

# A STUDY OF STUDENTS BUYING BEHAVIOUR TOWARDS PURCHASE OF LAPTOP IN PUNE UNIVERSITY DURING COVID-19 PANDEMIC

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**Abstract:** *The COVID-19 Pandemic is assumed to have affected buying behaviour worldwide, impacting local and global economies. Buying behaviour study is very important to understand the behaviour of students towards purchase of laptop. A research works scholar need for performing various research works, a businessmen need for making presentations, so there are different motive behind buying laptop. As there are varieties of brands of laptop are available in the market. Every consumer will choose that laptop which satisfy his need in the best manner. Online buying of electronic products increase during covid-19 pandemic.*

**Key Words:** *Buyer behaviour, Brand Choice, Influencing factor, Covid-19 Pandemic.*

## 1. INTRODUCTION:

Corona Virus impact has been felt around the world. In the final quarter of 2019, the whole world plagued by coronavirus. Due to the high infection rate of Covid-19 several countries implemented lockdown and large scale social restrictions. Laptop as product select for the study. Understand buyer behaviour it's really very interesting. Education sector through slower initially is caught up with the trend and today there is an emphasis on students owning /using their laptops in their various programs for presentation project work with colleges/ university providing Wi-Fi facilities has added to the usage of laptop by faculties as well as student. This eventually resulted in increased usage of computer technology in classroom teaching and learning process. Buyer behaviour is a comparatively new field of study. India Laptop Market, Annual tracker IDC Report 2020 state that, The top five companies to capture majority of the Indian PC market were HP, Lenovo, Dell, Acer, and Asus. In the report HP stood at the top with 28.2 percent market share and around 9,65,000 units shipped in the third quarter of this year. This was a 16.6 YoY growth, compared to Q3 2019.

### 1.1 DEFINITIONS OF BUYING BEHAVIOUR: According to James A. Bayton:

“Buying behaviour is the study of all psychological, social and physical behaviour of potential consumers as they become aware evaluate, purchase, consume and tell others about product or services”.

## 2. REVIEW OF LITERATURE:

### Ajatashatru Samal, Rajeshwari G.V. Sunita Y.K. (2020):

The world has witnessed an unpredictable pandemic of Covid-19. This has disrupted the business models, life style, thinking patterns, learning methodologies. Socio-economic drivers in addition to social environment and marketing factors impacted the purchasing behaviour. Corona Virus impact has been felt around the world.

### Dr. Harendra Kumar (2021):

In the year 2020 due to the Covid-19 pandemic the picture of the entire world has been changed. It had shown its worst impact not only in the developing countries and least developing countries but developed countries are also mourning, if we consider the overall world economy which is taking a hit, all over there are job losses which result in reducing purchasing power.

## 3. OBJECTIVE OF THE STUDY:

- To study the Students decision making with respect to laptop.
- To determine various factor that influence in selecting laptop for Pune University.
- To identify the popular laptop brands among the Student in Pune University.
- To understand the impact of Covid-19 on students buying behaviour.
- To map the profile of the consumer in term of life style, attitude and perception.

### 3.1 HYPOTHESIS TESTED:

**Hypothesis1:** Price is the most influencing factor on buying decision

H<sub>0</sub>: there is no significant association between influencing factor and price.

H<sub>1</sub>: there is significant association between influencing factor and price.

### 4. RESEARCH METHODOLOGY:

**4.1 RESEARCH DESIGN:** Following important Mythological steps are followed for conducting the research:

#### 4.2 LITERATURE/INTERNET SURVEY:

This study started with the literature survey various journals, magazines that helped to me to know the various facts of the Indian Laptop Industry. Also, internet survey was conducted to understand the latest occurrences in the Laptop industry.

#### 4.3 DESIGN OF QUESTIONNAIRE:

The questionnaire for the present study was designed based on the objectives of the study.

#### 4.4 EXPLANATORY INFORMATION:

It was provided by research to respondents to explain the purpose of the study.

