

A STUDY OF STUDENTS BUYING BEHAVIOUR TOWARDS PURCHASE OF SELECTED ELECTRONIC PRODUCTS IN AURANGABAD CITY

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Abstract: The present paper highlights the laptop usage in study from students point of view. The research paper further makes an attempt to identify and evaluate various factor which influence purchase indent of management and engineering students. Finally research paper come with some simple and practical suggestions to improve laptop features and that will help laptop manufacturers to develop brand management strategies and to make proper positioning of their brands. As there are varieties of brands of laptop are available in the market. Every consumer will choose that laptop which satisfy his need in the best manner. Consumer behaviour study are very important to understand the behaviour of consumer towards purchase of laptop. Laptop as product selected for the study.

Key Words: Buyer behaviour , Brand choice , Students perception , Influencing factor.

1. 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. IDC report 2017, state that, HP was the market leader with 29.9 per cent share in 2017, Dell 2nd position 22.4 per cent and Lenovo 20.2 per cent share in the India Laptop market.

1.1 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 means “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.

Kotler and Arm Strong defined as “Consumer buying behaviour refers to the buying behaviour of final consumer's individuals and households who buy goods and services for personal consumption.”

1.2 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 population of 1585567. Aurangabad district is lying between 19° 18' and 20° 40' north latitude and 74° 40' and 76° 40' east longitude. Aurangabad is the only tourist district of India having two world heritage monuments of Ajanta & Ellora to its credit. Apart from these heritage monuments Daulatabad and Bibi-ka-Maqbara the district is rich in historical and religious monuments of National importance.