



REVIEW ARTICLE

BRAND PREFERENCE OF LAPTOP AMONG BBA STUDENTS OF SUNDARHARAINCHA

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ABSTRACT

The research design used for this study is descriptive and it used a convenience sampling method that comes under the nonprobability sampling method and percentage, diagram, and pie-chart have been used to process and analyze data. Dell stood out as the most preferred brand and brand reliability or brand name came out to be the most influencing factor while purchasing a laptop it is followed by hardware, and other factors like an advertisement, support service, etc., price, power backup, warranty offered, etc.

KEYWORDS

Research Design, Dell Stood, Brand Reliability

1. INTRODUCTION

A Brand is a name, term, sign, symbol or design or a combination of them intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of the competitors. A brand is an identifying symbol, mark, logo, name, word, and sentence that companies use to distinguish their product from others. A brand is seen as one of a company's most valuable assets. It represents the face of the company, the recognizable logo, slogan, or mark that the public associates with the company. In fact, the company is often referred to by its brand, and they become one and the same. A brand is a name given to a product and/or service such that it takes on an identity by itself.

More, Sandlin (n.d.) defined brand as the idea or image people have in mind when thinking about specific products, services, and activities of a company, both in a practical (e.g. "the shoe is light-weight") and emotional way (e.g. "the shoe makes me feel powerful"). It is therefore not just the physical features that create a brand but also the feelings that consumers develop towards the company or its product. This combination of physical and emotional cues is triggered when exposed to the name, the logo, the visual identity, or even the message communicated.

The maintained that branding is the process of giving a meaning to specific organization, company, products or services by creating and shaping a brand in consumer minds

It is a strategy designed by organizations to help people to quickly identify and experience their brand, and give them a reason to choose their products over the competition's, by clarifying what this particular brand is and is not. The objective is to attract and retain loyal customers and other stakeholders by delivering a product that is always aligned with what the brand promises (Morion, 2015).

In today's marketplace teeming with thousands of products and services, all of which are being rapidly commoditized, a brand stands out from the clutter and attracts attention. Arvidson (n.d.) defined a brand name can create and stand for loyalty, trust, faith, premiumness or mass-market appeal, depending on how the brand is marketed, advertised and promoted. A brand differentiates a product from similar other products and enables it to charge a higher premium, in return for a clear identity


and greater faith in its function. A brand is also likely to survive longer than just an undifferentiated product. A brand is akin to a living being: it has an identity and personality, name, culture, vision, emotion and intelligence. All these are conferred by the owner of the brand and needs to be continuously looked at to keep the brand relevant to the target it intends to sell to.

stated that a brand name helps an organization differentiate itself from its competitors. In today's competitive world customers expect products to have branding (Kenton, 2020). Customers often build up a relationship with a brand that they trust and will regularly purchase products from that brand. Some people will only purchase a particular brand even though there are acceptable alternatives on the market.

As a mentioned that a laptop computer is a small personal computer. It is designed to be more portable than traditional desktop computers, with many of the same abilities (Bucki, 2019). Laptops are able to be folded flat for transportation and have a built-in keyboard and touchpad. Most laptops are powerful enough for everyday business administrative, home, or school use. However, if a user does graphical work such as 3D rendering or movie encoding, a more advanced and powerful laptop is needed.

Laptop market is a highly competitive market in the present scenario in Nepal as well. Due to rapid changes in the field of technology day by day, new laptop brands are coming into existence. In Nepal we can find brands like Dell, Asus, Apple, Lenovo, Toshiba and HP. The consumer desires and expectations are moving on. These brands are always coming up with new features but it will become difficult to survive for laptop manufacturers if they do not move fast with growing needs of consumers. This study presents a brief overview of Laptop purchase preference and makes an attempt to identify and evaluate various factors which influence purchase particular brand of laptop. Finally present paper comes with some simple and practical suggestions to improve laptop features and that will help laptop manufacturers to develop brand management strategies and to make proper positioning of their brands.

The Nepali consumers like in developed countries too have started to become brand conscious and the presence of various multinational brands to choose from has made brand loyalist consume their favorite brand. Especially, the youngsters seem to be hooked to their favorite brands.

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Sukuna Multiple Campus (SMC) is a QAA Accredited community-based campus with affiliated to Tribhuvan University. It is situated at Sundarharaincha Municipality-12, Morang, Nepal. It was established in 2048 B.S (1992 AD). Sukuna Multiple College (SMC) was established by public initiative to give access to higher education in the surrounding community. It is a mission-driven, not-for-profit campus. It has now developed into one of the top universities based college in the country. Sukuna Multiple Campus (SMC) has started its Bachelor of Business Administration (BBA) program from 2018 A.D under the affiliation of Tribhuvan University (TU). The total numbers of students are 150 under BBA faculty.

1.1 Statement of Problem

Laptop using culture is increasing day by day in the city area as well as other places of the countries along with that, the availability of various brands is increasing as well. Various low cost Laptops from China, India and even other parts of the world are currently available in market. But price is not only the factor that people consider while purchasing a laptop. There are some buyers who are influenced by the price while some are influenced by quality, technology or the brand itself. Different consumers have different attitudes and perceptions regarding different brand. However the research basically deals with following issues:

- a) Which is the most preferred laptop brand among BBA student of SMC?
- b) What is the most influencing factor that student consider while purchasing laptop for them?

1.2 Purpose of the Study

The general purpose of this study is to learn, identify, and explain the brand preference of laptops among BBA students of SMC. Followings are the specific objectives formed:

- a) To identify the factors influencing the brand preference of laptop.
- b) To determine the satisfaction level on current brand of laptop.

1.3 Significance of the Study

These are the following some of significance of study:

- a) This study provides information about the available laptop brands and their brand image in market to the students willing to consider their buying decisions.
- b) This study helps the BBA students to choose the most suitable majorly preferred laptop brand that can fulfill their institutional requirements.
- c) The findings of this study proves to be beneficial for students, business personnel and researchers who would like to conduct further research in the same area as a reference .
- d) This study is substantially important for laptop manufacturers, sellers, distributors and marketers to design and target specific laptop brand for students and develop policies to boost the sales.

