

## **A STUDY ON INFLUENCE OF DEMOGRAPHIC VARIABLES ON THE PURCHASE DECISION OF LAPTOPS W.R.T NAGPUR CITY**

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### **ABSTRACT**

*India signifies a commercial chance on an immense scale; and it is equally a comprehensive base as a national marketplace. Indian consumer markets are shifting reckless, with a fast development in disposable earnings, the growth of contemporary metropolitan lifestyles and the development of the type of development sensible consumers whom we have in our country are in an increasing trend. Greater financial plan is assigned to sales promotion undertakings that appeal the consumers. In such a situation, it is very vital to study how consumers make their selections in commodities, where there are numerous brands in the concern set of a buyer. Hence, this study has been undertaken in order to find out whether there is any kind of influence of demographic variables, such as age, gender, education and profession, on the purchase of laptops.*

**KEYWORDS:** *Demographic Variables, Purchase Decision, Laptop and Nagpur City*

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### **INTRODUCTION**

The study by Blackwell, Miniare and Engel (2006) identified three major variables that shape the decision process, including individual differences, environmental differences and psychological processes. Individual differences may result from demographics, psychographics, values and personality. Also, the difference of consumer resources (i.e. time, money, and information reception and processing capabilities) may influence the decision making process. Moreover, the product involvement, motivation of consumption, obtained knowledge about brands or products and attitudes toward a given brand or product also plays as directive roles on buying behavior and are difficult to change (Blackwell, Miniare and Engel 2006).

The consumer decision-making process is a complex phenomenon. The purchase of goods or services includes a number of factors that could affect each decision.

Sproles and Kendall (1986), define a consumer decision making (CDM) style as “a mental orientation characterizing a consumer's approach, to making choices.”

## Objectives of the Study

This study strives to answer a series of three research objectives which are as follows:

- To study the association among the age, gender, income, occupation etc. demographic variables of a laptop user and the brand they purchased.
- To study the association between the age, gender, income, occupation etc. demographic variables of a laptop user and the most significant buying criteria acknowledged by the consumer.
- To ascertain and study the noticeable technical product characteristics measured in the purchase decision.

## METHODOLOGY

This study is an exploratory research, since very few researches have been done in this area.

### Universe of the Study

The study was conducted in Nagpur City.

The division of the Nagpur city according to zones is as follows:

- North Nagpur –Sadar, Gorewada and ZingabaiTakli
- South Nagpur –Trimurti nagar, Pratapnagar, Narendra nagar
- East Nagpur - Nandanwan, Wardhamannagar
- West Nagpur – Bajajnagar, Laxminagar, Dharampeth, Shivajinagar,
- Central Nagpur – Civil lines, Dhantoli,Ramdaspath, Sitabuildi.

### Sample Size

The sample size should be 384, as per the Morgn's table at 95% confidence interval, with a 5% margin of error.

### Sampling Method

This study used the **stratified random sampling method**.

### Data Analysis

**Table 1: Brand Owned By the Total Respondents**

Brand	Frequency	Percentage
Apple	120	12
Compaq	230	23
Dell	192	19.2
HP	255	25.5
Lenovo	90	9
Other	113	11.3
<b>Total</b>	<b>1000</b>	<b>100</b>

### Interpretation

Major factor in deciding the purchase of laptop is the brand. There are many brands available in the market. On asking this question to the sample respondents, the majority of the respondents replied that, they are having either HP or Compaq brand. 49% of the total sample respondents are having these two brands. 19% of sample respondents are having Dell brand laptops. Other brands are Sony, Acer etc.

**Table 2: Brands Available With the Respondents Gender Wise**

Brand	Male	Percentage	Female	Percentage
Apple	67	10	53	15
Compaq	114	17	116	34
Dell	154	24	38	11
HP	136	21	119	34
Lenevo	73	11	17	5
Other	110	17	3	1
<b>Total</b>	<b>654</b>	<b>100</b>	<b>346</b>	<b>100</b>

### Interpretation

Female respondents have given their primary preference to HP and Compaq laptops, and collectively 68% female respondents are having these brands of laptops. Whereas, male respondents do not have complete preference for a single brand, still around 24% male respondents have chosen Dell as their preferred brand, followed by HP (21%) and Compaq (17%).

