

CHAPTER-1

INTRODUCTION

1.1 Background of the Study

Marketing can be defined as a system of integrated business activities designed to develop strategies and plans to the satisfaction of the customer wants. This can widely be understood as the activities that are required to get the product in the most efficient way to the customer. This could lead to the common misconception that marketing means to sell the product by clever ways or sell them anyhow or at the most the art of selling. But actually it is something more than that; it is the art of making the right thing and getting it to the right people in the right way or the most efficient way. By the end of this talk, once the areas it deals with are covered, the importance of marketing will become obvious.

According to Philip Kotler " Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others."

According to American Marketing Association "Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchange that satisfy individual and organizational goals."

Marketing plays important role in the process of industrialization. The processed of industrial activity are passed on to the society through the process of marketing. Hence, the success or failure of business largely hinges upon the art and science of marketing, which are composed of explorative knowledge, tact, and talent of veteran practitioners. In the global market, the multinational companies like Sony, Hitachi, Toshiba, Nokia, Philips, IBM, Intel and Microsoft and many others have been permeating throughout the world with the help of modern marketing practices and methods. So are

Tata, Birla, Wipro and SCT, Wai Wai, Mayos Mercantile in Nepal. Marketing in this sense has made the producers as well as customers more conscious toward comparative services, value safety, satisfaction and convenience.

"Marketing is not the art of finding clever ways to dispose of what you make. It is the art of creating genuine customer value."(Philip Kotler, Sixth Edition)

Selling is the largest single activity in the marketing, but within it the variety of the work is immense. The studies of the retail store clerk are mo-way compared to those of a computer person. Selling positions can be classified into three broad categories.

1. Manufacturer's representatives
2. Wholesaler's sales representatives and
3. Retail sales personnel

The manufacturer's representatives sell to industrial purchasing agents, business executives, retail buyers, wholesalers, directly to the consumers, or to service establishments.

The wholesaler's sales personnel sell primarily to retailers, but many wholesalers list industrial and commercial business among their accounts.

Although retail sales personnel sell only to ultimate users, there is a vast difference in the job of the variety-store clerk compared to that of the high-priced goods sales person.

The advent of personal Computers has not only changed the pace of life but also added ease and comfort to it. Personal computers have made life much easier than before. Personal computers are not only convenient but also more efficient and faster than manual work. Use of Personal Computer is now worldwide phenomenon.

Computers are becoming an integral part of our everyday life. The popularity and use of computer is increasing day by day.

"Computers are not very intelligent devices, but they handle instructions flawlessly and fast. They must follow explicit directions from both the user and computer programmer. Computers are really nothing more than a very powerful calculator with some great accessories. Applications like word processing and games are just a very complex math problem.

The development of the computer and internet has helped a lot to increase the use of computer. Nowadays computer are used for all sort of activities and application such as teaching subjects, launching rockets, weather forecasting, banking and so on.

Computer is an electronic processing machine which accepts the data, internally processes the data according to predefined instructions, produces the results through processing and stores those results for the future use.

Personal computers are being used in every aspect of today's life such as accepting, storing, analyzing, collecting the data very efficiently and effectively and print the required data as our requirement.

"Without the knowledge of computer we are illiterate" is the term used in today's world to those people who do not have any knowledge about the fundamentals of the computers. That shows the significance of personal computers in daily life on GENERATION X, thus, it is known that Personal Computers have huge market potential.

This study enables marketer to understand and predict personal computer buyers' behavior in the market place. The study is concerned not only with what buyers, why they buy it, but also when, where and how they buy it.

1.2 Statement of the Problem

In the contemporary scenario, personal computers have grown as necessity, since the application of personal computers almost covers every aspect of our daily life. With this, the demand for personal computers has increased tremendously.

Janakpur, being hub of the Nepalese economy, has the largest personal computers market in Nepal. Thus, marketers must have through knowledge of buyer's behavior of personal computers, to explore personal computers market potential and to penetrate market.

With the ever-changing environment of Nepalese Economy, education, entertainment, etc, the application of personal computers is in practical life (for e.g. personal use of computers in household, information technology, to maintain account, banking sectors, educational field etc.). In today' scenario personal computers are being used from primary level education to highest level of scientific research and all kinds of business. Application of personal computers has grown so wide that it incorporates communication, education, business etc. After knowing that where wide range of personal computer users is, they possess diverse buying behavior. Taking these issues into consideration, the following problem are identified for the study:

- i) What is the brand preference of the respondent while buying computer?
- ii) What is the level of buyer awareness concerning the price and quality?
- iii) What are the important variables influencing purchasing decision of personal computers?
- iv) What is the level of involvement while buying?

1.3 Objective of the Study

The general objective of this study is to examine the buyers' behavior of personal computers among individual, household, corporate house and business organization. The specific objectives of the study are as follows:

- i) To analyze the level of buyer awareness about personal computer.
- ii) To ascertain brand preference of buyers.

- iii) To analyze the level of expenditure that a buyer is ready to spend on personal computers.
- iv) To provide suitable suggestions.
- v) To analyze the purpose of buying personal computers.

1.4 Significance of the Study

It is prerequisites for every marketer of personal computers that they should have knowledge of personal computer buyers'. There are number of showrooms, retail-outlets, wholesalers and multinational companies which sell different brands of computers. For marketer of any product and service, it is very important to know buyers behavior underline the purchase of that good. The knowledge of buyers' behavior helps to formulate the appropriate marketing strategies. Such marketing strategies may relate to segmentation of market based on buyers' behavior and development of communication plan in order to reach each segment of the market. In addition, it will also help to decide the nature of product assortment as per the buying behavior of users in target market. This study will also help future researchers, academicians and common readers.

1.5 Limitation of the Study

The researcher being a student has very limited time and resources. Following factors have limited the scope of this study.

1. This study confines only to Janakpur.
2. All the respondents for this study are taken from Janakpur and the sample size taken for this study is small comparison to the population of the study.
3. Only four variables brand, choice, price sensitivity, quality and functional use of personal computers are taken into considerations.
4. The study has covered personal computer buyers' categories including male, female, organization and business houses.
5. The study is the partial fulfillment of master's in business study course.

6. The study results will specially based on available data and used analysis tools and techniques.

1.6 Organization of the study

This study is organized in to five chapters. First chapter has included background of the study, statement of the problem, objectives of the study and significant of the study, limitation of the study and organization of the study. Second chapter is review of literature. This chapter has included conceptual review and review of related studies. Past studies conducted by Nepalese scholars. Third chapter is research methodology; this chapter has included the research design, population and sample, nature and sources of data, data collection procedure, data analysis tools available and variable of the study. Fourth chapter is data Presentation and analysis. This chapter has included data presentation, data analysis and major findings of the study. Fifth and last chapter is summary, conclusion and recommendation. Last part of the study is bibliography and appendix.

CHAPTER-2

REVIEW OF LITERATURE

In order to build up supportive literature, two categories of material have been reviewed.

They are:

- Conceptual review
- Review of dissertations

2.1. Conceptual Review

Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others. (Kotler, 2000)

Computer is an electronic device capable of accepting data performing arithmetic or decision type processed upon it and putting the answer. All of these functions are under control of stored program. Human brains may fails to work sometimes, but the computer can provide accurate results, because it operates the control of a stored program.(Hobert, 1969)

"Buying behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of product, services and ideas that they expect will satisfy their needs." (Leon & Leslie, Sixth Edition)

2.1.1 Buying Behavior with Relation to Personal Computer

Any given property or process can be modeled in a variety of ways. We could model something by verbally describing it, by representing it with diagrams or mathematical symbols or by characterizing it with some physical process such as electrical current. The most common consumer behavior models are verbal, often supported by a schematic drawing.

2.1.1.1 Models

Models of buyers' decision making e.g. Nicosia (1966), Howard-Seth (1969) and Engel-Blackwell-Minard (1968) describe buyers's pre-purchase decision making involving extensive informant search and evaluating of alternatives. These models agree that there are certain steps in buyers' buying decision-making process.

2.1.1.1(i) Nicosia Model

Francesco Nicosia provided a model of buyers' decision process in 1966. He presented his model in flow-chart format resembling, the step in computer programme. It focuses on the relationship between firm and its potential consumers. The model is viewed as representing a situation where a firm is designing communication (ad, product etc) to deliver to consumers responses with influence with influence with influence subsequent action of the firm. Thus, Nicosia model is interacting is design. The firms try to influence to the firm by their action or dissatisfy (inaction).

Nicosia assumes that the consumer is seeking to fulfill specific goals and that initially there is no history between consumer and firms so negative predisposition toward the firm exist in the consumer's mind.

Nicosia model is divided into four major fields. (Schiffman and Kanuk, 1990:653-654):

Field 1: Consumers attitude based on firm's message exposure.

The consumer attitude based on firm's message the first field of Nicosia model is divided into two sub-fields.

Sub-field 1: Consist of aspect of the firm's marketing environment and communication efforts that affect consumer attitude such as product attitude the competitive environment characteristic of relevant mass media the choice of copy appeal, characteristic of target market.

Sub-field 2: Specify various consumer's characteristic such as personalities, perception experiences that mediate reception of firm's promotional message.

Field 2: Consumers search for and evaluation of the firm's output and other available alternatives.

The second field of Nicosia model deals with the search for relevant information and evaluation of the firm's brand in comparison with alternative brand. The output of this stage is motivation to purchase the firm's brand.

Field 3: Consumer motivated act of the purchase.