1.4 Delimitations of Study

Due to lack of time and budget, it compels the researcher to take limited samples which reduces the accuracy of the study. Following are the limitations of this research:

- a) In this study, the product which was selected is only laptop, so the result derived from this study will be applicable for this product only.
- b) The sample size of this study was small in size which may not fully represent the total laptop users.
- c) As the descriptive research design is used, the study is limited to describing only what the variables show.
- d) This study was totally going to be based on the views and responses received from consumer of Sukuna Multiple Campus only. The finding of the study may not be applicable for other parts of country or other colleges.
- e) This study was entirely based on the opinions, views and responses of respondents. Opinions of the respondents had taken as being true, which may not be correct at all times in near future due to changing behavior of customer.

2. LITERATURE REVIEW

A literature review is a survey of scholarly sources on a specific topic. It provides an overview of current knowledge, allowing you to identify relevant theories, methods, and gaps in the existing research. It helps to identify what other researcher have done and what is yet to be discovered. It is for critically evaluate, re-organized, and synthesize the work of other researchers. Literature review can be any books, journals, articles, newspaper, and so on. Some of the main parts of the literature review are:

The American Marketing Association (1994) defined a brand as a "name, term, sign, symbol or design, or a combination of them intended to encourage prospective customers to differentiate a producer's product(s) from those of competitors".

In his article "Factors Affecting Consumer Choice of Mobile Phones" explained consumers choice criteria in mobile phone market by studying the factors that influence intention to buy phones in one hand and factor that influence to change current phone in other hand (Kavrjaluoto et al., 2005). The researcher concluded factor that influence to purchase is price, brand, properties and that to change is technical problem.

The global PC market, including the laptop (portable) segment, was dominated mainly by the five top competitors: Hewlett-Packard (HP), Dell, Acer, Lenovo and Toshiba in descending order, and together they constitute approximately 60% of the total market share (based on units shipped). In the top 10, Apple has been gaining market share compared to Windows PCs and laptops, mainly due to its positive brand reputation. (Shah and Dalal, 2009).

The conducted a study "consumer purchase of consumer durables-A factorial Study" (Vyas, 2010). The study carried out with the objective to analyze the important source of information in purchase of consumer durables. A sample of 100 households respondents were taken of Bhavnagar city. The study found that brand was the main factor which influences a purchase to purchase consumer durable.

It has a studied the consumer brand reference of laptop with basic objective of finding brand preference and reason for choosing the brand, where she concluded that the respondent are well known about the brand and give importance to brand (Karthikeyan, 2013). Advertisement also play important role in pursuing the brand.

Studied the customer attitude and perception while purchasing a laptop (Dhal, 2015). The researcher can identified that some of the factors that influence a consumer in selecting a laptop for the purpose of study exploratory research design is used in the research. The researcher concluded that the customers are interest on the 5 service and feature are the most important dimension to purchase a laptop and also the customer specifies eight dimensions are DVD drive, fashion and trend, design, features, warranty, gaming features.

To studied about the buying preferences of youth in the more important on the buying of laptops and to identify the impact of quality of laptops on the buying preferences of the youth and to determine the resultant of user friendliness of laptops on the buying preferences of youth (Sultan et al., 2016). This researcher concluded that the marketers must focus on price, quality brand image and celebrity endorsement in order to attract prospectus from youth.

Considered the problem that the consumers are satisfied or dissatisfied with the sales, services and supply of the laptops and other accessories for their continuous usage (Porkodi et al., 2018). In the study the researcher is to find out the satisfaction of the consumers towards the charges, the quality, the provisions and the level of consumer satisfaction towards the laptops for their official as well as the personal use. They are suggested to go for the right agency of the specific company for availing the services continuously

That in their research finding on laptop users of age 15-45 in Kathmandu city concluded that people are less price sensitive, people hardly switch from one brand of laptop to another because of price (Mishra and Aithal, 2021). In case of unavailability of their most preferred brand, and only few buys second preferred brand or any available brand. Customers are also influenced by sales schemes and offer while purchasing laptop.

2.1 Conceptual Framework

For the research we have taken into consideration some factors that affect the brand preference of the laptop. The dependent variable of the research is "Brand Preference of laptop" and the independent variables that affect the brand choice are as follows:

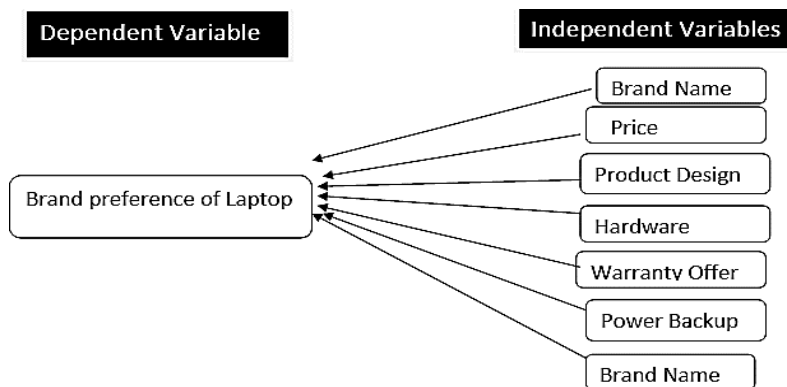


Figure 1: Conceptual Framework for the Study

Figure 1, shows the conceptual frame of this study where it shows brand preference of laptop is dependent variable and brand name, price, product design, hardware, warranty offer and power backup are independent variable that impact on brand preference of laptop. While customer makes purchasing decision then, this independent variable plays an important role in choosing the particular brand over other. Brand name is name given to the product by maker. This impact on buying decision because most of the people relay on this particular attributes. Similarly, price is the amount one should pay for using a product. Product design includes size, weight, feature it offer and color which influences a customer to prefer a particular brand because people want to buy that product which are more compact. Likewise, hardware is another important component of laptop under this it includes processor, RAM and hard disk. Warranty offer comes on after sales service category and it make sure to customer they are ready to offer service if any failure occur in future. Lastly, power backup or battery was also important independent variable that impact on preference of laptop buying.

3. RESEARCH METHODOLOGY

Data and information was collected from respondents studying on Sukuna Multiple Campus using the questionnaire method. Graphical presentations such as pie-charts, column diagram, bar diagram and line diagram were presented where ever needed and appropriate. The analyses of data were placed underneath the respective figures. Here all the collected data are presented with the needed tables and diagrams with the help of MS-Excel.

4. RESEARCH DESIGN

Based on the research objectives, nature of research and availability of resources, the research design used in this research is descriptive research design which was used to do in-depth and detail study of all the variables involved in the research and to explain their relationship with each other.

