

IMPACT OF PRODUCT AND MARKET FACTORS ON CONSUMER BEHAVIOR: A STUDY ON PERSONAL COMPUTERS PURCHASE

¹Mr. J. Jerlin Rajan, ²Dr. Deepa

¹Assistant Professor, ²Assistant Professor

¹Department of Management Studies,

St. Xavier's Catholic College of Engineering, Nagercoil, Tamil Nadu.

Abstract : Today is time of PCs, that make everything certainty on the planet. Without PCs, human can't live complex life and PCs are the most exceptional development compare to different advancements in the most recent decade. PCs buy choice procedure for the most part dependent on item factors and advertising factors. In this way, it is exceptionally critical for advertisers and producers to perceive the idea of purchaser purchasing conduct on PCs, with the goal that they can develop effective promoting techniques to build piece of the pie. Current examination intends to evaluate purchaser conduct and buy choice on PC buy and what are the principle viewpoints that control customer conduct for obtaining PCs. Absolutely 600 respondents who had their very own PCs were arbitrarily chosen from south Tamilnadu for the review. The inquiries pertinent to this investigation were found in two sections. Initial segment incorporates statistic characters and second part incorporates factors related with showcasing, item highlights and buy intensions. Information gathered from the respondents was examined through IBM SPSS 21 measurable bundle. Study presumes that fabricates and advertisers must be dependably be set up to verify their clients fulfillment and past their joy level.

Key words: consumer's behavior, consumer decision making, personal computers.

INTRODUCTION

Clients are generally going to retail locations to find and purchase items. In like manner a client goes to a shop and after that lean towards items circumspectly and bit by bit looking over the things. At the point when the client finds the item that he truly intrigued to buy, clients gets the specific item and make installment. The purchaser may travel a long and a remain in line to buy the item. The above procedure is the customary shopping strategy however it isn't the main shopping process open these days. This new propensity has influenced another to defy for producers, as purchasers are continually assessing their needs and settling on purchase choices. As an impact, fabricating organizations are required to reevaluate their procedures and promoting approaches and find increasingly effective approaches to sell the items and furthermore meeting the buyer prerequisites with expanded item esteems. On the off chance that an organization or retailer truly needs to perceive shopper conduct and buy choices then their showcasing approach will be a lot than if they simply advance the item alone. The most phenomenal promoting systems began with understanding what the buyers precisely anticipating from the advertisers and elements that affecting the conduct of the clients on a significant dimension and making a productive showcasing arrangement as of this observation (Ramanathan and Jahnvi, 2010; Brosekhan and Velayutham, 2011).

In promoting clients are the beset individuals who will utilize the item. It is fundamental to comprehend the conduct of clients on any items. Endeavoring to sell any item without understanding client's conduct is same like searching for something in obscurity. Each organization has to comprehend what makes clients to pick their item over a competitor's, or why clients need to purchase an item (Lonkila, 2011). So as to discover the response for the above inquiry, organizations put much exertion on finding the clients conduct of a specific item or administration. This exertion may assist the organizations with finding the approaches to fulfill the clients needs. The effect of brand on conduct of the clients can be thought dependent on certain functions so as to examine how brand is essential in the client basic leadership process, in this way, controlling the conduct of the clients. The investigation of Consumer Behavior is very multifaceted, due to various factors confused and their affinity to interface with and impact every other (kulkarni, 2013).

These days, PCs are the most developed creation contrast with different advancements. PCs are the like heart of the present current world (Tania, 2012). PCs are utilized by all sort of age bunches in all sort of callings. Prabhu (2011) examine uncovered that PCs are such a development, that had most affecting and complete power on individuals. Without the PCs, there won't be worldwide mindfulness. PCs buy choice procedure dependent on item factors and advertising factors (Singh, 2012). The choice to buy PCs is regularly an agreeable choice and it incorporates assessment of items factors and advertising variables of the individual computers (Behzadian et al., 2011; Aghdaie and tafreshi, 2012; Sudhakar, 2010). Along these lines, it is extremely noteworthy for advertisers and makers to perceive the idea of shopper purchasing conduct on PCs, so they can develop fruitful promoting procedures to build piece of the overall industry (Soniet et al., 2010; Geetha, 2014). Rahimiet al.(2014) consider infers that structure of the item is the most critical quality in item choice and brand, material of the item are the following vital trait in buy choice.

Aghdaieet al.(2014) contemplate on client arranged advantage division isn't just assist directors with segmenting clients yet in addition to give a technique to investigate conduct of the clients decide the promoting approach and passage the significance of every trademark in each segment.