If nothing interesting, consumer's motivation toward the firm's brand is likely to lead to shopping activities and purchase of the brand.

Field 4: The consumer's storage or use of the product (Feed-back).

All this fields have two types of feedback can occur. One feedback is that the firm receives and another is that the consumer attitude toward the band may change because he/she gains experience his feedback to the consumer predisposing.

Nicosia Model

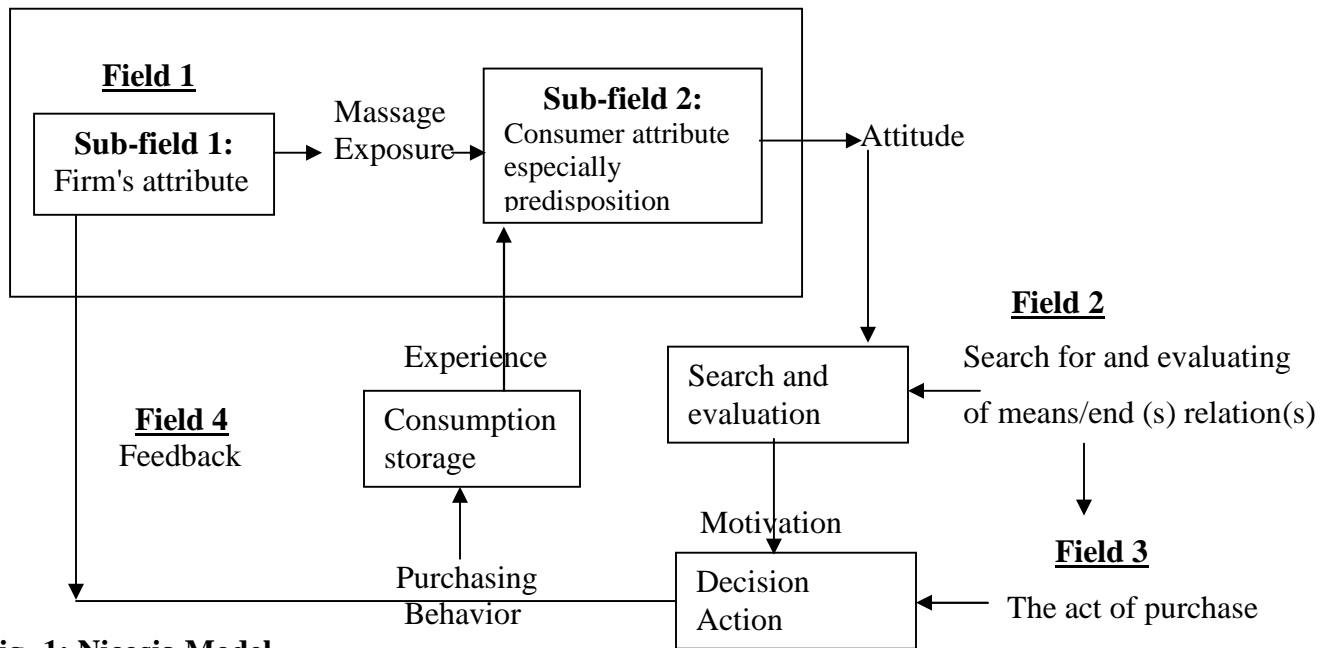


Fig -1: Nicosia Model

Source: - Leon G.Schiffman and Leslie L. Kanuk, *Consumer Behaviour*, Prentice Hall of India (Pvt.) Ltd. 1990, 3rd Edition, p. 653.

2.1.1.1 (ii) Howard-Seth Model

John A. Howard and Jagdish N. Seth provided another model of buyers decision-making, which is basically a major revision of an earlier effort to develop a comprehensive theory of buyers' decision-making. This model distinguishes between three stages of decision-making:

1. Extensive problem solving:- A search by the consumer to establish the necessary product criteria to evaluate knowledgeably the most suitable product to fulfill need.
2. Limited problem solving:- a limited search by consumer for a product that will satisfy his/her basic criteria from among of selected group of brand.
3. Routinized response behavior:- A habitual purchase response based on predetermined criteria.

The extensive problem-solving behavior is characterized by great amount of information needed and slow speed of decision-making, that of limited problem solving is moderate and is routine response behavior little amount of information is needed and speed of decision is fast. The model consists of four major sets of variables.

I. Input variables

- a. Physical and brand characteristics
- b. Verbal and visual product characteristics
- c. Buyers' social environment

II. Perceptual and Learning constructs of the buyers

III. Outputs variables:- Either may be a purchase behavior or anything like attention, intention, brand comprehension.

IV. Exogenous/External variables e.g. importance of purchases, buyers' personality traits, time pressure and financial status etc.

The more important conclusion of the model is that informal influence (Particularly information acquired from friends) was more critical than information supplied by advertisements.

Howard-Seth Model

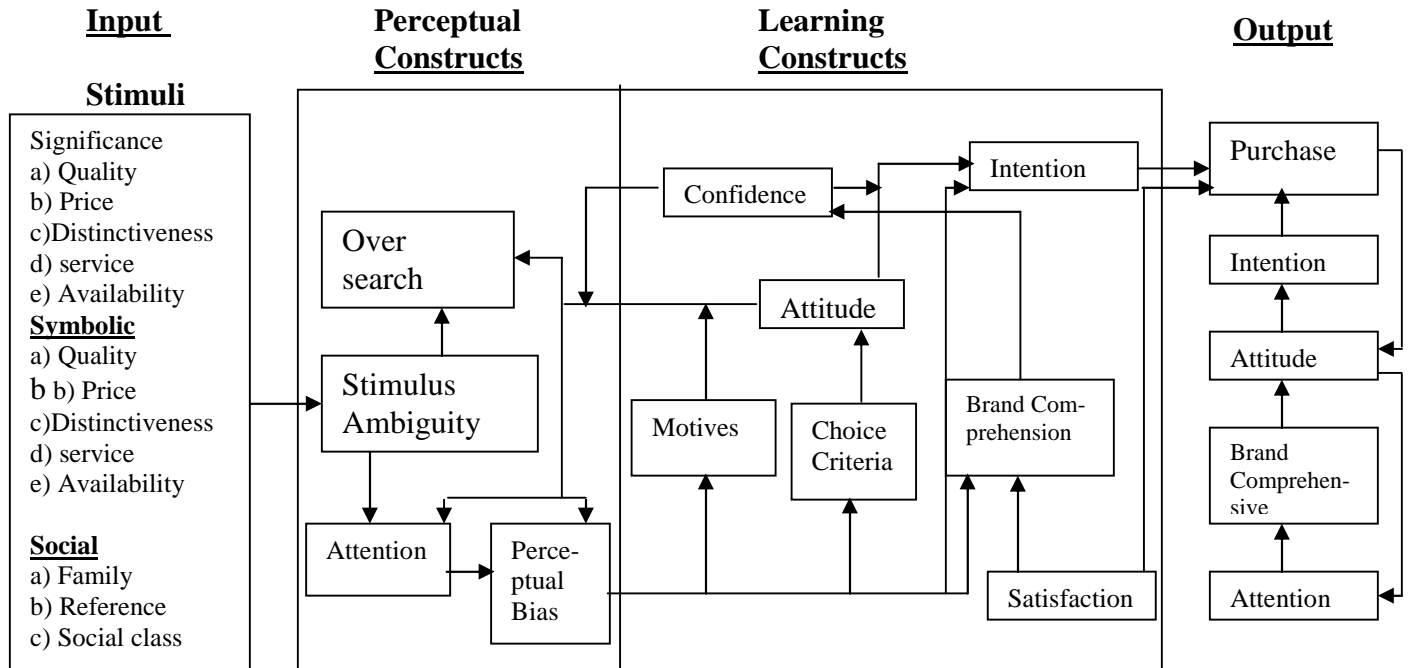


Fig -2: Howard-Seth Model

Source: - Leon G. Schiffman and Leslie L. Kanuk, Consumer Behaviour, Prentice Hall of India (Pvt.) Ltd. 1990, 3rd Edition, p. 656.

2.1.1.1. (iii) Engel-Blackwell-Miniard Model

It is originally designed to serve as a framework for organizing the fast growing body of knowledge concerning buyers' behavior. It stands as one of the most popular representation of consumer behavior this model variables are grouped into four categories.

- I. Decision process stages:- Problem recognition, Search information, Alternatives evaluation and Purchase and Post purchase (outcomes).
- II. Information inputs: From marketing and non marketing.
- III. Information processing: Consumer's exposure attention comprehension/ perception, yielding/acceptance and retention.
- IV. Variables influencing the decision process: Individual characteristics includes motives, value, lifestyle and personality.