**Table 3: Brands Available With the Respondents Age Wise**

Brand	18 - 24	25 - 34	35 - 44	45 +	Total
Apple	23	22	35	40	120
Compaq	41	92	78	19	230
Dell	31	139	11	11	192
HP	33	178	27	17	255
Lenevo	21	37	30	2	90
Other	11	72	29	1	113
<b>Total</b>	<b>160</b>	<b>540</b>	<b>210</b>	<b>90</b>	<b>1000</b>

### Interpretation

Age wise classification was done in the above table, which indicates that young generation, especially in the age group of 18 to 24 years have varied brand preferences, there is no single brand that is preferred by the young respondents. While, the age group 25 to 34 years and age group 35 to 44 years have some pre existing preference, towards three top brands viz. HP, DELL and Compaq. People above 45 years of age prefer Apple laptops.

**Table 4: Brands Available With the Respondents Occupation/ Profession Wise Analysis**

Brand	Business	Service	Student	Housewife	Retired	Total
Apple	35	32	19	21	13	120
Compaq	34	98	55	21	22	230
Dell	16	69	79	11	17	192
HP	23	102	87	24	19	255
Lenevo	11	29	16	21	13	90
Other	11	60	24	12	6	113
<b>Total</b>	<b>130</b>	<b>390</b>	<b>280</b>	<b>110</b>	<b>90</b>	<b>1000</b>

**Interpretation**

An effort was made to find out the relation between select brands and occupation of respondents, and it was observed that, there is no outright preference of any particular brand, for almost all occupation. Thus, brand certainly does not indicate any specific relationship with occupation.

**Table 5: Brands Available with the Respondent's Educational Qualification Wise**

Brand	Under graduate	Graduate	Post graduate	Professional	Others	Total
Apple	21	27	24	33	15	120
Compaq	19	46	107	43	15	230
Dell	5	33	39	109	6	192
HP	17	59	103	69	7	255
Lenevo	22	23	24	19	2	90
Other	26	22	23	17	25	113
<b>Total</b>	<b>110</b>	<b>210</b>	<b>320</b>	<b>290</b>	<b>70</b>	<b>1000</b>

**Interpretation**

Under this analysis it was observed that, DELL and HP are the brands preferred by professionals; and collectively these two brands are owned by approximately 60% of Professionally qualified respondents in the study. On the contrary, in case of post graduates, 65% respondents in this class possess either Compaq or HP.

**Table 6: Purchasing Criteria**

Criteria	Frequency	Percentage
Reliable & Economic	233	23.3
High Quality	197	19.7
Hip & Style	132	13.2
Easy to Use	136	13.6
Leader	163	16.3
Feature Variety	139	13.9
<b>Total</b>	<b>1000</b>	<b>100</b>

## Interpretation

There are various criteria for purchasing laptops. The criteria for purchasing laptops are Reliability, economic, high quality, Hip and Style, easy to use, Leader in the market and offering variety of features. In present study it is analyzed that, every component or factors of purchasing criteria are important from different stakeholder's point of view, every factor has got on an average 16% to 18% importance, from all the sample respondents.

## CONCLUSIONS

The sample is classified into male and female, the male sample respondents are 654 (accountable for 65.4%) and female sample respondents are 346 (accountable for 34.6%). The age wise classification of sample reveals that, maximum sample respondents are belonging to the age group of 25 years to 34 years, while only 10% of sample is in the age group of 45 years and above. On analyzing the occupation of the respondents it is observed that, 39% of sample respondents have their occupation as a service, while 28% respondents are students. On male female classification; 71% of male respondents are having their occupation as either service or students. On the contrary, 69% of female respondents are either students or housewives. Qualification classification indicates that, 32% of sample respondents are having their qualification as post graduation, while 29% of sample respondents are having professional qualification. Whereas, the age wise analysis reveals that, the respondents in the age group of 25 years to 34 years and 35 years to 44 years In Indian scenario, Reliability and economic aspects has been preferred mostly by the respondents.

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