4.1 Population and Sample

This study applies convenience sampling which comes under non probability sampling. The population of this study was the students perusing BBA at SMC. Students of both genders constitute the population of the study. In this survey 150 population sizes were taken among overall students out of which 110 are respondents.

4.2 Nature and Sources of Data

Data collection is an essential part of fieldwork report. Collection of data is very important for making the report clear and appropriate. Data shouldn't be wrong, if the data is wrong it makes the report less reliable.

The two sources of data have been used in this study. They are:

4.3 Primary Sources

Primary sources are used to collect primary data. These data are original and first hand data. The primary data is collected by the questionnaire method provided on online to the all the students of BBA who were enrolled in SMC.

4.4 Secondary Sources

Data which are generated by other organizations or individuals is known as secondary data and various sources used to collect these secondary data are called secondary sources of data collection. The various secondary sources used to collect secondary data in this study are books, articles,

news blogs, and internet.

Quantitative nature of data has been used to arrive to the conclusion and action implications.

4.5 Process of Data Collection

Data collection can be done through various direct and indirect methods. In this study, a well-structured set of Questionnaire has been prepared having 12 well sets question including 5 points Likert scale as per requirement, multiple choice and circulated throughout the networking sites, group, personal message and email to record the responses as primary data from the right respondents. Internet surfing and books reading helped with secondary data collection.

4.6 Data Processing and Analysis

In order to obtain the meaningful result, data must be processed. So all the collected data and information are categorized, edited, coded, tabulated and analyzed in different figures and charts like line charts, pie charts, bar graph with the help of excel. Online questionnaire was given to the students through the consultation with director of BBA faculty on their respective group and also personally consulting with them, so the completion of the research becomes comfortable. And, on the very end the results shown by the charts are directly interpreted to arrive to the conclusion.

5. PRESENTATION AND ANALYSIS

Presentation of data and analysis of data is one of the most crucial factors to be compulsory done in the report writing. This should be done with the stated objectives. The detail of them is done serially in the following topic.

In this chapter, the data and information collected from various sources is managed, analyzed and presented in proper tabular formats. From the tables, concepts, analysis and inferences and drawn which in turn was used for interpretation. From the set of inferences and interpretation, conclusions have been drawn, keeping the objectives in mind throughout the study.

5.1 Respondent Profile

During the study, altogether 150 samples were taken out of which 110 are the respondents among BBA student of SMC and asked about their brand preference and purchase behavior regarding laptops.

5.2 On the Basis of Semester

In this study, semesters are included i.e. the data are classified into first, second, fourth, fifth and eighth are presented in table no.1 and figure no.2.

Table 1: On the Basis of Semester		
Semester	No. of Respondent	Percentage
1 st	30	27.3%
2 nd	20	18.2%
4 th	15	13.6%
5 th	23	20.9%
7 th	22	20.0%
Total	110	100.0%

As the table 1 shows 27.3% of the respondents belonged to 1st semester, 20.9% to 5th semester, 20.0% to 7th semester, 18.2% to 2nd semester and 13.6% to 4th semester filled up the questionnaire. According to above table, 30 students became respondents from 1st semester with highest in number and 15 respondents from 4th semester was the lowest in number.

5.3 On the Basis of Age

There are four options for the purpose of knowing what age group student prefer which brand of laptops. The number of respondent on the basis of age group is listed below:

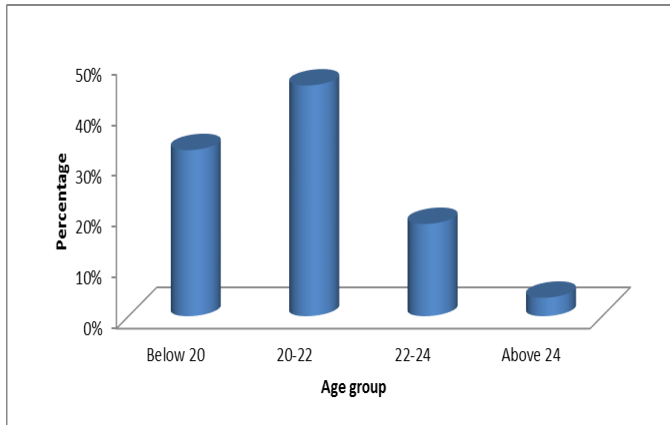


Figure 2: Age of Respondent

The figure no 2 represents the age group of the respondents. According to the table, 32.7% of the students were from age group below 20 years, 45.5% of the students were from age group of 20-22 years, 18.2% of the students were from age group of 22-24 years, and 3.6% of the students were from age group above 24 years. As such the figure shows that the majority of the student using laptop falls under the age group between 20-22 in SMC.

5.4 On the Basis of Gender

For finding out the number of male and female who uses laptop, options were given and the answer was presented as follows:

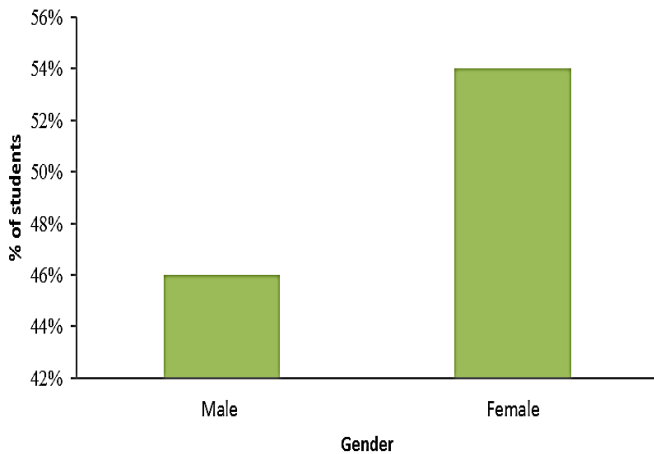


Figure 3: Gender of Respondent

The figure 3 presents the sex distribution of the respondents of the research. Here 46.0% respondents were male and 54.0% respondents were female. This means both sexes were represented in the study. There was more number of female respondents than male respondents.

5.5 Factors Influencing the Brand Preference of Laptop

5.5.1 Preferred Laptop Brand among BBA Students of SMC

There are different laptop brands available in market. Some of them are DELL, HP, APPLE, SONY, ACER, LENOVO, etc. In questionnaire students were asked what their preferred laptop brand is and the following shows the most preferred laptop brand by students of SMC.

