

## **The purpose of this study is to look at the factors that affect consumers' choices of particular laptop manufacturers in Vijayawada**

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### **ABSTRACT**

The purpose of this study is to look at the factors that affect consumers' choices of particular laptop manufacturers in Vijayawada. Understanding the elements that influence consumers' purchasing decisions is essential for laptop manufacturers, retailers, and marketers given the rapid evolution of technology and the growing reliance on computers for work, education, and pleasure. This study intends to offer useful insights into the preferences and concerns of laptop buyers in Vijayawada by identifying and analysing the factors that affect consumers' purchasing decisions. With the use of these data, laptop makers and marketers may better cater their product lines, advertising campaigns, and post-sale services to the demands and expectations of the target market.

Laptop, determinants, purchasing habit, and service are key words.

### **Introduction:**

In terms of its technological infrastructure and its population's purchasing power, Vijayawada, a large city in the Indian state of Andhra Pradesh, has seen substantial expansion. As a result, there is fierce competition among brands for consumers' attention and market share in Vijayawada's laptop market.

This study intends to offer useful insights into the preferences and concerns of laptop buyers in Vijayawada by identifying and analysing the factors that affect consumers' purchasing decisions. With the use of these data, laptop makers and marketers may better cater their product lines, advertising campaigns, and post-sale services to the demands and expectations of the target market.

The factors that this study will look at include operating system preference, after-sales service, warranty coverage, design and aesthetics, price, performance requirements, and brand reputation. This study aims to add to the body of knowledge on consumer behaviour in the laptop market by examining the relative significance of these elements and their influence on customers' decision-making processes.

A mix of qualitative and quantitative research techniques will be used to collect data.

Surveys, interviews, and focus groups will be held with a wide range of Vijayawada laptop buyers. To get valuable insights and reach conclusions, the obtained data will be subjected to statistical and thematic analysis.

This study intends to give practical implications for laptop producers, retailers, and marketers in efficiently meeting the demands and preferences of the local consumer base by providing light on the factors influencing laptop brand selections in Vijayawada. At the end of the day, this research will help us understand consumer behaviour in the laptop industry better and help us build strategies to increase customer satisfaction and loyalty.

#### DESIGN AND METHODOLOGY OF THE RESEARCH:

the method utilised to gather data and information in order to make business decisions. The methodology could involve both current and historical data, as well as published research, interviews, surveys, and other research methods.

#### Designing research

The framework or plan for a study that directs the data gathering and analysis is called a research design. It is a checklist that is used to finish a study.

sources of information gathered:

Data is a term for facts or information. Researchers frequently only comprehend numerical data. The study will also make use of both primary and secondary data. Primary data: A questionnaire created specifically for the study's purposes will be used to gather the majority of the primary data. Additionally, information will be gathered from clients, consumers, and staff members that work with the laptop manufacturer.

Data will be gathered from clients and consumers utilising one form of questionnaire.

Secondary Data: The secondary data will be gathered from a variety of sources, including: •

Journals, Articles, etc.

- Administrative manuals
- Websites
- Reports and articles, both published and unpublished

Sampling: There are numerous sampling methods for data collection. Convenience sampling is the chosen sampling strategy. Using laptops for academic, professional, and business purposes

the sample size

125 responders from various brands of laptops in Vijayawada made up the sample.

Survey Design: The primary source of data is the foundation for the survey. Three basic data collection techniques, namely questionnaires, were chosen to carry out the investigation.

Since the questionnaire was quantified utilising a binary data type technique on a dichotomous scale. The RESEARCH PROBLEM is asked to be marked by respondents.

It has occasionally been discovered that the laptop display system is ineffective for its intended use. The purpose of the study is to determine the significance of brand-name computers, as well as how essential visual merchandising is to businessmen and students.

OBJECTIVES:

The study's primary goals are to: 1. Determine consumer preferences for particular laptop brands.

2. To comprehend current trends in technology

3. You must assess the value of laptops in order to comprehend the customer.

4. To educate even the most seasoned customers about using or buying laptops.

5. To investigate the risk associated with the descriptive analysis of the laptop hardware.

This relates to the chart's frequency variables. The focus statistics are those that segment consumer preferences based on certain brands.

This relates to the chart's frequency variables. The focus statistics are those that segment consumer preferences based on certain brands.

#### Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-24 years	67	53.6	53.6	53.6
	25-35 years	53	42.4	42.4	96.0

36-44 years	4	3.2	3.2	99.2
45-65 years	1	.8	.8	100.0
Total	125	100.0	100.0	

Interpretation:

Out of 125 samples of age 16-24 years 53.6% 25-35years 42.4% 36-44 years 3.2% 45-65 years .8%

### Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid female	59	47.2	47.2	47.2
Valid male	66	52.8	52.8	100.0
Total	125	100.0	100.0	

Interpretation :

Out of 125 samples of gender female 47.2% male 52.8%

### Maritalstatus

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid single	84	67.2	67.2	67.2
Valid married	41	32.8	32.8	100.0
Total	125	100.0	100.0	

Interpretation :

Out of 125 sample of marital status single 67.2% married 32.8%

### Purpose

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid education	47	37.6	37.6	37.6
Valid business	55	44.0	44.0	81.6
Valid job	16	12.8	12.8	94.4
Valid otherpurpose	7	5.6	5.6	100.0
Total	125	100.0	100.0	

Interpretation :

Out of 125 sample size of purpose of laptop using education 37.6 % business 44.0% job purpose 12.8% other purpose 5.6%

#### Incomelevel

	Frequency	Percent	Valid Percent	Cumulative Percent
below15000	10	8.0	8.0	8.0
15000-20000	32	25.6	25.6	33.6
Valid 20000-25000	53	42.4	42.4	76.0
25000above	30	24.0	24.0	100.0
Total	125	100.0	100.0	

