Factors Influencing Laptop Buying Behavior a Study on Students Pursuing Ug/Pg in Computer Science Department of Assam University

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ABSTRACT Laptop is one such contribution of the modern technology which not only addresses the gap between and among the boundaries but also eases the process of exchange by reducing the time involved in the process, in addition to many other benefits. The technology today, like the tastes and preferences of the customers, is fast changing. It, therefore, becomes imperative on the part of manufacturers and the traders to know the revised needs and preferences etc. of their customers. Since the army of the students engaged in learning the computer science is more equipped and cautious about the quality and type etc., of the laptop, their views were noted down with regard to popular and common product attributes of the laptops of various brands. A study of the degree of satisfaction of the laptop owners and users with a mind to have a comparison over various brands of laptops was conducted in the present work. The findings of this study may prove useful for the manufacturers, distributors and/or retailers. For 22 attributes, it was found that the attributes like 'Recovery Disk' and 'Goodwill of the Retailer' may be useful only for the retailers, whereas the 'availability in the market' is one such attribute, the findings about which may be useful to all the three in the chain.

INTRODUCTION

The manufacturers and the traders in open economies have been facing challenges not only from the domestic competitors but also from the international players, even in those situations when these manufacturers and traders might not have crossed the boundaries of their respective nations, for the reason that the international players might have entered into their domain of business permitted by their respective rulers. To stand in the competition thus has naturally become more difficult. One of the most accepted and long lasting ways to meet such challenges has been to be able to lure the customers more than the competitors, be they domestic or international. How can that be done is a million dollar question. The successful manufacturers and traders have not only always been open and receptive to understand the changed needs and preferences of the customers but at times have applied newer techniques to read the minds of the customers.

Statement of the Problem

Laptop is one such contribution of the modern technology which not only addresses the gap between and among the boundaries but also eases the process of exchange by reducing the time involved in the process, in addition to many other benefits. The technology today, like the tastes and preferences of the customers, is fast changing. It, therefore, becomes imperative on the part of manufacturers and the traders to know the revised needs and preferences etc. of their customers. Since the army of the students engaged in learning the computer science is more equipped and cautious about the quality and type etc., of the laptop, their views were noted down with regard to popular and common product attributes of the laptops of various brands. A study of the degree of satisfaction of the laptop owners and users with a mind to have a compari-

son over various brands of laptops was conducted in the present work.

Objectives of the study:

1. To identify the laptop attributes capable of influencing the buying behaviour of the students of computer science in their capacity of customers of laptops

2. To know the degree of influence each of these laptop attribute has put/is capable of putting on the behaviour of buying laptops of the students of computer science in their capacity of customers of laptops.

Review of Literature

Kulkarni, V (2013) conducted a study to identify the factors that influence the consumer buying behaviour of Post Graduates students in Pune city. Data was collected from 152 Post Graduates students in Pune city through convenience sampling. Survey method was used to collect the data. Statistical techniques such as Kaiser- Meyer- Olkin and Cronbach's Alpha were used to analyse the data. The study revealed that Brand & Features, Price, Visibility & Service Center, Reliability & Responsiveness, Warranty, Guarantee & after Sales Service are the factors which influence the buying behaviour of the post graduates students.

Shah, R. B. (2012) conducted a study to identify the important attributes capable of increasing brand equity for laptop brands in Indian market. The Study also examined the relationship between customer profile and selection of laptop brand. Data was collected from 139 Post graduate students of Ahmadabad city through convenient sampling. Statistical techniques such as Cronbach's Alpha, chi-square test, factor analysis were used to analyse the data. The study revealed that around 32% respondents prefer Dell

Brand for Laptop, followed by Sony and HP. The study further revealed that the ownership of laptop is dependent on gender of respondent. The preference of laptop brand is not related to Gender of Laptop users and Budget of Laptop users. A structural equation modeling was developed to assess the statistical significance of the proposed relationships between overall brand equity and its dimensions. Perceived quality, brand awareness, brand association, and brand loyalty were all taken as the exogenous variables and brand equity was the endogenous variable and all of the four exogenous variables were found to be inter-correlated. The findings of the study did not provide enough support for the positive and direct relationship for brand awareness and brand association towards brand equity, which indicates that a brand name or association related to brand in minds of consumer directly do not give guarantee for a brand's success for laptop brands.