Brand Name	Frequency	Percentage
Dell	47	42.7%
HP	18	16.4%
Apple	13	11.8%
Acer	12	10.9%
Lenovo	12	10.9%
Sony	4	3.6%
SAMSUNG	2	1.6%
Life	1	0.9%
MSI	1	0.9%
Total	110	100.0%

Table 3 shows that of the various laptop brands that students currently using according to their preference, are Dell, Acer, LENOVO, Apple, SAMSUNG, HP, SONY, Life and MSI.

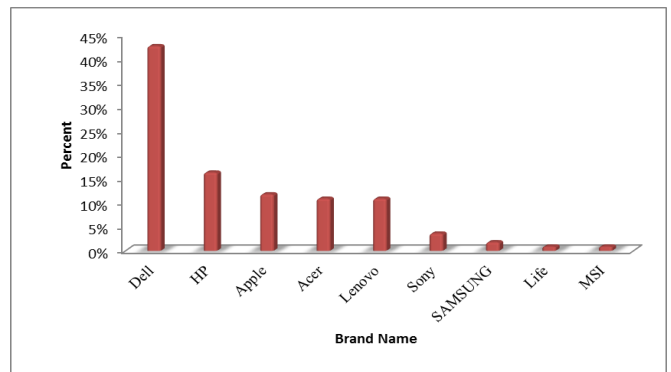


Figure 4: Preferred Laptop Brands

Figure 4 : showed that the most of students in SMC (i.e.42.7%) of total respondents preferred DELL which is thoroughly followed by HP 16.4%. Apple ranked third by 11.8% and they are after followed by LENOVO 10.9%, Acer 10.9%, Sony 3.6%, SAMSUNG ,1.8 % Life 0.9% and MSI 0.9% respectively.

5.5.2 Students Investment on Purchasing the Laptop

The students who were sampled in the study, shows different variation of price range which they invest during the time of purchasing the laptop of their preferred brand. The price range laptop users generally invest while purchasing the laptop is listed as follows:

Budget range	Frequency	Percentage
30000-50000	18	16.4%
50000-80000	43	39.1%
80000-100000	34	30.1%
Above 100000	15	13.6%
Total	110	100.0%

Table 3 shows the study portrayed that most of the students spent between NRS 50000-80000 with 43 in number in order to purchase laptop. It was closely followed by number of students who spends NRS80000-100000, NRS 30000-50000 and above 100000 respectively. Above table shows that maximum percentage of the students (i.e.39.1%) spent between NRs 50000-80000 in order to buy a laptop. It is closely followed by 30.1% of total respondent who spend NRs. 80000-100000. Similarly 16.4% of total respondent invest NRs between 30000-50000 on a laptop and 13.6% of students are ready to invest above 100000 on a laptop. Hence people donot spend lakhs and lakhs of money on a single laptop. They can choose from a variety of brands and in a suitable price range they can afford.

5.5.3 Respondent's Opinion about Changing or Replacing their Laptop Brand

The participant's student's response on the willingness to change or

replacing their current used brand with the new and latest edition of technology on laptop. The view were placed as Yes or No which are given as below by the respondents as:

Table 4: Student about changing their current Laptop Brand		
Change brand	No. of Respondent	Percentage
Yes	73	66.4%
No	37	33.6%
Total	110	100.0%

Table 4 shows 66.4% students of SMC have said that they wanted to change their laptop with other latest technology. On the other hand, 33.6% have decided that they are happy with their laptop and don't want to replace it with any other device.

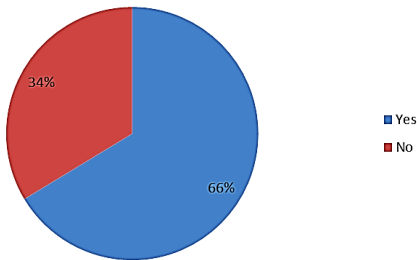


Figure 5: Opinion of Students on Current Brand

Figure 5: shows 66.4% of the respondents want to change their brand of laptop using while 33.6% of respondents remains satisfied with current brand of laptop they don't want to be switch to the other things.

5.5.4 Source of Information for Purchasing Laptops

In a questionnaire, students were asked about where they get information about their current laptop. So, as per their response the information are figured out in below table:

Table 5: Source of Information for purchasing		
Source of Information	Frequency	Percentage
Friends and Family	47	42.7%
Website	41	37.3%
Sales Person	12	10.9%
Others	10	9.1%
Total	110	100.0%

Table 5 shows that most of the students get information about their current laptop through friends and family. Likewise, website also play important role for getting information. Moreover the response shows that salesperson also help them for getting information about laptops. Here students choose others option, which include advertisement, brochure and pamphlets, and so on. Here, present that the majority of students (i.e.42.7%) out of total respondent get the information about their laptop brand from friends and family while 37.3% out of total respondent get information from websites. Similarly, 10.9% students get information from sales person of the respective brand and 9.1% out of total respondent get information from other sources, such as advertisement, brochure and pamphlets and many more.

5.5.5 Influencing Factor on Brand Selection of Laptop

In a survey, the respondent state different factors that influence them to prefer the particular brand of laptop they are holding. According to them, the results of factor influencing the brand Selection of laptop are shown in following table:

Table 6: Influencing Factors on Brand Selection of Laptop		
Factors	Frequency	Percentage
Hardware	22	20.0%
Price	15	13.6%
Warranty	8	7.3%
Design	3	2.7%
Brand Reliability	35	31.8%
Power Backup	10	9.1%
Others	17	15.5%
Total	110	100.0%

Table 6 represent out of the various factors, students are mostly influenced by the brand reliability of the laptop. Likewise, price, laptop hardware, product design, warranty offer and power backup are also important factor that influences brand preference respectively. Lastly, others include: advertisement, support service, performance, availability and so on.

