

CHAPTER – I

INTRODUCTION

1.1 Focus of the Study

The role of marketing is very important in upgrading the pace of industrialization, which is responsible for developed and strong economy. In this regard, it is important to note that marketing is the most important multiplier of economic development. Marketing development not only makes possible economic upgradation but also the fullest usage of assets as well as productive capacity of already possessed economy. It activates hidden economic energy and ultimately contributes to the greatest need that offers the rapid development of entrepreneurs and managers. Finally, that management of industrial activities in a country is helped by the development of entrepreneurs and managers. Marketing area is also developed in industrial countries.

Marketing supports the process of industrialization. The proceedings of industrial activity are spread to the society through the process of marketing. The result of business greatly depends on the art and science of marketing, which are composed of inquisitive knowledge, tact and talent of skilled practitioners in the global market of the multinational companies like Sony, Hitachi, Toshiba, Philips, Proctor, and Gamble, IBM, Microsoft and many other have been spreading throughout the world with the help of modern marketing techniques. Similarly, Tata, Birla, Wipro STC, Waiwai, Mercantile are prevailing throughout Nepal.

Marketing in this context, has made the producers as well as customers more sensitive toward comparative 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.

Selling is the process of assisting and/or persuading a potential customer to buy merchandise or services, or to act favourably or an idea.

In the marketing, selling is the largest single activity and within it variety of work is important. The study of the retail store clerk is no way compared to those of a computer sales person. Selling positions can be classified into three broad categories:

- a. Manufacturer's representatives.
- b. Wholesaler's sales representatives and
- c. Retail sales personnel.

The work of manufacturer's representatives is to sell the products to industrial purchasing agents, business executives, retail buyer, wholesalers, directly to the consumers, or to service establishment.

The function of wholesaler's sales personnel is to sell the products primarily to retailers, but many wholesalers list industrial and commercial business among their accounts. Even though 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 good sales person.

The coming of personal computers has not only changed the pace of life but also added ease and comfort to it. Life has become much easier than before due to personal computers. They are convenient as well as more efficient and faster than manual work. Nowadays, personal computers are widely used.

Personal computers are being used in every aspect of today's life. They are used in households too. Despite of their functional utilities, personal computers also help reducing the time and effort necessary to perform tasks. For example one can keep account more efficiently and effectively using personal computers. Personal Computers help collecting information and communicate more effectively and efficiently.

The term "educated but illiterate" is the term used in today's world to those people who do not have any knowledge about the fundamentals of the computers. It is clear that Personal computers has great impact in life of GENERATION X, thus, it is obvious that Personal computers have huge market potential.

The business organizations need many things to survive in this dynamic world. One of the requirements for survival is to make quick decision when needed. In recent years, a new type of data processing system has been emerging. It is commonly known as management information system. The extraneous material that has been extracted from data is termed as "information" and only the usable information is retained. For each person in the organization, it is designed to provide him with necessary information in order to perform his job effectively. Obviously, everyone in an organization uses certain amount of information and makes Rome decision. So this type of operation is not for the manger alone. The accurate information is collected from the different sorts of data. Thus, it is better to consult the computer for these purposes.

The marketing aspect of the organization determines the success or failure of the firm. To achieve success, marketers must take buyers behavior into considerations. A wide diversity among consumers,

among marketers, among customs, among nations and even among consumer behaviour is found. Instead of wide diversity in our society, there are also many similarities. Classifying target audiences on the basis of such similarities, it is possible for the marketers to design marketing strategies with which consumer will identify.

This study makes marketer know and guess personal computer buyer's behaviour in the market place. The study is concerned not only with what buyer's buy, why they buy it, but also when, where and how they buy it.

1.2 Statement of the Problem

In the present stage, personal computers have grown as necessity. The application of personal computers almost covers every aspect of our daily life. That's why the demand for personal computers has increased tremendously.

Kathmandu, as a center of the Nepalese economy, has the largest personal computers market in Nepal. Marketers must have detail knowledge of buyer's behaviour of personal computers to explore personal computer market potential and to invade market.

Due to continuous changing environment of Nepalese economy, education, entertainment, etc., the application of personal computers is very significant in practical life (For example personal use of computers in information, households, technology, accounting, banking sectors, educational field etc.). Nowadays, personal computers are being used from primary level of education to highest level of scientific research and all kinds of businesses. Personal computer enhances communication, education, business etc. After knowing that there is wide range of personal computer

users, they possess diverse buying behaviour. Caring these issues into consideration, the problems are identified for the study:

- a. What is the brand preference of the respondent's personal computer?
- b. What is the level of buyer awareness concerning the price, durability and performance?
- c. What level of involvement buyers employ in the purchase of computers?
- d. What are the important variables influencing purchasing decision of personal computers?

1.3 Objective of the Study

The primary objective of this study is to examine the buyer's behaviour of personal computers among individual, household, corporate house and business organization. The primary objectives of the study are as follows:

- a. To identify the level of buyer attitude about personal computer.
- b. To ascertain brand awareness and preference of buyers.
- c. To identify the purpose of buying personal computers.
- d. To determine the key variables involved in purchase of computers.

1.4 Importance of the Study

It is the requirement for every marketer of personal computers that they should have knowledge of personal computer buyers. A no of showrooms, retail-outlets, wholesalers and multinational companies are available which sell different brands of computers. It is very important to know buyers behaviour for marketer of any product. Appropriate marketing strategies can be formulated with

the help of knowledge of buyer's behaviour. Such marketing strategies may relate to segmentation of market, which is based on buyer's behaviour, and development of communication plan so that each segment of the market could be reached. Moreover, it helps to judge the nature of product assortment as per the buying behaviour of users in target market. This study will also help future researchers, academicians, and common readers.

1.5 Limitation of the Study

This research is conducted for the partial fulfillment of master's degree in business administration. Having very limited time and resources for a researcher (student), this study only confines to Kathmandu valley. All the respondents for this study are taken from Kathmandu valley and sample size taken for this study is small in comparison to the population of the study.

The study is basically based on primary data. There is lack of secondary data and other related necessary information. There is also lack of study in personal computers concerning buyer's behaviour in Nepalese context.