Engel-Blackwell-Miniard Model

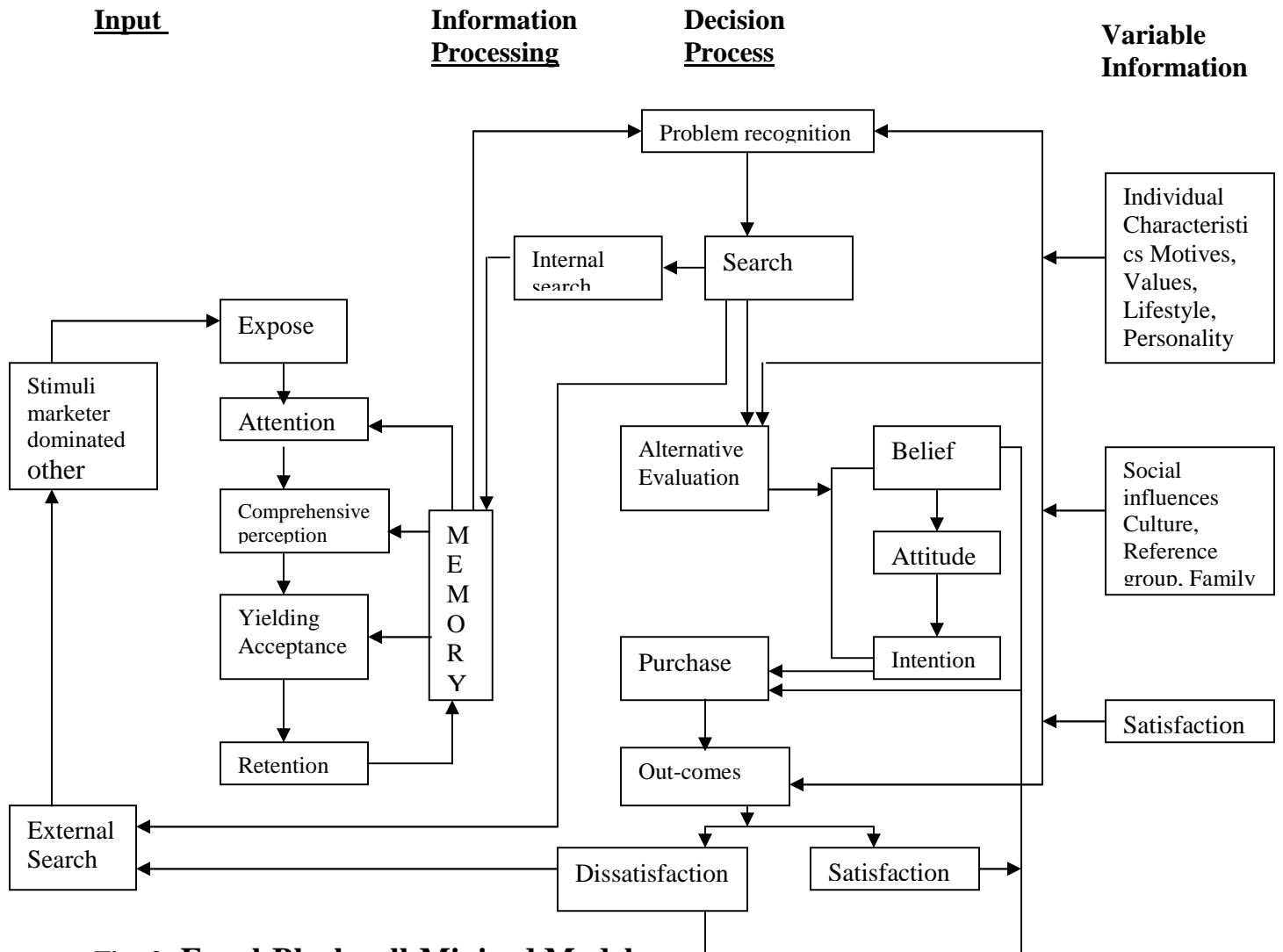


Fig -3: Engel-Blackwell-Miniard Model

Source: - Leon G. Schiffman and Leslie L. Kanuk, *Consumer Behaviour*, Prentice Hall of India (Pvt.) Ltd. 1990, 3rd Edition, p. 658.

We can distinguish three specific level of consumer decision making.

- i) Extensive problem solving behaviour] High Involvement
- ii) Limited problem solving behaviour] High Involvement
- iii) Routinised problem solving behaviour] High Involvement

(Schiffman and Kanuk, 1994:657-659)

2.1.1.1 (iv) Bettman's Information processing Model of Consumer Choice

The Bettman's model has eight basic components (Bettman, 1990:659-663).

- i) Processing Capacity
- ii) Motivation
- iii) Attention and Perceptual encoding
- iv) Information acquisition and Evaluation
- v) Memory
- vi) Decision processes
- vii) Consumption and Learning processes
- viii) Scanner and Interrupt mechanisms.

Bettman's Information Processing Model

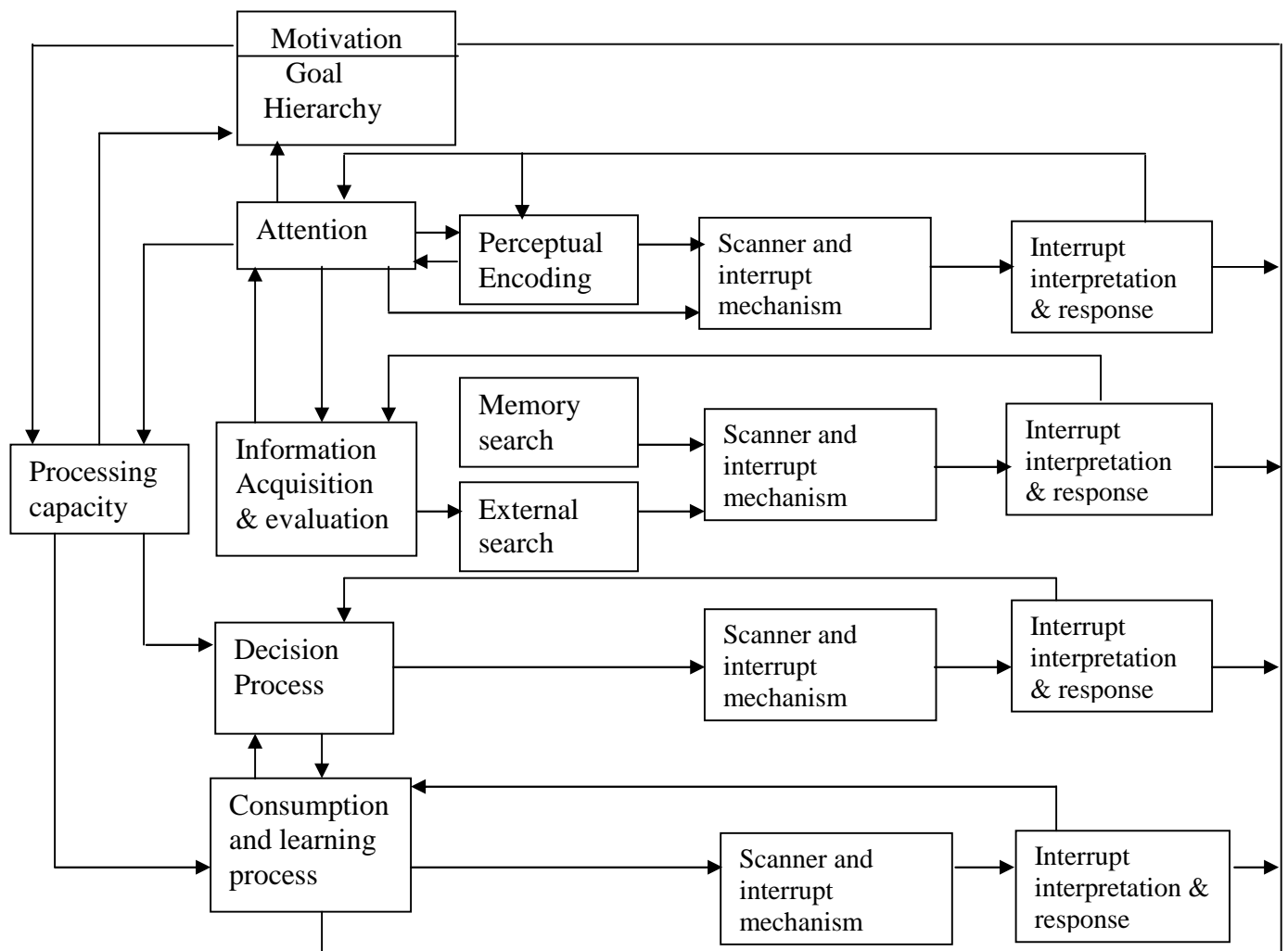


Fig -4: Bettman's Information processing Model

Source: - Leon G.Schiffman and Leslie L. Kanuk, *Consumer Behaviour*, Prentice Hall of India (Pvt.) Ltd. 1990, 3rd Edition, p. 661.

2.1.2. Factors Affecting Personal Computer Buying

On Computer buying behavior cutthroat competition behavioral segmentation is prerequisites. In behavioral segmentation, buyers are divided into groups on the basis of their knowledge of attitude towards, use of, or response to a product. Many marketers believe that behavioral variables occasions, benefits, users status, using rate, loyalty status, buyer readiness stage, and attitude are the best starting points for constructing market segments.

2.1.2.1. Occasions

Buyer can be distinguished according to the occasions they develop a need purchase a product or use a product. Occasion segmentation can help firms expand product usage. A company can consider critical life events to see whether they are accompanied by certain needs.

2.1.2.2. Benefits

Buyers can be classified according to the benefits they seek. Major segmentation variable for benefits seeking segments comprises quality, service, economy and speed.

2.1.2.3. User Rate

Markets can be segmented into light, medium and heavy product uses. Heavy users are often small percentage of the market but account for a high percentage of total consumption. Marketers usually prefer to attract one heavy user rather than several light user and they vary their promotional efforts accordingly.

2.1.2.4. User Status

Markets can be segmented into nonusers, exusers, potential users and regular users of the product. Market-share leaders will focus on attracting potential users where as small funds will try to attract current users away from the market leader.

2.1.2.5. Loyal Status

Buyers have varying degrees of loyalty to specific brands, stores and other entities.

Buyers can be divided into four groups according to brand loyalty status.