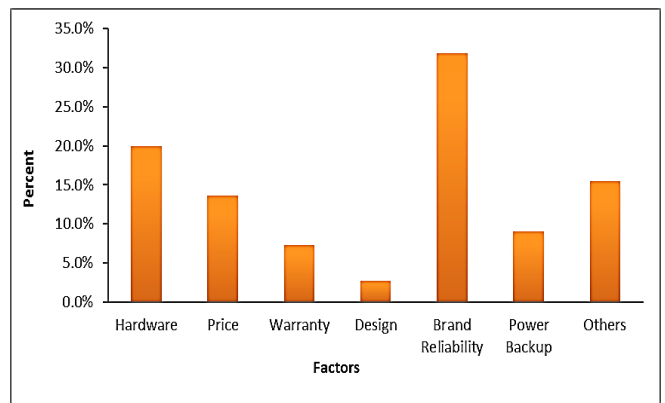


Figure 6: Factor Influencing on Brand Selection of Laptop

Figure 6 shows that most of the students (i.e.31.8%) wanted to purchase a laptop depending on brand reliability. Students are more influenced by brand reliability as compared to other factors. Then, in the second most influencing factor there comes Hardware. 20.0% out of total respondent give preference to Hardware. Out of total respondent 15.5% voted for others which include advertisement, support service and so on. Price of laptop is another influencing factor. Out of total respondent 13.6% believes that Price is influencing factor for brand preference. Another factor that influences the 10 students while purchasing laptop for them is the power Backup (i.e.9.1%). Moreover, students also think that warranty offered and Design is also an important factor that influences preference of brand. In these two aspects, out of total sample students 7.3% and 2.7% comes under it respectively. People want their product to be guaranteed against any problem that may arise in future. They want a very good and reliable after sales service, that suggests.

5.5.6 Frequency of Laptop Use at Certain Places

Since laptop is portable device, it can be carried along in any places as per the choice. In survey question, participants were asked about how often they use their laptop at particular place and as per their response, the following table is used for showing the information:

a) Home

Table 7: Use of Laptop at Home		
Home	Frequency	Percentage
Very frequently	40	36.4%
Frequently	43	39.1%
Average	23	20.9%
Rarely	4	3.6%
Never	0	0.0%
Total	110	100.0%

Table 7 shows that among 110 of our respondents, maximum used laptop frequently at home. Then after, it was followed by very frequently user of laptop. Then the result also shows average users of laptop at home. Some respondent state they rarely use laptop at home and none of any respondent said, they never use laptop at home. Table can be explained as that maximum respondents (i.e.39.1%) frequently uses their laptop at home whereas 36.4% out of total respondent uses their laptop very frequently at home. Further, out of total 20.9% students uses their laptop at average level. Similarly, only 3.6% out of total respondent rarely uses laptop at home and none of any respondent state that they never use laptop at home.

b) College

Table 8 shows that among 110 of our respondents, many of them rarely used laptop at collage. And it is followed by average user of laptop at collage territory. Moreover, there are also found students who frequently use laptop at collage. Likewise, survey also finds out that, there are

students who never use the laptop at collage and incase of frequent uses of laptop; there are not many students who uses laptop frequently. Overall we can say that, students rarely use laptop at collage especially when they are assigned some work to do. Table 8 explained that out of total respondent of 110 samples, maximum of students (i.e.32.7%) average leveluses their laptop at collage premises. Then, come students who used laptop at rarely. So under this 28.2% of students comes along. There were students who use laptop at frequently basis and out of total respondent 19.1% comes in this category. There are students who very frequently use laptop and it is covered by 12.7% out of total respondent and students who never use laptop are 7.3 %.

College	Frequency	Percent
Very frequently	14	12.7%
Frequently	21	19.1%
Average	36	32.7%
Rarely	31	28.2%
Never	8	7.3%
Total	110	100.0%

5.5.7 Purposes for Using Laptops

In a survey questionnaire, students were asked for what purpose they are using the laptop mostly. So as per their response the information is presented in following table:

Purpose	Frequency	Percentage
Entertainment	7	6.4%
Assignment	22	20.0%
Web Surfing	13	11.8%
Project and Study	68	61.8%
Total	110	100.0%

Table 9 reveals that respondent was given four basic choices why they used their laptop mostly and they are entertainment, assignment, project and study, and web surfing. According to their response, most of the students use their laptop for Project and Study. Similarly, apart from Project and Study they also use laptop for assignment purpose. It is closely followed by the web Surfing purpose. Last but not the least, student uses laptop for web entertainment purpose also. Hence students use the laptop as their PC rather than using it for family or collective purpose.

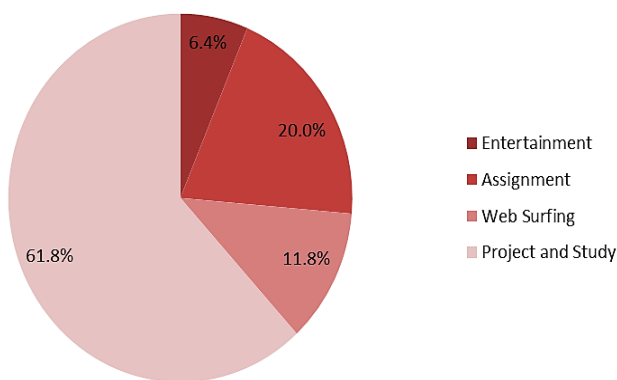


Figure 7: Purpose of Using Laptop by Students

Figure 7 shows that maximum student’s uses laptop for doing their Project and Study purpose. Out of total respondent 61.8% falls under this category. We can take example of recent past situation, where whole country goes for lockdown due to pandemic situation by Covid-19 and during this time period virtual learning increases. Due to this situation also many student uses their laptop for studying through online. Then after, another purpose for using laptop is for doing assignment using the laptop. So, out of total respondent 20.0% comes under this category. Likewise 11.8% of respondent answer that they use laptop for web Surfing purpose and rest 6.4% out of total respondent uses laptop for web entertainment.

5.6 Determination of the most Important Computer Specification

The students who were sampled in the survey study state different computer specciation were most important according to them. So, the following table shows the information related to this.

Laptop Specification	Frequency	Percentage
RAM	37	33.6%
CPU	29	26.4%
Display Quality	15	13.6%
Hard disk	15	13.6%
Others	14	12.7%
Total	110	100.0%

Table 10 shows that according to the student, the very most important computer specciation is RAMas it controls the number of functions the machine can do it at once. Likewise, it is followed by CPU or Processor. These two terms are often used interchangeably. This is because better the processor faster the laptop or PC runs. Similarly, hard disk or storage space and display quality is also considered equallyimportant. Then after, others include computer specciation like sound quality, sound and so on.