Farzana,W. (2012), conducted a study to explore how psychological factors (Motivation, perception, and attitude) are associated with brand equity (brand loyalty, brand association, perceived quality, and brand awareness) of laptop. Data was collected from 47 professionals and 45 students in Bangladesh through convenient sampling. Survey method was used to collect the data. Statistical techniques such as chi-square, paired sample t-test were used to analyse the data. The result revealed that, consumers' motivation to use laptop and brand association criteria work separately. They considered battery lifetime (brand association) as important feature. Consumers' attitudes are shaped up by others, especially by family members, while buying high-involvement products. Like other products, consumers' perception for choosing laptop relies upon different sources of information. In this particular case, they choose newspaper and websites to build up their perception.

Mohan, R.(2013),conducted a study to identify consumer behaviour in the tablet computer market in Moscow and the main factors which affect consumer behaviour. Survey method was used on 75 customers in five tablet computer retail stores for this study. The outcome of the survey revealed that tablet computer was a very popular IT product among all young and middle aged people in the Russian market, especially in Moscow. The study further revealed that young students and professionals especially like tablet computers for social networking, stylish look and portability.

1.4 Research Methodology:
The study had two objectives to be attained.

In order to address the first objective of the study i.e., to identify the laptop attributes capable of influencing the buying behaviour of the students of computer science in their capacity of customers of laptops, initially an exercise of a review of literature was carried on. This exercise resulted in identification of a good number of laptop attributes. However, considering the fact that the study was aimed at consulting such customers who not only knew a lot about a laptop but also have differing requirements than those of ordinary customers, as they were the students of computer science at UG and P.G level, the list of attributes identified with the help of literature review was shown to half a dozen selected students to be sure about the larger coverage of the attributes for the study. The exercise of consulting the students of computer science did help in improving and tuning the list of attributes.

The information required to address the second objective i.e. to know the degree of influence each of the identified laptop attribute has put/is capable of putting on the behaviour of buying laptops of the students of computer science in their capacity of customers of laptops owned and used by the students of computer science were elicited through a questionnaire which was prepared for the purpose and got filled up by the sample students studying computer science in Assam University. The relative worth of the attributes in the opinion of the students studying computer science in their capacity as customers of laptop was tried to be known on the basis of twenty two such product attributes which ordinarily influence the behavior of buying laptops of such elite category of laptop users and it was measured on a five point scale, viz., Full, High, Moderate, Low and Not at all. Attribute number twenty third in the list of attributes in the questionnaire was kept open in the form of – Any other (Please specify), keeping in mind that in case still there is/are some attribute(s) which has/have not been covered by the list provided in the questionnaire, the respondents might write that/those. Interestingly none of the thirty three respondents preferred to add any more beyond the twenty two included in the questionnaire. [(i) The term customers, customers of the laptop, sample customers and respondents have been used interchangeably in the description and analysis of the data.(ii) The terms attribute and the factor have also been used interchangeably]

Population and the sample
The target population of the study constituted students owning laptop and studying in any of the semesters of Computer Science course offered by Assam University during January-May, 2014. Table 1 portrays the detailed position of the population and the sample semester wise. The sampling method was a convenient one divided intro five strata based on semesters. At least 6 students were picked up from each of the five semesters.

Table: 1

Semester	Total no. of Students	No. of Respondents
II	49	6
IV	46	6
VI	53	6
VIII	55	8
X	48	7
Total	251	33

Tools and Techniques used
After collecting the data with the help of structured questionnaires developed to address the objectives, the raw data were fed in an excel sheet. Different techniques like frequency, percentage and weighted average scores have been used to meet the objectives and arrive at the findings of the study.

Scope of the study
The present study is an attempt to know the product attributes which might be more, moderate or less important in view of a specific set of customers i.e., computer science students. Once these are known to manufacturers of laptops they may be benefited in a way that they will be manufacturing the laptops in such a way that the preferred attributes are incorporated in the product providing lesser attention towards the less preferred attributes. The studied set of users i.e., the ones who know more about computer or whose requirements are slightly different than an ordinary class of customers, will also be benefited in a way that they will get such a product which actually they require. If to say more, by knowing the specific and changed requirements of the customers of a particular category the

manufacturers would like to produce the commodity only of that type and of that quantity which is required by the customers of such category and thus be able to avoid over capitalization, if so, and the users may be able to save their time and draw more satisfaction.