A few variables brand, choice, price sensitivity, quality and functional use of personal computers are taken into considerations. To explain these variables, different brands of personal computers viz. IBM, ACFR, COMPAQ, MACINTOSH and ASSEMBLED computers are considered. The study has covered personal computer buyers categories including male, female, organization and business houses.

1.6 Organization of the Study

This study consists of following five chapters:

Chapter I - Introduction: This chapter will concentrate on focus of the study, statement of the problem, objective of the study, significance of the study and limitation of the study.

Chapter II - Review of Literature: This chapter will deal with review of various books, journals (especially the models of buyer's behaviour) and other relevant past studies.

Chapter III - Research Methodology: This chapter deals with the methodological aspect of the study and contains research design, sampling plan, nature and sources of data, data collection procedure and method of analysis.

Chapter IV - Data Presentation and Analysis: This chapter deals with presentation and analysis of data and interpretation of data with the help of relevant tools and specified methodology.

Chapter V – Summary, Conclusion and Recommendations: This chapter includes summary, conclusion and recommendation of the study. In addition, an extensive bibliography is presented at the end.

CHAPTER – II

REVIEW OF LITERATURE

For the purpose of building up supportive literature, two categories of materials have been reviewed. They are:

-) Review of Textual literature
-) Review of previous studies

Review of Textual Literature:

Marketing is a societal process by which individual and groups receive what they need and want through creating, offering and freely exchanging products and services of value with others (Kotler, 2000: 8).

Computer is a modern electronic device capable of accepting data performing arithmetic or decision type processed upon it and putting out the answer. All of these functions are under control of stored program. Human brains may fail to work sometimes, but the computer can provide accurate results, because it operates under the control of a stored program (Veness, 1969: 343).

Computer, an automatic machine, processes the data with high speed and produces a result, which will be helpful to all kinds of decision-making. It is “an electronic device capable of accepting information, performing mathematical and logical operations, and reporting the results-all under control of a stored program” (Veness, 1969: 343).

“Purchase Behavior is defined as the behavior that consumers display in searching for, buying, using, evaluating and disposing of products, services and ideas that they expect will satisfy their needs” (Leon, 2000:8).

2.1 Purchase Behaviour 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 behaviour models are verbal, often supported by a schematic drawing.

2.1.1 Models

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

2.1.1.1 Nicosia Model

Francesco M. Nicosia provided a model of purchaser's decision process in 1966. It focuses on the relationship between firm and its potential buyers. It is an interactive design, according to which "the firm tries to influence purchasers and purchasers by their actions-influence the firm". Nicosia model is divided into four major fields:

) Purchaser's attitude based on the firm's message:

The firm's marketing strategies and environment and the purchaser's attitude toward firm's marketing mix based upon their interpretation of environment and firm's communications.

-) Search and evaluation.
-) The act of purchase.
-) Feedback.

2.1.1.2 Howard-Seth Model

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

-) Extensive problem solving.
-) Limited problem solving.
-) Routinized response behaviour.

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

-) Input variables.
-) Physical and brand characteristics.
-) Verbal and visual product characteristics.
-) Purchasers' social environment.
-) Perceptual and learning constructs of the purchaser.
-) Outputs either may be purchase behaviour or anything like attention, intention, or brand comprehension.

-) Exogenous variables e.g. importance of purchases, purchaser's personality traits, time pressure and financial status etc.

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

2.1.1.3 Engel-Blackwell-Minard Model

It is originally designed to serve as a framework for organizing the fast growing body of knowledge concerning purchaser's behavior. Its latest version consists of four sections.

-) Decision Process Stages.
-) Problem recognition, search information, alternative evaluation, purchase and outcomes.
-) Information inputs.
-) Information processing.
-) Variables influencing the decision process.

Purchaser's behaviour models can also be classified in terms of scope. Some are designed to represent a very specific aspect of behaviour, such as Purchaser's repetitive purchasing of the same brand over a period of time.

Others are much more comprehensive because they attempt to include a great variety of purchaser's behaviour. These comprehensive models are less detailed in nature so that they can represent many diverse situations.

Almost 80 years ago John Dewelly itemized the steps in purchasing decision process. Models of purchaser decision making

e.g. Nicosia (1966), Howard and Seth (1969), Engel Kollat and Black well (1968), Bettman (1979), Engel Kollat and Black well (1968), Bettman (1979), Lutz and Bettman (1978), describe purchasers' pre-purchase decision making involving extensive informant search and evaluation of alternative. These models agree that those are certain steps in purchaser's buying decision-making process.

2.2 Different Factors Affecting Personal Computer Purchasing

On Computer purchasing behavior cutthroat competition behavioral segmentation is prerequisites. In behavioral segmentation, purchasers 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, user's status, using rate, loyalty status, purchaser readiness stage, and attitude are the best starting points for constructing market segments.

2.2.1 Occasions

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

2.2.2 Benefits

Purchasers can be classified according to the benefits they seek. Major segmentation variables for benefits seeking segments comprise quality, service, economy and speed.

2.2.3 User Status

Markets can be segmented into nonusers, excusers, 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.

2.2.4 User Rate

Market 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.

2.2.5 Loyal Status

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

2.2.6 Purchaser-Readiness 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.

2.3 History of Computer

Computer is originated from abacus, which was invented in China around 600 BC. Simple problems of subtraction and addition can be solved with the help of abacus. The history of computer is conceded to have started with Professor Charles Babbage who was an English mathematician and scientific mechanist at Cambridge University. He conceived his idea in a new type of calculator named “difference engine”. After eight years he changed his idea to “analytical engine” used on the punched card principle. About a century later a new type of computer was developed in 1916 by the ford Instrument Co. This company produced a mechanical analog machine, which was designed to find out and hold the range for naval guns. Then another professor Dr. Howard Alken completed plans for digital computer in 1839, which was the pre-runner of today’s extent that it was basically an electronic chemical machine and was plagued with errors caused by the wearing of parts. In those days the army became interested in computers and gave a development contract to the University of Pennsylvania in 1943. Then Dr. John Mauchly was interested in the possibilities of electronic computers for compiling the data. Then, J. Prosper Nekart, in 1945, was able to complete the all-electronic digital computer for the first time. Electrical Numerical Integrator and Computer (ENIAC) were the name of it and were delivered to army ordinance depot at the Aberdden proving ground. This ENIAC was slow while compared it with modern equipment but it was sixty times faster the than the mechanical equipment then Eckert and Mauchly developed a BINAC (Special purpose Computer) which has four special features in its operation. It was the computer, which has serial instead of parallel logic and is capable of using internally programmed magnetic tape. It can use

