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     INTRODUCTION

     REVIEW OF LITERATURE

     NEED/IMPORTANCE OF THE STUDY

     STATEMENT OF THE PROBLEM

     OBJECTIVES

     HYPOTHESES

     RESEARCH METHODOLOGY

     RESULTS & DISCUSSION

     FINDINGS

     RECOMMENDATIONS/SUGGESTIONS

     CONCLUSIONS

     SCOPE FOR FURTHER RESEARCH

     ACKNOWLEDGMENTS

     REFERENCES

     APPENDIX/ANNEXURE

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BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

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CONSUMER BUYING BEHAVIOUR: AN EMPIRICAL STUDY ON PERSONAL COMPUTER

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ABSTRACT

As we are living in a world of information technology, computer plays a key role nowadays. A lot of research has been done in consumer behaviour. The study identifies various factors that influence consumers to purchase a personal computer. The study also helps marketers to understand consumer needs. It helps in finding out the Brand choice. The student market is a potential market. Which is the populars brand in campus? What is a criterion to purchase and problems faced by the respondents? These questions raised curiosity to do a study on the buying behaviour of the students.

KEYWORDS
Personal computer, Consumer behavior.

CONSUMER BEHAVIOUR
Consumer behaviour refers to the buying behaviour of ultimate consumers, those persons who purchase product for personal or household use, not for business purpose. Studying consumers provide clues for improving or introducing product or services, setting prices, devising channels, creating messages and developing other marketing activities. The aim of marketing is to meet and satisfy target customers needs and wants better than the competitors. According to Prof. Walter C.G and Prof. Paul G.W, Consumer Behaviour is the process whereby individuals decide whether, what, when, how and from whom to purchase goods and services".

INTRODUCTATION OF COMPUTER INDUSTRY IN INDIA
The early days of computer electronic computers were the size of a large room, sconsuming as much power as several hundred modern personal computers. But along with the progress of science, the form and shape of computers have also changed as have their manufacturing methods. Nowadays computers can be made small enough to fit into a wrist watch and be powered from a watch battery. People have come to recognize personal computers and their portable equivalent, the laptop computer, as icons of the information age; they are what most people think of as "a computer". Along with the increasing popularity and usage of computers the number of companies manufacturing computers has also grown. There are now loads of companies in India; too, who manufacture or assemble computers. Here researcher explained some briefs about some computer companies, which manufacture and assemble computer in Indian market.

According to 2011 census, the population of India is 121 crore. India is the second largest populated country in the world. Around 30% of the people are of the age between18 to 25. As we concentrate on the buying behaviour of students, it is essential for us to understand the consumer behaviour process and also various definitions given by eminent people.

STAGES OF CONSUMER BYYING BEHAVIOUR PROCESS
1. Problem Recognition – Every purchase begins with recognition of need or wants. Perceiving a difference between a person's ideal and actual situations big enough to trigger a decision.

2. Information Search – Consumers obtain information about product or service that might satisfy identified need from various resources like Internet, Family, Friends and Others.

3. Evaluation of Alternatives – The evaluation stage is the stage of mental trail of product or service. In evaluating the alternatives, many values are taken into consideration such as product characteristics, brand image, conveniences and facilities.

4. Purchase Decision – It is the positive intention of the consumer that leads to a purchase decision. This stage answers questions like from whom to buy and when to buy.

5. Post Purchase Behaviour – This stage may be a set of positive or negative feelings. Positive feeling or satisfaction result in repeat sales or at least recommending products or services to others. Negative feelings create dissatisfaction, anxiety and doubts.

PC TRENDS IN INDIA
Its recent package for the IT sector, the government has raised depreciation rate on IT products to 60 per cent from the earlier 25 per cent. This will give an impetus to the second-hand PC market as it will be easier for PC users to write off their obsolete IT stuff.

PC density in India is 1.8/1,000, which is tiny compared to the American 400/1,000. The demand for computers is expected to grow substantially in the coming years and many will initially opt for second-hand computers.

The government's decision to provide sops to the IT sector will help lower computer prices which will reduce the price-gap between computers available in the grey market and the branded ones and push the customers to go for the latter. At present, 50 per cent of the PC market is cornered by the   assembler's.

With the growth of computer industry in India, India is now emerging as an important destination for global business. The growth of computer industry in India has led to the growth of software industry, the hardware industry and the internet in India. GOI has accepted the fact that to meet the expanding demands of India's 900 million population, intensive computerization is not only inevitable but imperative. Service sectors in the Indian economy have resorted to computerization on a large scale to ensure availability of consistent information at the right time. Of late, both the GOI and private sector have emerged as major end-users of computer systems and software. At the present rate of growth, the country which had only 100 computers before 1970 will have over five million computers before the turn of the century.