Hard-core loyal: Consumers who buy one brand all the time.

Split loyal: Consumers who are loyal to two or three brands.

Shifting loyal: Consumers who shift from one brand to another.

Switchers: Consumers who show no loyalty to any brand.

2.1.2.6. Buyer-Reading Stage

A market consists of people in different stages of readiness to buy a product. Some are unaware of the product, some are aware, some are informed, some are interested, some desire the product, and some intend to buy. The relative numbers make a big difference in designing the marketing program.

2.1.3 Concept of Computer

The word “Computer” is derived from the Latin word: “Computare” which means to calculate.

Computer is an electronic device which is used to calculate raw data and gives valuable information to our requirement. It also stores the data for long time.

The data is feed into the computer as an input and further processed as per the instruction provided so as to generate an output. It also performs mathematical and logical operation at a very high speed. Generally computer means:

C= Calculate

U=Utility

O= Operating,

T=Technique

M=Memory,

E=Essential

P=Power

R=Research

Each and every Personal Computer (PC) is built using similar type of structures according to its function. A PC consists of Input, Processing, Storage and Outputs units.

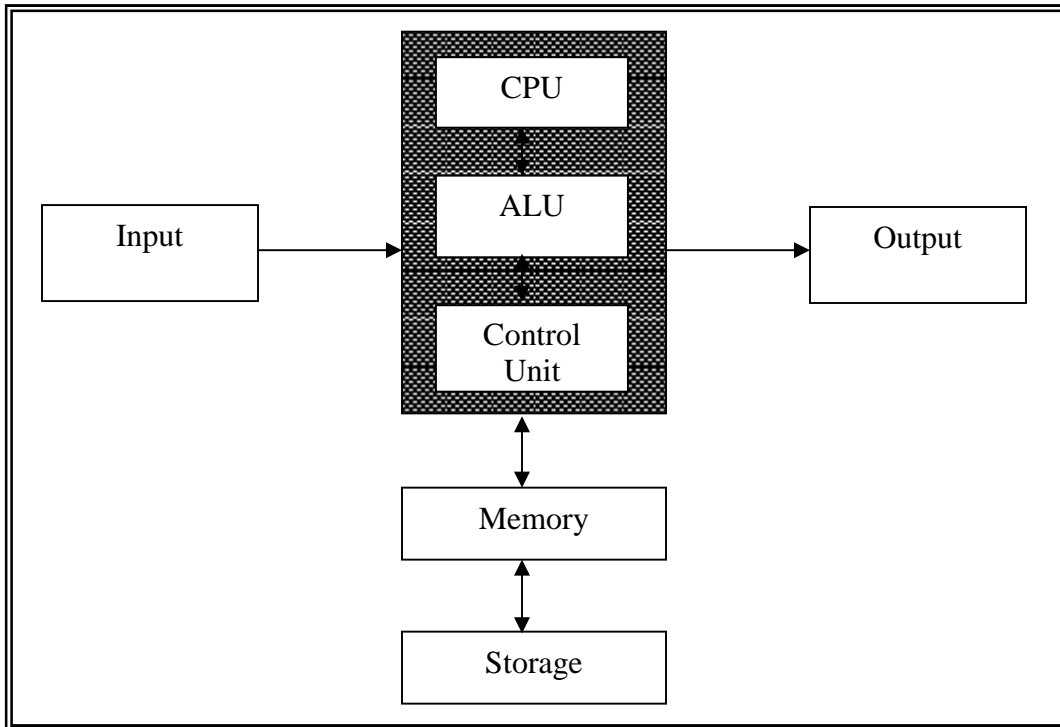


Fig -5: Block Diagram of Computer

Source: - Suresh K Basandra, (2003). Computer Today. 4th ed. New Delhi: Galgotia Publications Pvt. Ltd.

Input Unit: It accepts data from the user. It includes devices such as Keyboard, Mouse, Microphone etc.

Processing Unit: It is the heart of the computer where all the processing of data is carried out. This unit receives input from the user, process it and output to the user. It is also referred as the brain of the computer.

Arithmetic and Logic Unit (ALU): It performs all the arithmetic functions such as addition, subtraction, division, multiplication and takes logical decisions as directed by the control unit.

Control Unit (CU): It carries out the internal functions like controls the flow of the data and programs to and from primary memory, controls input/ output device and interpret the instructions. Though it does not process the data, it acts as the nerve system for the other data manipulating of the computers.

Output Unit: It produces the result of the processing. It includes devices such as Monitor, Printer, Speaker etc.

Storage Unit: It stores data, information and result for future use, it includes devices

such as hard disk, optical disk etc.

2.1.4. Characteristics of Computer

All computers have certain common characteristics according to their type and size: -

Speed: Computer can calculate at very high speed.

Accuracy: the computer system works accurately until and unless wrong data and instructions are provided.

Versality: Computers are very versatile machines. Their activities range from simple calculations and communications to complex design and simulation to navigating missiles and satellites.

Diligence: Computer works being constant and earnest in effort and application.

High storage capacity: A computer can store huge amounts of data. The main memory and secondary memory are use to store data.

Automation: Computers can perform multiple tasks in sequential order according to program.

Multi-user nature: The multi users can use a computer at a time having the basic knowledge.

Communication media : With the computer, the users can have the communications in various manners.

2.1.5. History of Computer

In the early days human beings had used fingers, pebbles, stones and some kind of marks to count cattles. Later, they tried to use different kinds of calculating devices. About 3000 years ago, the Chinese and the Egyptian started using abacus. It was used simply for addition and subtraction purpose. In 1017, a Scottish mathematician, John Napiers developed rods made of bone. They were marked with some numerical number, which were useful to multiply and divide. These rods were called Napier's bone. In 1620, an English mathematician Willim Oughtred devised a slide rule, which was used for arithmetical calculations. It had two types of scales, one can slide upon the other scale to

multiply or divide. Till 1970, it was in use.

In 1642, a French mathematician, Blaise Pascal invented a Pascal's calculating machine. He made it to help his father, who was a tax collector. It was a mechanical type of calculating machine. It was able to add and subtract only.

In 1670, a German Mathematician Gottfried Von Leibnitz developed Pascal's calculating machine adding more facilities like multiplication and divisions. This improved device was called Leibnitz's calculating machine.

In 1823, an English mathematician at Cambridge University Prof. Charles Babbage invented difference Engine which was able to calculate and print mathematical tables. In 1833, again Prof. Charles Babbage designed another engine called analytical engine to calculate up to 20 decimal places. Here he developed a concept of storing data, input, process and output, for this great and basic concept, he was honored as "Father of Computer Science" till now this concept or principle is continuing in the world.

Lady Ada Lovelace of UK wrote the first program to use Analytical Engine designed by Babbage, she had helped Babbage to write some papers on the analytical engine. She was famous as the first programmer in the world. In 1887 Dr. Herman Hollerith, USA invented a Tabulating machine. This machine used punch cards to store data and program into the computer to process the data of National population census of USA in 1890. Later on, in 1924, he joined with other two companies to establish International Business Machine (IBM) company in USA. In 1937, Dr Howard Akin of the USA designed a very big-sized computer named MARK-1. In 1938, German scientist Dr. John Atanasoff invented an electronic digital computer whose name was Atanasoff Berry Computer (ABC). John Manly and J.p Eckert of the USA designed the first electronic general-purpose computer named as Electronic Numerical Integer and Calculator (ENIAC) in 1946. Electronic Discrete Variable Automatic Computer (EDVAC) was designed and used in 1950. In 1950, Dr. Maurice Eilkes at the Cambridge University invented Electronic Nuemann's principle. In 1959, the second generation computer was developed due to the invention of the transistor in 1958. In 1964, IBM Company invented the third generation computer after the invention of chips. In 1965, the mini computer was designed for the first time by Digital equipment DEC) in USA. In 1975, the microcomputer was introduced for the first time; using powerful chip 8008

produced by Intel and Texas instruments Company. In 1978, VisiCalc spreadsheet was designed and sold as a first software package in the world. In 1980, the first integrated software package WINDOWS was developed and distributed.

2.2. Review of Dissertations

Only a few researchers have conducted on these and relevant topic in Nepal. The researches have focused on data processing in organizations and few computer centers.

2.2.1 Mr. Bimal Gyawali has carried out a research entitled “Role of the National Computer center in Data Processing” in 1992. The basic objectives of their study were to identify the extent to which the Nepalese Corporations are benefiting from the services provided by the National Computer Center. Whether the manner of data processing by National Computer Center is practicable and able the extent to which the computer services on helpful to Nepalese Corporations in their decision making. And also the National Computer has been able to solve the problem through data processing. For these purpose primary data were collected from selected corporation and the National computer center with the help of Questionnaire. Secondary data were also considered for this research. From the analyses and interpretation of the data, he concluded computers are used for its accuracy, efficiency and to provide better services to its users and trained personnel. Therefore the numbers of users are also increasing and most of the corporations are satisfied with the result they derived from National Computer Center.(Gyawali, 1980)

2.2.2 A Research on “Scope of Computer in Nepal” was done by Mr. Uttam Krishna Shrestha.

The main objective of the study was to examine the future prospect, price and present performance to ascertain whether the government departments and corporations want services of computer or not. To review the objective of the National Computer

Center. Primary and secondary data are used to accomplish the objectives to the study. Administering Questionnaire to selected offices collects primary data.