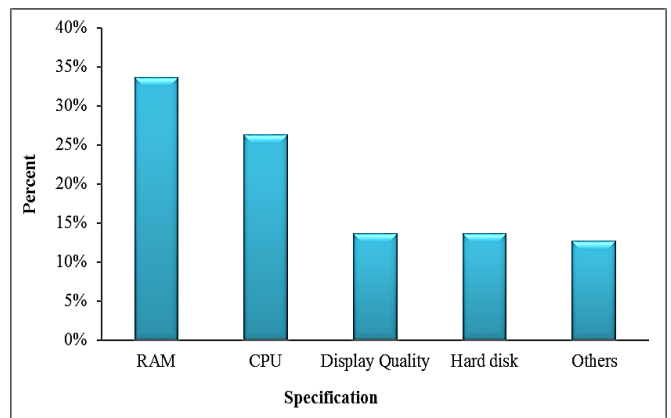


Figure 8: Important Computer Specification

Figure 8 represent out of total respondent 33.6% think that RAM was the most important computer specification. Similarly, 26.4% out of total respondent believes that CPU is yet another important specification. Along with these, 13.6% of students consider that hard disk or storage space and display quality are important computer specification. It is followed 12.7% are others, which includes sound quality, cooling system, and soon.

5.7 Willingness of Students to Spend Extra for

For the purpose of knowing in what attributes of laptop they are willing to spend extra or just give more consideration, they were asked for what you will spend extra money. And their responses shows the following are those attributes they are willing to spend extra for

a) For Processor

Aspects	Frequency	Percentage
Strongly Agree	58	52.7%
Agree	39	35.5%
Neutral	11	10.0%
Disagree	1	0.9%
Strongly Disagree	1	0.9%
Total	110	100.0%

Table 11 shows students willingness where majority of them strongly agree to spend extra for processor. Meanwhile some of them agree and rests were neutral for spending extra for processor. This means they neither are interested to spend extra nor not spending. It depends upon situation. And very few of students disagree and strongly disagreefor spending for processor.

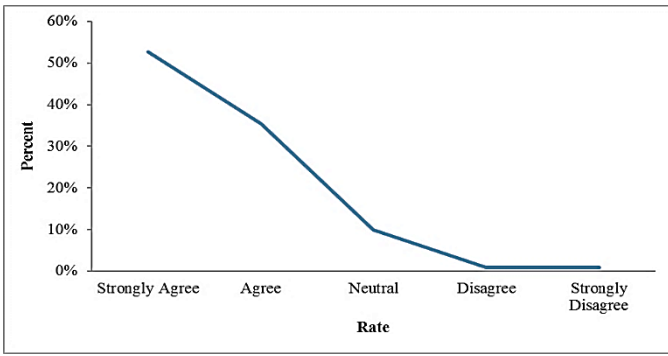


Figure 9: Willingness to Spend Extra For Processor

Figure 9 shows students willingness where majority of them strongly agree to spend extra for processor i.e. 52.7%. Out of total respondent 35.5% agree for spending extra for respondents who were neutral in this case was 10.0%. Few of the respondents disagree or strongly disagree for spending extra amount i.e. 0.9% and 0.9% respectively.

b) For RAM

Table 12: Willingness to Spend Extra for RAM		
Aspects	Frequency	Percentage
Strongly Agree	45	40.91%
Agree	41	37.27%
Neutral	19	17.27%
Disagree	3	2.73%
Strongly Disagree	2	1.82%
Total	110	100.0%

Table 12 shows students willingness where majority of them strongly agree for spending extra for the RAM. Also, it was followed by agree some aspects of respondents. Likewise, there were students who were neutral; it means they neither agree to pay extra nor not spending. Only few respondents disagree for spending extra money for RAM and some of the also strongly disagree.

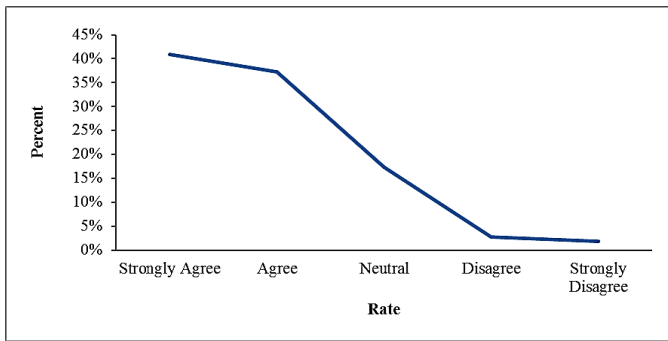


Figure 10: Willingness to Spend Extra for RAM

Figure 10 shows that maximum of respondents (40.91%) strongly agree to spend extra for RAM and at the 37.27% there were respondent who agree to spend extra for this. It shows that 17.27% of respondent out of total are neutral in this case as they neither agree nor disagree for spending extra amount for RAM. Out of total respondents, 2.71% disagrees for spending extra also 1.82% strongly disagrees too.

c) For product design

Table 13: Willingness to Spend For Product Design		
Aspects	Frequency	Percentage
Strongly Agree	29	26.4%
Agree	32	29.1%
Neutral	38	34.5%
Disagree	7	6.4%
Strongly Disagree	4	3.6%
Total	110	100.0%

Table 13 explained that maximum student's willingness to spend extra for product design is seems neutral. They neither agree nor disagree to spend extra for this attributes of laptop whereas it is followed by the number of students who agree to spend extra money for product design, which includes size, weight, shape, color, feature offered, and so on. Similarly, there are students who disagree to spend extra for design and number of student who strongly disagree to this attribute are also found in survey.

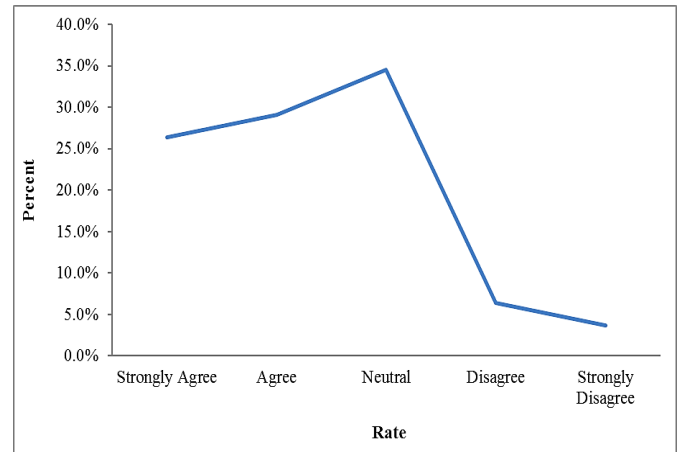


Figure 11: Willingness to Spend For Product Design

Figure 11 showed most of students, i.e. out of total respondent 34.5% was neutral in case of spending extra amount for product design; they neither say yes nor no. similarly, 29.1% agree to spend extra amount and it is followed by 26.4% of 29 respondents who strongly agree for extra payment of money for product design. Out of total respondent, 6.4% disagree and it was followed by 3.6% of respondent who strongly disagree for spending penny extra for product design.

d) For warranty offer

Table 14: Willingness to Spend For Warranty Offer		
Aspects	Frequency	Percentage
Strongly Agree	34	30.9%
Agree	42	38.2%
Neutral	30	27.3%
Disagree	1	0.9%
Strongly Disagree	3	2.7%
Total	110	100.0%

Table 14 shows that majority of students agree to spent extra amount for warranty offer. It comes under after sales service facility. Many agree to this because every customer wants the security and warranty of the product they purchase. The result also shows that many students were neutral in this case. Further, there were students who disagree to spend extra.

