

Factor Influencing Purchase Decision of Consumer Towards Notebook Computers in Tamilnadu

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ABSTRACT

Innovation often changes the corporate world as quick as with the blossoming of computing devices. Since last three decades the perception with regard to procurement of notebook computers has escalates significantly. Now a day's notebook computer purchase is like that of similar to purchase of past paced consumer products, which reveals that the people are focused in handling technological devices like notebook computers in their routine life. Notebook computer is a choice one among in sharing of knowledge. A notebook computer is a term used conversely with laptop computers. A notebook computer is a portable one that is smaller and auxiliary than a personal computer. In India the notebook computer sellers are facing lot of challenges in competing among various other notebook computer brands globally such as Dell, HP, Acer, Lenovo, Compaq, Sony and such others. This study was carried out to find out the level of purchase pattern possessed on notebook computers by sorting out eleven predictors by applying likert scale method. In this study predictors like length of life, sex, marital status, pedagogy credentials, occupation, annual emoluments, family size, customer's taste, usage period and influencing source.

Keywords: computers, technological, emoluments, predictors

1. INTRODUCTION

Innovation often changes the corporate world as quick as with the blossoming of computing devices. Since last three decades the perception with regard to procurement of notebook computers has escalates significantly. Now a day's notebook computer purchase is like that of similar to purchase of past paced consumer products, which reveals that the people are focused in handling technological devices like notebook computers in their routine life. Notebook computer is a choice one among in sharing of knowledge. A notebook computer is a term used conversely with laptop computers. A notebook computer is a portable one that is smaller and auxiliary than a personal computer. In India the notebook computer sellers are facing lot of challenges in competing among various other notebook computer brands globally such as Dell, HP, Acer, Lenovo, Compaq, Sony and such others. This study was carried out to find out the level of purchase pattern possessed on notebook computers by sorting out eleven predictors by applying likert scale method. In this study predictors like length of life, sex, marital status, pedagogy credentials, occupation, annual emoluments, family size, customer's taste, usage period and influencing source.

1.1. STATEMENT OF THE PROBLEM

In global context Computer products such as notebook computers are facing rivalry competitive challenges while compared to other industries. Universe people is enjoying the benefits of computers, equipment and tools with the help of advancement of science and technology yet people's hunt of new techniques is not up to the mark. In today's increasingly competitive environment, buying pattern is critical to corporate success. In India the notebook computer

sellers are facing lot of challenges in competing among various other notebook computer brands globally such as Dell, HP, Acer, Lenovo, Compaq, Sony and such others. Growth in the use of notebook computers creates more aches, pressures and stress among computer users. The following questions were explored on the basis of above said issues;

1. How could the notebook computer sellers concentrate on successful business practice to hold their brand loyalty by grasping customer's behavior?
2. In what way the facets would create impact on the customer's repeat purchase?

1.2 OBJECTIVES OF THE STUDY

- To illuminate the aspect that influences the customer's buying motives and purchasing pattern on notebook computers.
- To offer valid suggestions for the sellers to understand the behavior of customer and improve their business.

2. REVIEW OF LITERATURE

1. In Rangsan Nochai and Titida Nochai article in the year of 2011 revealed that in Thailand, the sales promotion factors have an impact on consumer's buying motive towards notebook computers. As a result of this literature, the sales promotional factors such as 1. Member card for discount, 2. Billboard, radio, leaflet, and magazine, 3. Extend warranty period, 4. Bundled with scanner, and 5. Able to pay by installments have magnificent impact on consumer's buying decision on Portable PCs. Next in this literature, it was found that the salesman can satisfy customers want, generate potential market shares through sale promotional measures.

2. In Kanwar's article in the year of 2012 focused on the consumer behavior that affects buying motive of notebook computers in Mohali, Punjab. There are seven factors which create impact on buying motives on laptop purchase. Core technical features, specifications, physical appearance, after sales services, cost, remittance method, peripheral value added features, connectivity and mobility are the factors that affect buying decision of notebook computer purchaser.

3. RESEARCH METHODOLOGY

In this study both primary and secondary data have been used to make research analysis and statistical tool used for this purpose is factor analysis.

