: Primary Data

The table 1 shows the data of respondent's age, genders, brand and type of computer. Table shows that 42.70% of respondents are in the age group 21-25 years, 39.10% are in the age group of 15-20 years and 18.20% of the respondents are of age above 25 years.

It shows that 54.50% of respondents are male and 45.50% respondents are female. Table shows that majority of respondents (67.30%) use desktop computer and 32.70% respondents use laptop/notebook. This show that majority of respondents are using desktop. The table shows that 54.50% of respondents use assembled computers and 45.50% respondents use branded computers.

Table- 2

Ability to Handle Computer

Sr. No.	Ability	Frequency	Percentage
a	Not at all	3	2.70
b	To some extent	50	45.50
c	To a large extent	37	33.60
d	Completely	20	18.20
	Total	110	100.00

Sources: Primary Data

` The table 2 presents that 45.50 % of respondents can handle the routine computer operations to some extent independently and 33.60 % of respondents can handle the routine computer operations to a large extent, while 18.20 % of respondents can handle the routine computer operations completely. Also 2.70 % of respondents cannot handle at all the routine computer operation.

Table-3

Pre-Purchase Information Search.

Sr. No.	Variable	Frequency	Percentage
a	Strongly disagree	2	1.80
b	Disagree	8	7.30
c	Neutral	13	11.80
d	Agree	49	44.50
e	Strongly Agree	38	34.50
	Total	110	100.00

Sources: Primary data

The table 3 shows that 44.50 % of respondents agree with the statement that they collected sufficient information before purchasing the computer. Another 34.50 % of respondents strongly agree with the statement. Thus, a vast majority of respondents (79%) have collected sufficient information before purchasing the computer. However, 9.10 % of respondents did not agree with the statement.

Table-4

Sources of information

Sr. No	Variable	Frequency	Percentage
a	T.V.	53	48.20
b	Website	6	5.50
c	Magazines	17	15.50
d	Computer retailer/dealer	7	6.40
e	Newspapers advertisement/pamphlets	26	23.60
f	Hoarding /signboard	1	0.90
	Total	110	100.00

Sources: Primary data

The table 4 shows that 48.20 % of respondents came to know for the 1st time about computer from T.V., 23.60 % of respondents from newspaper advertisement/pamphlets and 15.50 % from magazines, While 6.40 % of respondents came to know for the 1st time about computer from computer retailer/dealer, 5.50 % from website and 0.90 % from hoarding/signboard.

Table-5

Choice of respondent if desired brand is not available in the market

Sr. No.	Variables	Frequency	Percentage
A	Buy it from another place	62	56.40
B	Buy another brand of computer	17	15.40
C	Wait till it becomes available with the particular dealer	31	28.20
	Total	110	100.00

Sources: Primary data

The table 5 shows that 56.40 % of respondents will buy the computer from another place if thedesired brand not available in the market, 28.2% of respondents said that they would wait till the computer becomes available with the particular dealer. Thus, the market buyers pay due attention to brand of computers while making a purchase.

Table-6.1

Probable Reasons for Change in computer

Sr. No.	Importance / Variables	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	Total
a	Reduction in price	28 (25.5)	30 (27.3)	28 (25.5)	19 (17.3)	5 (4.5)	110 (100)
b	New models with new technology	10 (9.1)	11 (10.0)	16 (14.5)	40 (36.4)	33 (30.0)	110 (100)
c	Desire for change only	18 (16.4)	29 (26.4)	31 (28.2)	27 (24.5)	5 (4.5)	110 (100)
d	Increase in income level	14 (12.7)	26 (23.6)	27 (24.5)	33 (30.0)	10 (9.1)	110 (100)
e	High costs of existing computer	26 (23.6)	26 (23.6)	36 (32.7)	18 (16.4)	4 (3.6)	110 (100)

Source: Primary Data

Note: Figures in parenthesis indicate percentage

The table 6.1 represents that a large number of respondents (66.40%) strongly agree or agree to change their computer because of new models with new technology. Further 39.10 % of respondents and 29.00 % of respondents agree or disagree to change their computer because of increase in income level and desire for a change only. The table also reflects that 52.80 % of respondent and 47.20 % of respondents strongly disagree or disagree to change their computer because of reduction in price and high cost of existing computer respectively.

Table-6.2

Probable Reasons for Change in computer

(On the basic of mean and S.D.)