The major finding of the study was as follows:

- a. There is a scope of computers in almost every selected government departments, corporation an NCC felt that in Nepal also.
- b. Eighty percent of the government departments and corporations employers felt that they were enthusiastic to do work with computer.
- c. Accuracy is instrumental for government department and corporations to take services of computers.
- d. All the government departments and corporations expressed the opinion that the computer saved time by providing speedy work.

Since most of the research on computer and data processing are done to decade back for this reason those researches are not relevant for the present context.

2.2.3 A research on “Motive Factors behind a Buyer’s Attitude Towards Bargaining During the Shopping Period at A Fancy Shop” was done by Mr. Krishna Raj Parajuli in 1994. The basic objective of this study was to evaluate the motive factors behind a buyer’s attitude towards bargaining during the shopping period at a fancy shop. This study was based on primary data and the required data were collected from 50 respondent consumers of Janakpur with the help of a structured questionnaire. The major findings of this study were: -

Out of total number 94 percent and 95.28 percent respondents got in bargaining according to data through questionnaire and sellers report respectively.

According to demographic characteristics middle age people have higher bargaining tendency than younger and old age people. Likewise, married and Service-holder people have higher bargaining tendency than unmarried and other. (i.e.; students, businessman, lectures and others) people respectively. Graduate respondents have higher bargaining tendency. 70 percent of the respondents are found to feel bargaining is a problem.

In fancy shop buyers have higher bargaining tendency than in departmental store, provisional store and governmental stall.

Relationship between bargaining tendency and maslow's need hierarchy model, it was concluded that the bargaining tendency is made entirely inverse relationship with hierarchy of human needs from lower to higher order.

2.2.4 “A Study on Buyer's Behavior in Janakpur was carried out by Mr. Lal Bahadur Baniya in 1994. The major objective of this study was to find out cross-cultural buyer's behavior in Janakpur. For this purpose, two distinct groups of consumers: The British Gurkhas and The local people of Janakpur have been included in the study. This study was based on primary data and all the required data were collected from 100 buyers, 50 from each group with the help of a well structured questionnaire. Judge mental sampling method was applied. This study was following major findings: -

- i) The British Gurkhas choose foreign, Indian, Chinese and Nepalese brand of clothing whereas Nepali, Indian, Chinese and foreign brands of clothing by the local people respectively.
- ii) Large number of purchase for clothing are made on half yearly basis except Jacket by both people.
- iii) Store name awareness of the Local people for the clothing is relatively high in comparison to the British Gurkhas but it is for the grocery products.

Quality, price, brand reputation, design and color of the products are the criteria used for choosing clothing items but quality, price, brand reputation, producer's goodwill and services and reliability of store goodwill and services and reliability of store are the criteria used for choosing grocery products by British Gurkhas and Local people.

The majority of the buyers bargain while purchasing the clothing. But the number of local people involved in bargaining is high in comparison to the British Gurkhas.

Both groups have favorable attitude towards bargaining. But, the number of British Gurkhas having positive attitude towards bargaining are less in comparison to the local people.

2.2.5 Mr. Prakash Lamichhane had conducted a research entitled “Family Influence in Buying Decision (An Exploration of the Application of Theory into Practice) “in May1996. The broad objective of this study was to examine the nature and dynamics of

family influence in making purchase decision in the context of urban areas of Nepal. For this purpose, primary data were collected from 10 families (from Aug. 1995 to Feb. 1996) with the help of a structured checklist. The major findings of this study were: -

Wife is an influential person in initiating the need and in collecting information.

Most of the families have gathered the information from family discussion, different dealers and from their neighbors.

Each of products selected, the idea of buying had traveled between husband and wife.

Joint decision takes place in the alternative evaluation and final decision stage of buying high involvement products.

Purchase of the products is followed by the wife in most cases.

2.2.6 A Research on “The Marketing of Cold Drinks in Narayanghat” was completed by Mr. Ratna Prasad Shrestha in 1998. The basic objective of this study was studying the purchase behavior of consumers on cold drinks. This study was completely based on primary data and all required data were collected from 88 consumers, 10 dealers and 2 distributors of Narayanghat city with the help of a well structured questionnaire, interview and observation. The following major findings were of this study: -

Most of consumers consume the cold drinks of Coca-Cola in Narayanghat. Coca-Cola is popular in Narayanghat.

Consumers give more preference to the brand but less preference to the quality and test.

A fixed numbers 30 percent of the consumers are not only influenced by the advertisement.

Most of the consumers were informed of the brand of cold drinks by the advertisements in the Narayanghat City.

The advertisement of Coca-Cola by Radio Nepal/ NTV is more/much more attractive respectively, than that of Pepsi cola.

2.2.7 A research on “ An Examination of the Role of Purchase Pals in Consumer Buying Decisions for Saree\ and Suit” was conducted by Mr. Dev Raj Mishra in 1992. the basic objective of this study was to identify the role of purchase pals in consumer decision making for saree and suit. For this purpose, primary data were collected from 96 buyers and 49 purchase pals with the help of a well-structured questionnaire. Also 6 saree- and suit shops were observed. By this study, he concluded that 83.33 percent of buyers used purchase pals. The role of Purchase pal is quite important in the choice of store, bargaining, purchase talk, final choice and reduction of post-purchase dissonance as to price.

CHAPTER-3

RESEARCH METHODOLOGY

Research Methodology is the most important part of the study. It is way to systematically solve research problem. It facilitates the research works and provides reliability and validity to it. Research methodology employed in this study is presented below.

3.1. Research Design

“Research design is the plan, structure and strategy of investigation conceived as to obtain answer to research questions and to control variance”. This study will be the analytical and descriptive nature. The main aim of this study is to reveal the buying behavior of people in JANAKPUR on personal computers.

3.2. Nature and Sources of Data

The data used in this study are secondary and primary in nature. The only and ultimate source of the primary data is the respondent and the respondents for this study are buyers of personal computers. Besides given limited time and monetary resources available to conduct the research, the data collection is based on convenience and random sampling.

3.3. Sampling Plan

Sampling plan consist of target population, sampling unit, sampling size and sampling method.

3.3.1. Target Population

The target population of the study consists of customers who have acquired personal computers in Janakpur.

3.3.2 Sampling Unit

The target population of this study is very large, from the whole population therefore for the purpose of convenience sample about only 50 units of samples are considered from Janakpur valley. Only those samples are included who have acquired personal computers in this study.

3.3.3 Sampling Method

Random and convenience sampling method was used in this study. All samples were selected by this method. Large size of population and intention to get better and accurate result is the main factor for choosing convenience and random sampling. The researcher has used five different tools and categories of respondents according to their professional background relating to the buyers behavior relating to the personal computers and the obtained data are shown in table1.

Table 1
Profession of the Respondents

Profession	No. of respondents and their percentage		
	Male	Female	Total
Student	8(32)	12(48)	20(40)
Service holders	6(24)	4(16)	10(20)
Business	4(16)	4(16)	8(16)
Doctor/Engineer/Teacher	5(20)	3(12)	8(16)
Others	2(8)	2(8)	4(8)
Total	25(100)	25(100)	50(100)

Source: Field survey

The table no.1is based on profession of respondents. Most of he respondents who are 40 percent are students, 20 percent of them are service holders, Businessmen/ doctors/engineer/teachers are only 16 percent and others are 8 percent. From the above table it is apparent that students are the largest buying group among the businessmen/Service holders, Doctor/Engineer/ teachers and others professional group.

3.4. Variable of the Study

Following variables were included in this study:

- Price
- Brand preference
- Purchasing influence
- Benefits
- Quality
- Level of Awareness

3.5. Data Collection Procedure

The data have been collected through a self-administered questionnaire survey in Janakpur manually at convenient time. The respondents were supported by oral explanation at the point where they got confused or unable to understand contents of the questionnaire. A number of direct questions have also been asked about the buyers behavior while acquiring personal computer.

3.6. Data Tabulation

After collecting and editing the data, these were compiled, tabulated and processed according to the fulfillment of objectives of the study.

3.7. Method Analysis

The collected data re thoroughly checked compiled and presented in appropriate table to facilitate analysis and interpretation. Tabulation is done to get the answers for the specific objectives. Statistics tools such as percentile and chi square tests are used to facilitate analysis and interpretation.

CHAPTER-4

DATA PRESENTAION

In this chapter, the data collected from the respondents are presented analyzed and interpreted according to the objectives of the study. The first section of this chapter incorporates the respondents profile and remaining section contains wise analysis and interpretation of the data.

4.1. Respondents Profile

The first parts of the questionnaires were based on respondents profile to obtain information relating to age, income, education and profession. The data is collected from Janakpur on basis of personal interview through a structured questionnaire & respondents are selected on the basis of random and convenient sampling method a quota of fifty-fifty maintained for male and female respondents. The respondents to these questions are presented in the following tables.

4.1.1 Age Group

The researcher tool four age group of respondents for their responses relating to personal computer use. The obtained data have been shown in table 2.