solid-state elements also. In 1946, they set up their own business that was purchased by Remington Rand in 1950. During the World War II; Remington Rand had been involved in a guided missile project that included electronic computer research. In 1951, the first business oriented computer was delivered to the US Bureau of Census by name of Universal Automatic Computer (UNIVAC.I). Then in 1952, International Business Machine (IBM) introduced its IBM type 701 scientific purpose computers. Producers recognized the immense potential of computers for data processing and government operations and responded by designing equipment to fit these needs. As managerial knowledge accumulated, the number of computer utilized for data processing surpassed the number of computer utilized for data processing surpassed the number used for scientific research and problem solving. The numbers of such computers reached near about 63000 in 1968 and were expected to exceed 80000 by 1975. There seem to be little doubt that business applications of computer will continue to increase in the next several decades. Certain important developments are now appearing which are altering the basic elements in the race for leadership in the field of computer. Thus many technological evolutions occurred in the process of mechanization throughout the years and computer is one of the many examples or it. In addition, Modern computer was specially based on Pascal's Calculator in 1642, Charles Babbage's differential analyzer in 1820's and Herman Rollerith's punched card equipment in 1889.

2.4 Review of Previous Studies

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

organization and few computer centers. There is no research on Purchasers Behaviour of personal computer.

Following are the researchers on Personal computer and data processing in Nepal.

Gyawali (1992) has carried out a research entitled “Role of the National Computer Center in Data Processing”. 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 and whether the manner of data processing by the National Computer Center is practicable or not as well as the extent to which the computer services are helpful to Nepalese Corporations in their decision making or not. And also the National Computer has been able to solve the problem through data processing.

) For these purpose primary data were collected from selected corporations and the National Computer Centre with the help of Questionnaire. Secondary data were also considered for this research.

) From the analysis and interpretation of the data, he concluded computers are used for its users are also increasing and most of the corporations are satisfied with the result they derived from the National Computer Center.

Khetan (1992) has carried out a research entitled “Motivation behind Acquisition of Time Saving Electrical Appliances by Nepalese Household”. The basic objective of this study was to examine the motives behind acquisition of electrical appliances among Nepalese households. This study was based on primary data and all the required data were collected from 60 households of

Katmandu Valley with the help of a structured questionnaire. The major finding of her study were:

-) Most determining motive of acquiring or using appliances is convenience.
-) The impersonal source of social network is the most effective media of consumer awareness and probably an important force of motivation too.
-) Time saving is not the main motive for acquisition of time saving electrical appliances.
-) The main reasons for not using the appliances are high price and higher operating costs (electricity charge). Operating difficulties due to lack of facilities needed for operation and also their less operational usefulness for Nepalese environment.

Shrestha (1980) has carried out a research entitled “A Research on Scope of Computer in Nepal”.

The main objective of the study was to examine the future prospect, price and present performance as well as 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 of the study. Administering Questionnaire to selected offices collects primary data. The major finding of the study was as follows:

-) There is a scope of computers in almost every selected government departments; corporation and NCC felt that in Nepal also.

-) Accuracy is instrumental for government department and corporations to take services of computers.
-) Eighty percent of the government departments and corporation's employers felt that they were enthusiastic to do work with computer.
-) All the government departments and corporations expressed the opinion that the computer saved time by providing speedy work.

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

CHAPTER – III

RESEARCH METHODOLOGY

Research methodology 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

The present study is based on the survey research. The main aim of this study is to reveal the purchasing behaviour of people in Kathmandu valley on personal computers. Therefore, a survey research design is applied for this study.

3.2 Nature and Sources of Data

The data 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 purchasers 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 consists of target population, sampling unit, sampling size and sampling method.

3.3.1 Target Population

The target population of the study consists of consumers who have acquired personal computers in Kathmandu Valley.

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 150 units of samples are considered from Kathmandu 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 took six different categories of respondents according to their professional background relating to the purchasers behaviour relating to the purchasers behavior relating to the personal computers and the obtained data are shown in table 1.

Table 1: Profession of the Respondents

Profession	No. of Respondents and their Percentage		
	Male	Female	Total
Businessman	15 (16)	5 (9)	20 (13)
Student	44 (48)	35 (61)	79 (53)
Service Holders	14 (15)	10 (17)	24 (16)
Professional (Doctor / Engineer / Teacher)	15 (16)	5 (9)	20 (13)
Other	5 (5)	2 (4)	7 (5)
Total	93 (100)	57 (100)	150 (100)

Source: Field Survey, 2009.

The table no.1 is based on profession of respondents. Most of the respondents, about 53% are students, 16% of them are service holders, and others are 5%. Businessmen comprises of 13% of the total respondents. Doctors / Engineer / Teachers are only 13%. From the above table it is apparent that students are the largest buying group among the businessmen / women, services holders, doctors / engineer / teachers and others professional group.

Let us take the hypothesis that there is no association between sex and profession of respondents. In order to test the set hypothesis when t^2 was used, the computed value came 4.599, which is less than the tabulated value 9.49 for 5% level of significance. The hypothesis is accepted. It means regarding the purchase behaviour of personal computers there is no relationship between sex and profession of respondents.

3.4 Variables 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 Kathmandu 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 purchaser's 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 of Analysis

The collected data are 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 test are used to facilitate analysis and interpretation.

CHAPTER – IV

DATA PRESENTATION AND ANALYSIS

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 objective wise analysis and interpretation of the data.

4.1 Respondents Profile

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

4.1.1 Age Group

The researcher took four ages group of respondents for their responses relating to personal computer uses. The obtained data have been shown in table 2.

