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EXPLORING THE FACTORS THAT IMPACT THE PURCHASE DECISIONS OF TABLETS: A CONSUMER STUDY IN PUNJAB

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Abstract- *A tablet is a portable personal computer. Early in the 1980s, as personal computers became more popular, there was a desire to create a tablet that could be taken anywhere. Today, it has become one of the most important tools for networking and communication, not to mention its value for official work. The entry of numerous manufacturers at significantly cheaper pricing has made it possible in India for practically everybody to afford a tablet. The Indian market spans both ends of the spectrum, including sizable populations at both the higher end and lower end with a wide range of tastes and preferences. Therefore, it becomes necessary to satisfy the needs and tastes of this sizable market sector. This study will show the many elements that customers' decisions to buy a portable tablet in Punjab are influenced by. The poll included a sample of 300 respondents from four different districts in Punjab. Factor analysis is one of the research methods employed in the study.*

Keywords- *Customer Satisfaction, Customer Purchase decision, Notebook computers, Tablet computers, Factor analysis*

1. INTRODUCTION

In today's competitive environment, it's crucial for marketers to understand their customers. Products such as laptops are especially susceptible to shifting customer preferences due to changes in factors like demographics and lifestyles. This presents opportunities for proactive marketers and challenges for those who fail to adapt. The influx of cheaper alternatives has made tablets more accessible to the masses in India, where the market is diverse with varying tastes and preferences. To succeed, marketers must cater to the demands of this vast market segment. This study aims to identify the factors that impact customer purchasing decisions for laptops in Punjab and assess customer satisfaction with these products in the same region. In this era of constant competition, it's imperative for marketers to have a deep understanding of their customers. Technology-driven products like laptops are particularly vulnerable to changes in customer preferences due to factors such as shifting demographics and evolving lifestyles. These changes can provide ample business opportunities for alert marketers, but also pose a threat to those who are slow to adapt. In India, the arrival of many manufacturers offering laptops at more affordable prices has made these products accessible to a wider range of consumers. The Indian market is diverse, with large segments at both the high and low end of the spectrum, and varying tastes and preferences. To succeed in this market, it's essential for marketers to respond to the demands and needs of these diverse customer groups. This study aims to shed light on the various factors that influence customer purchasing decisions when buying laptops in Punjab. Furthermore, it seeks to evaluate the level of customer satisfaction with laptops in this region. By understanding the drivers of customer behavior and sentiment, marketers can tailor their strategies to better meet the needs and wants of their customers in this competitive landscape.

2. REVIEW OF LITERATURE

A rich literature has been developed over time, mostly in the foreign countries with regard to its importance. The purpose of this review is to examine the existing literature on the factors that influence consumers' purchase decisions for portable tablets in Punjab. Pricing has been found to be one of the key factors affecting consumer behavior when purchasing portable devices, including tablets (Gustafsson, Johnson, & Roos, 2005). According to KPMG (2017), the affordability of the product plays a critical role in consumer purchase decisions, especially in emerging markets like India. Product features and specifications are another important factor that drives consumer behavior in the market for portable devices (Gustafsson et al., 2005). According to Kim and Lee (2015), consumers tend to prioritize factors such as battery life, screen size,

and processing power when making their purchasing decisions for tablets. Brand reputation is also seen as a significant influencer of consumer behavior in the portable device market (KPMG, 2017). Studies have shown that consumers are more likely to purchase products from established brands that they trust, rather than from unknown or less reputable brands (Kim & Lee, 2015). The influence of personal recommendations from friends and family members has been widely studied in the context of consumer behavior (KPMG, 2017). According to Chaudhuri and Holbrook (2001), personal recommendations are seen as a credible source of information for consumers and play a crucial role in their purchase decisions for portable devices, including tablets. Finally, the convenience of the purchasing process has been found to be an important factor that affects consumer behavior in the portable device market (KPMG, 2017). Consumers are increasingly turning to online channels for their purchases, with the convenience and accessibility of e-commerce platforms being seen as critical influencers of their purchasing decisions (Kim & Lee, 2015). In conclusion, the existing literature suggests that several key factors play a role in shaping consumer behavior when purchasing portable tablets in Punjab. These include pricing, product features and specifications, brand reputation, personal recommendations, and the convenience of the purchasing process.

3. RESEARCH OBJECTIVES

The study has been conducted to identify the customer preferences towards various portable tablet brands in Punjab.