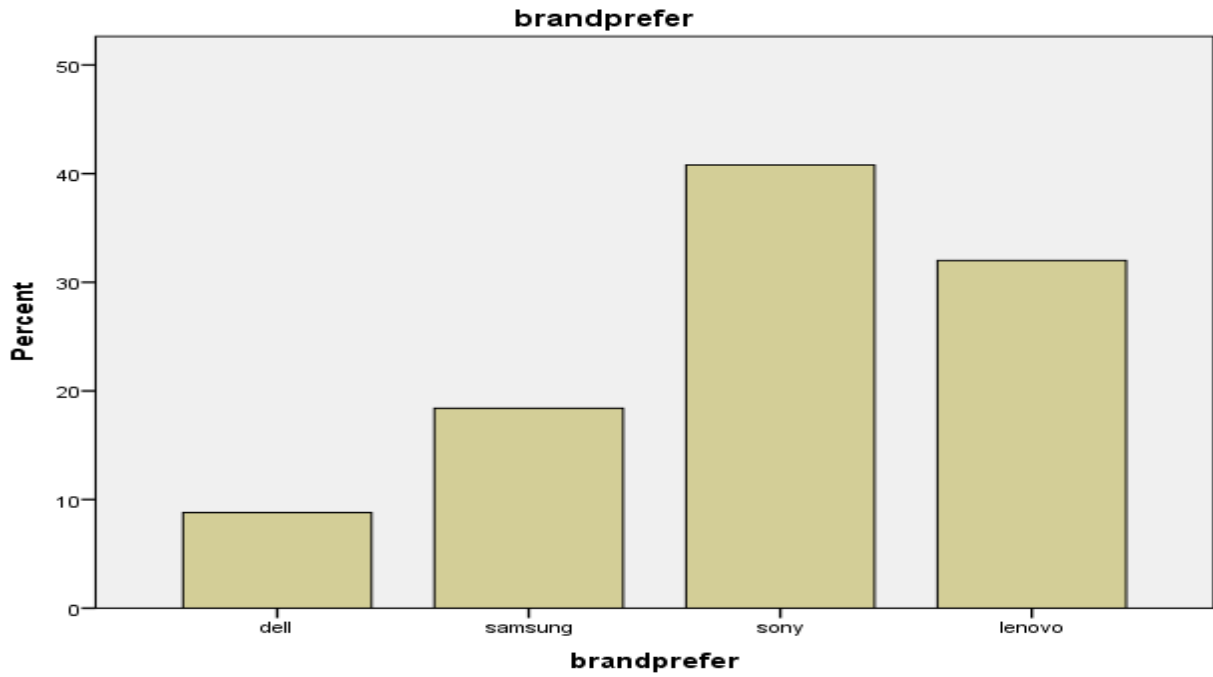
Interpretation :

Out of sample size 125 income level below-15000, 8.0% income level 15000-20000,25.6% income level 20000-25000,42.4% income level 25000-above 24.0%

#### Brandprefer

	Frequency	Percent	Valid Percent	Cumulative Percent
dell	11	8.8	8.8	8.8
samsung	23	18.4	18.4	27.2
Valid sony	51	40.8	40.8	68.0
lenovo	40	32.0	32.0	100.0
Total	125	100.0	100.0	

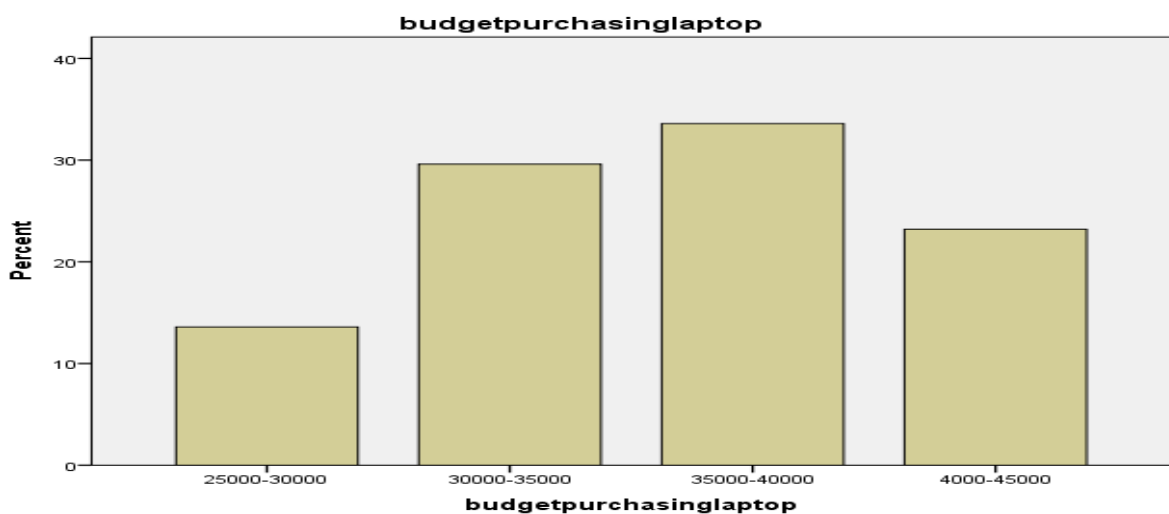
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Interpretation :

Out of 125 sample size brand prefer dell 8.8% Samsung 18.4% sonny 40.8% Lenovo 32.0%

	Frequency	Percent	Valid Percent	Cumulative Percent
25000-30000	17	13.6	13.6	13.6
30000-35000	37	29.6	29.6	43.2
Valid 35000-40000	42	33.6	33.6	76.8
40000-45000	29	23.2	23.2	100.0
Total	125	100.0	100.0	

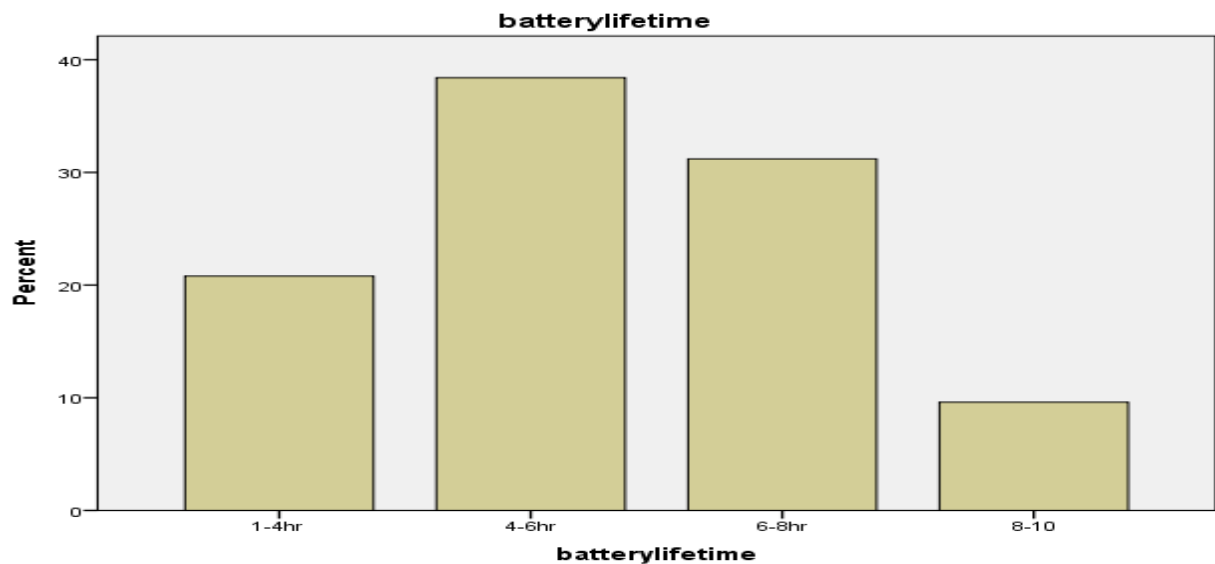


Interpretation :