#### 4.5 DESIGN OF THE SAMPLE SURVEY:

In this study, the target sample size was 250 students, in the age of 18-30 years students of different colleges from Pune University who having laptop.

#### 4.6 DATA COLLECTION METHOD:

##### PRIMARY DATA:

The primary data will be collected with the help of well constructed online questionnaires using Google form. A research questionnaire consisting of a set of question was presented online to the respondents to know the purchase behavior of regarding laptop.

##### SECONDARY DATA:

It will be collected by the sources such as Books, journals, Reports, Magazines, News paper, Thesis, internet, government and Non government publication related to the topic of the study.

#### 4.7 SAMPLE SELECTION:

A survey consisting of **Convenience** sample of 250 was taken. Respondents include both male and female aged between 18 to 30.

#### 4.8 DATA TABULATION/VALIDATION:

After the data collection the data was tabulated and then edited, coded and verified for validity.

#### 4.9 DETERMINATION OF THE DATA ANALYSIS METHODS:

In this study simple statistical technique has been used. Percentage of respondents has calculated in respect of the data collected. The following steps are taken in the present study in order to analyze the data correctly-I) Editing, II) tabulating, and III) Graphic presentation. SPSS Software used for statistical Analysis. Chi-square test used for testing the hypothesis.

#### 4.10 INTERPRETATION OF THE RESULT:

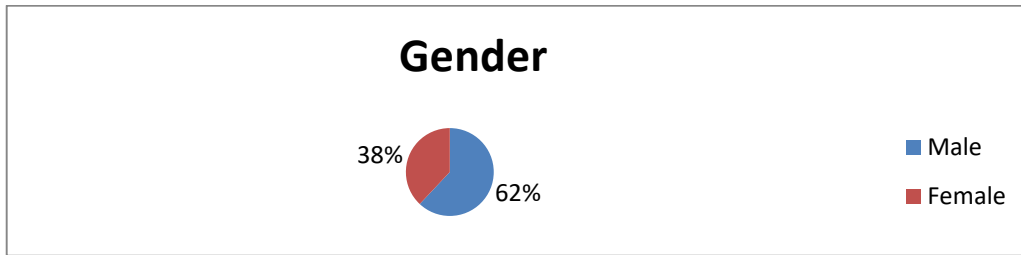
Finally the results that emerged from the study was analyzed and interpreted and suitable important conclusions were drawn from those results.

#### 4.11 LIMITATIONS OF THE STUDY:

1. Busy life of the student may have influence the responses.
2. The study is limited to Pune University only.
3. There was a possibility of the respondent bias in self reporting perception of the survey.
4. Money was also one of limitations faced while conducting this research.
5. Time available at the disposal was not enough therefore it was not feasible to go in depth and choose wider area.