Table 2:Age Group

Age	Male	Female	Total
	No (%)	No (%)	
15-25	31 (33)	25 (44)	56 (37)
26-35	40 (43)	20 (35)	60 (40)

36-45	14 (15)	7 (12)	21 (14)
45-above	8 (9)	5 (9)	13 (9)
Total	93 (100)	57 (100)	150 (100)

Source: Field Survey, 2009.

This information also directs the sellers of the computers to concentrate their attempts mostly on these middle age groups in any conduct although it cannot be discarded that such computers are less important for other age groups respondents. Thirty seven percent (37%) of the respondents fill into age groups of 15-25. But only 9% of the respondents belong to age group of 45 and above. Similarly, out of the total respondents, 40% belongs to age group 26-35 and 14% to the age 36-45 respectively. 44% female and 33% male belongs to 15-25 age groups while only 9% of both male and female are from the age group of 45 and above.

Hence it is quite obvious that the respondents under 26-35 age groups are the dominant buyers of computers.

Let us take the hypothesis that there is no relationship between sex and age group of respondents concerning the purchase behaviour of personal computers. In order to test the set hypothesis when t^2 was used, the computed value came 1.794, which is less than the tabulated value 7.81 at 3 degrees of freedom for 5% level of significance. The hypothesis is accepted. It means concerning the purchasing behaviour of personal computer there is no relationship between sex and age group of respondents.

4.1.2 Education Background of the Respondents

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

Table 3: Educational Background of the Respondents

Education	No. of Respondents and their Percentage		
	Male	Female	Total
Post- Graduate	35 (38)	26 (46)	61 (41)
Graduate	40 (43)	15 (26)	55 (37)
Intermediate	10 (11)	13 (23)	23 (15)
Below S.L.C.	4 (4)	3 (5)	7 (5)
Other	4 (4)	0 (0)	4 (2)
Total	93 (100)	57 (100)	150 (100)

Source: Field Survey, 2009.

Table 3 reflects the educational background of respondents. Among the total 37% of the respondents are graduate and 41% of the respondents are postgraduate whereas 15% are intermediate, and below S.L.C. is 5%. However, the other represents 2%, it is obvious that only educated people are the proponent's buyers of personal computers.

Let us consider the hypothesis that there is no relation between sex and education of the respondents concerning the purchasing behaviour of personal computer. In order to test the set hypothesis when t^2 was used, the computed value came 9.105, which is less than tabulated value 9.49 at 4 degrees of freedom for 5% level of significance. The hypothesis is accepted. It means regarding the purchasing behaviour of personal computer there is no connection between sex and education of the respondents.

4.1.3 Annually Family Income

To fulfill the objective of research, researcher took data's on annual family income of the respondents, which are shown in table below.

Table 4:Annual Family Income

Annual Family Income	No. of Respondents and their Percentage		
	Male	Female	Total
Rs 160,000 –above	52 (55)	30 (53)	82 (54)
Rs 160,000-140,000	13 (14)	12 (21)	25 (16)
Rs 140,000-120,000	10 (11)	5 (9)	20 (12)
Rs120,000-100,000	8 (9)	2 (3)	10 (6)
Rs 100,000-80,000	10 (11)	8 (14)	18 (12)
Total	93 (100)	57 (100)	150 (100)

Source: Field Survey, 2009.

The above table depicts annual family income. The largest group of respondents falls into the categories earning Rs 160,000 above earning which is 54% of the total followed by those earnings of Rs.140, 000-Rs. 160,000 represents 16%, Rs.120, 000- Rs.140, 000 represent 12%. The table also shows that the respondents earning Rs 100,000-120,000 annually remained 6% and those earning Rs 80,000 -Rs 100,000 arrived 12%. This indicates that the most active group of purchasers is those who have annual family income of Rs 160,000 above.

Let us take the hypothesis that there is no relation between sex and respondents annual family income concerning the purchasing behaviour of personal computers. In order to test the set hypothesis when t^2 was used, the computed value came 2.956, which is less than the tabulated value 9.49 at 4 degrees of freedom for 5% level of significance. The hypothesis is accepted. It means

concerning the purchasing behaviour of personal computer there is no relation between sex and respondent's annual family income.

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	48 (52)	31 (54)	79 (53)
No	10 (11)	10 (18)	20 (13)
Planning	35 (37)	16 (28)	51 (34)
Total	93 (100)	57 (100)	150 (100)

Source: Field Survey, 2009.

The above table shows that 53% of both male and female own computer for their personal use and only 13% of them do not own it. Also 34% of both male and female respondents are planning to buy.

Let us take the hypothesis that regarding the purchasing behaviour of personal computers there is no relation between sex and owning of personal computers. In order to test the set hypothesis when t^2 was used, the computed value came 2.221, which is less than the tabulated value 5.99. The hypothesis is accepted. It means concerning the purchasing behaviour of personal computer there is no association between sex and owning of personal computer.

4.1.5 Brand of Used Computer

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

Table 6: Brand of Used Computer

Brand Name	No. of Respondents and their Percentage		
	Male	Female	Total
Assembled	20 (22)	17 (30)	37(26)
Dell	15 (16)	5 (9)	20(13)
Compaq	5 (6)	5 (9)	10 (7)
IBM	15 (16)	5 (9)	20 (13)
Macintosh	12 (13)	10 (17)	22 (14)
Other	26 (27)	15 (26)	41 (27)
Total	93(100)	57(100)	150 (100)

Source: Field Survey, 2009.

From the above table, it is apparent that 26% of the respondents own assembled computer .13% of them own Dell computer, 7% of them own Compaq and 13% of them own IBM, 14% of them own Macintosh and 27% of them represent other brand. Thus it is evident that assembled computer is the more favoured brand followed by IBM and Macintosh.

Let us take the hypothesis that there is no significant difference in opinion of male and female about preference of brand. In order to list the set hypothesis when t^2 was used, the computed value came 5.02, which is lesser than tabulated value 11.1 at 5 degrees of freedom of 5% significance level, the hypothesis is accepted. Thus, we can conclude that both male and female preferred to own same brand of computers.