REVOLUTIONS IN PC's INDUSTRY
Revolutions come in all shapes and sizes and it is hard to pin their origin to a particular event. The personal computer (PC) came to the fore, it is generally agreed, when IBM introduced its 5150 line in the early 1980s, beige boxes that sat on tables and crunched numbers.

These were the unlikely precursors of the PC as we know it today. They were expensive, with a starting price of US $1,565 and all that this money provided was 16 kilobits of memory and audio tapes to store data, unless you wanted to pay extra for a floppy drive. The case in which this hardware was fitted was an uninspiring beige box.

Today, there are over a billion PCs. From beige it went to black, the text-only green screen was replaced by a graphic-rich colour desktop, computing power increased dramatically and people found newer applications for the computer, besides its primary role as a productivity tool. It revolutionised the publishing industry, has become a gaming platform, music and entertainment centre, and thanks to the Internet, a communications device as well as a window into the rich diversity of the 'World Wide Web'. Starting with a peripheral role in the lives of its users, it has become ubiquitous, spawning a new culture, re-defining relationships and even economies, thanks to the information technology boom.

The IBM 5150 was released on 12 August 1981. For the record, the 5150 was not the first personal computer, there had been others before it, including many from IBM itself, but these were not so successful. The team that built the 5150 did so because Apple II had taken the lead in the market for small computers, as PCs were called then. In a few years, however, all others were the also-rans in the PC race.

Xerox introduced Alto in 1973, but they never commercially produced it. A pity, since it was innovative and many of its features were to be used by computers built 10-20 years later. Alto had a mouse, a graphical user interface (GUI), an object-oriented operating system (OS). As we have seen, so did Apple's I and II and Commodore International's PET.

PC's EVOLUTION

The PC evolved, and unlike calculators and other dedicated devices before it, people found different and newer uses for their PC. They needed newer software for it, and as they became more demanding, the hardware also had to be improved.

IBM has taken a long-term view of allowing its PC to be non-proprietary. After seeing the success of this product, other manufacturers too started making computers based on the IBM platform, often under license from IBM. These were called IBM clones, and notable were those made by Columbia Data Products and Compaq Computer Corp. Who would have known that, in time, IBM would sell its personal computer business to a Chinese company, Lenovo? It did, in April 2005. Dell, Hewlett-Packard, Acer, Lenovo, and Toshiba are the main players in the PC business, a significant part of which are laptops, something that would have been the stuff of fantasy in the 1980s.

The software that ran the computer has evolved as well. What started as text-based interface of the Disk Operating System (DOS) by Microsoft got the bells and whistles of a GUI which made using the computer easier and fun. Only those who have used a DOS computer will realize how great this change was, and how it helped IBM-compatible machines stand up to the graphically superior Apple Macintosh computers. Microsoft had licensed certain parts of its GUI from Apple for use in Windows 1.0 in November 1983. When Microsoft introduced some Apple Macintosh-like GUI features in Windows 2.0, such as overlapping windows, Apple responded with a law suit claiming copyright infringement. It ultimately lost the suit. Bill Gates, founder of Microsoft, was right in betting on software, as opposed to hardware. He has become the richest man in the world proving this point

REVIEW OF LITERATURE

Sayula and Reddy, (1998)- Further asserted that in case of rural consumer ,price of goods was considered to be the most important factor and rated are 'important' by more than 88% of the respondents followed by easy availability by 66.66%, the third important factor considered by 54% of the respondents was 'are by neighbour'

Deborah R. Compeau, Christopher A. Higgins (1995)– The study found that adopters and non-adopters of home computers were contrasted in terms of their demographics, psychographics, and experiences with technical consumer products. Experiences with other computer-related products and services were found to play a major role in movement toward purchase of a computer.

Cuban, L. (2001) - The study had founded several findings related to computer use in classrooms. The study found the students used computers in schools to complete assignments, playing games, explore CD-ROMS to find information, and conduct Internet searches. They rarely used computers for primary instructional tasks such as participating in on-line curriculum and creating multimedia projects.