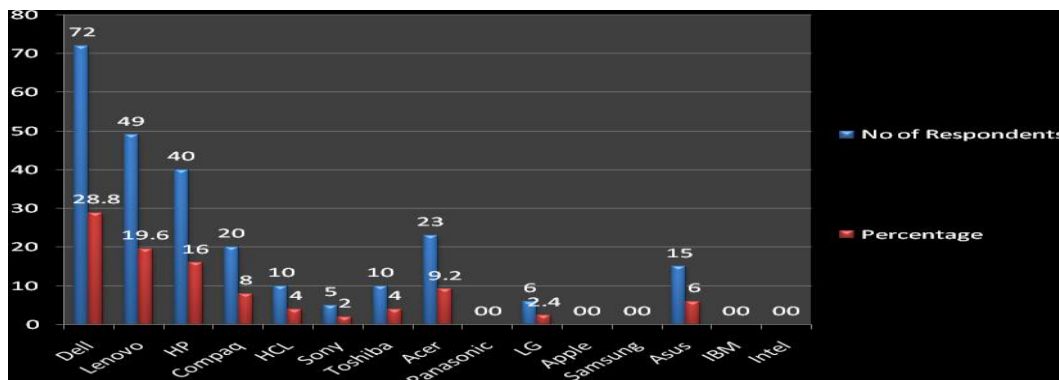
**5. ANALYSIS OF DATA:**

**Chart no. 1. Showing Percentage of Male and Female Respondents Demographic Profile of the Respondents**



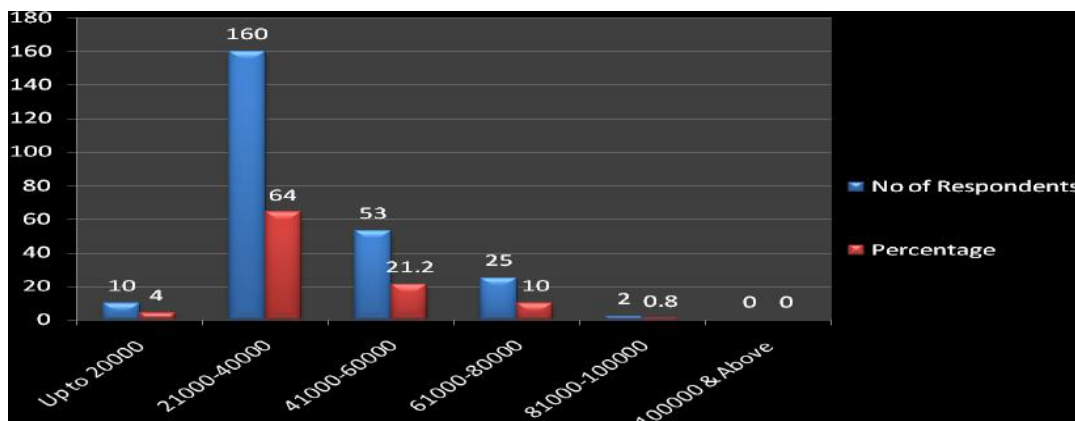
The above figure no.1 shows that out of 250 respondents 62% (155) were male and 38% (95) were female respondents selected for the study. From the above information it is concluded that Majority of male respondents was maximum as compared to female respondent.

**Chart no.2. Showing Brand Choice of The Respondents Showing Laptop Brand of the Respondents**



In the above chart no.2 shows that maximum respondent's laptop brand was Dell. 28% (72) respondents were purchased this brand. 19.6% (49) respondents were purchased Lenovo laptop brand. 16% (40) respondents were purchased HP laptop brand. Compaq 8% (20), HCL 4% (10), Asus 6% (15), Sony 2% (05), Toshiba 4% (10), Acer 9.2% (23), LG 2.4% (06), and 6% (15) respondents were Purchased Asus Laptop Brands. Other Laptop brand such as Panasonic, Apple, Samsung, IBM, Intel and other brands 0% (0) respondents were purchased.

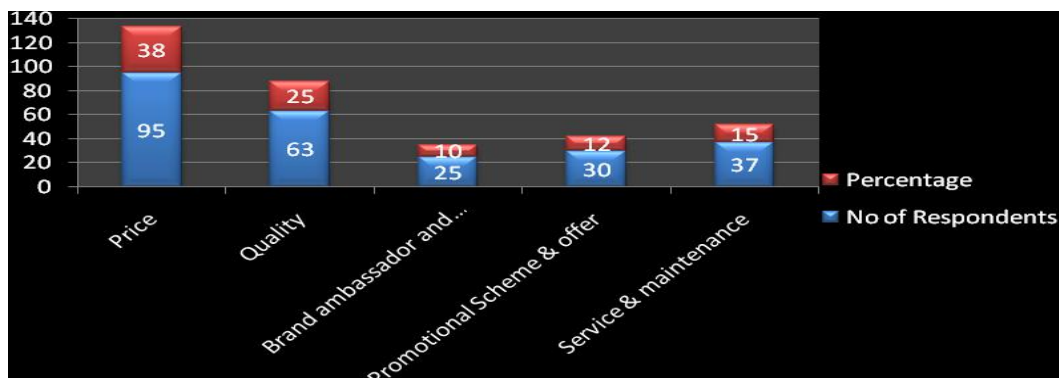
**Chart no.3. Showing Price range of the Respondents Showing Price range of the Respondents**