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	20 (22)	12 (21)	32 (21)
Dell	14 (15)	10 (18)	24 (16)
Compaq	15 (16)	8 (14)	23 (15)
IBM	20 (22)	10 (17)	30 (20)
Macintosh	24 (25)	17 (30)	41 (28)
Total	93 (100)	57 (100)	150 (100)

Source: Field Survey, 2009.

As per table 7, 28% of the total respondents intend to buy Macintosh computer. Out of them 25% male and 30% female prefer it. The second preference is for Assembled out of which 21% of respondents both male and female intended to buy. In Nepalese context, Compaq is less preferred brand because only 15% of the respondents show the intention to buy it. The table also shows that 16% and 20% of the respondents prefer Dell and IBM.

Let us take the hypothesis that there is no connection between sex and preference for brand of personal computers. In order to test the set hypothesis when t^2 was used, the computed value came 0.723, which is lesser than tabulated value 9.49 at 4 degrees of freedom of 5% significance level, the hypothesis is accepted. Thus both male and female intends to buy the same brand of computer.

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 that 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
Rs 20,000-25,000	17 (18)	10 (18)	27(18)
Rs 25,000-30,000	15(16)	5 (9)	20 (13)
Rs. 30,000-35,000	25 (27)	20 (35)	45 (30)
Rs. 35,000-40,000	26 (28)	12(20)	38 (26)
Rs. 40,000 above	10 (11)	10 (18)	20 (13)
Total	93 (100)	57 (100)	150 (100)

Source: Field Survey, 2009.

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 20% of the female were ready to spend Rs. 35,000- Rs.40, 000 on it. On the contrary, 11 % of male respondents were willing to pay more than Rs. 40,000 on personal computer. But 28% of male were ready to spend between Rs. 35000-Rs.40000. But 18% of the female respondents were ready to spend Rs.40000 above on personal computer. 27% and 35% of the male and female respectively were ready to spend Rs.30, 000-Rs.35, 000. Only 18% of male and 18% of female were ready to spend Rs. 20,000- Rs.25, 000 on it.

Let us take the hypothesis that there is no association between sex and amounts spend on personal computer by male and female. In

order to test the set hypothesis when t^2 was used, the computed value came 3.833, which is lesser than tabulated value 9.49 at 4 degrees of freedom of 5% significance level, the hypothesis is accepted. Hence there is no discrimination in amount spend on computer by male and female.

4.1.8 Purpose of Buying Computer

The researcher took five purposes 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	50 (54)	27 (48)	77 (51)
Social Status	15 (16)	13 (23)	28 (19)
Professional Service	15 (16)	6 (10)	21 (13)
Internet Surfing	8 (9)	6 (10)	14 (9)
Institutional requirement	5 (5)	5 (9)	10 (7)
Total	93 (100)	57 (100)	150 (100)

Source: Field Survey, 2009.

The survey conducted on male and female respondents for the purpose of buying computer indicates that 54% of both male and 48% female wanted computer for personal and family use, while there were some respondents buying and using computer for status. But 16% of the male needed computer for professional service whereas only 10% of female responded in favor of this purpose. The purpose of 9% male and 10% female was for Internet surfing.

The purpose for institutional requirement was responded by only 9% female.

Let us consider the hypothesis that there is no significant difference in purpose of purchasing personal computers by male and female. In order to test the set hypothesis when t^2 used, the computed value came 2.664, which is lesser than tabulated value 9.49 at 4 degrees of freedom of 5% significance level, the hypothesis is accepted. Hence both male and female have similar purpose of buying personal computers.

4.1.9 Factors Affecting Buying Decisions

The researcher took five factors, which affects buying decisions from the respondents relating to the personal computer. The obtained data have been shown in table 10.

Table 10: Factors Affecting Buying Decisions

Factors Affecting Buying Decision	No. of Respondents and their Percentage		
	Male	Female	Total
Brand	10 (11)	5 (9)	15 (10)
Quality	32 (34)	20 (35)	52 (35)
Model	15 (16)	10 (17)	25 (17)
Price	20 (22)	10 (17)	30 (19)
After Sales Services	10 (11)	8 (15)	18 (13)
Availability	6 (6)	4 (7)	10 (6)
Total	93 (100)	57 (100)	150 (100)

Source: Field Survey, 2009.

When opinion survey was taken from male and female respondents, the researcher found that male and female respondents are equally conscious about the quality whereas price

is other factor to buy computer since they represent 35% and 19% respectively. It does not mean that they are not conscious about repair service. With respect to model, very few 16% and 17% males and females respondents are found to be conscious. Regarding the availability of computer, either the respondents are negligent or do not have knowledge about its availability.

Let us take the hypothesis that there are no significant differences between the views expressed by male and female respondents concerning factors affecting purchasing decision. In order to test the set hypothesis when t^2 was used, the computed value came 0.433, which is lesser than tabulated value 11.1 at 5 degrees of freedom of 5% significance level the hypothesis is accepted. This means there are no significant differences between the views expressed by male respondents and female respondents regarding factors affecting purchasing decision.

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
Seen in used condition and used own self	20 (22)	15 (26)	35 (24)
Seen in neighbors place	15 (16)	12 (22)	27 (19)
Seen them elsewhere but not in use	30 (32)	15 (26)	45 (29)

Never seen than	28 (30)	15 (26)	43 (28)
Total	93 (100)	57 (100)	150 (100)

Source: Field Survey, 2009.

It is evident from the table that about 22% of male respondents were impressed either by the computer in use or by using themselves. Similarly, 26% of female got impressed or convinced for buying because they had seen them in use and used themselves. However, 16% of male and 22% of female were also aware about the usefulness of the computer, as they had seen them at their neighbor's or relative's places or elsewhere in useable condition.

In totality, the respondents were motivated strongly (24% and 19%) 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.

But when these respondents were confined to yes and no form or question regarding the information about model, price of computer, the majority of them respondent are in yes form.

Let us take the hypothesis that there is no significant difference between the views of male and female respondents regarding the motivating factors for purchasing decision of personal computers. In order to test the set hypothesis when t^2 was used, the computed value arrived 1.355, which is lesser than tabulated value 7.81 at 3 degrees of freedom of 5% significance level, the hypothesis is accepted. It means both male and female respondents were impressed or convinced for buying personal computer on the basis of achieving their purpose by the similar factors. Hence there is no

significant difference between the views of male and female respondents.