Limitations of the study:

1- The findings of the study can better be applied only on such class of laptop users which is elite and not the general one (laptop users), as the preferences and the priorities etc., of such a class might differ from the others.

2- Since the samples have been picked up only from one educational institution and also the size of the sample is comparatively smaller the manufacturers of the brands under study will benefit themselves if they consider the findings of the study for implementation with caution.

Factors influencing buying behavior of customers of Laptop

The list of the attributes that is discovered in the line of the methodology given above is presented hereunder.

Brand, Price, Offers and discounts, Color, Denominations, Weight, Design, Operating System, Model and the Quality of the Processor, Service Quality, Warranty Period ,Motherboard, RAM, Hard Disk, Battery Life, Sound quality of the speaker, Original software provided at the time of purchase, Recovery Disk. Advertisement, Availability in market, Opinion of reference group, Goodwill of the retailer.

Now we proceed to presentation, analyses and interpretation of the data obtained from the elite users of the laptops i.e., the students of Computer Science at U.G/P.G levels.

After attaining the first objective of the study i.e., to identify the laptop attributes capable of influencing the buying behavior of the students of Computer Science in their capacity of customers of laptops, the details of which have been mentioned under the heading Research Methodology, the efforts, have been made to attain the second objective of the study which was to know the degree of influence of each of these laptop attributes has put/is capable of putting on the behavior of buying laptops of the students of Computer Science in their capacity of customers of laptops. Since twenty two attributes were identified as a result of the attainment of the first objective, the buying behavior of the laptop users has been studied for all these factors, factor-wise.

Factor-wise analysis of the degree of influence of the laptop attributes on the buying behavior of Computer Science students in their capacity of laptop customers:

Table:1 showing the degree of influence of the factor Brand on the behaviour of the customers buying laptop.

Degree of Influence	Number of Respondents	Percentage of Respondents
Full	12	36.4
High	13	39.4
Moderate	07	21.2
Low	00	0.00
Not at all	02	3.0
Total	33	100

Source: Field Survey/Weighted average score: 4.06

The table shows that in relation to the attribute 'Brand' 39.4% of the customers opined that this factor influenced

them to a high degree and another 36.4% customers viewed that this factor influenced them fully. Put together it comes 75.8% which is certainly a high degree. Those whose buying behavior got influenced by this factor moderately were only 21.2% of the total respondents. No one reported that the factor brand influenced to the extent of a low degree and it was just one respondent, whose response in terms of the percentage comes just 3%, declared that this factor did not influence at all his/her behavior buying laptop.

Table:2 showing the degree of influence of the factor Price on behaviour of the customers buying laptop:

Degree of Influence	Number of Respondents	Percentage of Respondents
Full	00	0
High	07	21.2
Moderate	24	73.7
Low	02	6.1
Not at all	00	0
Total	33	100

Source: Field Survey/Weighted average score: 3.15

The table shows that the 'Price' is one such product attribute which is capable of influencing the buying behavior to a high degree of only 21.2% of the laptop customers whereas those whose buying behavior got influenced by this factor only moderately were 72.7% which is certainly a very high percentage. No one reported that the price factor influenced his/her behavior buying laptop fully or did not influence at all. Further there were only 2 respondents, whose response in terms of the percentage comes just 6.1% who declared that the price factor influenced them to a low degree.

Table:3 showing the degree of influence of the factor Offers & Discounts on the behaviour of the customers buying laptop:

Degree of Influence	Number of Respondents	Percentage of Respondents
Full	02	5.1
High	03	9.1
Moderate	09	28.3
Low	15	44.4
Not at all	04	13.1
Total	33	100

Source: Field Survey/Weighted average score: 2.52

The table shows that the product attribute 'Offers & Discounts' does not influence the customers substantially as 45.4 % customers opined that this attribute influenced them to a low degree. Table further shows that this factor influences 27.3% customers moderately. Put together 72.7 % customers were such who felt influenced by this factor only to a marginal degree. Those who got influenced by this factor fully were 6.1% and the ones to a high degree were 9.1 %.