LITERATURE REVIEW

For the present examination factors influencing buying of PCs, there are just set number of literary works are accessible in India. This part will survey some vital literary works that related with customer conduct on PC buy. Numerous models and speculations has been made and examined so as to comprehend purchaser purchasing conduct. Presently, those models and speculations have been improved and dependent on which new investigations are being directed. The blend of this past examination expected to help the reason for adding to an introduced model to clarify buy choices and purchasing conduct in the buyer generally PC showcase especially in PCs.

There are numerous definitions accessible for purchaser conduct, Lai (1995) characterized it as gathering of social humanities, financial aspects, social science and brain research to help lucidity how, when, where and why customers buy items and the purchasing choice procedure of the buyers.

The strategy of settling on any ultimate choice from a scope of elective decisions is knows to as basic leadership. Every single item buy has it claim buy choice that must be considered (Lawson, 1997). Thought of the movement of how clients settle on purchasing choices has talked about among numerous creators for a considerable length of time. Inspecting and thoughtful strides in buy basic leadership not just support advertiser or organizations produce more an incentive for customers yet will likewise help to grow progressively useful showcasing techniques.

There are numerous interior factors that influence the buyer buy choice procedure, for example, recognition, inspiration, mentality, age and sex (Oleson, 2004; Schaninger and Danko, 1993).Consumer's outside elements likewise influence buy choices. The outer variables incorporate culture, family measure, individuals (Assael, 1987), peer reference gatherings and monetary states of the shoppers like month to month pay and procuring individuals in family. Previously mentioned variables will impact buyer's choices (Kotler, 2000).

The social elements like instructive capability of the clients, buyer inclinations and pay dimensions of the customer influences PC deals. All the social elements impact the diverse kind and dimension of interest for PCs in the market. Varying shopper portions will viewpoint diverse PC makers contrastingly and the other way around. PC makers can utilize the previously mentioned statistic variables to portion the customer showcase and choose which sort of purchasers they expected to sell their items (MacWilliams, 2010).

Segments in PCs like equipment and programming are growing quick and innovation advancement influences PCs to end up progressively less expensive while expanded execution (Weiser, 1999; Aaker, 1998). The vast majority of the buyers buy new PCs or refreshing the peripherals of their current PCs like clockwork as old PCs can't hold useful for new programming (Shum et al., 2008).

Shah and Dalal (2009) contemplated on worldwide PC businesses appears, that mechanical progression and development in the course of the most recent ten years, for example, rapid processor with low powerusage and minimal effort, or the consistency of windows, are a few purposes behind lift in piece of the overall industry of the PC business. PCs additionally be collected from reliable parts according to the customer inclination and cost of the PC can be decreased. Because of shoddy collected peripherals, numerous little organizations making PCs that complete comparable capacities as the purchasers expected (Kozierok, 2001).

Cooper and Inoue (1996) consider presumed that distinctive buy source like past involvement, suggestions from family and companions additionally impact the buy choice on PCs. Malhotra (1986) ponder uncovered that shopper regularly endeavor to gather mor data for assess when he/she buys strong items. Item like PC, item strength constantly related with two kinds of potential dangers like high cost and extensive stretch use. To diminish more hazard, buyer dependably attempts to gather more item related data.

In light of the constrained writing thinks about, the accompanying examination questions were utilized. This examination means to survey purchaser conduct and buy choice on PC buy and incorporates the primary angles that control shopper conduct for acquiring PCs.

MATERIALS AND METHODS

Hypothesis of the study:

H₁: Demographic characteristics have significant effects on market related factors, products factors and purchase intentions

H₂: Market related factor, product related factors have significant effects on purchase intentions

Methods: For the present investigation, complete 600 examples are arbitrarily chosen from 6 distinct Districts in south Tamil Nadu to be specific Madurai, Virudunagar, Tirunelveli, Tuticorin, Kanyakumari and Ramanathapuram. In each locale, around 100

polls are disseminated and target all out number of respondents was around 600. All respondents are proficient about the PC and who are of 18. Present investigation utilizes oneself controlled poll approach. Two research colleagues were chosen for the investigation. The examination collaborators with point by point information about the exploration moved toward the respondents straightforwardly and clarify the reason for the review. In the event that the respondents consented to participate in the examination, the polls are given to them.