Table 2

Age group

Age	Male	Female	Total
	No.(%)	No.(%)	
18-28	12(48)	18(72)	30(60)
29-38	7(28)	4(16)	11(22)
39-48	4(16)	1(4)	5(10)
48 above	2(8)	2(8)	4(8)
Total	25(100)	25(100)	50(100)

Source: Field survey

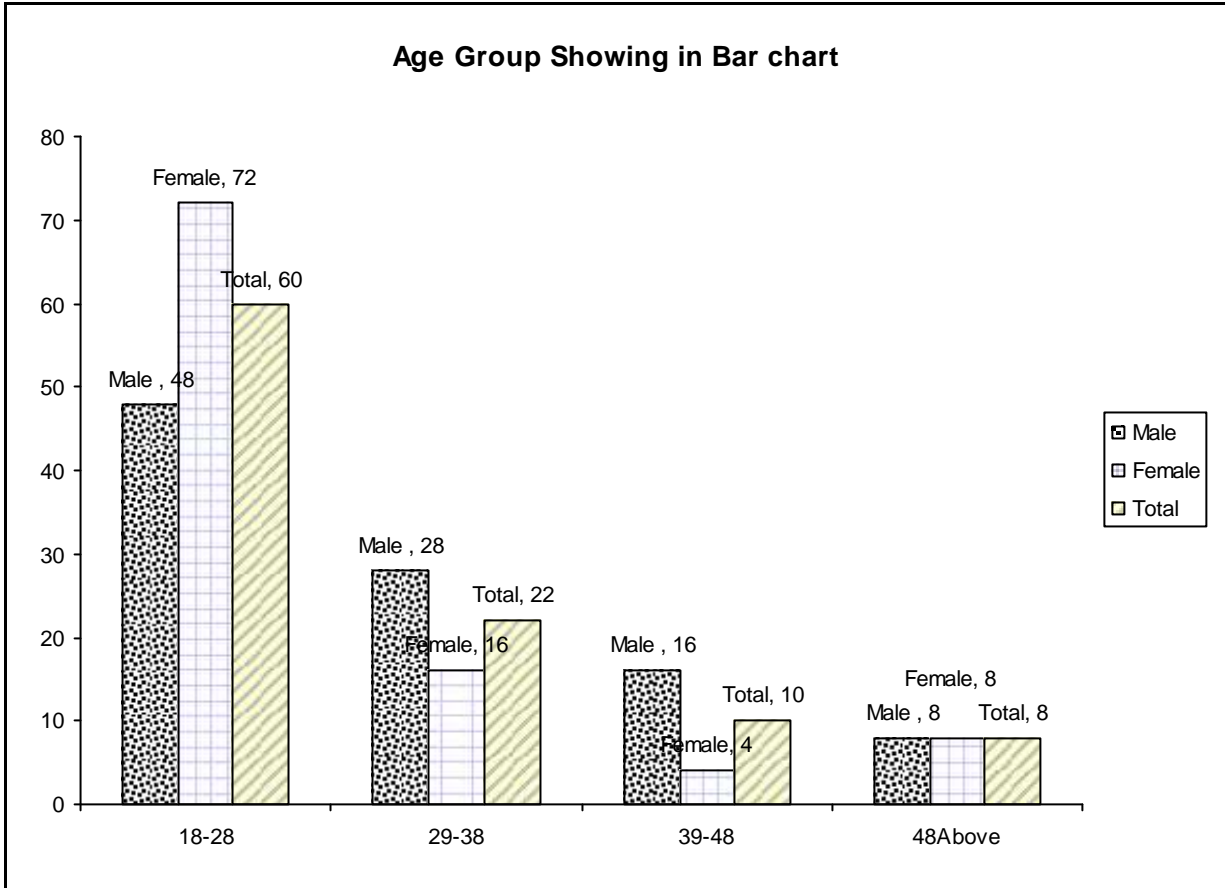


Chart 1

Table 2 shows different age group of the respondents, which is itself apparent i.e four groups which includes 18-28, 29-38, 39-48 and 48 and above. It does not mean that the respondent under age group 29-38 have less significant. It simply denotes that they are in the second priority of using such computers.

This information also directs the sellers of the computers to concentrate their attempts mostly on these two age groups in any conduct although it cannot be discarded that such computers are less important for other age groups respondents. Sixty (60) of the respondents fall into age groups of 18-28. But only 8 percent of the respondents belong to age group of 48 and above. Similarly, out of the total respondents, 22% belongs to age group 228-38. And 10 percent to the age 38-48 respectively. 72 percent female and 48 percent male belongs to 18-28 age group while only 8 percent of both male and female are from the age group of 48 and above.

Hence, it is quite obvious that the respondents under 18-28 age group are the dominant buyers of computers.

4.1.2. Educational Background of the Respondents

The obtained data shown in below table represents the educational background of the respondents and their responses for the research.

Table 3
Educational Background of the Respondents

Education	No of Respondents and their percentage		
	Male	Female	Total
Post-graduate	10(40)	8(32)	18(36)
Graduate	10(40)	8(32)	18(36)
Intermediate	2(8)	5(20)	7(14)
Below S.L.C	1(4)	2(8)	3(6)
Others	2(8)	2(8)	4(8)
Total	25(100)	25(100)	50(100)

Source: Field survey

Table 3 reflects the educational background of respondents. Among the total 36 percent of the respondents are graduate and post-graduate, 14 percent are intermediate whereas 3 percent are below S.L.C. however, from the other represents 8 percent above table, it is obvious that only educated people are the proponents buyers of personal computers.

4.1.3. Annually Family Income

Annual Family income to fulfill the objective of research, researcher took data on annual family income of the respondents which are shown in table below.

Table 4
Annually Family Income

Annually Family Income	No of Respondents and their percentage		
	Male	Female	Total
Rs.250,000 above	10(40)	8(32)	18(36)
Rs. 200,000-250,000	6(24)	6(24)	12(24)
Rs. 150,000-200,000	4(16)	5(20)	9(18)
Rs.100,000-150,000	3(12)	4(16)	7(14)
Rs. Less than 100,000	2(8)	2(8)	4(8)
Total	25(100)	25(100)	50(100)

Source: Field survey

This above table depicts annual family income. The largest group of respondents fall into the categories earning. Rs. 200,000 above earning which is 36 percent of the total. Rs. 200,000- Rs. 250,000 category represents 24 percent. 18 percent belongs to Annually Family Income Rs 150,000-Rs. 200,000, 14 percent belongs to income Rs 100,000- Rs 150,000 and 8 percent belongs to income Less than Rs 100,000. This indicates that the most active group of buyers are those who have annual family income of Rs 250,000 above.

4.1.4. Computer Owning Respondents

The researcher inquired on how many respondents own computer. The responses are shown in table below.

Table 5
Computer Owning Respondents

Owning Computer	No of Respondents and their percentage		
	Male	Female	Total
Yes	21(84)	21(84)	42(84)
No	4(16)	4(16)	8(16)
Total	25(100)	25(100)	50(100)

Source: Field survey

The above table shows that 84 percent of both male and female own computer for their personal use and only 16 percent of them do not own it.

4.1.5. Brand of Used Computer

The researcher required data on brands of computers used by the respondents, which is shown in the table below.

Table 6
Brand of Used Computer

Brand Owned	No of Respondents and their percentage		
	Male	Female	Total
Assembled	7(28)	10(40)	17(34)
Compaq	3(12)	2(8)	5(10)
Dell	4(16)	3(16)	7(16)
Mercantile	2(8)	1(4)	3(6)
H.P	4(16)	5(20)	9(18)
Acer	2(8)	2(8)	4(8)
Lenove	3(12)	2(8)	5(10)
Total	25(100)	25(100)	50(100)

Source: Field survey

From the above table, it is apparent that 34 percent of the respondents own assembled computer, 10 percent of them own Compaq and each of those owing DELL, Mercantile, H.P, Acer and Lenove brand of computer represent 10 percent,16 percent,6 percent,18 percent,10 percent respectively. Thus it is evident that assembled computer is the more favored brand followed by H.P.

4.1.6. Brand Preference

The researcher took responses from the respondents on the brand preference of personal computer. The obtained data is shown in table 7.

Table 7
Brand Preference

Preference	No of Respondents and their percentage		
	Male	Female	Total
Assembled	6(24)	9(36)	15(30)
Compaq	3(12)	2(8)	5(10)
Dell	3(12)	3(12)	6(12)
Mercantile	2(8)	1(4)	3(6)
H.P	5(20)	5(20)	10(20)
Acer	4(16)	4(16)	8(16)
Lenove	2(8)	1(4)	3(6)
Total	25(100)	25(100)	50(100)

Source: Field survey

As per table 7, 30 percent of the total respondents intend to buy assembled computer, out of them 24 percent male and 36 percent female prefer it. The second preference is for H.P which is 20 percent respondents both male and female intended to buy. In Nepalese context, Lenove and Mercantile is less preferred brand. The table also shows that 5 percent, 6 percent, 8 percent of the respondents prefer Compaq, Dell and Acer.

4.1.7. Respondents Ready to Spend Money on Computer

The researcher took responses on how much respondents are ready to spend money on computer which is shown in table 8.

Table 8
Respondents Ready to Spend Money on computer

Amount to Spend	No of Respondents and their percentage		
	Male	Female	Total
25,000-35,000	1(4.17)	1(4)	2(4.1)
36,000-45,000	5(20.83)	4(16)	9(18.27)
45,000-55,000	6(25)	5(20)	11(22.45)
55,000-65,000	5(20.83)	9(36)	14(28.57)
65,000-above	7(29.17)	6(24)	13(26.53)
Total	25(100)	25(100)	50(100)

Source: Field survey

When opinion survey was taken from male and female respondents on how much they are willing to pay for personal computer, the researcher found that 36 percent of the female were ready to spend Rs. 55,000- Rs. 65,000 on it on the contrary, 29.17 percent of male respondents were willing to pay more than Rs. 65,000 on personal computer. But 20.83 percent of male were ready to spend between Rs. 36,000-Rs. 45,000 and Rs.55,000- Rs. 65,000. But 24 percent of the female respondents were ready to spend Rs.65,000 above on personal computer. 25 percent and 20 percent of the male and female respectively were ready to spend Rs.45,000- Rs. 55,000 it only 4.17 percent of male and 4 percent of female were ready to spend Rs. 25,000- Rs. 35,000 on it. From the above table it is apparent that male is willing to spend more than female.