Table:4 showing the degree influence of the factor Colour on the behaviour of the customers buying laptop.

Degree of Influence	Number of Respondents	Percentage of Respondents
Full	06	18.1
High	08	24.2
Moderate	12	36.4
Low	05	15.2
Not at all	02	6.1
Total	33	100

Source: Field Survey/Weighted average score: 3.33

The table reveals that 36.4% customers got influenced with the attribute 'Color' only moderately. Almost one fourth i.e., 24.2% of them found themselves influenced with this attribute to a high degree. Those who felt influenced by this attribute to a very high degree constituted 18.1% of the lot. Those, to whom this attribute influenced poorly, were 15.2 % of the lot and the ones who did not get influenced by this attribute at all were 6.1%.

Table:5 showing the degree of influence of the factor Denominations on the behaviour of customers buying laptop.

Degree of Influence	Number of Respondents	Percentage of Respondents
Full	06	18.2
High	07	21.2
Moderate	17	51.5
Low	03	9.1
Not at all	00	0
Total	33	100

Source: Field Survey/Weighted average score: 3.48

The table shows that the attribute 'Denominations' influenced moderately to more than half of the respondents i.e., 51.5 %. Those who got influenced fully and highly by this attribute were 18.2% and 21.2% respectively, which put together constitutes a sizeable percentage i.e., 39.4 % of the respondents. Remaining 9.1% customers got influenced by this factor only to a low degree.

Table:6 depicting the degree of influence of the factor Weight on the behaviour of the customers buying laptop.

Degree of Influence	Number of Respondents	Percentage of Respondents
Full	06	18.2
High	06	18.2
Moderate	17	51.5
Low	04	12.1
Not at all	00	0
Total	33	100

Source: Field Survey/Weighted average score: 3.42

The table shows that as in the case of the attribute 'Denominations' the attribute 'Weight' too influenced moderately to more than half of the respondents i.e., 51.5 %. Those who got influenced fully and highly by this attribute were equal in percentage i.e., 18.2%, which put together constitutes a sizeable percentage i.e., 36.4 % of the respondents.

Table:7 showing the degree of influence of the factor Design on the behaviour of the customers buying laptop.

Degree of Influence	Number of Respondents	Percentage of Respondents
Full	07	21.2
High	14	42.4
Moderate	09	27.3
Low	02	6.1
Not at all	01	3.0
Total	33	100

Source: Field Survey/Weighted average score: 3.73

The table shows that the attribute 'Design' plays an important role in influencing the buying behavior of the laptop customers as 42.4 % of them got influenced

highly by this attribute and the ones who got influenced fully were 21.2 % of the lot. Put together these two constitute 63.8 % of the whole lot which is a lion's share of the lot. Those who felt influenced by this attribute only moderately constituted 27.3% of the total respondents. Only 16.1% customers felt a low degree of influence on their buying behavior by this factor and the one whose response in terms of the percentage comes just 3 was different than others in his/her buying behavior as this attribute did not influence at all his/her behavior buying laptop.

Table:8 showing the degree of influence of the factor Operating system on the behaviour of customers buying laptop.

Degree of Influence	Number of Respondents	Percentage of Respondents
Full	08	24.2
High	18	54.5
Moderate	05	15.2
Low	00	0.0
Not at all	02	6.1
Total	33	100

Source: Field Survey/Weighted average score: 3.91

The table shows that the attribute 'Operating System' influences highly to more than a majority of the customers as 54.5% of them expressed this way. Further those who got influenced by this attribute fully were 34.2% of the lot. The respondents having these two preferences put together constituted 78.7% of the lot which is more than three fourth of the total responses and, therefore is certainly a very high percentage. Those whose buying behavior got influenced by this factor moderately were only 15.2 % of the total respondents. No one reported that the factor 'Operating System' influenced to the extent of a low degree and it was just two respondents, whose response in terms of the percentage comes just 6.1%, who found that this factor did not influence at all their behavior buying laptop.

Table:9 showing the degree of influence of the factor Model and the Quality of the Processor on the behaviour of the customers buying laptop.

