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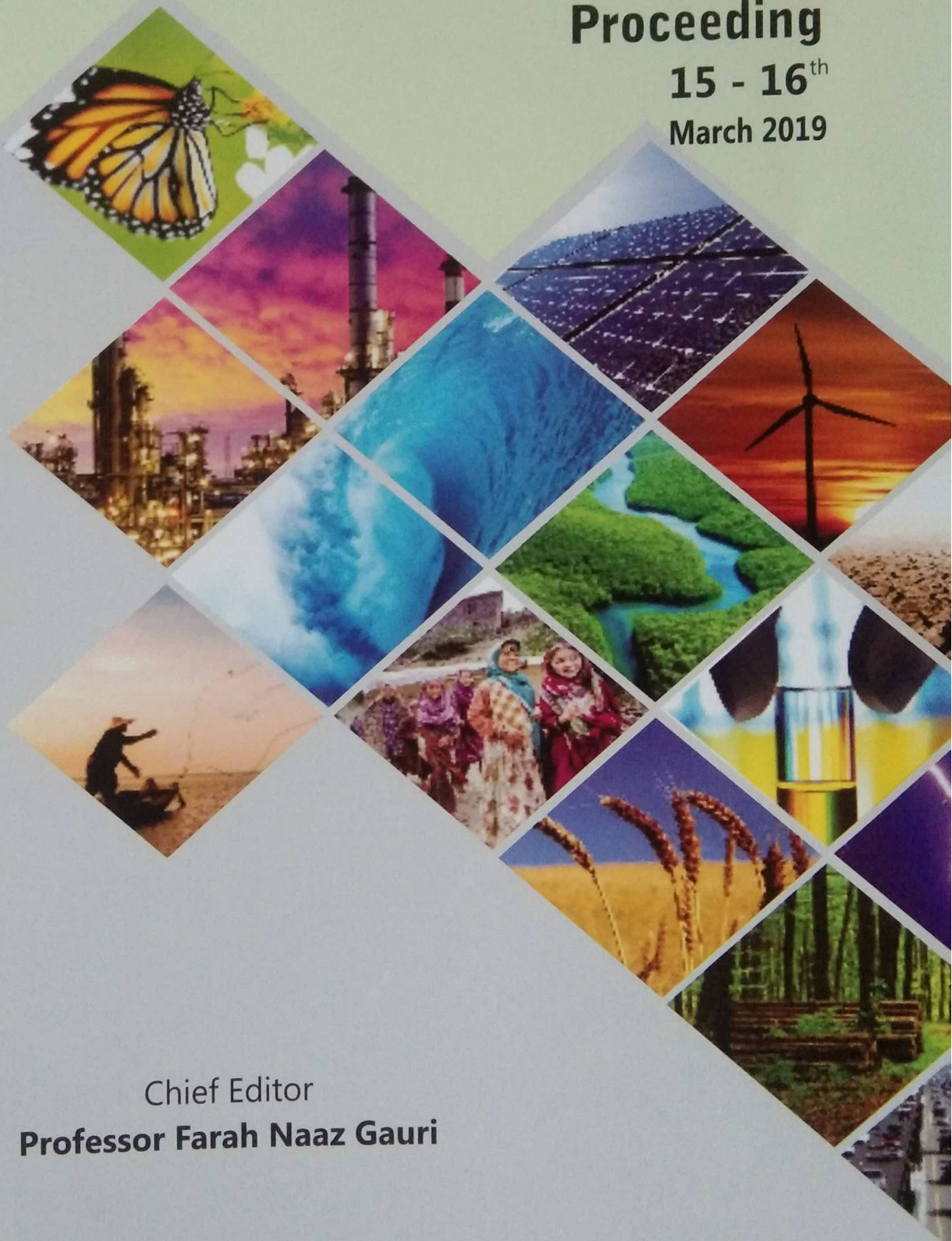
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Track 5