Out of 125 sample size of budget purchasing laptop 25000-30000 , 13.6% budget 30000-35000, 29.6% budget 35000-40000,33.6% budget 40000-45000 , 23.2%

#### Batterylifetime

	Frequency	Percent	Valid Percent	Cumulative Percent
1-4hr	26	20.8	20.8	20.8
4-6hr	48	38.4	38.4	59.2
Valid 6-8hr	39	31.2	31.2	90.4
8-10	12	9.6	9.6	100.0
Total	125	100.0	100.0	



Interpretation :

Out of 125 sampling battery life time process 1-4hr , 20.8% life time process 4-6hr , 38.4% life time process 6-8hr , 31.2% life time process 8-10hr , 9.6%

#### processorbrandprefer

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid intel	59	47.2	47.2	47.2
amd	66	52.8	52.8	100.0
Total	125	100.0	100.0	

Interpretation :

Out of 125 sample size processor brand prefer Intel 47.2% AMD 52.8%

**ramdoyouprefer**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2gb	33	26.4	26.4	26.4
4gb	53	42.4	42.4	68.8
8gb	39	31.2	31.2	100.0
Total	125	100.0	100.0	

Interpretation :

Out of 125 sample size ram capacity in laptops 2gb , 26.4% 4gb , 42.4% 8gb , 31.2%

**Storagespacedoyouprefer**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 250GB	17	13.6	13.6	13.6
500GB	49	39.2	39.2	52.8
750GB	38	30.4	30.4	83.2
1tb	21	16.8	16.8	100.0
Total	125	100.0	100.0	



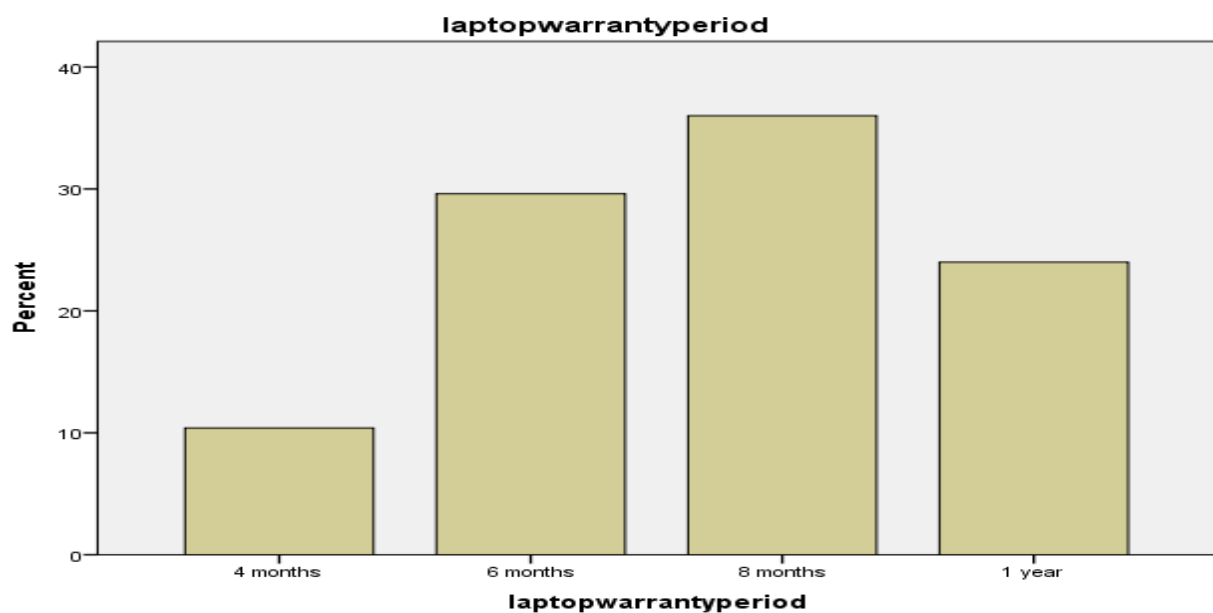
Interpretation :



Out of sample size storage space in laptops 250GB,13.6% , 500GB , 39.2% , 750GB , 30.4%  
1tb , 16.8%

### Laptopwarrantyperiod

	Frequency	Percent	Valid Percent	Cumulative Percent
4 months	13	10.4	10.4	10.4
6 months	37	29.6	29.6	40.0
Valid 8 months	45	36.0	36.0	76.0
1 year	30	24.0	24.0	100.0
Total	125	100.0	100.0	

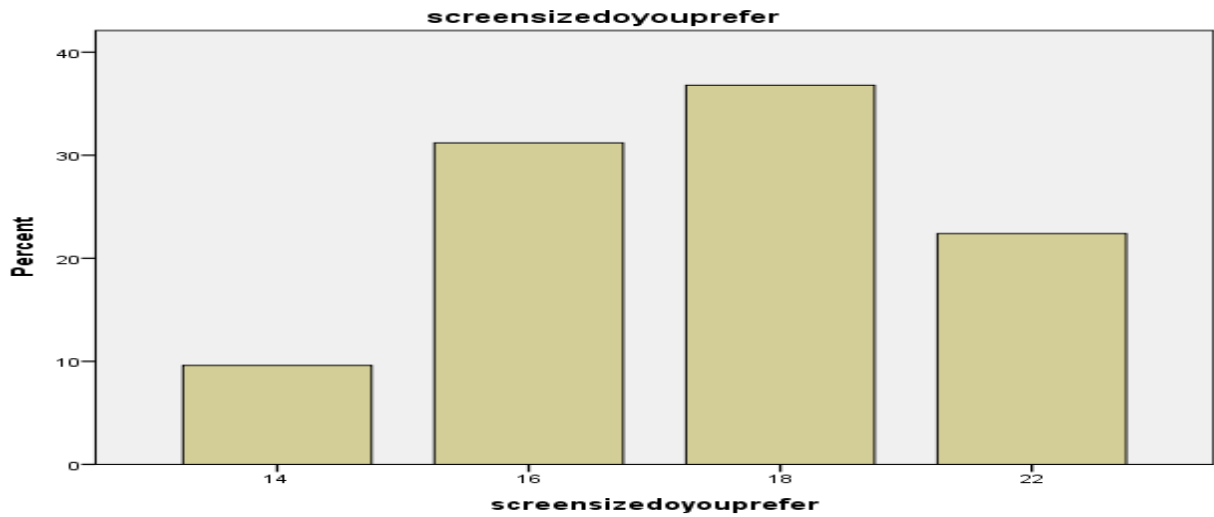


Interpretation :