4.1.8. Purpose of Buying Computer

The researcher took five purpose of buying computer from respondents relating to personal computer. The obtained data have been shown in table 9.

Table 9
Purpose of Buying Computer

Purpose of buying computer	No of Respondents and their percentage		
	Male	Female	Total
Personal/Family use	6(24)	4(16)	10(20)
Professional service	10(40)	9(36)	19(38)
Internet surfing	2(8)	3(12)	5(10)
Institution requirement	6(24)	8(32)	14(28)
Status	1(4)	1(4)	2(4)
Total	25(100)	25(100)	50(100)

Source: Field survey

The survey conducted on male and female respondents for the purpose of buying computer indicates that 20 percent of both male and female wanted computer for personal and family use, while there was no single respondent buying and using computer for status. But 40 percent of the male needed computer for professional service whereas only 36 percent of female responded in favor of this purpose. The purpose of 8 percent male and 12 percent female was for Internet surfing. The purpose for institutional requirement was responded by only 32 percent female.

4.1.9. Factors Affecting Buying Decisions

The researcher took five purpose of buying computer from respondents relating to personal computer. The obtained data have been shown in table 10.

Table 10
Factors Affecting Buying Decisions

Factors Affecting Buying Decisions	No of Respondents and their percentage		
	Male	Female	Total
Quality	11(44)	8(32)	19(38)
Price	6(24)	5(20)	11(22)
Repair service	6(24)	9(36)	14(28)
Model	2(8)	2(8)	4(8)
Availability	1(4)	1(4)	2(4)
Total	25(100)	25(100)	50(100)

Source: Field survey

When opinion survey was taken from male and female respondents, the researcher found that male respondents are much more conscious about the quality and price of computer while making decision to buy computer since they represent 44 percent and 24 percent respectively. It does not mean that they are not conscious about repair service. With respect to the model, very few 8 percent and 8 percent male and females respondents are found conscious regarding availability of computer, either the respondents are negligent or do not have knowledge about its availability the respondents are negligent or do not have knowledge about its availability.

4.1.10. Factors Motivating Users

The researcher took four motivating factors relating to purchasing decision of personal computer which is shown in table below.

Table 11

Factors Motivating Users

Motivating factors	No. of Respondents and their percentage		
	Male	Female	Total
(a) Seen in use condition and used own self.	21 (87.5)	19 (60)	356 (73.469)
(b) Seen in neighbors place	3 (12.5)	8 (32)	11 (22.448)
(c) seen then elsewhere but not in use	0 (0)	1 (4)	1 (2.040)
(d) never seen than	0 (0)	1 (4)	1(2.040)
Total	24 (100)	25 (100)	49 (100)

Source: Field survey

It is evident from the table that about 87percent of male respondents were impressed either by the computer in use or by using themselves. Similarly, 60 percent of female got impressed or convinced for buying because they had seen them in use and used themselves. However, 12.5 percent of male and 32 percent of female were also aware about the usefulness of the computer as they had seen them at their neighbor's or relatives places or elsewhere in usable condition.

In totality, the respondents were motivated strongly (36 percent and 11 percent) by two factors: either seen in use or use by themselves as well as seen in neighbor's places or elsewhere. This reflects that personal computer users are highly dominated by these factors to insist them for buying.

4.1.11. Helps that Computer Provides

The researcher took priority given on the helps that computer provides from the respondents. The obtained data is shown in table no.12.

Table 12

Helps that Computer Provides

(On the basis of Priority)

Helps	No. of Respondents and their percentage				
	Male	Rank	Female	Rank	Total
Time saving	11(44)	1	10(40)	1	21
E.G. Information	6(24)	2	5(20)	3	11
Convenience	5(20)	3	6(24)	2	11
E. Communication	3(12)	4	4(16)	4	7
Total	25 (100)	10	25(100)	10	50

Source: Field survey

When survey was conducted to find priority given for helps that personal computer aids, the researcher found that 44 percent and 40 percent of the male and female get helps in saving time to perform the activities whereas 20 percent of male and 24 percent of female found that computer provides convenience as it reduces physical efforts. Similarly, 24 percent of male and 20 percent of female priorities computer for further efficiency and gathering information. Only 12 percent and 16 percent of male and female expressed that they get help of enhancing speed of communication.

Thus, it can be concluded that first priority of computer help is for time saving. In order to test the hypothesis when χ^2 was used the computed value came (0.37), which is lesser than tabulated (7.81) at V3 of 5 percent significance level, the hypothesis is accepted.

Thus, both male and female gives first priority to time saving.

4.1.12 Involvement in Buying Decision

The research required involvement in buying decision from the respondents relating to the buying decision of personal computer. The obtained data is shown in the table no. 13

Table 13

Involvement in Buying Decision

Buying Decisions	No. of Respondents and their percentage		
	Male	Female	Total
(a) Yourself	9(36)	5(20)	14(28)
(b) In consultation with friends	9(36)	3(12)	12(24)
(c) In consultation with family and friends	7(28)	15(60)	22(24)
(d) In consultation with other	0(0)	2(8)	2(4)
Total	25(100)	25(100)	50(100)

Source: Field survey

Carrying out survey on male and female respondents on how they make their decision, the researcher, found that all of them inquire various groups of users, even visiting Possible shops while obtaining pertness information. Thus means, they use their high involvement level while making buying decision of computer. Table 13 provides prime factors showing high involvement level of respondents. It shows that 36 percent of the male take decision themselves and consultation with friends, whereas 60 percent of female takes decision on consultation with family and friends. But 28 percent of the make takes decision to buy computer after consultation with family and friends. In contrast, 20 percent female are independent to take decision to buy computer and 8 percent of them take decision after consultation with others. However, no male takes decision in consultation with others. It is apparent that male are more independent them female respondents.

4.1.13 Decision Maker for Buying Computer

The research required decision maker for buying computer from the respondents to complete the research. Datas obtained have been shown into table no. 14.

Table 14
Decision Maker for Buying Computer

Decision Maker	No. of Respondents and their percentage		
	Male	Female	Total
(a) Ourselves	22(88)	9(36)	31(62)
(b) Member of household	3(12)	15(60)	18(36)
(c) Friends	0(0)	0(0)	0(0)
(d) Relatives	0(0)	0(0)	0(0)
(e)Others	0(0)	1(4)	1(2)
Total	25(100)	25(100)	50(100)

Source: Field survey

When survey was conducted on who makes the purchase decision, the researcher found that 88 percent of the male make the purchase themselves while only 36 percent of female are independent to make the purchase on personal computer. Similarly, 60 percent of the female and only 12 percent of the male purchase computer with the consent of family unit. It is really surprising that no male and female respondents make purchase with the consent of friends and relatives. It shows that male are more independent, female are more dependent in the course of purchasing personal computers.

4.1.14 Vender Choice

The researcher took data on five vendors choice relating to vendors preference/choice from the respondents, the obtained data are shown in table. 15.

Table 15
Vender Choice

Vendors	No. of Respondents and their percentage		
	Male	Female	Total
(a) Reputed Stores	13(52)	6(24)	19(38)
(b) Computer Consultants/Services	10(40)	7(28)	17(34)
(c) Branded Venders	2(8)	6(24)	8(16)
(d) Others	0(0)	4(16)	4(8)
(e) Others	0(0)	1(4)	1(2)
Total	25(100)	25(100)	50(100)

Source: Field survey

The survey on the choice of vendors that the purchasers make, the researcher found that 52 percent of male choose reputed stores while 8 percent of female specified the computer consultants and services. In the same way, 40 percent of the male choose computer consultants whereas 24 percent of the female choose branded vendors and repeated stores. Male respondents did not consider individuals and others but 8 percent and 16 percent of female specified them.

The survey on the choice of vendors that the purchases make, the researcher found that 52 percent of male choose reputed stores while 8 percent of female specified the computer consultant and services. In the same way, 40 percent of the male choose computer consultants whereas 24 percent of the female choose branded vendors and repeated stores. Male respondents did not consider individuals and others but 8 percent and 16 percent of female specified them.

4.1.15. Reasons for Choosing Vendors

The researcher took response from respondents reason from choosing vendors relating to personal computers. The obtained data have been shown in table 16.

Table 16
Choosing Vendors

Reasons Preference Vendor	No. of Respondents and their percentage		
	Male	Female	Total
(a) Reasonable price	12(48)	10(40)	22
(b) Easy access	8(32)	5(20)	13
(c)Others	5(20)	5(20)	10
(d) Impact of Promotion	0(0)	3(12)	3
(e) Credit availability	0(0)	2(8)	2
Total	25(100)	25(100)	50(100)

Source: Field survey

The survey on why male and female preferred vendors, the researcher found that 48 percent of the male and 40 percent of the female preferred vendor for reasonable price

whereas 32 percent of the male and 20 percent of the female want for easily accessible fact or for preferring vendor. Both male and female had the same preference relating to other reasons i.e. 20 percent respondents. There was no response by males relating to impact of promotion and credit availability. But 12 percent female respondents choose vendors after assessing the impact of promotion, whereas 8 percent after evaluating credit availability.