Alan Ching Biu Tse (1999)- The study examined how perceived product safety may be affected by such product-related factors as price, brand name, store name, Promotion channels, source credibility, country of origin, nature of Product testing authority and warranty. Shows that perceived product safety was significantly affected by all of the variables mentioned above. Implies that, by carefully manipulating these variables in formulating marketing strategies, managers can attract the large and growing market of safety-conscious consumers and gain a competitive edge that cannot possibly be ignored.

OBJECTIVES OF STUDY

This paper has certain specific objectives which are as follows:
(1) To find out major sources of information used by buyers of computers.
(2) To find out factors which contribute to the choice of a particular brand of personal computer?
(3) To find out the problem faced while using the computer.

METHOD0LOGY

This paper is based on primary data. The questionnaire method was considered appropriate for collecting the date. Therefore, the questionnaire has been designed to collect the required information from respondents. In this paper a sample of 110 respondents from Kurukshetra University, Kurukshetra has been taken. Coding is the process of assigning of numerical codes. The data from questionnaire is transferred to coding sheets. The obtained data has been processed for the computation of percentage, frequency, means and standard deviation and rank. All the statistical techniques have been applied with the help of Statistical Package for Social Science (SPSS-7.5).

ANALYSIS AND INTERPRETATION

TABLE-1: AGE, GENDERS, TYPE, BRAND WISE PROFILE OF RESPONDENTS

Variable	Categories	Frequency	Percentage
Age Groups	15-20 years	43	39.10
	21-25 years	47	42.70
	Above 25 years	20	18.20
Genders	Male	60	54.50
	Female	50	45.50
Type	Laptop/Notebook	36	32.70
	Desktop	74	67.30
Brand	Assembled	60	54.50
	Branded	50	45.50

Sources: Primary Data

The table 1 shows the data of respondent's age, genders, brand and type of computer. Table shows that 42.70% of respondents are in the age group 21-25 years, 39.10% are in the age group of 15-20 years and 18.20% of the respondents are of age above 25 years.

It shows that 54.50% of respondents are male and 45.50% respondents are female. Table shows that majority of respondents (67.30%) use desktop computer and 32.70% respondents use laptop/notebook. This show that majority of respondents are using desktop.
The table shows that 54.50% of respondents use assembled computers and 45.50% respondents use branded computers.

TABLE- 2: EXTENT OF IMPORTANCE OF VARIOUS SOURCES OF INFORMATION

Sr. No.	Importance / Variables	Least important	Less Important	Some what Important	Important	Very important	Total
a	Friends	8 (7.3)	5 (4.5)	28 (25.5)	46 (41.8)	23 (20.9)	110 (100)
b	Neighbours	34 (30.9)	41 (37.3)	21 (19.1)	13 (11.8)	1 (0.9)	110 (100)
c	Relatives	22 (20.0)	13 (11.8)	28 (25.5)	32 (29.1)	15 (13.6)	110 (100)
d	Computer Shopkeeper/ Salesman	15 (13.6)	10 (9.1)	13 (11.8)	52 (47.3)	20 (18.2)	110 (100)
e	Advertisement	13 (11.8)	18 (16.4)	33 (30.0)	37 (33.6)	9 (8.2)	110 (100)
f	Websites	22 (20.0)	8 (7.3)	32 (29.1)	30 (27.3)	18 (16.4)	110 (100)
g	Demonstration/ trial run	16 (14.5)	18 (16.4)	22 (20.0)	26 (23.6)	28 (25.5)	110 (100)

Source: Primary Data

Note: Figures in parenthesis indicate percentage

The table 2 shows that a large number of respondents (65.50%) consider it important or very important to collect information from shopkeeper/salesman while purchasing computer. Further respondents consider it important or very important to obtain information through friends (62.70%), demonstration/trial run (59.30%), website (43.70%) while purchasing computer. Also 68.20% respondents consider it least of less important to collect information from neighbors. Similarly, relatives are considered less or least important sources of information by 31.80% of respondents. Even while purchasing computer 28.20% respondents considered advertisement as least or less important sources of information.

TABLE-2.1: EXTENT OF IMPORTANCE OF VARIOUS SOURCES OF INFORMATION (On the basic of mean and S.D.)

Sr. No	Variable	Mean	Standard Deviation (S.D.)	Rank
a	Friends	3.65	1.089	1
b	Neighbours	2.15	1.021	7
c	Relatives	3.05	1.330	6
d	Computer Shopkeeper/Salesman	3.47	1.276	2
e	Advertisement	3.10	1.141	5
f	Websites	3.13	1.342	4
g	Demonstration/trial run	3.29	1.390	3

The table 2.1 reflect that the respondent consider it important to collect information from friends (mean=3.65). Next to it, respondents consider shopkeeper/Salesman (mean=3.47), demonstration /trial run (mean=3.29), website (mean=3.13), advertisement (mean=3.10), relative (mean=3.05) as somewhat important sources of information for taking decision to buy the computer. Neighbor are considered as less important (mean=2.15) sources of information in this regard.