Degree of Influence	Number of Respondents	Percentage of Respondents
Full	14	42.4
High	10	30.3
Moderate	08	24.3
Low	00	0
Not at all	01	3.0
Total	33	100

Source: Field Survey/Weighted average score: 4.09

The table shows that a very high percentage of the customers i.e., 42.4 felt influenced fully with the attribute 'Model and the Quality of the Processor' followed by the ones i.e., 30.3% who were influenced highly. When put together the two figures the total comes 72.7 % which is a high percentage. Out of the remaining 24.3 % were those whom this attribute influenced moderately. Only one respondent, whose response percentage is 3, was confident enough to say this attribute did not influence him/her at all, whereas none opined that this factor influenced him/her to a low degree.

Table:10 showing the degree of influence of the factor Service quality on the behaviour of the customers buying laptop.

Degree of Influence	Number of Respondents	Percentage of Respondents
Full	08	24.3
High	13	39.4
Moderate	10	30.3
Low	01	3.0
Not at all	01	3.0
Total	33	100

Source: Field Survey/Weighted average score: 3.79

The table shows that the attribute 'Service Quality' has been able to influence 39.4% respondents to a high degree and to 14.3% fully. If taken together the respondents belonging to two categories, who got influenced by this attribute greatly, table speaks that they constitute 63.7 % which is almost two third of the lot. Those who got influenced only moderately are by this attribute 30.3%. Those who got influenced to a low degree and also the ones who did not get influence at all by this attribute were only 3.0 % each.

Table:11 showing the degree of influence of the factor Warranty Period on the behaviour of the customers buying laptop.

Degree of Influence	Number of Respondents	Percentage of Respondents
Full	07	21.2
High	10	30.3
Moderate	11	33.3
Low	04	12.1
Not at all	01	3.0
Total	33	100

Source: Field Survey/Weighted average score: 3.55

The table shows that the attribute 'Warranty Period' influenced one third (33.3 %) respondents moderately and to little less than one third i.e., 30.3% highly. The ones to whom this attribute influenced fully were 12.2 %. Thus those who got influenced greatly by this attribute are more than half of the lot i.e., 51.5%. Those who got influenced by this factor to a low degree constituted only 12.1% of the sample and it was just one respondent, whose response in terms of the percentage comes only 3%, who declared that this factor did not influence his/her behavior buying laptop at all.

Table:12 showing the degree of influence of the factor Motherboard on the behaviour of the customers buying laptop.

Degree of Influence	Number of Respondents	Percentage of Respondents
Full	11	33.3
High	10	30.3
Moderate	12	36.4
Low	00	0
Not at all	00	0
Total	33	100

Source: Field Survey/Weighted average score: 3.97

The table shows that the attribute 'Motherboard' is one such product attribute which influenced the buying behavior of the laptop customers in the top three degrees almost equally i.e., fully to 33.3 %, highly to 30.3 % and moderately 36.4% sample customers leaving no scope for any other degree of influence on the customers of the laptop. So this is one such attribute out of eighteen by which

no one got influenced either to a low degree or not at all.

Table:13 showing the degree of influence of the factor RAM on the behaviour of the customers buying laptop.

Degree of Influence	Number of Respondents	Percentage of Respondents
Full	14	42.4
High	12	36.4
Moderate	07	21.2
Low	00	0
Not at all	00	0
Total	33	100

Source: Field Survey/Weighted average score: 4.2

The table shows that the 'RAM' is one such product attribute which influences the buying behavior of a sizeable percentage i.e., 42.4 of the laptop customers fully and also a substantial percentage i.e., 36.4 % highly. Put together it is found that 78.8 % customers are greatly influenced by this product attribute of the laptops. When added the percentage of the laptop customers who got influenced by this attribute only moderately i.e., 21.2, it can be seen that there is no one left to be influenced by this attribute either to a low degree or not at all.

Table:14 showing the degree of influence of the factor Hard Disk on the behaviour of the customers buying laptop.

Degree of Influence	Number of Respondents	Percentage of Respondents
Full	17	51.5
High	10	30.3
Moderate	06	18.2
Low	00	0
Not at all	00	0
Total	33	100

Source: Field Survey/Weighted average score: 4.33

The table shows that the attribute 'Hard disk' is the third such attribute which influences the buying behavior of the customers of laptop very greatly as to 51.5 % of the sample customers it influenced fully and to 30.3 % highly, putting together which comes 81.8%, leaving the scope for only 18.2% customers to express their opinion about the degree of influence. Since all these 18.2 % sample customers got influenced moderately by this attribute, there stood no scope for any respondent opting out in favor of any of the two remaining degrees of influence i.e., Low or Not at all.