4.1.11 Information about Model, Price, etc.

The researcher took priority given on the information about Model, Price, etc before buying from the respondents. The obtained data is shown in table no.12.

Table 12:Information about Model, Price, etc.

Response	Male	Female	Total
Yes	83 (89)	48 (84)	131 (87)
No	10 (11)	9 (16)	19 (13)
Total	93 (100)	57 (100)	150 (100)

Source: Field Survey, 2009.

When survey was conducted to find priority given for helps that personal computer aids, the researcher found that 89% and 84% of the male and female were already informed about model, price etc. before buying personal computers whereas 11% of male and 16% female found that computer were not informed about model, price etc.

Let us take the hypothesis that there is no significant difference in opinion of male and female respondents regarding the information about model, price etc. In order to test the set hypothesis when t^2 was used, the computed value arrived 0.808, which is lesser than tabulated value 3.84 at 1 degree of freedom for 5% significance level, the hypothesis is accepted. It means both male and female respondents have not different opinion regarding the information about model, price etc.

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 Decision	No. of Respondents and their Percentage		
	Male	Female	Total
Yourself	53 (57)	30 (52)	83 (55)
In consultation with friends	25 (26)	17 (30)	42 (28)
In consultation with family	10 (11)	6 (11)	16 (11)
In consultation with other	5 (6)	4 (7)	9 (6)
Total	93 (100)	57 (100)	150 (100)

Source: Field Survey, 2009.

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 concerning information. This means, they use their high involvement level while making buying decisions of computer.

Table 13 provides prime factors showing high involvement level of respondent. It shows that 57% of the male take decision themselves whereas 11% of female takes decision on consultation with family. But 11% of the male takes decision to buy computer

after consultation with family. In contrast, 52% female are independent to take decision to buy computer and 7% of them take decision after consultation with others. However, 6% male takes decision in consultation with others. It is apparent that males are more independent than female respondents.

Let us take there is no significant difference in opinion of male and female respondents in making decision for purchasing personal computer. In order to test the set hypothesis when t^2 was used, the computed value came 0.3885 greater than tabulated value 7.81 at 3 degrees of freedom at 5% significance level, the hypothesis is accepted. It proves that there is no significant difference between male and female respondents in making decision for buying personal computer.

4.1.13 Decision Maker for Buying Computer

The research required decision maker for buying computer from the respondents to complete the research. Data's obtained have been shown into table 14.

Table 14: Decision Maker for Buying Computer

Decision Maker	No. of Respondents and their Percentage		
	Male	Female	Total
Your computer instructor	10 (11)	6 (11)	16 (11)
Your relatives	21 (22)	15 (26)	36 (24)
No one/My self	22 (24)	11 (19)	33 (21)
Your friends	35 (38)	20 (35)	55 (37)
Vendors	5 (5)	5 (9)	10 (7)
Total	93 (100)	57 (100)	150 (100)

Source: Field Survey, 2009.

When survey was conducted on who makes the purchase decision, the researcher found that 24% of the male make the purchase themselves while only 19% of female are independent to make the purchase on personal computer. Similarly, 22% of the male respondents and 26% of the female respondents purchase computer with the consent of relatives. It shows that male is more independent female are more dependent in the course of purchasing personal computers.

Let us take the hypothesis that there is no relation between sex and involvement in purchasing process of personal computers. In order to test the set hypothesis when t^2 was used the computed value 1.181 which is less than tabulated value 9.49 at 4 degrees of freedom for 5% level of significance, the hypothesis is accepted. Therefore, involvement in purchasing process of personal computer is independent.

4.1.14 Vendor Choice

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

Table 15: Vendor Specification

Vendors	No. of Respondents and their Percentage		
	Male	Female	Total
Branded vendor	26 (29)	12 (22)	38 (25)
Vendor Selling Unbranded	5 (5)	6 (10)	11 (8)

Computer consultants/Services	17 (18)	15 (26)	32 (22)
Individual	40 (43)	20 (35)	60 (39)
Other	5 (5)	4 (7)	9 (6)
Total	93 (100)	57 (100)	150 (100)

Source: Field Survey, 2009.

The survey on the choice of vendors that the purchasers make, the researcher found that 29% of male choose Branded vendor while 26% of female specified the computer consultant and services. In the same way, 18% of the male choose computer consultants whereas 22% of the female choose branded vendors and repeated stores.

Let us take the hypothesis that there is no significant difference in opinion of male and female regarding the specification of vendor. In order to test the set hypothesis when t^2 was used the computed value came 3.721, which is lesser than tabulated value 9.49 at 4 degrees of freedom for 5 % level of significance, the hypothesis is accepted. Therefore, there is no significant difference between male and female concerning the specification of vendor.

4.1.15 Reasons for Choosing Vendors

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

Table 16: Preference for Particular Vendor

Preference for	No. of Respondents and their Percentage
----------------	---

Particular Vendor	Male	Female	Total
Credit availability	19 (20)	18 (33)	37 (27)
Easily accessible	20 (22)	15 (26)	35 (24)
Sound Pricing	20 (22)	14 (25)	34 (24)
Impact of Promotion	20 (21)	5 (8)	25 (14)
Other	14 (14)	5 (8)	19 (11)
Total	93 (100)	57 (100)	150 (100)

Source: Field Survey, 2009.

The survey on why male and female preferred vendors, the researcher found that 20% of the male and 33% of the female preferred the particular vendor for credit availability whereas 22% of the male and 26% of the female want for easily accessible fact for preferring vendor. Both male and female had the 14% and 8% preference relating to other reasons. There were 21% of males relating to impact of promotion and 20% of males relating to credit availability for choosing particular vendor. But 8% female respondent chooses vendors after assessing the impact of promotion, whereas 33% of female respondent chooses vendors after evaluating credit availability.

Let us consider the hypothesis that there is no significant difference in opinion of male and female regarding the view for preferring the particular vendor. In order to test the set hypothesis when t^2 was used the computed value came 6.812, which is lesser than tabulated value 9.49 at 4 degrees of freedom for 5% level of significance, the hypothesis is accepted. Therefore, there is no significant difference between male and female preferring particular vendor.