Out of 125 sample size laptop warranty period 4 months 10.4% , 6 months 29.6% , 8months 36.0% , 1year 24.0%

### Screensizedoyouprefer

	Frequency	Percent	Valid Percent	Cumulative Percent
14	12	9.6	9.6	9.6
16	39	31.2	31.2	40.8
Valid 18	46	36.8	36.8	77.6
22	28	22.4	22.4	100.0
Total	125	100.0	100.0	

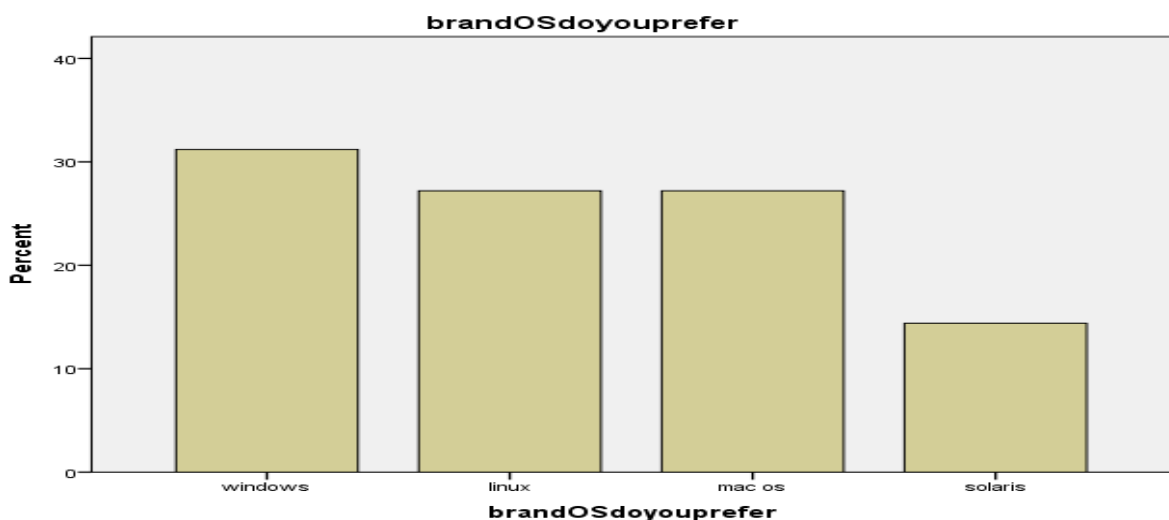


Interpretation :

Out of 125 sample size screen size in laptops 14size 9.6% , 16size 31.2% , 18size 36.8% 22size 22.4%

**brandOSdoyouprefer**

	Frequency	Percent	Valid Percent	Cumulative Percent
windows	39	31.2	31.2	31.2
linux	34	27.2	27.2	58.4
Valid mac os	34	27.2	27.2	85.6
solaris	18	14.4	14.4	100.0
Total	125	100.0	100.0	



Interpretation :

Out of 125 sample size brand OS in laptops windows 31.2 % , Linux 27.2% , mac OS 27.2% Solaris 14.4%

**sourcegatheredinformation**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid newspaper	22	17.6	17.6	17.6
television	55	44.0	44.0	61.6
internet	33	26.4	26.4	88.0
refrainsgroup	15	12.0	12.0	100.0
Total	125	100.0	100.0	

Interpretation :

Out of 125 sample size source gathered information newspaper 17.6% television 44.0% internet 26.4% refrains group 12.0%

#### Purchase

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 6 months ago	32	25.6	25.6	25.6
1 year ago	49	39.2	39.2	64.8
2 years ago	29	23.2	23.2	88.0
3 years ago	15	12.0	12.0	100.0
Total	125	100.0	100.0	

Interpretation :

Out of 125 sample size purchase laptop 6 months ago 25.6%, 1 year ago 39.2%, 2years ago 23.2% , 3 years ago 12.0%,

#### Crosstabs

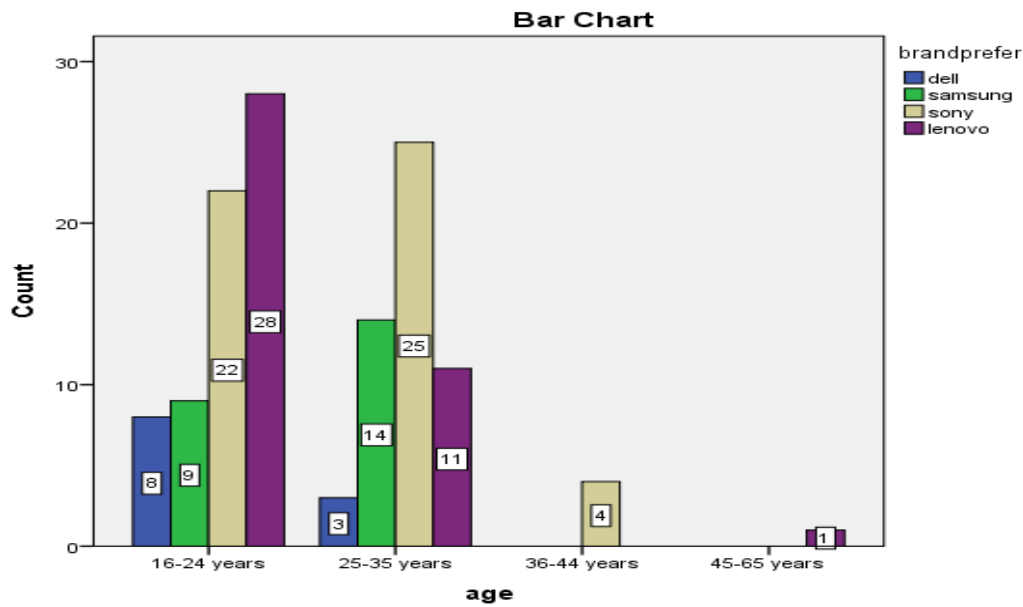
If the related crosstabs count round cell & bar charts sampling a value tables in brand laptops Consumer preferences segments select brands