4. DATA ANALYSIS AND INTERPRETATION

Now a day's notebook computer purchase is like that of similar to purchase of past paced consumer products, which reveals that the people are focused in handling technological devices like notebook computers in their routine life. First hand information was collected from 600 respondents throughout Tamilnadu by using canvass method. Factor analysis an multivariate technique have been used in this study.

TABLE 4.1 KMO AND BARTLETT'S TEST

KMO (Measure of Sampling Adequacy)		0.771
	Approx. Chi-Square	6772.272
Bartlett's Test of Sphericity	df	528
	Sig.	.000
**p<0.01 S-Significant		

From the above table, the value of KMO is 0.771 that means factor analysis for the selected variable is appropriate. Bartlett's test of sphericity states that there exists relationship between the variables.

TABLE 4. 2 COMMUNALITIES

s. no	Particulars	Initial	Extraction
1	Product quality	1.000	.567
2	Processor speed of the notebook computer	1.000	.530
3	Memory and hard disk capacity	1.000	.573
4	Pricing	1.000	.634
5	Service warranty and guarantee	1.000	.662
6	Brand image	1.000	.734
7	Display resolution quality	1.000	.588
8	Maintenance and repair	1.000	.652
9	Battery backup	1.000	.645
10	Affordable	1.000	.656
11	Physical appearance	1.000	.606
12	Audio video quality	1.000	.635
13	Speakers/Amplifiers	1.000	.684
14	Technical features	1.000	.666
15	Size and weight	1.000	.567
16	Model and dimensions	1.000	.629
17	Stand-by duration	1.000	.497
18	Modem/Ethernet	1.000	.542
19	Durability of chassis	1.000	.690
20	Keyboard / Touch Pad	1.000	.714
21	USB ports, DVDRW and FIREWIRE	1.000	.699
22	Easy to buy	1.000	.589
23	Payment conditions and campaigns	1.000	.565
24	Wi-Fi and Personal area networking	1.000	.744
25	Shield	1.000	.610
26	Shade and layout	1.000	.498
27	Convenient to handle	1.000	.655
28	Software /Platform	1.000	.763
29	Variety of accessories	1.000	.638
30	Easy to access	1.000	.711
31	Internet options	1.000	.658
32	Technical support	1.000	.657
33	Web Camera	1.000	.690

TABLE 4.3 Total Variance Explained

Particulars	Initial Eigen values	Extracated Sum of Squared	Sequenced Sum of Squared
		Loadings	Loadings

	Total	Percent of Variance	Cumulative Percent	Total	Percent of Variance	Cumulative Percent	Total	Percent of Variance	Cumulative Percent
1	6.603	20.008	20.008	6.603	20.01	20.01	3.047	9.234	9.234
2	2.638	7.993	28.001	2.638	7.993	28	2.893	8.767	18.001
3	2.484	7.526	35.528	2.484	7.526	35.53	2.47	7.485	25.486
4	1.86	5.637	41.165	1.86	5.637	41.17	2.423	7.342	32.828
5	1.485	4.5	45.665	1.485	4.5	45.67	2.187	6.628	39.456
6	1.332	4.036	49.701	1.332	4.036	49.7	1.673	5.071	44.527
7	1.289	3.906	53.607	1.289	3.906	53.61	1.644	4.982	49.509
8	1.171	3.548	57.154	1.171	3.548	57.15	1.635	4.955	54.464
9	1.081	3.277	60.431	1.081	3.277	60.43	1.574	4.768	59.232
10	1.007	3.05	63.481	1.007	3.05	63.48	1.402	4.249	63.481

The table 4.3 reveals that the first ten factors are said to be final factors and they all together represent 60.93 % of the total variance, which measures the purchase pattern. It is certainly found that these factors influence the purchase pattern of note book computers.