4.1.16 Fulfillment of Requirement

The researcher took the data's from male and female respondents whether the purchasing of personal computers fulfills the respondent's requirement or not.

Table 17: Fulfillment of Requirement

Response	Male	Female	Total
Yes	60 (65)	39 (68)	99 (66)
No	33 (35)	18 (32)	51 (34)
Total	93 (100)	57 (100)	150 (100)

Source: Field Survey, 2009.

It is evident from the table that about 65% of male and about 68% of female agree by purchasing the personal computer it fulfills their requirement. Similarly, about 35% of male and 32% of female responded that by purchasing the personal computer it doesn't fulfill their requirement.

Let us take the hypothesis that there is no significant difference in opinion of male and female regarding the fulfillment of requirement by personal computers. In order to test the set hypothesis when t^2 was used, the computed value came 0.239, which is less than tabulated value 3.84 at 1 degree of freedom for 5% level of significance. The hypothesis is accepted. It means that there is no significant difference between male and female about the opinion regarding fulfillment of requirement.

4.1.17 Suggestion for Other Purchasers

The researcher asked the questions from respondents whether they would suggest for other purchasers to purchase to buy personal computers or not.

Table 18: Suggestions for Others

Suggestion for Others to Purchase	Male	Female	Total
Yes	83 (89)	47 (82)	130 (87)
No	10 (11)	10 (18)	20 (13)
Total	93 (100)	57 (100)	150 (100)

Source: Field Survey, 2009.

It is evident from the table that about 89% of male and 82% of female suggest for others to purchase personal computer whereas 11% of male and 18% of female do not suggest for others.

Let us take the hypothesis that there is no significant difference in opinion of male and female about the suggestion for others regarding purchase of personal computers. In order to test the set hypothesis when t^2 was used, the computed value came 1.408, which is less than tabulated value 3.84 at 1 degree of freedom for 5% level of significance. It means that there is no significant difference about the suggestion for others concerning purchase of personal computers.

4.1.18 Misuse of Personal Computer

Table 19: Misuse of Personal Computer

Misuse of Personal Computer	Male	Female	Total
Yes	20 (22)	16 (28)	36 (25)
No	73 (78)	41 (72)	114 (75)
Total	93 (100)	57 (100)	150 (100)

Source: Field Survey, 2009.

From the survey in opinion about misuse of personal computer, 22% of male and 28% of female respondents misused personal

computer occasionally whereas 78% of male and 72% of female respondents do not misuse personal computers after purchasing.

Let us take the hypothesis that there is no significant difference in opinion of male and female about misuse of personal computer. In order to test the set hypothesis when t^2 was used, the computed value came 0.834, which is less than the tabulated value 3.84 at 1 degree of freedom for 5% level of significance. The hypothesis is accepted. It means that there is no significant difference in opinion of male and female about misuse of personal computer.

4.1.19 Opinion about Major Role for the Promotion of Computerized Society

The researcher took data's from male and female respondents about the opinion providing the major contribution for the promotion of computerized city.

Table 20: Major Role for the Promotion of Computerized Society

Role	Male	Female	Total
Government	45 (48)	24 (42)	69 (46)
IT Expert	22 (24)	14 (25)	36 (24)
Computer Seller	8 (9)	12 (21)	20 (13)
Young generation	18 (19)	7 (12)	25 (17)
Total	93 (100)	57 (100)	150 (100)

Source: Field Survey, 2009.

Carrying out survey on male and female respondents about major role for the promotion of computerized society, the researcher found that 48% of male and 42% of female insist on government

role, 9% of male and 21% of female emphasize computer seller for the promotion of computerized society. Similarly, the researcher found that IT expert (24% of total respondents) are also responsible for the promotion of computerized society.

Let us take the hypothesis that there is no significant difference in opinion of male and female about role for the promotion of computerized society. In order to test the set hypothesis when t^2 was used, the computed value came 5.481, which is less than the tabulated value 7.81 at 3 degrees of freedom for 5% level of significance. The hypothesis is accepted. It means that there is no significant difference in opinion of male and female about role for the promotion of computerized society.

4.2 Major Findings

- a. Higher the income more the purchasers of computers.
- b. Educated people are the prominent purchasers of personal computers.
- c. Assembled computer is the most preferred brand.
- d. Most of the people are willing to spend more than Rs. 40,000 above in personal computers.
- e. The major purpose of purchasing computer is for personal and family use.
- f. The major factor affecting purchasing decision is quality of personal computer.
- g. The basic motivating factor is that purchasers are motivated by seeing personal computers elsewhere.
- h. One of the important findings of this study is that time efficiency is most prioritized factor that computer provides.
- i. Involvement in purchasing of personal computer is somewhat dependent.

- j. Branded vendors are very significant to purchasers of personal computers.
- k. From the researcher, it is apparent that people are quality sensitive.
- l. Most of the people accept that purchasing of personal computers fulfills their requirements.
- m. Most of the respondents suggest others to buy personal computers.
- n. Majority of the respondents don't misuse the personal computer.
- o. It is apparent from opinion that government has the major role for computerizing the society.
- p. Students mostly prefer to possess and use personal computers.
- q. Most of the respondents prefer for particular vendors for their credit availability, easy access and sound pricing.
- r. In order to make decision for purchasing personal computers, most of the respondents inquire with their friends, family and others.
- s. Majority of the respondents are aware of model, price of personal computers.
- t. Purchasers belonging to the age groups 15-25 and 26-35 are the dominant buyers of personal computers.

CHAPTER – V

SUMMARY, CONCLUSIONS AND SUGGESTIONS

5.1 Summary

Kathmandu being the capital city and largest market for personal computers in Nepal has still a good possibility for future market. The competition of marketing is getting tougher and tougher daily. For the purpose of survival and sustenance in this competitive market, marketers should have ability to change societal needs into profitable opportunities. There is variation in personal computers purchasers' behaviour. Instead of such variation, there occur many resemblances in opportunities, which make it possible for marketers to scheme marketing strategies that attract personal computers purchasers. Thus, research helps marketers to identify an efficient marketing mix.