#### age \* brandprefer Crosstabulation

Count

	Brandprefer				Total
	dell	samsung	sony	lenovo	
Age 16-24 years	8	9	22	28	67
25-35 years	3	14	25	11	53
36-44 years	0	0	4	0	4

45-65 years	0	0	0	1	1
Total	11	23	51	40	125



**Interpretation:**

Out of 125 sample size of about 52% to the age 16-24, 67 to 25-35,53 to 36-44, &.4 to 45-65,1

**Budget purchasing laptop Cross tabulation**

Count

		pudgetpurchasinglaptop				Total
		25000-30000	30000-35000	35000-40000	4	
Age	16-24 years	9	18	29	11	67
	25-35 years	7	19	13	14	53
	36-44 years	0	0	0	4	4
	45-65 years	1	0	0	0	1
Total		17	37	42	29	125

**Interpretation:**

out of 125 sample size age 16-24 years 67, male and 25-35 years 53, female. males regularly go for show rooms in laptops purchasing

### age \* sourcegatheredinformation Crosstabulation

Count

	sourcegatheredinformation				Total
	newspaper	television	internet	refrainsgroup	
16-24 years	16	20	22	9	67
25-35 years	6	32	9	6	53
36-44 years	0	3	1	0	4
45-65 years	0	0	1	0	1
Total	22	55	33	15	125

### Interpretation:

Out of 125 sample size age 16-24years brand prefer information 67 , newspaper, internet, television , refrains group. 25-35years brand prefer information 53, of newspaper, internet, television , refrains group. 36-44years brand prefer information 4, 45-65years brand prefer information 1

### gender \* brandprefer Crosstabulation

Count

	Brandprefer				Total
	Dell	Samsung	Sony	lenovo	
Gender Female	7	10	18	24	59
Male	4	13	33	16	66
Total	11	23	51	40	125

### Interpretation:

Out of 125 Sample size females 59 and males 66

### gender \* pudgetpurchasinglaptop Crosstabulation

Count

	Budget purchas ing laptop	Total

		25000-30000	30000-35000	35000-40000	4	
Gender	Female	6	15	26	12	59
	Male	11	22	16	17	66
Total		17	37	42	29	125

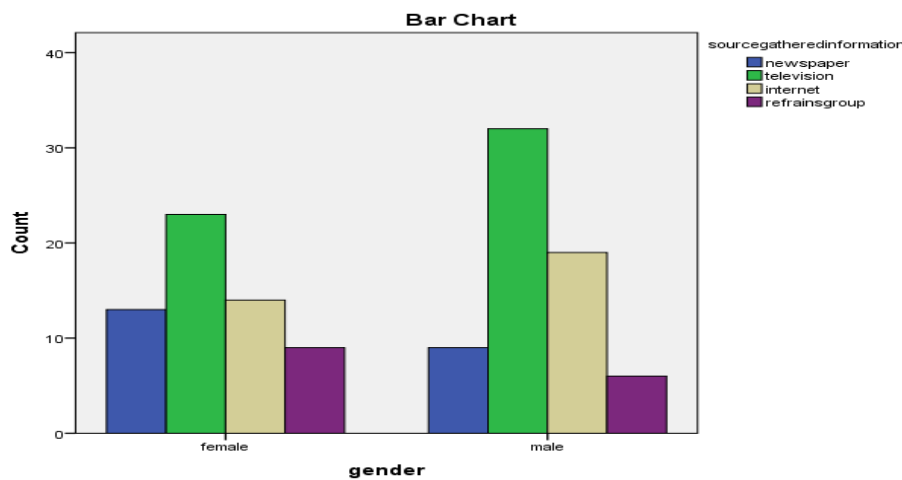
**Interpretation:**

Out of 125 sample size gender females budget 25000-40000 , 59 males budget 25000-40000 66 ,

**gender \* sourcegatheredinformation Crosstabulation**

Count

		sourcegatheredinformation				Total
		newspaper	televisio n	internet	refrainsgrou p	
Gender	female	13	23	14	9	59
	male	9	32	19	6	66
Total		22	55	33	15	125



**Interpretation:**

out of 125 sample size gender females gathered information newspapers, internet, television , refrains groups 59 males gathered information television , refrains groups, newspapers, internet 66

**maritalstatus \* brandprefer Crosstabulation**

Count

		brandprefer				Total
		dell	samsung	sony	lenovo	
Maritalstatu s	single	9	15	23	37	84
	married	2	8	28	3	41

Total	11	23	51	40	125
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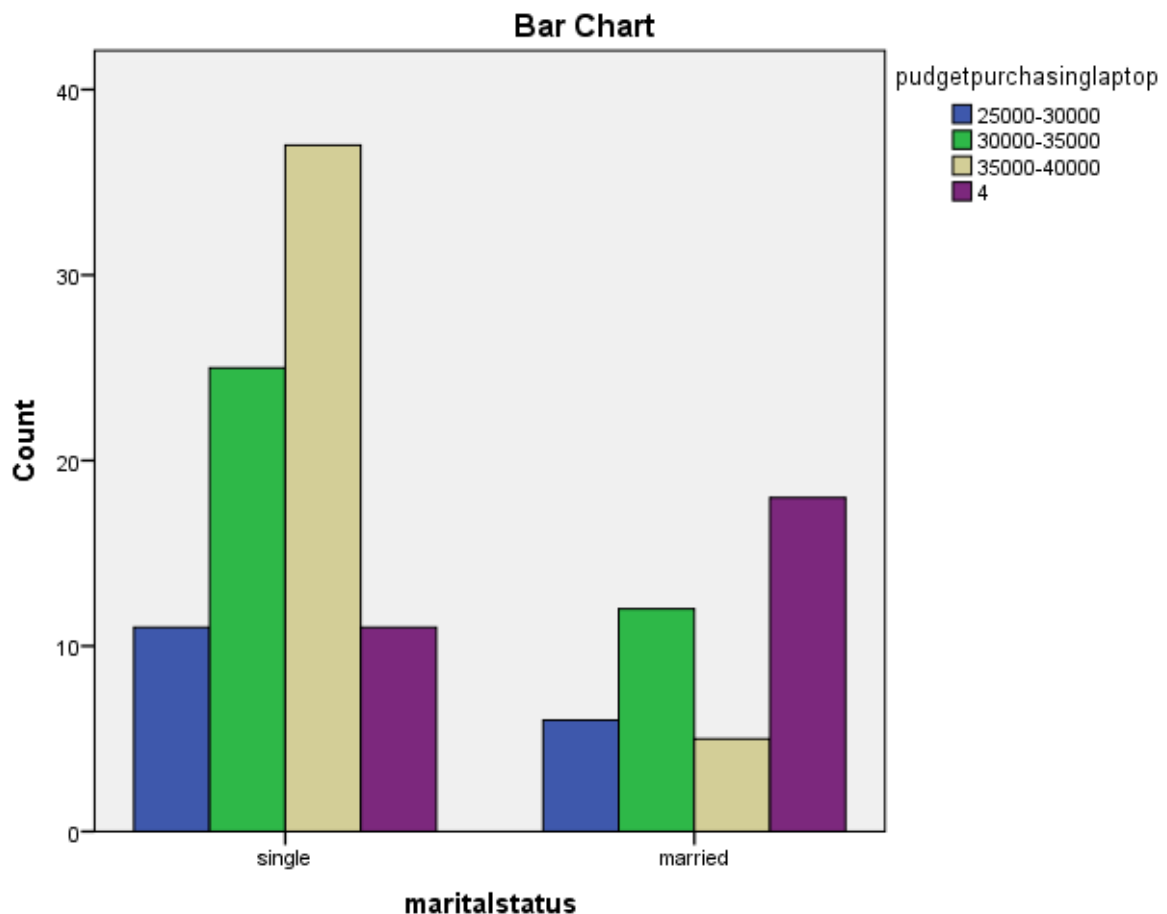
**Interpretation:**