In the above chart no. 3 it's clear that most of the students respondents 64% (160) respondents purchased laptop in between 21000-40000 price range. 21.2% (53) respondents purchased laptop in the price range 41000-60000 and 10% (25) respondents price range of laptop purchased was 61000-80000.4% (10) respondents price range of laptop

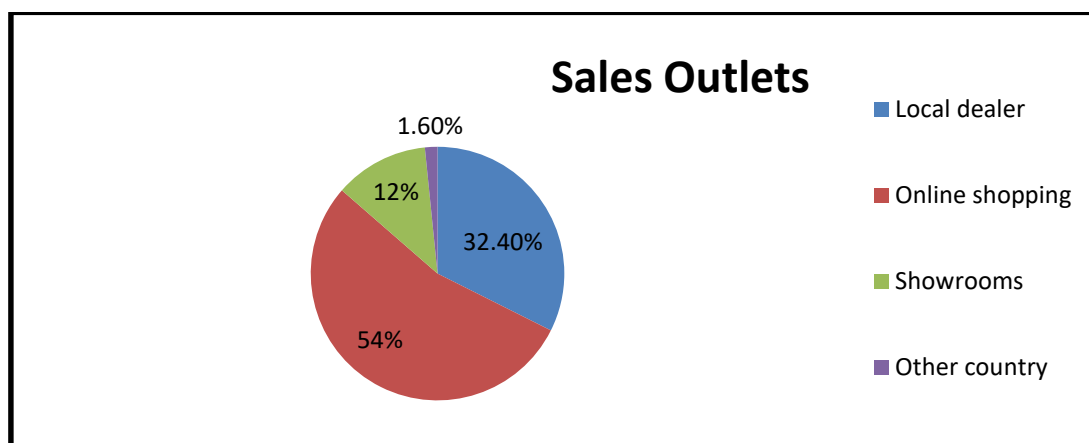
purchased was up to 20000. 0.8 % (02) respondents’ price range of laptop purchased was 810000-100000. 0% (0) respondent purchase laptop price in between 100000 & above.

**Chart no.4. Showing Influencing Factor on Buying Decision**  
**Showing Influencing Factor on Buying Decision**



The above Graph no.4 observed that 38% (95) respondents influencing factor was price & costing, 25 % ( 63) respondents influencing factor was Quality, 15 % ( 37) factor was respondents influencing Service maintenances, 12% (30) respondents influencing factor was Promotional scheme & offers and 10 % ( 25) respondent influencing factor was Brand ambassador & advertisement.

**Chart no.5 Sale Outlets from The Respondents Purchased Laptop**  
**Showing Sales Outlets from the respondents**



In the above Graph no.5, shows that the majority of the respondents 54% (135) had purchased their Laptop from online shopping. 32.4 % (81) of the respondent purchased from Local dealer. 12 % ( 30) showrooms and 1.6% (04) respondents purchased laptop from other country. Online shopping preferred maximum students.

**Hypothesis Tested:**

**Hypothesis1: Price is the most influencing factor on buying decision**

H<sub>0</sub>: there is no significant association between influencing factor and price.

H<sub>1</sub>: there is significant association between influencing factor and price.

Inf_factor * Price Crosstabulation								Chi-Square Value	Df	p-value
		Price					Total			
		Up to 20 T	21-40T	41-60T	61-80T	81-1 Lakh	Total			
Influen tial	Price	10	85	0	0	0	95	371.2	16	0.000
	Quality	0	63	0	0	0	63			

factor	Brand Amb&Adv	0	12	13	0	0	25			
	Scheme & offer	0	0	30	0	0	30			
	Service & maintenance	0	0	10	25	2	37			
Total		10	160	53	25	2	250			

**Inf\_factor \* Price Crosstabulation:**

		Price					Chi-Square Value	df	p-value
		Up to 20 T	21-40T	41-60T	61 T & above	Total			
Influent ial factor	Price	10	85	0	0	95	371.16	12	0.000
	Quality	0	63	0	0	63			
	Brand Amb&Adv	0	12	13	0	25			
	Scheme & offer	0	0	30	0	30			
	Service & maintenance	0	0	10	27	37			
Total		10	160	53	27	250			

From the above table we show that the p-value is less than level of significance ( $0.000 < 0.05$ ). Hence, null hypothesis is rejected and alternative hypothesis is accepted. Therefore we conclude that there is significant association between influencing factor and price. Hence we say that price is the most influencing factor on buying decision.

