



## FACTORS AFFECTING THE CONSUMERS BUYING BEHAVIOR WITH REFERENCE TO LAPTOPS

**DR.KANAGALURU SAI KUMAR\***

\*Professor, Department of Management,  
Narayana Engineering College, Nellore.

### ABSTRACT

*The study has been designed to analyze the factors that are responsible for influencing the purchase decision of customers with respect to laptops. A sample of 150 customers at different stores have been selected and studied with reference to various factors of marketing mix. The study attempted to identify factors that were descriptive such as product, price, place and promotion. Based on the ranks given by the respondents on various factors, opinion scores are calculated and relative importance for each of the variables is established. Brand value, cheapest price, attractiveness of stores and after sales service have been identified as important variables influencing the purchase decision of customers. The study also focused on whether the importance given to different factors vary across gender and type of customers. The t- test and ANOVA tests have been employed to analyze the data. The study reveals that there is no difference between gender and product and price factors but found a slight difference with place and promotion factors. The type of customers found no difference with the importance given to various factors.*

**KEYWORDS:** *Buying behavior, consumers, laptops, marketing mix, purchase decision.*