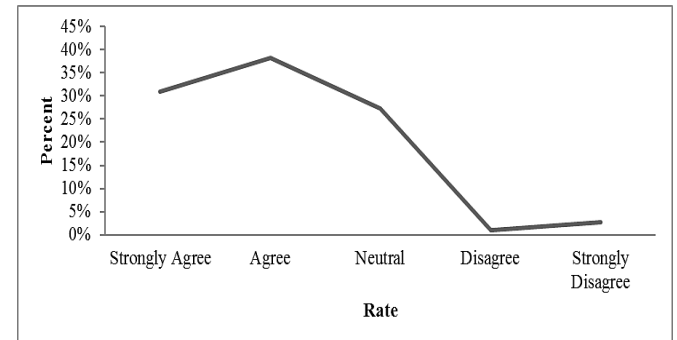


Figure 12: Willingness to Spend For Warranty Offer

Figure 12 shows that maximum of students agree to spent extra amount for warranty offer (i.e.38.2%). Likewise, 30.9% out of total respondents strongly agree to this. The result also shows that many students were neutral in this case i.e.27.3%. Further, 2.7% studentsstrongly disagree to spend extra and number of students who disagree to spend penny extra for warranty offer is 0.9%.

e) For hard disk

Table 15: Willingness to Spend for Hard Disk		
Aspects	Frequency	Percentage
Strongly Agree	38	34.5%
Agree	49	44.5%
Neutral	19	17.3%
Disagree	3	2.7%
Strongly Disagree	1	0.9%
Total	110	100.0%

Table 15 shows maximum of students are agree in case of spending extra for hard disk or commonly known storage space of laptop. Likewise, the number of students willing to spend extra for hard disk is also high as they strongly agree on this. Likewise, the result shows also shows that number of student disagree to spend extra for hard disk and there were students who strongly disagree also.

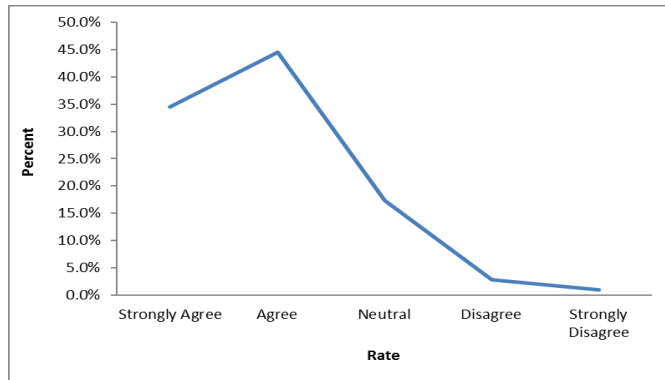


Figure 13: Willingness to Spend for Hard Disk

Figure 13 shows maximum respondent i.e. out of total respondent 44.5% were on agree. 34.5% of respondents strongly agree that they are ready to spend extra for hard disk and it is followed by neutral respondent by 17.3%. They neither agree nor disagree for spending extra amount for hard disk or let's say on storage space of laptop. Then came those respondent who disagree for spending extra and it is 2.7% and who strongly disagree are 0.9%.

f) For power backup (battery)

Table 16: Willingness to Spend Extra for Battery		
Aspects	Frequency	Percentage
Strongly Agree	57	51.8%
Agree	36	32.7%
Neutral	15	13.6%
Disagree	1	0.9%
Strongly Disagree	1	0.9%
Total	110	100.0%

Table 16 shows that most of students strongly agree and agree to spend extra for battery. Likewise, students were found neutral in this case that they neither agree nor disagree for spending extra amount for battery. There were students who strongly disagree to this attribute and there were students who disagree also.

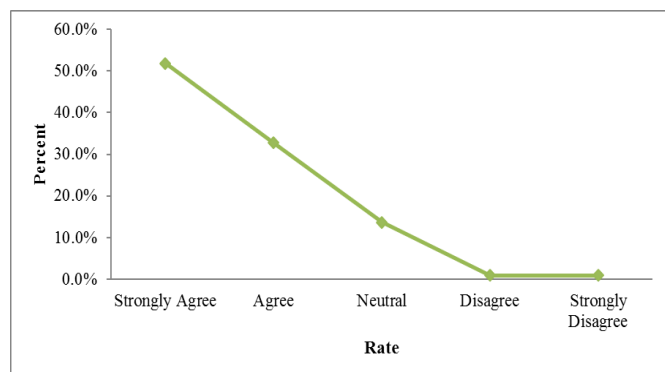


Figure 14: Willingness to Spend Extra for Battery

Figure 14 shows that most of students i.e. 51.8% strongly agree to spend extra amount for battery of laptop. Similarly, 32.7% strongly agrees to this. Out of total respondents, 13.6% were neutral, it means they neither agree nor disagree. Further, 0.9% disagrees for spending extra amount and 0.9% strongly disagrees on it.

5.8 Determination of Satisfaction Level towards Current Laptop

The students who were sampled in a survey study they were asked to rate their satisfaction level towards their current laptop they are using. So, as per their response the following table provide that information.

Table 17: Rate of Satisfaction Level towards Current Laptop		
Level of Satisfaction	Frequency	Percentage
Highly Satisfied	21	19.1%
Satisfied	27	24.5%
Neutral	38	34.5%
Dissatisfied	14	12.7%
Highly dissatisfied	10	9.1%
Total	110	100.0%

Table 17 shows that maximum of them were neutral, means they neither were satisfied nor dissatisfied. They were just fine. Result also showed that many of students were satisfied with their current laptop. Numbers of students who are highly satisfied and dissatisfied are in almost on the nearer number. There were also students who were highly dissatisfied with current laptop.