**6. FINDINGS OF THE STUDY:**

**Following are the major important finding drawn by the researcher:**

The students buying behavior is very complex phenomenon to predict as each and every buyer have their different perceptions likes, dislikes culture, environment and family background. The cultural, social, personal and psychological factors play effective role in influencing students buying behaviour. It is found that 62% were male and 38% were female respondents selected for the study. Majority of male respondents was maximum. It is found that maximum students laptop brand was Dell. 28% (72) students purchase this brand. 19.6% (49) respondents purchase Lenovo laptop brand. 16% (40) respondents purchase Hp laptop brand. Compaq (20) 8%, HCL (10) 4%, Sony (05) 2%, Toshiba (10) 4%, Acer (23) 9.2%, LG (06) 2.4%, and (15) 6% respondents were Purchased Asus Laptop Brands. Other Laptop brand such as Panasonic, Apple, Samsung, IBM, Intel and other brands (0) 0% respondents were purchased. Most of the student’s choice Dell laptop brand, after that HP laptop brand and Lenovo laptop brand also liked by the students. From the observation it can be concluded that most of the students respondents 64% (160) purchase laptop in between 21000-40000 price range. 21.2% (53) purchase laptop in the price range 41000-60000 and 10% (25) respondents price range of laptop purchase was 61000-80000. 4% (10) respondents price range of laptop purchase was up to 20000. 0.8 % (02) respondents price range of laptop purchase was 810000-100000 .0% (0) respondent purchase laptop price were 100000 & above. Maximum Laptop price purchase students in between Rs 21000-40000.

It is Concluded that 38% (95) respondents influencing factor was price & costing, 25 % ( 63) respondents influencing factor was Quality, 15 % ( 37) factor was respondents influencing Service maintenances, 12% (30) respondents influencing factor was Promotional scheme & offers and 10% (37) respondent influencing factor was Brand ambassador & advertisement. Price, friends, family members, brand image, features and technology after sale services, availability in your area, and availability of service center in your area are always effect the purchase decision and factors like advertisement (T.V., newspaper, internet) Financial scheme (installment payments etc.) Discount/gift/lucky draws etc. Brand ambassador often effect the purchase decision. From the observation it can be concluded that the majority of the respondents 54% (135) had purchased their Laptop from online shopping. 32.4 % (81) of the respondent purchased from Local dealer. 12 % ( 30) showrooms and 1.6% (04) respondents purchased laptop from other country. Online shopping preferred maximum students.



## 7. SUGGESTIONS OF THE STUDY:

The laptop companies should study carefully the cultural, social, personal and psychological factors in order to persuade buyers to buy their laptop. Price is the key factor in price sensitive market in India. Therefore laptop companies should focus on to make low price laptop with advanced feature. This study recommends companies to invest in technology through research & development and create differentiation at most level. Students faced various problems while using laptop like internet speed. Battery backup, window installation, software volume scaling, virus, heavy, costly and it get hot in very short time etc. As per the suggestion laptop shape should like a paper (foldable, thin, and light). Making portable laptop with a wide screen, good operating system and increase in ram size. Manufacturing company should give information to students about warranty and insurance, encourage for students for online booking, and campus offers should be given for the students. Manufacturing companies Use Continuously New technology to hold their position in the Indian Laptop Market. During Covid-19 Pandemic most of students purchasing laptop online shopping websites. Students careful while buying electronic product through online shopping websites. Effective use of social media is very helpful to laptop companies to reach final customers.

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