The specific objectives of the study are:

- To assess customer satisfaction with various brands of portable tablets in Punjab.
- To determine the key factors that influence customer purchasing decisions for portable tablets in Punjab.

4. DATABASE AND METHODOLOGY

The research is a descriptive study that utilized questionnaires to gather data from 200 respondents in rural and urban areas of 4 cities in Punjab (Jalandhar, Ludhiana, Patiala, and Amritsar). Data collection took place between October and December 2019, both in person and via email. The questionnaire was refined through a pre-test to ensure clarity and accuracy. The data analyzed demographic information as well as customer satisfaction with various tablet computer brands and factors impacting mobile phone handset purchases through a five-point Likert scale. The analysis was done using SPSS and included both tabular analysis and exploratory factor analysis. The research aimed to gain insights into customer preferences and decision-making factors in the market for tablet computers. By using questionnaires as the data collection method, the research was able to gather detailed information from a large sample of respondents in different regions of Punjab. The pre-testing of the questionnaire was crucial in ensuring the validity and reliability of the data collected.The five-point Likert scale used in the study allowed for a nuanced understanding of customer satisfaction and the factors that influence their purchases. The statistical software SPSS was used to analyze the data and generate meaningful insights. The use of both tabular analysis and exploratory factor analysis helped to provide a comprehensive understanding of the research findings. Overall, the research provided valuable insights into customer preferences and decision-making factors in the market for tablet computers in the regions studied. The methodology used, with its focus on data quality and thorough analysis, ensured the findings were robust and could be used to inform future market strategies.

5. Personal Characteristics of the Respondents

Most of the respondents were of 15-30 years of age (50%) followed by 31-45 years (20%). There were about 34% respondents belonging to rural background and 65% were from urban background. There were 216 married and 84 single respondents out of total 300 respondents. It can be seen from the table 1 that there were 228 males (76%) and 72 Females (24%) that participated in the survey. The set of respondents chosen for the study happened to be well educated with 66% of the respondents being graduates and post graduates. Most of the respondents (45%) falls in the monthly income slab of Rs.20,000 to Rs.30,000.

Table 1: Personal characteristics of Respondents

	Frequency	Percentage
Age		
15-30	150	50
31-45	62	20
46-60	46	15
Above 60	42	14
Gender		

Male Female	228 72	76 24
Education		
Post Graduation Graduation Secondary Matric or below	104 98 39 59	34 32 13 19
Monthly Income		
Below Rs.10,000 Rs.10,000-20,000 Rs.20,000-30,000 Above Rs.30,000	39 67 135 59	13 22 45 19
Residential Background		
Rural Urban	104 196	34 65
Marital Status		
Single Married	84 216	28 72

Table 2 reflects the estimated budget for purchase of a tablet by the respondents of Punjab. 41% of the respondents lies in the range of Rs.10,000 to Rs.20,000 and 25.3% of the respondents lies in the range of above Rs.30,000. The percentage reduces considerably for lower end and higher end prices.

Table 2: Budget for tablet purchase

Budget (In Rs.)	No. of respondents	Percentage
< 10,000	56	**18.0**
10,000 to 20,000	123	**41.0**
20,000 to 30,000	45	**15.0**
>30,000	76	**25.3**

Table 3 indicates the various brands of Notebooks owned by the respondents. The statistics obtained shows a stiff competition in the market with Lenovo leading marginally at 22.3 % followed closely by Apple at 19.6%. Dell at 7% is least preferred in Punjab as per the respondents.

Table 3: Brand of Notebook Computers owned

Brand owned	No. of respondents	Percentage
Samsung	47	**15.6**
Sony	36	**12.0**
Apple	59	**19.6**
HP	25	**8.00**
Lenovo	67	**22.3**
Dell	23	**7.00**
Others	04	**1.00**

Table 4 indicates the years of experience of the respondents in using the computers. About 35 % of the respondents have been using the computers from 4 years and only 10.3% of the respondents use it from more than 6 years.

Table 4: Years of experience in using Computers

Years of experience in using mobile handsets	No. of Respondents	Percentage
1-2 years	79	**26.3**
2-4 years	84	**28.0**
4-6 years	106	**35.3**
More than 6 years	31	**10.3**

6. Customer Satisfaction towards portable Tablets

The respondents were asked to give their satisfaction level on 5 point likert scale for the currently used mobile phone. The first 2 categories of Highly satisfied and satisfied were clubbed under "Satisfaction" and other 3 categories of Neutral, Dissatisfied and Highly Dissatisfied were clubbed under "Dissatisfaction". The responses were analyzed on various demographic characteristics of the respondents.