The inquiries pertinent this investigation was found in two sections. In the initial segment, statistic addresses like sexual orientation, age, conjugal status, training, family salary, nature of occupation, family measure, wellspring of data to buy and inclination of PCs. In the second part,

they were approached to express the individual, market and item includes on the buy choice and buy aims. The information gathered from the respondents was broke down through IBM SPSS 21 relapse investigation are the some factual devices utilized for the present examination.

Cronbach alpha coefficient (α) was utilized to discover the dependability of the instrument. It reasons that Cronbach alpha coefficient esteem is more prominent than acknowledged dimension of 0.700 (Nunnally, 1978). Cronbach alpha coefficient for item related variables (15 things) is 0.854 and showcase related components (9 things) is 0.914, demonstrates critical dimension of unwavering quality.

RESULTS

The Table 1 shows that most of the respondents are male, about 46% respondents are 26-35 years old, about 56% respondents have under graduation level educational qualification. Forty three percent respondents are getting Rs. 20000-30000 as their monthly income, about 40% respondents are working in private firms and 60% respondents have 3-5 members in their family. Forty percent respondents purchasing source of information is show rooms. HP and Dell are the most consumer preferable computers.

Table 2 shows the Pearson moment correlation between market related factors, product related factors and purchase intentions. Correlation coefficient between marketing factors and product factors and purchase intention shows that 21% positive and significant relation. Correlation coefficient between purchase intentions and product factors shows that 62% positive and significant relation.

Hierarchical regression was used to find the relative worth of market and product related factors on purchase intentions of personal computers. First step of the hierarchical regression shows the bivariate relationship between and market related factors on purchase intentions factors have significant effect on purchase intentions of personal computers. Advertisement factors are having high significant effect on purchase intentions at 1% level.

Second step of the hierarchical regression shows the bivariate relationship between product related factors on purchase intentions ($F= 185.05, p<0.01$) (Table 4). After the entrance of independent variable (product related factors) $R^2 =0.89$ and adjusted $R^2=0.88$, that point to almost, 89 of purchase intention on personal computers can be accomplished by the product related factors.

Hierarchical regression shows significant increase in the second stage after the entrance product related factors and contribute additional change of 72% of purchase intentions. All the product related factors like quality, CPU speed, warranty, RAM, after sales service, flexibility in up gradation, hard disk drive, price, extra offer, software and monitor size, selling storage, brand, style/model and color have high significant effect on purchase intentions. Selling store and product warranty have high significant effect on purchase intentions at 1% level.

Table 1: Demographic characteristics of the respondents

Demographic characteristics	Frequency	Percent
Gender		
Male	507	84.5
Female	93	15.5
Age		
Less than 25 years	176	29.3
26-35 years	275	45.8
36-45 years	119	19.8
46-55 years	30	5.0
Educational qualification		
School level	51	8.5
Under graduation level	335	55.5
Post-graduation level	110	18.3
Professional graduation level	82	13.7
Others	22	3.7
Monthly income		
Less than Rs. 10000	183	30.5

Rs. 10001-20000	51	8.5
Rs. 20001-30000	258	43.0
Rs. 30001-40000	376.2	
Above Rs. 40000	71	11.8
Occupation		
Business	168	30.5
Government employee	79	13.2
Private employee	250	41.7
Professionals	39	6.5
Others	64	10.7
Family size		
Less than 3 members	51	8.5
3-5 members	357	59.5
More than 5 members	192	32.0
Source of information		
Advertisement	41	6.8
Show rooms	241	40.2
Sales person	21	3.5
Friends and relatives	70	11.5
Family members	81	13.5
Sales person	74	12.3
Internet	54	9.0
Others	18	3.0
Most preferred brand of personal computer		
HP	153	25.5
Dell	108	18.0
Lenovo	50	8.3
Toshiba	60	10.0
Apple	41	6.8
Asser	57	9.5
Compaq	31	5.2
HCL	47	7.8
Sony	42	7.0
Samsung	5	0.8
Others	6	1.0
Total	600	100.0

Table 2: Correlation analysis

Correlation analysis	1	2	3
Marketing factors	1.000		
Product factors	0.382**	1.000	
Purchases Intentions	0.209**	0.622**	1

**Significant at the 0.01 level

Table 3: Effects of demographic characteristics on market factors, product factors and purchase intentions

Demographics	Market factors	Product factors	Purchase intention
Gender	78.053**	7.751**	11.532**
Age	64.483**	53.917**	9.436**
Educational qualification	5.266**	71.020**	24.911**
Monthly income	98.170**	30.041**	34.123**
Occupation	84.886**	25.189**	25.302**
Family size	9.068**	135.649**	41.489**
Source of information	3.308**	27.758**	11.205**
Most preferred PC brands	3.664**	5.642**	6.915**

