

Buying decision assignment

[Business](#), [Marketing](#)



26th September Buying decision Some of the notable economic needs that my recent purchase of a Toshiba Laptop was to be efficient, have a clear record of all my assets as well as financial transactions that I was undertaking with my creditors and debtors. Based on the wide range of information that I held ranging from my personal records to future contracts, psychologically I felt weak. Thus, my new laptop greatly improved my psychological aspects by releasing me from large amount of information that I was supposed to keep in my mind thus getting motivated in my duties. The need to purchase the laptop was also influenced by the social needs such as engaging with my friends and relatives through social sites including tweeter and face book. Based on my interest to understand the culture of other people, the laptop could assist me to research on ethnicity of other people including their languages and beliefs. Before I made my purchase, I had first to compare the prices in various shops as well as the best brand that could meet my needs. Additionally, a number of customers were still looking for the same laptop during the early morning hours.

The major factors influenced my purchase decision were efficiency, dependability, motivation and learning. As a new technology that is adopted my individuals and organizations, I realized that the laptop would assist me in storing information, providing solutions through the use of software, give me motivation during my research as well as make learning process easier. The purchase was a high involvement decision. In most cases, consumers go for personal computers rather than laptops due to the high prices of the laptops. Additionally, laptops have a high risk of getting a fault especially if improperly handled.

As compared to my expectations after purchase, I realized that I had to extensively study most of the applications that were in the laptop as well as add more software into it in order to meet all my needs. One of the key concepts that I have learned from this assignment is that consumers are guided by various factors during their purchasing process (Kerin 31). These include economic needs, psychological variables, social needs, culture, and reasons for purchase.

Works Cited

Kerin, A. Marketing: The Core. New York: McGraw-Hill Ryerson, 2012. Print.