Sr. No	Variable	Mean	Standard Deviation (S.D.)	Rank
a	Reduction in price	2.48	1.179	5
b	New models with new technology	3.68	1.256	1
c	Desire for change only	2.75	1.137	3
d	Increase in income level	2.99	1.192	2
e	High costs of existing computer	2.53	1.311	4

Sources: Primary data

As far as possible reasons for change in computer are consider respondents agree with the statements that they would do so because of the launch of new models with new technology (mean=3.68). However the respondents are neutral increase in income level (mean=2.99), desire for a change only (mean=2.75) and high cost of existing computer (mean=2.53). Further they disagree with the statement that they would change their computer because of reduction in price (mean=2.48).

Table-7.1

Repairing of Computer by the Respondent

Sr. No.	Importance / Variables	Never	Rarely	Sometime	Often	Mostly	Total
a	Company Engineer directly	42 (38.2)	18 (16.4)	16 (14.5)	15 (13.6)	19 (17.3)	110 (100)
b	Authorised dealer	21 (19.1)	23 (20.9)	24 (21.8)	18 (16.4)	24 (21.8)	110 (100)
c	Private service Centre	32 (29.1)	33 (30.0)	23 (20.9)	15 (13.6)	7 (6.4)	110 (100)
d	Self Repair	28 (25.5)	19 (17.3)	23 (14.5)	16 (14.5)	24 (21.8)	110 (100)

Source: Primary Data

Note: Figures in parenthesis indicates percentage

The table 7.1 represents that large number of respondents get their computer repaired from authorized dealer (38.20%), company engineer directly (30.90%) often and mostly. Also 36.30% of respondents do self repairing often or mostly. Further, majority of respondents (59.10%) never or rarely get their computer repaired from private service centre.

Table-7.2

Repairing of computer by the respondents

(On the basic of mean and S.D.)

Sr. No	Variable	Mean	Standard Deviation (S.D.)	Rank
a	Company engineer directly	2.55	1.530	3
b	Authorized dealer	3.01	1.424	1
c	Private service centre	2.38	1.219	4
d	Self Repair	2.90	1.490	2

Sources: Primary data

The table 7.2 shows that the respondents get their computer repaired from authorized dealer (mean=3.01) or company engineer directly (mean=2.55) sometimes. Also sometimes (mean=29.0) do self repair of their computer. Further the respondents get their computer repaired from private service centre rarely (mean=2.38).

Table 8.1

Satisfaction of Respondents

Sr. No.	Importance / Variables	Highly Dissatis-fied	Dissatis-fied	Indiffe-rent	satisfied	Highly Satisfied	Total
a	Performance of company	0	4 (3.6)	16 (14.5)	65 (59.1)	25 (22.7)	110 (100)
b	Service of dealer	5 (4.5)	15 (13.6)	28 (25.5)	53 (48.2)	9 (8.2)	110 (100)
c	Service of Company	5 (4.5)	4 (3.6)	37 (33.6)	56 (50.9)	8 (7.3)	110 (100)

Source: Primary Data

Note: Figures in parenthesis indicate percentage

The table 8.1 shows that majority of respondents are satisfied or highly satisfied with the performance of computer (82.80%), service of company (58.20%) and service of dealer (56.40%). Further, the table shows that 18.10% of respondents are highly satisfied and dissatisfied with the service of dealer.

Table-8.2

Satisfaction of respondents

(On the basic of mean and S.D.)

Sr. No	Variable	Mean	Standard Deviation (S.D.)	Rank
a	Performance of company	4.01	0.723	1
b	Service of dealer	3.42	0.980	3
c	Service of company	3.52	0.864	2

Sources: Primary data

The table 8.2 shows that the respondents are satisfied with the performance of the computer (mean=4.01) and service of company (mean=3.52). The table also shows that respondent are indifferent regarding service of dealer (mean=3.42).

CONCLUSIONS:

In **nutshell,** 45.50 % of respondents can handle the routine computer independently and 44.50 % of respondents collected sufficient information before purchasing the computer. They collected sufficient information before purchasing the computer. They collected information from newspaper advertisement/pamphlets and T.V. (23.60%). It is also found that 56.40 % of respondents will buy the computer from another place if the desired brand not available in the market. A large number of respondents (mean=3.61) strongly agree or agree to change their computer because of new models with new technology and a large number of respondents get their computer repaired from authorized dealer (mean =3.01). A majority of respondents are satisfied or highly satisfied with the performance of computer (mean= 4.01).

REFERENCES:

1) Alan Ching Biu Tse: "European Journal of Marketing", Year: 1999 Volume: 33 Issue: 9/10 Page: 911 – 925 Publisher: MCB UP Ltd.

2) Cuban, L. (2001). Oversold and underused: Computers in the classroom. Massachusetts: Harvard University Press.