** Significant at the 0.01 level

Table 4: Relative importance of market factors, product factors on purchase intentions

Factors	R	R ²	Adjusted R ²	R ² change	F change	β t-value	signify.
---------	---	----------------	-------------------------	-----------------------	----------	-----------	----------

Mkt fac. (F=13.179,p<0.01)	0.41	0.17	0.16	0.167	13.179	
Availability				-0.22	-4.01	0.00 **
Corporate image	0.03	0.50	0.62			
Brand image				-0.19	-3.07	0.00**
Advertisement				0.49	6.82	0.00**
Sales person	0.08	1.66	0.10			
Competing products				0.30	6.46	0.00**
Special offers	-0.08	-1.48	1.14			
Level of customization	0.02	0.34	0.73			
Value added services	0.03	0.71	0.48			
Pro.fac.(F=185.05,p<0.01)	0.94	0.89	0.88	0.718	240.146	
Quality				0.45	8.36	0.00**
CPU speed				0.38	8.55	0.00**
Warranty				-0.72	-24.81	0.00**
RAM				-0.26	-6.49	0.00**
After sales service				0.51	17.31	0.00**
Flexibility in up gradation				0.10	4.06	0.00**
Hard disk drive				-0.36	-14.10	0.00**
Price				0.41	13.07	0.00**
Extra offer				0.47	11.98	0.00**
Software				0.37	6.13	0.00**
Monitor size				0.37	6.69	0.00**
Selling size				-0.62	-8.04	0.00**
Brand				-0.34	8.19	0.00**
Style/model				0.39	8.19	0.00**
Color				0.23	5.14	0.00**

**significant at the 0.01 level

(F=13.176,p<0,01) Table 4. Bivariate correlation (R) is 0.41 and it accounts only 17% variance on purchase intentions. Availability, brand image, advertisement and competing products

DISCUSSION

Relationship examination between item, advertising and buy expectations factors presumes that positive and critical impacts. This outcome specifically compares with (Lawson, 1997) results. Statistic attributes like sexual orientation, age, instructive capabilities (Oleson, 2004; Schaninger and Danko, 1993; MacWilliams, 2010), month to month pay (Kotler, 2000), occupation, family estimate (Assael, 1987), wellspring of data (Cooper and Inoue, 1996; Malhotra, 1986) and most favored PC brand have impact on market factors, item factors and buy expectations. Various leveled relapse results presume that advertise related elements accounts just 17% difference on buy aims and item related variables accounts 89% change on buy expectations. This outcomes specifically compares with (Shum et al., 2008; Shah and Dalal, 2009) and numerous others inquire about outcome.

PC fabricates must investigation the monetary, social and statistic setting of the Indian families before building up their promoting techniques. Likewise needs of the PCs in the family and buy thought processes must be examined. PC producers' attention to the technique for Indian buyer basic leadership will assist them with offering a reasonable advertising blend which empower advertisers to serve the shoppers all the more viably. Learning about the purchaser social and monetary status distinguishes the customers' way of life which thusly characterizes the requested products and enterprises (Ramanathan and Jahnavi, 2010).

Customer has distinctive requirements for data at every one of the buy choice stage. Likewise he is exposed to specific impacts at each stage and sees a few dangers relationship with the choice. Understanding this, advertisers must give chief data, exhortation or activity that drives them to the correct choice at the plan time. Current investigation infers that produces and advertisers should dependably be set up to verify their clients fulfillment past their bliss level (GEETHA, 2014). This may be accomplished by offering an item that fulfills the clients need just as by advertising endeavors that encourage basic leadership and boost the advantages the client gets from the item.

REFERANCES

- Aaker, D.A., 1998. Strategic Market Management. 5thEdn., John Wiley and Sons, New York, USA.
- Aghdaie, M.H. and P.F. Tafreshi, 2012. Using two-stage clustering and conjoint analysis for benefit segmentation of Iranian laptop buyers. Proceeding of the 3rd International Conference on Emergency Management and Management Sciences, August 10-12, 2012, Beijing, China.
- Aghdaie, M.H., P.F. Tafreshi and M. Behzadian, 2014. Customer-oriented benefit segmentation: An integrated approach. Int. J. Bus. Innov. Res., 8: 168-189.
- Assel, H., 1987, Consumer Behavior and Marketing Action. 3rdEdn., PWS-KENT Publishing, USA., ISBN-13: 978-0534075309, Page: 746.