TABLE 4.4 ROTATED COMPONENT MATRIX

	1	2	3	4	5	6	7	8	9	10
X21	0.746	0.265	0	0.179	-0.013	-0.089	-0.007	-0.037	0.16	0.076
X16	0.707	0.172	0.162	0.195	0.05	0.153	-0.049	0.053	-0.018	0.062
X11	0.689	0.216	0.153	0.124	0.117	0.148	-0.004	-0.061	0.044	-0.073
X3	0.526	0.115	-0.154	0.024	0.349	0.033	0.19	0.257	-0.004	0.183
X20	0.055	0.779	-0.075	0.03	-0.03	-0.048	-0.014	-0.168	0.196	0.167
X10	0.196	0.743	-0.026	0.107	0.122	0.035	-0.122	0.079	0.057	-0.112
X15	0.155	0.627	-0.006	-0.04	0.105	0.262	0.105	0.15	0.104	0.156
X2	0.262	0.613	0.073	-0.085	-0.039	-0.012	0.225	0.033	0.085	0.109

X24	0.159	0.612	0.346	-0.011	-0.119	0.04	0.039	0.294	-0.288	-0.191
X30	-0.022	0.062	0.816	0.021	0.012	0.175	0.027	0.031	0.031	0.079
X28	0.009	0.186	0.68	0.084	0.276	-0.245	-0.095	0.018	-0.042	0.334
X32	0.175	-0.137	0.65	0.176	-0.135	0.266	0.236	-0.029	0.083	-0.027
X26	0.152	0.002	0.569	0.028	0.172	-0.011	0.127	0.319	-0.047	0.004
X19	0.071	-0.048	0.046	0.782	0.083	-0.007	-0.063	0.144	-0.049	-0.188
X23	0.152	0.054	0.059	0.646	0.092	0.02	0.076	0.071	0.296	0.102
X14	0.191	-0.042	0.055	0.544	0.222	0.332	0.25	-0.232	-0.198	0.111
X12	0.255	0.037	0.057	0.517	0.346	-0.077	0.326	-0.347	0.145	0.131
X18	0.197	0.17	0.157	0.505	-0.032	0.359	-0.096	-0.027	0.313	0.219
X9	0.389	0.055	0.051	0.503	0.155	0.077	0.042	0.148	-0.375	-0.363
X6	0.061	-0.006	0.163	-0.038	0.752	0.268	0.057	0.08	0.222	-0.076
X7	0.148	0.054	0.001	0.28	0.667	0.098	-0.004	0.151	-0.057	0.07
X4	0.373	-0.016	0.067	0.331	0.525	-0.135	0.026	-0.08	0.018	0.282
X8	-0.168	0.375	0.161	0.165	0.504	0.301	0.032	-0.305	0.025	-0.284
X5	0.054	0.072	0.127	0.004	0.23	0.753	-0.03	-0.046	-0.058	0.107
X13	0.133	0.134	0.033	0.19	0.014	0.552	0.035	0.052	0.548	-0.046
X33	-0.157	0.108	0.135	0.102	-0.054	-0.016	0.75	0.174	-0.041	0.164
X1	0.455	0.033	0.031	-0.07	0.254	-0.033	0.575	-0.114	0.091	-0.201
X29	-0.065	0.173	0.118	0.193	0.119	-0.036	0.076	0.72	-0.007	0.117
X31	0.164	-0.104	0.395	-0.043	0.064	-0.035	0.391	0.543	0.096	-0.026
X22	0.169	0.297	0.044	0.082	0.185	-0.002	0.074	0.039	0.65	0.017
X25	0.31	0.049	0.186	-0.043	0.044	0.196	0.363	0.247	-0.508	0.274
X27	0.071	0.137	0.207	0.005	0.085	0.155	0.155	0.11	-0.003	0.722

From the Table 4.4 the coefficients are the factor loadings which represent the correlation between the factors and the thirty three variables (X1 to X33). In above factor matrix, it is found that coefficients for factor-I have high absolute correlations with variable X21 (USB ports, DVD RW and Fire wire), X16 (Model and Dimensions), X11(Physical appearance) and X3 (Memory and Hard disk capacity) that is, 0.746, 0.707, 0.689 and 0.526 respectively. factor-II have high correlation with variable X20 (Keyboard /Touch pad), X10 (Affordable), X15 (size and weight), X2 (processor speed of the notebook computer) and X24 (Wi-Fi and Personal area networking) that is, .779, .743, .627, 0.613 and 0.612 respectively. Factor III have high correlation with variable X30 (Easy to access), X28(Software/platform), X32 (Technical support) and X26 (Shade and layout) that is, .816, .680, .650, and .569 respectively. Factor-IV have high correlation with variable X19 (Durability of chassis), X23 (payment conditions and campaigns), X14 (Technical features), X12 (Audio and Video quality), X18 (Modem/Ethernet) and X9(Battery backup) that is, 0.782, 0.646, 0.544, 0.517, 0.505 and .503 respectively. Factor-V have high correlation with variable X6 (Brand name), X7 (Display resolution quality), X4 (service warranty and guarantee) and X8(Maintenance and repair) that is, 0.752, 0.667, 0.525and .504 respectively. Factor-VI have high correlation with variable X5 (Service warranty and guarantee) and X13 (Speakers and amplifiers), that is, 0.753 and .552. Factor-VII has high correlation with variable X33 (Web camera), X1 (Product quality), X17 (Stand by duration), that is, 0.750, 0.575 and .573 respectively. Factor-VIII have high correlation with variable X29 (variety of accessories and X31 (internet options), that is, 0.720 and .543 respectively. Factor-IX have high correlation with variable X22 (Easy to buy), and X25 (Shield)