Major Findings: -

1. Higher the income more the buyers. The number of buyer increases with their increase in income.
2. Educated people are the prominent buyers of personal computers. Literate people are higher user of personal computer than illiterate.
3. Assembled computer is the most favored brand because it is easily available every where and buyers install their favorite parts on computer as they like.
4. Most of the people are willing to spend more than Rs. 35,000/- in personal computers.
5. The main purpose of buying computer is for personal and family use.
6. The major factor affecting buying decision is quality of personal computer.
7. The basic motivating factor is that buyers are motivated from selling computer is use condition.
8. One of the important finding of this study is that time efficiency is most Prioritize helps that computer provides.
9. Another significant importance is personal computer is higher involvement product.
10. Involvement is purchasing process of personal computer is dependent.
11. Stores reputation is very significant to buyers of personal computers.
12. From the researcher it is apparent people are price sensitive.

CHAPTER-5

SUMMARY, CONCLUSION & SUGGESTIONS

5.1. Summary

Janakpur being the increasing market for personal computers in Nepal is has still a good future market as competition is growing tougher and tougher day by day. In order to survive and sustain in such a competitive market, marketers should convert societal needs into profitable opportunities. There is diversity personal computers buyer's behavior. In spite of such diversity, there prevail many similarities in opportunities. Which make it possible for marketers to design marketing strategies that lure personal computers buyers. Hence, research helps marketers to identify an efficient marketing mix.

To analyze the level of buyer awareness about personal computer. To ascertain brand preference of buyers, to analyze the purpose of buying personal computers, and to ascertain the level of expenditure that a buyer is ready to spend on personal computers are the prime objectives of the study.

In the parlance of these objectives, respondents were covered with questionnaire conforming about twenty questions responses of Janakpur from various profession students, services holders, doctors, engineers, teachers and others. Then, these collected data were analyzed and interpreted using statistical tools percentile and chi-square test. Although our target population is from Jankpur and sample size is only fifty, it shows a very reliable trend of buyer behavior. The major findings of the study are as follows:

- i. The respondents from the Janakpur prefer assembled personal computers than branded personal computers.

- ii. One of the important findings is that time efficiency is basic motivating factor for personal computer users.
- iii. The respondents have their priority for personal and family use of personal computers.
- iv. Respondents are price sensitive; they are dependent on process of purchasing personal computer.
- v. People with higher income and education are the prominent buyers of the personal computer.
- vi. From the research it is apparent buyers are ready to spend more than thirty-five thousand rupees on personal computer and they are highly conscious of quality. It proves that personal computer is high involvement product.

5.2. Conclusion

After the collected data were analyzed and interpreted, the following conclusions were drawn.

- i. Majority of the respondents have personal computer and most of them own assembled and Compaq computers. The main reasons for selecting these brands are the desired quality, price and after sales service.
- ii. The main purpose of buying computer is for personal, family and professional use. Motivating factors behind acquisition of personal computer are two time saving and usable condition of the computer.
- iii. Reputed stores and computer consultants are the vendors who mostly prefer to buy personal computers.
- iv. Concerning to the involvement level in buying decision, the respondents use high involvement level such as inquire various shops in different places and while taking decision in consultation with their family along with their own

rigid thoughts. More clearly to say, most of the male make purchase decision themselves.

- v. The respondents are aware of different brands available in the market.

5.3. Suggestions:

On the basis of findings and conclusions, the following recommendations have been made.

- i. As the research, majority (30 percent and 11 percent) of buyers belong to age group of 18-25 and 29-38 respectively. Marketers are suggested to fix up the suitable marketing mix which can captivate the attention and motivation of the young customers.
- ii. Marketers are recommended to target young and educated people with higher and middle level income as the personal computers is mostly preferred by them.
- iii. Assembled and Compaq brand of personal computers are suggested to the marketers as they are widely bought and preferred by both male and female respondents.
- iv. Buyers mostly purchase the personal computers through local market because purchasing from outside is expensive even if quality is desirable. So, marketers are suggested to sell the quality product, latest model at reasonable price.
- v. Since most of the buyers give priorities to the quality and after sales service such as repair and maintenance, marketers are recommended to provided good quality product with quick after sale service and easy availability of the spare parts of the computers.
- vi. The awareness level of the respondents regarding model and brand of the personal computer is high. So, marketers are suggested to give proper attention to upgrade information on stock of model and brand of computers.

- vii. Since family or personal use and professional use of the computers are highly prioritize. So, marketers are suggested to have good knowledge of buyer's purpose of buying personal computers.
- viii. Marketers are suggested to enhance the reputation of store and hire consultant since store reputation and computer consultant are highly preferred by vendors for buying personal computers.
- ix. The will of male and female respondents to spend on personal computer remained Rs. 55,000-Rs. 65,000 and Rs. 65,000 and above, marketers must pay attention in stocking computer of price range between Rs. 55,000- Rs. 65,000 and Rs. 65,000 and above.

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Appendices:

Appendix-A

QUESTIONNAIRE

I am M.B.S. 2nd Year student of Department of Management R.R.M. Campus, Janakpur. I am conducting a survey on buying behavior of **A Study on Personal Computers Buying Behavior**. I will be very grateful if you would fill this questionnaire. I assure you that your information will kept completely confidential and will be used to serve the study purpose only. Thank you.

1. Do you own a computer?

Yes No

2. If yes which brand do you own?

- (a) Assembled
- (b) Compaq []
- (c) H.P []
- (d) Dell []
- (e) Aser []
- (f) Lenove []
- (g) Mercantile []

3. If you were intending to buy, which one would you prefer?

- a. Assembled []
- b. Compaq []
- c. H.P []

- d. Dell []
 - e. Aser []
 - f. Lenove []
 - g. Mercantile []
4. How much have you or would you spend on a computer?
- a. Rs. 25.000-35,000 []
 - b. Rs. 35,000-45,000 []
 - c. Rs. 45000-55,000 []
 - d. Rs. 55,000-65,000 []
 - e. Rs.65,000- Above []
5. What is the propose of buying a computer?
- a. Professional service []
 - b. Institutional requirements []
 - c. Personal/family use []
 - d. Internet surfing []
 - e. Status []
6. What are the factors affecting buying decision?
- a. (a) Price []
 - b. Quality []
 - c. Model []
 - d. Service []
 - e. Availability []
7. Before buying, how were you impressed or convinced of the personal computer about their usefulness for your purpose? (Have you seen them in use?)

- a. I had never seen them except in commercials. []
- b. Had seen them at my neighbor's or friend's relative place or elsewhere but not in use. []
- c. Had seen them at my neighbor's or relative's place or elsewhere in use condition. []
- d. Had seen in use condition and also used it. []

8. Please assign the rates as per give rating scale to the following statement.

- a. It saves time to perform the activities. []
- b. It provides convenience as it reduces the physical efforts to perform work. []
- c. It enhances speed of communication. []
- d. It is very efficient in gathering information. []

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9. Do you inquire for information about model, price etc. before buying?

Yes [] No []

If yes, how many shops do you visit?

10. In your opinion who takes the buying decision?

- a. Yourself []
- b. In consultation with friends []
- c. In consultation with family members []
- d. In consultation with others []

11. How would you identify the customer needs and wants? Please choose one option.

- a. Expressing customers needs by themselves []
- b. By questioning to customer []

12. Why do you need to preset and demonstrate the computer to your customers?

Please choose one option.

- a. To persuade about the computer ()
- b. To evaluate the uses and benefits ()
- c. To choose the most appropriate computer ()

13. How would you meet your customer objections? Please choose one statement.

- a. By telling them proper answers. ()
- b. By providing additional features of computer ()
- c. By negotiating in a price ()
- d. By telling technically better than competitors ()
- e. By Providing facilities to customers ()

14. Did the customers negotiate while they were buying the personal computer?

Please choose one option.

- a. They never like negotiate ()
- b. Because the seller always says high price ()
- c. Believed on reasonable price ()

15. How would you convert the prospecting customer into a real customer?

Please tick in one box.

- a. Providing accurate information. ()
- b. By showing selling skills. ()
- c. Sold out at lower price. ()
- d. Providing facilities ()

16. Why do you follow-up the customer after closing the sale? Please choose one option.

- a. To maintain good relationship ()
- b. Hoping to purchase again ()
- c. Service and assistance essential after post-sale ()

17. Respondent's profile

- a. Name:
- b. Age:
- c. Sex:- Male () Female ()
- d. Martial Status: Married () Unmarried ()
- e. Mobile no.:
- f. Address:

18. Seller's profile:

- a. Firm's name:
- b. Proprietor name:
- c. Phone no:
- d. Address:
- e. Date of operation:-

19. Would you ever ask customers for the reasons behind not buying the P.C? Please

Tick in one box.

- a. Being expensive ()
- b. Need high skills knowledge ()
- c. Facilities not provided by seller ()

20. Would you please specify the total no. of buyers that they bought from your shop since establishment to now?

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Thank you for your co operation.

Appendix-B

Details of seller available in Janakpur

S.N	Firm's Name	Address	Phone no.	Running since
1	Mithila Computer	Bhanu Chowk	041- 525565	2049
2	Sobha Computer	Janak Chowk	041-527204	2056
3	Bina Computer	Bhanu Chowk	041-528204	2057
4	Wintron Computer	Shiv Chowk	041- 525204	2060
5	Intel Computer	Bhanu Chowk	9844136879	2062
6	W. Link	Bhanu Chowk	041- 522859	2063
7	R. K. Computer	Shiv Chowk	041-520997	2064
8	Shyam Computer	Shiv Chowk	041-532952	2064