To analyze the level of purchaser awareness about personal computer, to ascertain brand preference of purchasers, to analyze the purpose of purchasing personal computers, and to ascertain the level of expenditure that a purchaser is ready to spend on personal computers are the primary objectives of the study.

With these objectives, respondents were covered with questionnaire containing twenty questions responses of Kathmandu valley from various profession doctors, service holders, students, 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 Kathmandu valley and sample size is ninety-three: fifty-seven, it shows a very reliable trend of purchaser's behaviour. The important findings of the study are as follows:

- a. Educated people are the prominent purchasers of personal computers.
- b. The respondents have their priority for personal and family use of personal computers.
- c. From the research, it is apparent that purchasers are ready to spend more than forty thousand rupees on personal computer and they are highly conscious of quality.
- d. Most of the respondents suggest others to buy personal computers.
- e. It is apparent from opinion that government has the major role for computerizing the society.

5.2 Conclusions

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

The main purpose for buying computer is for personal, family and professional use. Majority of the respondents have personal computer and most of them own Assembled and Macintosh computers. The main reasons for selecting these brands are the desired quality, price and after sales service.

From the research, it is apparent that purchasers are ready to spend more than forty thousand rupees on personal computer and they are highly conscious of quality. The respondents are aware of different brands available in the market. Branded vendors are very significant to purchasers of personal computers. Most of the respondents prefer for particular vendors for their credit availability, easy access and sound pricing.

Concerning to the involvement level in buying decision, the respondents inquires with their friends, family and others along with their own rigid thoughts. Also, most of the males make purchase decision themselves.

Purchasers belonging to the age groups 15-25 and 26-35 are the dominant buyers of personal computers. Students mostly prefer to possess and use personal computers. Also, educated people are the prominent purchasers of personal computers.

Most of the respondents do not misuse personal computer and suggest for others to buy. They accept that purchasing of personal computers fulfills their requirements. It is apparent from opinion that government has the major role for computerizing the society.

5.3 Suggestions

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

- a. According to the research, majority (40% and 37% of total respondents) of buyers belong to age groups of 26-35 and 15-25 respectively. Marketers are suggested to fix up the suitable marketing mix, which can captivate the attention and motivation of the young costumers.

- b. Assembled and Macintosh brand of personal computers are suggested to the marketers as they are widely bought and preferred by both male and female respondents.
- c. Marketers are recommended to target young and educated people with higher and middle level income, as they mostly prefer the personal computers.
- d. 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.
- e. Since most of the purchasers give priorities to the quality and after sales service such as repair and maintenance, marketers are recommended to provide good quality product with quick after sale service and easy availability of the spare parts of the computers.
- f. Since family or personal use and professional use of the computers are highly prioritized. So, marketers are suggested to have good knowledge of purchaser's purpose of buying personal computers.
- g. The will of most of male and female respondents to spend on personal computer remained Rs.35000-Rs.40000 and Rs.30000-Rs. 35000 respectively. Marketers must pay attention in stocking computer of price range between Rs.30000- Rs.35000 and Rs.35000-Rs. 40000 and above.

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APPENDIX

Questionnaire

I am MBS 2nd year student of Central Department of Management, TU, Kirtipur. I am conducting a survey on **Purchase Behaviour of Consumers in Buying Personal Computers**. I will be very pleased if you fill this questionnaire.

1. Do you have a computer?

Yes [] No [] Planning to
buy []

2. If yes, which brand do you have?

- a) Assembled []
- b) Dell []
- c) Compaq []
- d) IBM []
- e) Macintosh []
- f) Others (specify) []

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

- a) Assembled []
- b) Dell []
- c) Compaq []
- d) IBM []
- e) Macintosh []

4. How much would you spend on buying a computer?

- a) Rs. 20,000- Rs. 25,000 []
- b) Rs. 25,000 -Rs. 30,000 []
- c) Rs. 30,000 - Rs. 35,000 []
- d) Rs. 35,000 - Rs. 40,000 []

e) Rs. 40,000 – Above []

5. What is the purpose of buying a computer?

- a) Personal/ Family use []
- b) Social status []
- c) Professional service []
- d) Internet surfing []
- e) Institutional requirements []

6. Who will help you in buying a computer?

- a) Your computer instructor []
- b) Your relatives []
- c) No one/myself []
- d) Your friends []
- e) Vendor []

7. What are the factors affecting on your buying decision?

- a) Brand []
- b) Quality []
- c) Model []
- d) Price []
- e) After sales service []
- f) Availability []

8. 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 have seen them at my neighbour's or friends or relative's place or elsewhere but not in use.

[]

b) I have seen them at my neighbour's or friends or relative's place or elsewhere but in used condition.

[]

c) I have never seen them except in commercials. []

]

d) I have seen in used condition and also used it. []

]

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 family members []

c) In consultation with friends []

d) In consultation with others []

11. Could you please specify the vendor?

a) Branded vendor []

b) Vendor selling unbranded []

c) Computer consultants/Service []

d) Individual []

e) Others []

12. Why would you prefer the particular vendor?

a) Credit availability []

b) Easily accessible []

c) Sound pricing []

d) Impact of promotion []

e) Others []

13. Would you sell the computer that you have bought after it fulfills your requirement?

Yes [] No []

14. Do you suggest others to buy personal computer?

Yes [] No []

15. Do you think personal computer can be misused?

Yes [] No []

16. In your opinion, whose role is the most responsible for the promotion of computerized society?

- a. Government []
- b. IT Expert []
- c. Computer seller []
- d. Young generation []

17. Respondent's details

- a. Name
- b. Age
- c. Sex
- d. Address

18. Profession

- a. Businessman []
- b. Student []
- c. Service holders []
- d. Professional (Doctor/Engineer/Teacher) []
- e. Others []

19. Education

- a. Below S.L.C. []
- b. Intermediate []

- c. Graduate []
- d. Post Graduate []
- e. Others []

20. Annual family income level

- a. Rs. 80,000 – Rs. 100,000 []
- b. Rs. 100,000 – Rs.120,000 []
- c. Rs 120,000 _ Rs 140,000 []
- d. Rs. 140,000 - Rs 160,000 []
- e. Rs 160,000 - Above []