

# Simple introduction of purchase decision of laptop

[Business](#), [Decision Making](#)



A customer is anyone makes regular purchases from a company or a store, while a consumer is one who makes any transactional decisions of economic nature including buying of goods and services. Consumer can be both personal consumer who buy for his or her own person and family consumption and organizational consumer which could include non governmental organization, political groups, companies and governments. Consumer behavior is the study of how individuals, group, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

Buying Behavior refers to the buying behavior of the ultimate consumer. Buying Behavior is the decision processes and acts of people involved in buying and using products which includes social and mental processes. This study was undertaken in order to find out the factors influencing consumer's purchase decision of laptop. And the findings of this first objective will provide the basis for the second research objective in the study.

Secondly, it is intended to find out whether there are differences among consumer groups of a computer company with respect to the importance given to the factors influencing consumers' laptop purchases. The customer base of a company consists of three groups of consumers stayers (those who had never switched from a previous brand), satisfied switchers (those who switched for reasons other than dissatisfaction) and dissatisfied switchers (those who switched because they were dissatisfied from their previous brand).

This study, thus looks into the understanding of the attitudes of these three different groups of customers which plays an important role when implementing effective and feasible retention and loyalty strategies. Furthermore, it is also crucial to understand whether there are differences among these groups in terms of the factors affecting their future laptop purchases when they are upgrading their computers