Table:15 showing the degree of influence of the factor Battery Life on the behaviour of the customers buying laptop.

Degree of Influence	Number of Respondents	Percentage of Respondents
Full	07	21.2
High	12	36.4
Moderate	11	33.3
Low	02	6.1
Not at all	01	3.0
Total	33	100

Source: Field Survey/Weighted average score: 3.67

The table shows that the attribute 'Battery Life' influenced highly the buying behaviour of 36.4 % customers and fully to 21.2 %. Thus comfortably more than half of the customers i.e., 57.6 % got influenced greatly by this attribute. Table also shows that one third sample customers got influenced by this attribute only moderately. Those who got

influenced to a low degree by this attribute of the laptop constituted a very small percentage of the total respondents and that was 6.1 %. Just one respondent, out of thirty three bravely declared that he/she did not get influenced by this attribute at all.

Table:16 showing the degree of influence of the factor Sound Quality of the Speaker on the behaviour of the customers buying laptop.

Degree of Influence	Number of Respondents	Percentage of Respondents
Full	08	24.2
High	14	42.4
Moderate	09	27.3
Low	02	6.1
Not at all	00	0
Total	33	100

Source: Field Survey/Weighted average score: 3.85

The table shows that the attribute 'Sound quality of the speaker' influenced highly to 42.4 % of the customers and fully to 24.2 % of them. Put together the two constitute two third of the sample i.e., 66.6 % of the sample which is substantially high percentage in favor of those who were greatly influenced by this attribute. The ones who got influenced only moderately by this attribute turned to be 27.3 % of the lot. The remaining 6.1% felt influenced by this attribute only to a low degree leaving no scope for any one to declare that he or she did not get influenced at all by this attribute.

Table:17 showing the degree of influence of the factor Original Software provided at the time of purchase on the behaviour of the customers buying laptop.

Degree of Influence	Number of Respondents	Percentage of Respondents
Full	07	21.2
High	08	24.2
Moderate	12	36.4
Low	02	6.1
Not at all	04	12.1
Total	33	100

Source: Field Survey/Weighted average score: 3.36

The table shows that the attribute 'Original software provided at the time of purchase 'is highly influencing for 24.2 % of the customers whereas for little less than them i.e., 21.2 % it is fully influencing. The ones who are moderately influenced by this attribute constituted a significant percentage i.e., 36.4. Those who got influenced to a low degree by this attribute were only 6.1 % and the ones not at all 12.1 %.

Table:18 showing the degree of influence of the factor Recovery Disk on the behaviour of the customers buying laptop.

Degree of Influence	Number of Respondents	Percentage of Respondents
Full	05	15.2
High	09	27.3
Moderate	13	39.4
Low	01	3.0
Not at all	05	15.1
Total	33	100

Source: Field Survey/Weighted average score: 3.24

The table shows that the attribute 'Recovery disk' is one such product attribute which could influence fully to only 15.2 % of the customers and highly to 27.3 %. This attribute, however, could influence to a handsome percentage of customers i.e., 39.4 % to a moderate degree. Interestingly this was one such attribute which could not influence at all to a significant percentage of customers i.e., 15.1 %. This attribute could influence to a low degree to just one customer which in terms of percentage comes 3.0 %.

Table:19 showing the degree of influence of the factor Advertisement on the behaviour of the customers buying laptop.

Degree of Influence	Number of Respondents	Percentage of Respondents
Full	08	24.2
High	09	27.3
Moderate	12	36.3
Low	02	6.1
Not at all	02	6.1
Total	33	100

Source: Field Survey/Weighted average score: 3.58

The table shows that the attribute 'Advertisement' has been able to influence 27.3% respondents to a high degree and to 24.2% fully. Putting together this two constitute 51.5% which is more than half of the customers who got influenced greatly by this attribute. The ones who are moderately influenced by this attribute constituted a significant percentage i.e., 36.3. Those who got influenced to a low degree and also the ones who did not get influence at all by this attribute were only 6.1 % each.

Table:20 showing the degree of influence of the factor Availability in Market on the behaviour of the customers buying laptop.