TABLE 3: EXTENT OF IMPORTANCE OF FACTORS CONSIDERED IN CHOOSING THE COMPUTER

Sr. No.	Importance / Variables	Least Import-ant	Less Import-ant	Some what important	Important	Very important	Total
a	Price	5 (4.5)	11 (10.0)	30 (27.3)	46 (41.8)	18 (16.4)	110 (100)
b	Software provided with computer	10 (9.1)	7 (6.4)	15 (13.6)	38 (34.5)	40 (36.4)	110 (100)
c	Quality	1 (0.9)	3 (2.7)	4 (3.6)	20 (18.2)	82 (74.5)	110 (100)
d	Latest technology	1 (0.9)	1 (0.9)	8 (7.3)	23 (20.9)	77 (70.0)	110 (100)
e	Brand name	1 (0.9)	8 (7.3)	34 (30.9)	42 (38.2)	25 (22.7)	110 (100)
f	Type of after sale service/warrantee	1 (0.9)	12 (10.9)	20 (18.2)	48 (43.6)	29 (24.6)	110 (100)
g	Duration of guarantee/Warranty	4 (3.6)	5 (4.5)	21 (19.11)	42 (38.2)	38 (34.5)	110 (100)
h	Maintenance cost	6 (5.5)	6 (5.5)	36 (32.7)	45 (40.9)	17 (15.5)	110 (100)
i	Personal experience	8 (7.3)	12 (10.9)	27 (24.5)	37 (33.6)	26 (23.6)	110 (100)
j	Special scheme	10 (9.1)	24 (21.8)	43 (39.1)	22 (20.0)	11 (10.0)	110 (100)
k	External appearance of computer	8 (7.3)	16 (14.5)	34 (30.9)	36 (32.7)	16 (14.5)	110 (100)
l	Reputation of dealer	10 (9.1)	17 (15.5)	25 (22.7)	40 (36.4)	18 (16.4)	110 (100)

Source: Primary Data

Note: Figures in parenthesis indicate percentage

The table 3 shows that majority of respondents consider quality (92.10%), latest technology (90.90%) duration of guarantee/warranty (72.70%), type of after sale service (68.20%), software provided with the computer (70.90%), brand name (60.90%), price (58.20%), personal experience (57.20%), maintenance cost (56.40%) and reputation of dealer (52.80%) as important or very important factors while purchasing the computer. Further respondents consider special schemes (30.90%), reputation of dealer (24.60%) and external appearance of computer (21.80%) as less or least important factors while purchasing the computer.

TABLE-3.1: EXTENT OF IMPORTANCE OF FACTORS CONSIDERED IN CHOOSING THE COMPUTER (On the basic of mean and S.D.)

Sr. No	Variable	Mean	Standard Deviation (S.D.)	Rank
a	Price	3.55	1.028	7
b	Software provided with computer	3.83	1.248	5
c	Quality	4.63	0.765	1
d	Latest technology	4.58	0.747	2
e	Brand name	3.75	0.923	6
f	Type of after sale service/ warrantee	3.84	0.972	4
g	Duration of guarantee/ Warranty	3.95	1.026	3
h	Maintenance cost	3.55	1.001	7
i	Personal experience	3.55	1.178	7
j	Special scheme	3.00	1.092	10
k	External appearance of computer	3.32	1.131	9
l	Reputation of dealer	3.35	1.193	8

The table 3.1 shows that the respondents considered quality (mean=4.63) and latest technology (mean=4.58) as very important factors in choosing the computer. Next to it, respondents consider duration of guarantee/warranty (mean=3.95), type of after sale service/warrantee (mean=3.84), software provided with computer (mean=3.84), brand name (mean=3.75), price (mean=3.55), maintenance cost (mean=3.15) and personal experience (mean=3.55) as important factors in choosing the computer. Further respondents consider reputation of dealer (mean=3.35), external appearance of computer (mean=3.32) and special schemes as somewhat important factors in choosing the computer.