- Behzadian, M., M.H. Aghdaie and H.R. Razavi, 2011. Iranian students' preference for laptop: A conjoint analysis. *Eur. J. Econ. Finan. Admin. Sci.*, 39: 144-151.
- Brosekhan, A.A. and C.M. Velayutham, 2011. An empirical study on consumer buying behavior towards selected home appliance products in ramanathapuram. *ISRO J. Bus.Manage.*, 1: 13-21.
- Cooper, L.G. and A. Inoue, 1996. Building market structures from consumer preference. *J. Market. Res.*, 33: 296-306.
- Geetha, D., 2014. Consumer's brand preference of laptops. *Int. J. Soc. Allied Res.*, 2: 129-139.
- Kotler, P., 2000. *Marketing Management*. 10th Edn., Prentice Hall Upper Saddle River, NJ, USA., Pages: 784.
- Kozierok, C.M., 2001. The PC guide. Site Version 2.2.0, April 17, 2001. <http://www.pcguides.com/topic.html>.
- Kulkarni, V.R., 2013. A study of the impact of retail front line sales personnel behavior on customer buying experience in convenience stores in organized retail in India. *Int. J. Adv. Res. Manage.*, 4: 56-64.
- Lai, A. W., 1995. Consumer values, Product Benefits and Customer Value: A Consumption Behavior Approach. In: *Advances in Consumer Research*, Volume 22, Kardes, F.R. and M. Suajan (Eds.). Association for Consumer Research, Provo, UT., USA., pp: 381-388.
- Lawson, R., 1997. Consumer decision making within a goal-driven framework. *Psychol. Market.*, 14: 427-449.
- Lonkila, M., 2011. *Networks in the Russian Market Economy*. Macmillan Publishers Ltd., Hampshire, UK., ISBN: 13-9780230252394, Pages: 200.
- MacWilliams, J., 2010. *Computer industry overview*. Bishop and Associates Inc., St Charles, IL., USA.
- Malhotra, N.K., 1986. An approach to the measurement of consumer preferences using limited information. *J. Market. Res.*, 23: 33-40.
- Nunnally, J. C., 1978. *Psychometric Theory*. 2nd Edn., McGraw-Hill, New York, USA., ISBN-13: 9780070474659, Pages: 701.
- Oleson, M., 2004. Exploring the relationship between money attitudes and Maslow's hierarchy of needs. *Int. J. Consum. Stud.*, 28: 83-92.
- Prabhu, A., 2011. A study on brand preference and customer satisfaction towards laptop in Coimbatore. *J. Marketing*, 22: 45-45.
- Rahimi, S., M.S. Fallahnezhad, M.S. Owlia and M.H. Abooi, 2014. Investigation of customer priorities for machine made carpet through conjoint and cluster analysis (Case Study in Yazd, Iran). *Int. J. Bus. Dev. Stud.*, 6: 83:98.
- Ramanathan, V. and K.N. Jahnvi, 2010. Brand management in electronic products with special reference to laptop: An empirical study. *Manage. Res.*, 32: 36-46.
- Schaninger, C.M. and W.D. Danko, 1993. A conceptual and empirical comparison of alternative household life cycle models. *J. Consumer Res.*, 19: 580-594.
- Shah, A. and A. Dalal, 2009. The global laptop industry. April 13, 2009. http://srl.gatech.edu/Members/ashah/laptop_industry_analysis_aditya_abhinav.pdf.
- Shum, T., C. Hardnett and I. Kearse, 2008. A game framework to enhance the Stem pipeline. *Proceedings of the 3rd International Conference on Game Development in Computer Science Education*, February 28-March 3, 2008, Miami, FL., USA., pp: 41-45.
- Singh, V.K., 2012. Different branded laptops preferred by working executive. *Ind. J. Marketing*, 23: 35-35.
- Soni, R., R. Lohani and M. Sagar, 2010. Factors affecting consumer purchase decision of laptops. *Ind. J. Marketing*, 40: 3-3.
- Sudhakar, R., 2010. A study on various factors influencing student's laptop purchases among various students in VIT University, Vellore, Tamilnadu, India. *Indian J. Marketing*, 1: 30-30.
- Tania, S., 2012. Factors influencing teachers' laptop purchases. *Ulab J. Sci. Eng.*, 3: 12-17.
- Weiser, M., 1999. The computer for the 21st century. *ACM SIGMOBILE Mobile Comput. Commun. Rev.*, 3: 3-11.