out of 125 sample size marital status single people brand prefer 84 married people brand prefer 41

**maritalstatus \* pudgetpurchasinglaptop Crosstabulation**

Count

		Pudgetpurchasinglaptop				Total
		25000-30000	30000-35000	35000-40000	4	
Maritalstatus	single	11	25	37	11	84
	married	6	12	5	18	41
Total		17	37	42	29	125



**Interpretation:**

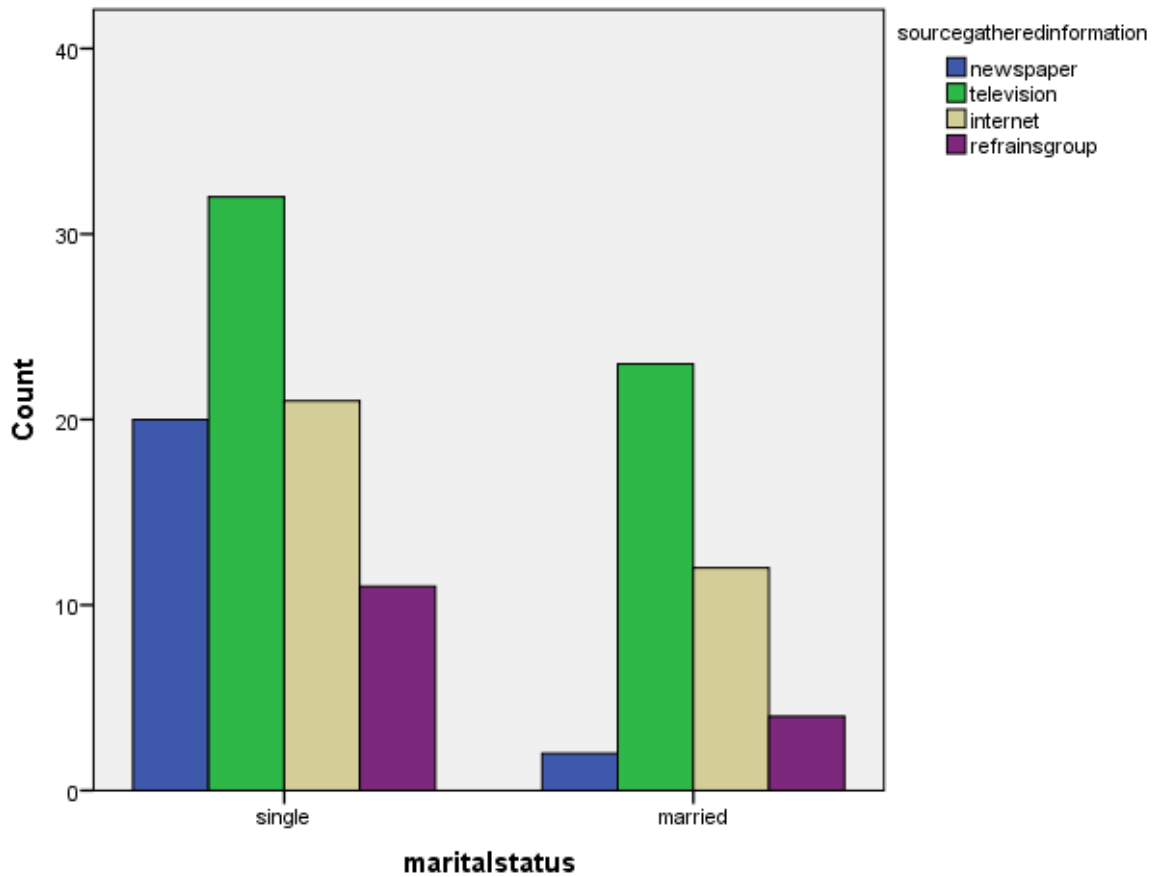
Out of 125 sample size purchasing laptop budget 25000-40000 single people 84 purchasing laptop budget 25000-40000 married 41

**maritalstatus \* sourcegatheredinformation Crosstabulation**

Count

		sourcegatheredinformation				Total
		newspaper	Televisio n	internet	refrainsgrou p	
Maritalstatu s	single	20	32	21	11	84
	married	2	23	12	4	41
Total		22	55	33	15	125