SR.NO.	TITLE OF PAPER	NAME OF AUTHOR	PAGE NO.
1	"Make in India: Prospects of Policy"	Dr. Sugdeo Mante Head Department of Commerce, Vinod Govindrao Ambhore Dr. BAMU Dept Of Commerce	342-352
2	Smart Cities: Digital Solutions For A More Livable Future	Dr. Pooja Deshmukh Associate Professor	353-361
3	Sustainable Business	Dr. Zartaj Kasmi (Associate Professor) Sameen Quadri MBA (Research Scholar)	362-368
4	Students Buying Behaviour – An Empirical Study on Laptop Purchase in Aurangabad City	Mr. Dakhane Kishor Research Scholar Dr. Chhanwall. L. Head & Research Guide	369-376
5	Role of Digitalization in Effectiveness & Quality services provided by SBI"	Dr Vilas Eppar, Department of Commerce Mr. N K Gaikwad, Research Student,	377-381
6	Impact of Applying Cost Accounting Based on Activities System in Yemeni Private Universities	Mohammed Mohammed Ali Gaber Department of Commerce	382-389
7	The study of Indirect tax reforms in India and Effects of GST on performance of LIC of India	Mr. Subhash B. Sonawane Assistant Professor. Dr. Ganesh N. Kathar Research guide & Asso Professor	390-399
8	Theoretical Synthesis, Empirical Applications And Commercial Policies Of Economic Growth	Sonwane Savita Bhimrao, Research Scholar , Dept. of Commerce ,DR BAMU	400-405
9	A Study Of Expenditure Vis-À-Vis Income From Religious Tourism From The Perspective Of Shri Sai Baba Sansthan Trust (Shirdi)	Eesha Vinayak Deshpande	406-409

Students Buying Behaviour – An Empirical Study on Laptop Purchase in Aurangabad City

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Abstract

Now a day Laptops are becoming very popular due to variety reasons. These are the various reasons behind buying a laptop some need for entertainment, a reason work scholar needs for performing various Research work, a businessman need for making presentations so there are different motive behind buying any commodity even laptop.

As there are varieties of brands for Laptop are available in the market every consumer will choose that laptop which satisfies his need in the best manner. Consumer behaviour studies are very important to understand the behaviour of consumer towards purchase of laptop.

Keywords: Buyer behaviour, Brand choice, Innovation, Influencing factor

INTRODUCTION:

Buyer behaviour is a comparatively new field of study. It is the attempt to understand and predict human actions in the buying role. Laptop as product select for the study. Student buying behaviour study is very important. As there are varieties of brands for Laptop are available in the market every consumer will choose that laptop which satisfies his need in the best manner. Understand buyer behaviour it's really very interesting. Education sector through slower initially is caught up with the trend and today there is an emphasis on students owning /using their laptops in their various programs for presentation project work with colleges/ university providing Wi-Fi facilities has added to the usage of laptop by faculties as well as student. This eventually resulted in increased usage of computer technology in classroom teaching and learning process. India Laptop Market, Annual tracker Report 2014 state that, India laptop Market reached 4.71 million shipments for the year ending June-2014. HP was the market leader, Lenovo 2nd and Dell 3rd position in the India Laptop market.

DEFINITIONS OF BUYING BEHAVIOUR: According to James A. Bayton:

“Buying behaviour is the study of all psychological social and physical behaviour of potential consumers as they become aware evaluate, purchase, consume and tell others about product or services”.

Buyer behaviour is defined as “all psychological, social and physical behaviour of potential customers as they become of evaluate, purchase, consume, and tell others about products and services.” Each element of this definition is important: Buyer behaviour includes communication, purchasing and consumption behaviour.

PROFILE OF AURANGABAD CITY:

Aurangabad is situated in central part of Maharashtra is found to be strategically positioned as the gateway to Marathwada region. The total area of Marathwada region is of 64,813 sq.k.m. And it is bounded by the Vidarbha region on the North, by Andhra Pradesh on the East and southeast, by Karnataka on the south and by western Maharashtra on the west. Aurangabad is the divisional Head Quarters of the region. Aurangabad is also district comprises of 178 villages, the