3) C.R.Subramanian, "India and the Computer – A Study of Planned Development", Oxford University Press, New Delhi, 1992

4) Deborah R.Compeau, Christopher A. Higgins, "Computer Self- Efficacy" MIS Quarterly, Vol. 19, No. 2 (Jun., 1995), PP.189-211

5) Denis M.S. Lee. "Usage Pattern and Sources of Assistance for Personal Computer Users" MIS Research centre, University of Minnesota. MIS Quarterly, Vol.10, No.4 (Dec. 1986), Pp. 313-325

6) Dinesh Sharma, "The Long Revolution – the Birth and Growth of India's IT Industry", Harper-Collins India, New Delhi, 2009

7) Mohi Mukherjee, "The first Computer in India", in Computer Education in India – Past, Present and Future", Editor: Utpal Banerjee, Concept Publications, New Delhi, 1996 (pp.13-16)

8) Pradeep, **'**Consumer Behavior Towards footwear' in the journal of International Research Journal of commerce, Business and social Science vol. 3, Issue v (1), Aug. 2014

9) Ramesh Subramanian, "India and Information Technology: a Historical and Critica Perspective", Journal of Global Information Technology Management, Vol.9, No.4, October 2006, pp.28-46

10) Rao, T.R., "Consumer Purchase Decision Process: stochastic Model", Journal of Marketing Research, Vol 6, No. 8, May 1969, PP.321-329.

11) R.Narasimhan, "On the System and Engineering Design of the General Purpose Electronic Computer at TIFR", Proceedings of the Indian Academy of Science, Vol.52, Sec.A, pp. 45-57, August 1960. See also Reference [12], pp.349-360

12) Santpal & Pradeep,"consumer Buying Behaviour : An Empirical study on personal computer, International journal of Research in Commerce and Management, VOLUME NO. 6 (2015), ISSUE NO. 03 (MARCH)

13) Vinson, D.E. Scott, J.E. and lamot, L.M., " The Role of Personal Values in Marketing and consumer Behavior", Journal of Marketing , Vol. 11, April 1997, PP. 44-50

14) V.RAJARAMAN, '' History of computer in India 1955-2010'', supercomputer education and research centre, Indian Institute of science assessed on 19 march 2015.

15) www.nasscom.org. See also Annual Report, Department of Information Technology, Government of India, 2010-2011

ANNEXURE

QUESTIONNAIRE

Respondent's Name ……

1. Age:

(a) Between 15-20 years ( )

(b) Between 21-25 years ( )

(c) Above 25 years ( )

3. Sex:

(a) Male ( )

(b) Female ( )

4. Education

(a) Graduate (specify)……..

(b) Post-Graduate (specify)…….

5. Do you own a:

(a) Laptop/Notebook Yes/No

(b) Desktop Yes/No

6. Mention the brand of computer you own

(a) Assembled Yes/No

(b) Branded (Mention……) Yes/No

07. You collected sufficient information before purchasing the computer.

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
( )	( )	( )	( )	( )

08. Mention (√) the extent of importance you gave to the following sources of information while purchasing the computer.

(a) Not at all ( ) (b) To some extent ( )

(c) To large extent ( ) (d) completely ( )

09. From which particular media you came to know for the first time about the computer. (Tick any one)

(a) T.V. ( )

(b) Website ( )

(c) Magazines ( )

(d) Computer retailer/dealer ( )

(e) Newspapers advertisement/pamphlets ( )

Hoardings/signboard

10 Tick marks the most appropriate choice if your desired brand is not available in the market you will:

Buy it from another dealer/place ( )

a. By another brand of computer ( )

b. Wait till it becomes available with the particular dealer ( )

11. If you want to change your computer, you would do so because of :

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
(a) Reduction in Price	( )	( )	( )	( )	( )
(b) New models with new technology	( )	( )	( )	( )	( )
(c) Desire For a change only	( )	( )	( )	( )	( )
(d) Increase in income level	( )	( )	( )	( )	( )
(e) High costs of existing computer	( )	( )	( )	( )	( )

12. You get your computer repaired from:

	Never	Rarely	Sometime	Often	Mostly
(a) Company engineer directly	( )	( )	( )	( )	( )
(b) Authorized dealer	( )	( )	( )	( )	( )
(c) Private Service centre	( )	( )	( )	( )	( )
(d) Self Repair	( )	( )	( )	( )	( )

13. How far you are satisfied with the:

	Highly dissatisfied	Dissatisfied	Indifferent	Satisfied	Highly satisfied
(a) Performance of computer	( )	( )	( )	( )	( )
(b) Service of dealer	( )	( )	( )	( )	( )
(c) Service of company	( )	( )	( )	( )	( )