**Bar Chart**



**Interpretation:**

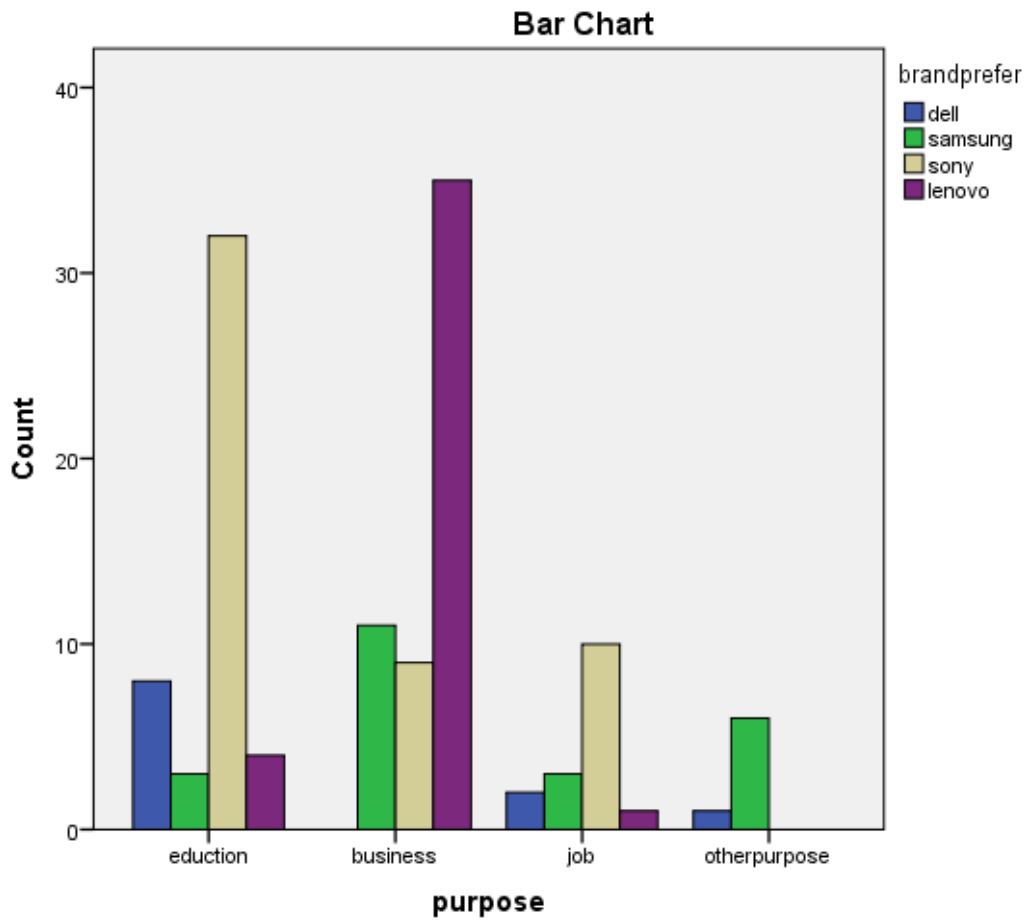
Out of 125 sample size marital status single people gathered information newspaper , internet television , refrains group 84 of married people gathered information television , refrains group newspaper , internet 41

**purpose \* brandprefer Crosstabulation**

Count



	brand prefer				Total
	dell	Samsung	sonny	Lenovo	
education	8	3	32	4	47
business	0	11	9	35	55
Job	2	3	10	1	16
other purpose	1	6	0	0	7
Total	11	23	51	40	125



**Interpretation:**

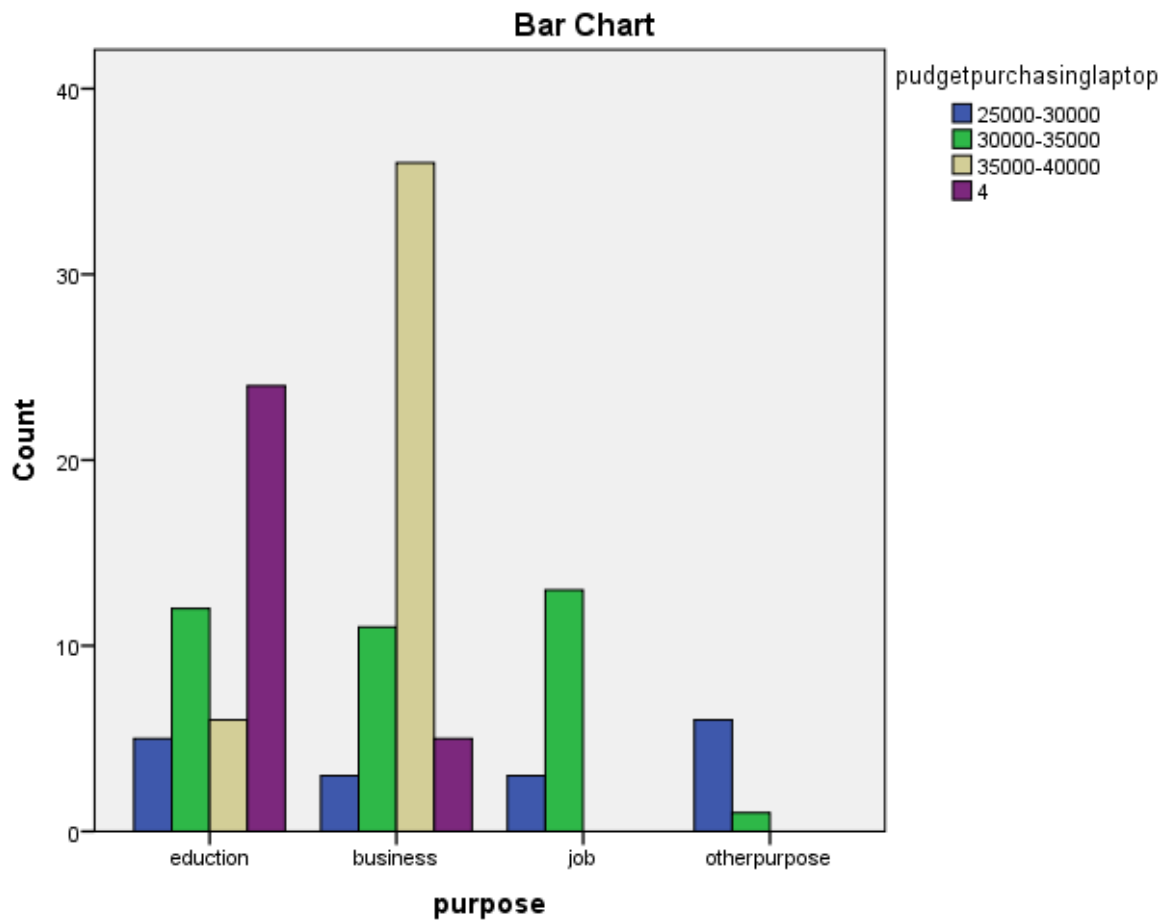
Out of 125 sample size laptops using purpose education 47, business 55, job purpose 16, other purpose 7

**purpose \* budget purchasing laptop Cross tabulation**

Count

	Budget purchasing laptop	Total
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	25000-30000	30000-35000	35000-40000	4	
Education	5	12	6	24	47
Business	3	11	36	5	55
Job	3	13	0	0	16
other purpose	6	1	0	0	7
Total	17	37	42	29	125