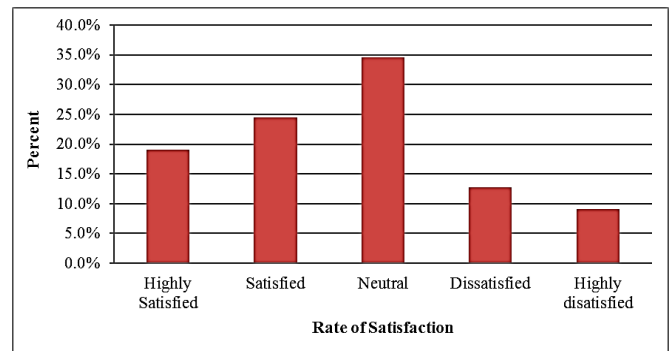


Figure 15: Rate of Satisfaction Level towards Current Laptop

Figure 20 shows that maximum of respondents were neutral with the laptop they are using and 34.5% falls under this. 24.5% out of total respondent are satisfied and 19.1% respondents were highly satisfied with their laptop. Out of total respondents, 12.7% are dissatisfied towards their current laptop and 9.1% were highly dissatisfied.

6. FINDINGS AND DISCUSSION

- According to this research study, we can derive a conclusion that Dell laptop was most preferred laptop among BBA students of SMC. From the analysis of data we found that 42.7% out of total respondents prefer Dell laptop which is thoroughly followed by HP at 16.4%, Apple by 11.8%, Acer by 10.9%, LENOVO by 10.9%, Sony at 3.6% and SAMSUNG by 1.8% respectively.
- Most of the students (i.e. 39.1%) invested NRS. between 50000-80000 while purchasing the laptop.
- According to survey, the main source of information about laptop that students get was from friends and family. It is represented by 42.7% out of total respondent.
- The main factors that influence students while purchasing laptop was brand name or brand reliability at 31.8% and it was thoroughly followed by hardware 20.0%, others 15.5% include; advertisement, support service, price 13.6%, power backup 9.1%, warranty 7.3% and design 2.7%.
- According to survey, 66.4% students of SMC had said that they want to change their laptop with other latest technology. On the other hand, 33.6% have decided that they are happy with their laptop and don't want to replace it with any other device.
- The main purposes for using the laptop by students, according to this research study shows that for project and study purpose with higher number of respondents (i.e. 61.8%) and it was thoroughly

followed by assignment 20.0%, web surfing 11.8% and entertainment 6.4% respectively.

- g) Many students used their laptop at home in frequently manner (i.e. 39.1%) as compared to collage on an average (i.e. 32.7%).
- h) According to students who were surveyed in research study explain that the most important computer specification is RAM by 33.6% which is thoroughly followed by CPU at 26.4%, hard disk and display quality 13.6%, and others by 12.7%, which includes; sound quality, design, feature offered and so on.
- i) Maximum number of students agreed to spend extra for processor was high i.e.88.2%.
- j) Willingness to spend extra amount for RAM was high as compare to those who disagree. Here 78.2% out of total respondent agrees to this only 4.5% disagree.
- k) When it came to product design number of students who agree to spend extra amount for this was 55.5% and those who disagree is 10%
- l) Willingness to spend extra for hard disk was 79% and who disagree was 3.6%.
- m) Majority of students agree to spend extra amount for warranty offer i.e. 69.1% and 3.6% disagree to this.
- n) Most of the respondents agree to spend extra amount for battery.i.e.84.5% and 1.8% disagree to this.
- o) As per response majority students were neutral with their current laptop and its performance. It was covered 34.5% by neutrality of decision.

7. SUMMARY AND CONCLUSION

Brand can be defined as a name, term, sign, symbol or design, or a combination of them intended to encourage prospective customers to differentiate a producer's product from those of competitors. All leading laptop brands like Apple, Lenovo, HP and Dell were available here in Nepalese market, more precisely; they are also available in the market of local market. The research was conducted with the main aim of finding the most preferred laptop brand among BBA students in SMC. However, it did not confine its study to that much. It also analyzed consumer behavior, brand loyalty and factors influencing the brand preference of laptop. For this purpose, 110 BBA students of the SMC were given the online questionnaires to fill in. The respondents included students from different gender, age group and semester. The female respondents were more in number compare to the male. The respondents' age can be fit into 20-22 category. After the collection of the data, data were analyzed and interpreted using excel. Thus, the perception, attitude and behavior were analyzed excel.

After studying and analyzing the overall study of brand preference, this study concludes that the most preferred laptop brand among BBA student of SMC was Dell and the important factor that influences brand preference was brand name or brand reliability and it was followed by hardware used ,price ,product design and others factors respectively. As per the study, most of the students choose particular laptop they are holding is due to brand name. They give importance to brand than other factors. Price, hardware of laptop, and product design were also reason that can be drawn from study for preferring laptop. Also, most of the student wants to change their laptops with other latest technology. We also found major reasons for using laptop by students is for doing project and study that they are assign by their teachers. As per the study majority of respondents have willingness to spend more for hard disk, warranty offer and for a battery backup. As we know that recently virtual learning increased due to the abnormal situation created by COVID-19. Solaptop had been helpful gadget for students to study from home. As study also showed that majority of students invest in between 50-80 thousand priced while purchasing laptop. The research findings highlight the significance for those who were willing to know about consumer brand preferences of laptop. This study will also help to know how much a user spends in a laptop. Further it may be helpful to the laptop dealer. And moreover it will be helpful to those students who are planning to purchase laptops in upcoming days.

ACTION IMPLICATION

Dell and HP were highly preferred for their high resolution and long-

lasting battery respectively. It was primarily for the convenience during power cuts and because laptops have high performance and technology levels.As students want laptop with huge battery backup and great after sales service in a suitable price range. So, other brands can focus on improving these factors to come ahead in the market.

As majority of BBA students take laptops as high involvement product and buy only after knowing the technical specifications, the dealers must not focus on marketing of brand name but the brand features.

Majority of the BBA students are enthusiastic and creative youngsters who get caught by attractive designs, new features, advertisements and promotional schemes. Hence the authorized dealers should bring promotional and lucrative schemes for the students. They should also launch new models with attractive design and features from time to time with an advertisement bang because they seem to be attracted to eye catching ads along with features.

However, it is a threat to every laptop brand that BBA students are still not loyal to any particular brand. They run after new advancement in technology and choose a new gadget without giving much value to the brand name. Hence, the laptop companies should lure the customers into choosing their brand and make them stick to it because this is a fierce era of brand parity.

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