that is, 0.650, 0.508 respectively. Factor-X have high correlation with variable X27 (Convention to handle) that is, 0.722.

TABLE 4.5 COMPONENT TRANSFORMATION MATRIX

Component	1	2	3	4	5	6	7	8	9	10
1	.541	.377	.328	.393	.369	.229	.245	.138	.133	.137
2	-.173	-.507	.600	-.032	.001	-.030	.309	.382	-.302	.137
3	-.093	.658	.250	-.516	-.344	-.062	.034	.292	-.028	.141
4	-.558	.056	.356	.039	.123	.523	-.182	-.266	.396	.089
5	.091	.120	.284	.259	-.277	.223	-.396	-.012	-.433	-.599
6	-.160	.137	-.149	-.359	.746	.145	-.064	.086	-.436	-.156
7	-.461	.228	-.067	.506	.165	-.449	-.162	.450	.115	-.065
8	-.096	-.052	-.368	-.007	-.158	.483	.426	.464	.209	-.392
9	-.235	.187	-.280	.350	-.210	.275	.203	-.135	-.545	.482
10	-.217	.205	.152	.050	.030	-.295	.633	-.485	-.041	-.401
Extraction Method: Principal Component Analysis.										

TABLE 4.6 NAMING OF STATEMENTS EXTRACTED

X21	55.65	FACTOR I
X16	49.98	
X11	47.47	
X3	27.67	
X20	60.68	FACTOR II
X10	55.2	
X15	39.31	

X2	37.58	
X24	37.45	
X30	66.59	FACTOR III
X28	46.24	
X32	42.25	
X26	32.38	
X19	61.15	
X23	41.73	FACTOR IV
X14	29.59	
X12	26.73	
X18	25.5	
X ₉	25.3	
X ₆	56.55	FACTOR V
X ₇	44.49	

X ₄	27.56	
X ₈	25.4	
X ₅	56.7	FACTOR VI
X ₁₃	30.47	
X ₃₃	56.25	FACTOR VII
X ₁	33.06	
X ₁₇	32.83	
X ₂₉	51.84	FACTOR VIII
X ₃₁	29.48	
X ₂₂	42.25	FACTOR IX
X ₂₅	25.81	
X ₂₇	52.13	FACTOR X

5. FINDINGS

1. Usages period-wise analysis identified that majority of the respondents are using note book computers for two years to three years (43.8 percent).
2. Today notebook computer has been used by all section of people invariably. Being worlds one of the important products that captured the minds of the people through the market. Notebook computers provide a wide range of variety for all segments of customers and it has some limitations.

6. SUGGESTIONS

On the basis of this research, the researcher has pointed out some of his suggestions for the future refinement of the paper industry in India:

1. Now-a-days, the customers are very much aware and interested to acquire knowledge in all fields at least in micro level. But the study found that the note book computer is mostly used by male respondents. Hence, the notebook computer companies should initiate to organize mass female customer contact programs through their respective dealers and other sources.
2. It was learned from the studies like Lenovo, Acer and Dell brands are highly preferred by the customers than the other brands. Hence, the respective companies should highlight the unique features of their products for effective selling.

7. CONCLUSION

Finally we conclude that while purchasing notebook computers, the customer should consider the factors like brand image, quality, user suggestion, price, features and colours. To attract the customers, the notebook computer companies should introduce different brands and models to retain the existing customer and to improve the market share.

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