**Interpretation:**

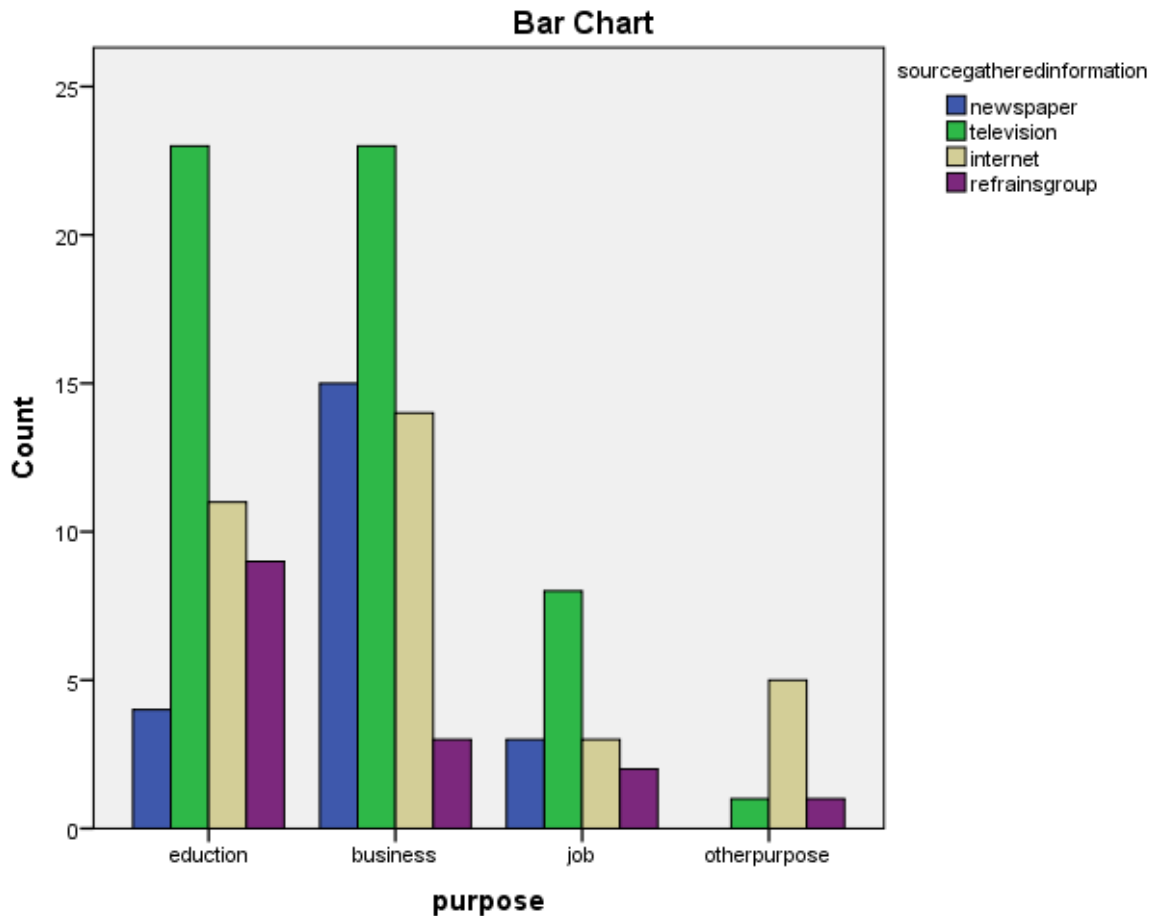
Out of 125 sample size education budget purchasing laptop 25000-40000 , 47 business budget purchasing laptop 25000-40000, 55 job purpose budget purchasing laptop 25000-40000 ,16 respondents other purpose budget purchasing laptop 7

**purpose \* sourcegatheredinformation Crosstabulation**

Count

	Sourcegatheredinformation	Total
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	newspaper	Television	internet	refrainsgroup	
education	4	23	11	9	47
business	15	23	14	3	55
Job	3	8	3	2	16
otherpurpose	0	1	5	1	7
Total	22	55	33	15	125



**Interpretation:**

Out of 125% sample size newspaper, television, internet, refrains group, gathered information education purpose 47percent gathered information business purpose 55percent gathered information job purpose 16 percent gathered information

**FINDINGS:**

- It is observed that most of the people use in laptops .
- Out of 125 sample size accepted that offers are clearly informed through displays in laptops mostly laptop use ing people

- It is observed that out of 125 sample size accepted that offers are clearly informed newspapers , internet , refer friends , television
- Out of 125 sample size ram prefer 2gb,4gb,8gb
- The study reveals that a good number of people accepted that music whispering while laptop games feels them relaxing.
- brand laptops did you purchase 6months ago,1yearago, 2yearsago, 3yearsago,
- processor brand will prefer Intel, AMD,
- laptop brand prefer dell, Samsung, sonny, Lenovo,
- laptop battery life time 2-4hr, 4-6hr, 6-8hr, 8-10hr.
- brand OS prefer windows, Linux, macOS, Solaris,
- purpose of using laptop education, business, job, other purpose,
- purchasing laptop budget prefer 25000-30000, 30000-35000, 35000-400000,

### **5.1 SUGGESTIONS:**

- Respondents felt that size of the shop will influence the buying behaviour and it is not taken into consideration mostly by all laptop showrooms in Vijayawada.
- Some respondents felt that brands which are placed like a mess they are cheap, and products arrangement also influence their buying behaviour .So the laptop showrooms must concentrate on the arrangement of the brands .
- A good number of respondents felt that while they are waiting for the payment they will pay attention towards the product items placed nearby, so it is better to improve the display system near the payment counter.
- Hence, care should be taken while handling the components such as, laptop signage's should be professionally designed with proper blend of simplicity, brightness, and lighting and should have a clear visibility from all angles while given importance to its quality.
- expressed in terms of knowledge someone has for certain things and when someone shows preference for different attributes of a particular product or different brands of the same product
- The results of the study and analysis are presented hereunder Awareness and Brand Preference of the students of with respect to the branded laptops
- People own laptop more for their official uses. However, it is felt that these two observations are supported by the sample selection process

- With this new concept, we can realize the mechanism behind such a supplier management system which drives business growth and industrial development.

### **CONCLUSION:**

Any brand personality distortion in the extended brand can be a potential area for future research. described the process whereby the accounting faculty in one accounting program me chose to require laptops for accounting majors. The faculty came to believe that the use of a laptop computer is a valuable component of a quality accounting education. The integration of IT into the curriculum adds value to every student's education, skills, and marketability The purpose of this research is to investigate how the students are shown their awareness and preference towards branded laptops. The findings revealed that products' attributes like configuration, battery backup, looks of the product plays a significant role in influencing students Even though 78.66 percent of respondents own laptop, on an average they have been owning it for 14 months. It is a recent phenomenon and the dealers confirmed that sale of laptops is on the rise. People own laptop more for their official uses. However, it is felt that these two observations are supported by the sample selection process.

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