

FACTORS INFLUENCING CONSUMERS' LAPTOP PURCHASES

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ABSTRACT

The rapid developments in IT sector accompanied by increased competition and acquisitions and mergers in the market, lead both academicians and practitioners to concentrate on the consumers' purchase decisions in portable PC industry. The NDP group's report published by PC World state that in May 2003, U.S. retailers made more money selling laptop/notebook computers than they did selling desktops. It was the first time that laptops have outsold desktops in the U.S. This research seeks to develop a better understanding of the factors influencing consumers' laptop purchases. What makes this study distinctive from other sectoral studies is that, this research also seeks the differences among three consumer groups (stayers, satisfied switchers, and dissatisfied switchers) of a company with respect to the factors influencing consumers' laptop purchases. It is found that core technical features, post purchase services, price and payment conditions, peripheral specifications, physical appearance, value added features, and connectivity and mobility are the seven factors that are influencing consumers' laptop purchases. Furthermore, price and payment conditions factor shows significant difference among three consumer groups of a company's customer base.

INTRODUCTION

There are seminal studies on consumer purchase decision models in the literature, however, consumer purchase decisions vary greatly depending on the product to be purchased. Therefore, sectoral studies are needed to delineate the factors affecting consumer purchase decisions in various product markets. The International Data Corporation (IDC, 2006) report mentioned that in 2005 consumers continued to respond very positively to very attractive price points, but portable demand in the business space remained very strong too. According to What Laptop (2005), Dell was the number one choice in worldwide with 7.9 million sales. It was followed respectively by HP (7.4 million), Toshiba (5.8 million), IBM (4.3 million), and Acer (3.9 million) in year 2004. Furthermore, revenue generated from notebooks has long surpassed desktops, thanks to higher average selling prices for notebooks. According to CRN (2006) in June 2005, notebook sales accounted for \$216.1 million, or \$1,442.66 per notebook whereas desktops accounted for \$113.9 million, or \$762.98 per unit. The average notebook price fell 11.8 percent from \$1,635.07 in the year-ago month and in the same period, desktop prices fell 5 percent from \$803.38 (CRN, 2006). In addition, new product launches to the market, acquisitions and mergers in the sector, rapid developments in the nano-technology, integrated wireless networking, and

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for evaluating them The text provides a framework for understanding the devices that support social media and depicts the many scenarios in which social media can be used to promote health Also included are examples of research studies related to health care informatics Each chapter begins with clear and concise learning objectives and explanations of related terms A theoretical foundation for understanding the concepts in the chapter is included along with web based resources that support additional in depth learning Discussion questions and exercises stimulate the development of critical thinking skills and promote point of care applications Advances in technology and point of care use expected to come in the near future are woven throughout The text will be of value for all nurse education and practice settings

Key Features Provides easily understood information on interactive social media applications and their implications for nursing and health delivery Illustrates how to use social networking tools and sites effectively Describes the types of health care information websites available and how to evaluate them Addresses the many devices that support social media and when to use them Includes a database of tools and resources to assist educators students administrators and practitioners in their use of the Internet and social media

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