Degree of Influence	Number of Respondents	Percentage of Respondents
Full	05	15.2
High	17	48.5
Moderate	10	33.3
Low	00	0
Not at all	01	3.0
Total	33	100

Source: Field Survey/Weighted average score: 3.73

The table shows that the attribute 'Availability in Market' influenced highly to a very high percentage of respondents i.e., 48.5, and the ones who felt influenced fully by this factor were 15.2%. When added the respondents of the two categories it comes 63.7% which is certainly a high percentage. Those whose buying behavior got influenced by this factor moderately were only 33.3% of the total respondents.

Table:21 showing the degree of influence of the factor Opinion of Reference Group on the behaviour of the customers buying laptop.

Degree of Influence	Number of Respondents	Percentage of Respondents
Full	02	6.1
High	12	33.4
Moderate	17	54.5
Low	01	3.0
Not at all	01	3.0
Total	33	100

Source: Field Survey/Weighted average score: 3.36

The table shows that the attribute 'Opinion of Reference Group' though has been able to influence more than half of the respondents i.e., 54.8%, but only to a moderate degree. Those who felt influenced in their buying behavior

by this attribute highly constituted one third of the total respondents (33.3%). Getting fully influenced only by this Attribute i.e., buying laptop solely on the basis of the advices and the suggestions made by the friends, relatives, fellow students, teachers and others was a phenomenon only with 6.1% of the respondents. Those who got influenced to a low degree and also the ones who did not get influence at all by this attribute were only 3.0 % each.

Table:22 showing the degree of influence of the factor Goodwill of the Retailer on the behaviour of the customers buying laptop.

Degree of Influence	Number of Respondents	Percentage of Respondents
Full	04	12.1
High	10	33.3
Moderate	10	33.3
Low	07	15.2
Not at all	02	6.1
Total	33	100

Source: Field Survey/Weighted average score: 3.30

The table shows that the attribute 'Goodwill of the retailer' is one such product attribute which influenced highly to one third (33.3%) of the total respondents. An equal percentage of respondents felt influenced by this attribute only moderately. Only 12.1% customers opined that this factor influenced them fully whereas those who got influenced by this factor to the extent of a low degree were 18.2 %. Remaining 6.1% customers did not feel touched by this factor and communicated that they did not get influenced at all by this attribute in their behavior buying laptop.

Summary of the major findings:
The study was taken up with the objective to find out the laptop attributes capable of influencing the buying behaviour of the students of computer science in their capacity of customers of laptops. For this purpose a structured questionnaire was prepared and information was collected from 33 respondents. A summary of what emerged after analysing their responses is presented in this chapter.

(i) The attribute which influences fully to highest percent of sample customers i.e., 51.5 is 'hard disk'.
The attribute which failed to influence fully to any sample customer is 'Price'.
(ii) The attribute which influences highly to highest percentage of sample customers i.e., 54.5 is 'Operating System'.
The attribute which influence highly to lowest percentage of sample customers i.e., 9.1 is 'Offers and Discounts'.
(iii) The attribute which influences moderately to highest percentage of sample customers i.e., 72.7 is 'Price'.
The attribute which influence moderately to lowest percentage of sample customers i.e., 15.2 is 'Operating System'.
(iv) The attribute which influences poorly (low degree) to highest percentage of sample customers i.e., 45.4 is 'Offers and Discounts'.

The attributes' which influences poorly (low degree) to lowest percentage of sample customers i.e.,0.0 are 'Operating System', 'Model and the Quality of the Processor' 'Motherboard', 'RAM', 'Hard disk' and 'Availability in Market'.(v) The attribute which did not get influenced at all to highest percentage of sample customer's i.e., 15.1 is 'Recovery Disk'.

The attribute which did not get influenced at all to lowest percentage of sample customers' i.e., 0.0 are 'Denominations', 'Weight', 'Motherboard', 'RAM', 'Hard Disk' and 'Sound Quality of the Speaker'.

CONCLUSION
The findings of this study may be useful for the manufacturers, distributors and/or retailers for 22 attribute,the findings about the attributes like 'Recovery Disk' and 'Goodwill of the Retailer' may be useful only for the retailers, whereas the 'availability in the market' is one such attribute, the findings about which may be useful to all the three in the chain.

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