TABLE- 4: PROBLEM FACED WHILE USING THE COMPUTER

Sr. No.	Importance / Variables	Never	Rarely	Sometime	often	Mostly	Total
a	Starting problem	38 (34.5)	29 (26.4)	27 (24.5)	4 (3.6)	12 (10.9)	110 (100)
b	Colour fading	57 (51.8)	33 (30.0)	14 (12.7)	3 (2.7)	3 (2.7)	110 (100)
c	Hang problem	12 (10.9)	34 (30.9)	38 (34.5)	19 (17.3)	7 (6.4)	110 (100)
d	Virus problem	6 (5.5)	30 (27.3)	33 (30.0)	30 (27.3)	11 (10.0)	110 (100)
e	Operating system problem	22 (20.0)	38 (34.5)	36 (32.7)	9 (8.2)	5 (4.5)	110 (100)
f	New software installation problem	23 (20.9)	37 (33.6)	39 (35.5)	10 (9.1)	1 (0.9)	110 (100)
g	Hardware related problem	18 (16.4)	40 (36.4)	41 (37.3)	8 (7.3)	3 (2.7)	110 (100)

Source: Primary Data

Note: Figures in parenthesis indicate percentage

The table 4 shows that a large number of respondents face virus problem (37.30%), Hang problem (23.70%) and starting problem (14.50%) often or mostly. Further, the majority of respondents never or rarely face colour fading problem (81.80%), starting problem (60.90%), operating system problem (54.50%), new software insulations problem (54.40%) and hardware related problem (52.80%).

TABLE- 4.1: PROBLEM FACED WHILE USING THE COMPUTER (On the basic of mean and S.D.)

Sr. No	Variable	Mean	Standard Deviation (S.D.)	Rank
a	Starting problem	2.30	1.282	6
b	Colour fading	2.77	0.971	7
c	Hang problem	3.09	1.064	2
d	Virus problem	2.43	1.080	1
e	Operating problem	2.35	1.045	4
f	New software installation problem	2.43	0.944	5
g	Hardware related problem	2.44	0.944	3

The table 4.1 shows that the respondents face the problem of virus (mean=3.09) and hang problem (mean=2.77) sometimes. Next to it the respondents face the hardware related problem (mean=2.44), operating system problem (mean=2.43), new software installation problem (mean=2.35), starting problem (mean=2.30) and colour fading (mean=1.75) rarely.

FINDINGS

In net shell, While purchasing the computer the respondents mainly consider friends (mean=3.65), computer shopkeeper/salesman, demonstration/trial run, website and advertisement somewhat important sources of information. Customers consider quality (mean=4.63) and latest technology as very important factors in choosing a computer. While using the computer the responds faced virus (mean=3.09) and color fading problem.

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ANNEXURE

QUESTIONNAIRE

1. Respondent's Name …………………
2. Age:
(a) Between 15-20 years ( )
(b) Between 21-25 years ( )
(c) Above 25 years ( )
3. Sex:
    (a) Male ( )
    (b) Female ( )
4. Education
    (a) Graduate (specify)…………………………
    (b) Post-Graduate (specify)…………………
5. Do you own a:
    (a) Laptop/Notebook   Yes/No
    (b) Desktop   Yes/No
6. Mention the brand of computer you own
    (a) Assembled   Yes/No
    (b) Branded (Mention………………)   Yes/No
07. Mention (√) the extent of importance you gave to the following sources of information while purchasing the computer.

	Least Important	Less Imp.	Somewhat Imp.	Imp.	Very Imp.
(a) Friends					
(b) Neighbours					
(c) Relatives					
(d) Computershopkeeper/salesman					
(e) Advertisement					
(f) Websites					
(g) Demonstration					

08. Please Specify extent of the importance of each of the following factors in choosing the computer by tick marking (√) the appropriate choice on the scale against each of the factors.

	Least Important	Less Imp.	Somewhat Imp.	Imp.	Very Imp.
(a) Price					
(b) Software provided with computer					
(c) Quality					
(d) Latest technology					
(e) Brand Name					
(f) Type of After Sale service/warrantee					
(g) Duration of guarantee/warrantee					
(h) Maintenance cost					
(i) Personal experience					
(j) Special scheme					
(k) External appearance of computer					
(l) Reputation of dealer					

09. Mention (√) the extent to which you have faced each of the following problems while using the computer.

	Never	Rarely	Sometime	Often	Mostly
(a) Starting problem					
(b) Colour fading					
(c) Hang problem					
(d) Virus problem					
(e) Operating system problem					
(f) New software installation related					
(g) Hardware related problem					

Thank you for spending and sparing your valuable time.

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