6.1 Hypothesis Development – Customer Satisfaction

H0 (1) : ***There is no significant difference in the satisfaction level of respondents by different age groups***

It can be seen that chi square (p) value is not significant, hence null hypothesis is accepted. This shows that there is no significant difference in the satisfaction level of respondents by different age groups. However it was seen that as the age increases the respondents dissatisfaction towards their tablets decreases. This can be attributed to the fact that young customers have more expectations and demands from their computers as compared to older customers.

H0 (2) : *There is no significant difference in the satisfaction level of respondents by residential background*

As far as Residential background is concerned the chi square (p) value is significant. Hence there is a significant difference in the satisfaction levels of rural and urban customers. It is seen that rural customers are more satisfied then the urban customers. This can be attributed to the fact that rural customers being less aware are less demanding from their computers as compared to urban customers.

H0 (3) : *There is no significant difference in the satisfaction level of respondents by Gender*

The chi square (p) value being not significant, null hypothesis is accepted. Hence, there is no significant difference in the satisfaction levels of male and females.

H0 (4) : *There is no significant difference in the satisfaction level of respondents by Education*

The chi square (p) value do not show any trend between the education and the satisfaction level of respondents. However it can be seen that less educated respondents are more satisfied then the more educated respondents.

H0 (5) : *There is no significant difference in the satisfaction level of respondents by Income*

The chi square (p) value is significant at 5% significance level , null hypothesis is rejected. This shows that there is a significant difference in the satisfaction levels of the respondents of different income groups. It was seen that higher income group respondents are less satisfied from their computers then the lower income group customers.

Table 5: Customer Satisfaction and

7. Dissatisfaction towards various Tablets

Demographics	Chi Square
Age 15-30 31-45 46-60 Above 60	df=3 chi-square=09.654 p=0.000
Residential Background Rural Urban	df=1 chi-square=11.563 p=0.445*
Gender Male Female	df=1 chi-square=10.984 p=0.000
Education Post Graduation Graduation Secondary Matric or below	df=3 chi-square=13.897 p=0.002
Monthly Income Under Rs.10000 Rs.10000-Rs.20000 Rs.20000-Rs.30000 More than Rs.30000	df=3 chi-square=10.783 p=0.389*

* Significant at 5% Level

7.1 Factors influencing the purchase decisions of customers

The factor analysis was applied on the responses provided by respondents. Factor analysis is a good way of identifying latent or underlying factors from an array of seemingly important variables. In a more general way, factor analysis is a set of techniques, which, by analyzing correlations between variables, reduces their number into fewer factors, which explain much of the original data, more economically.(Malhotra,2002). In the present study, the factor analysis was applied in order to identify the various factors responsible for influencing the purchase decisions of customers while buying a mobile phone in Punjab ,the responses obtain were put to factor analysis and the result so obtain were subject to Kaiser-Meyer- Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity. The approximate chi-square value is 923.103 with df 290, which is significant at 0.001 level (Table 6).The value of KMO statistics (0.956) is also large (> 0.5). Hence, all factors are not considered equally important by the customers while buying a tablet. An eigen value represents the amount of various associated with the factors. From table 7, it is evident that the first four variables represent the 57.224 % of variance. Therefore, only these four factors with the variance greater than 1.0 are retained and the other factors are not included in the model. Thus, from eigen values in table 5, we extract only 4 factors from the 14 variables.

Table 6 : KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.956
Bartlett's Test of Sphericity	Approx. Chi-Square	923.103
	Degree of Freedom	290
	Significance	.001

Table 7: Total Variance explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.79	20.2	20.226	5.7	20.20	21.2	5.7	20.2	21.220
2	3.68	18.1	38.358	3.6	18.17	37.3	3.6	18.1	37.353
3	2.46	10.7	49.198	2.4	10.74	48.2	2.4	10.7	48.201
4	1.13	9.91	59.101	1.1	9.913	57.2	1.1	9.91	57.224
5	.913	8.88	67.983						
6	.842	7.64	75.630						
7	.763	6.82	82.453						
8	.678	4.84	87.296						
9	.356	3.45	90.747						
10	.216	2.86	93.609						
11	.203	1.90	95.514						
12	.198	1.89	97.409						
13	.167	1.46	98.877						
14	.125	1.12	100.00						

Factor loadings are simple correlations between the variables and factors. The most commonly used method is the Varimax rotation procedure. This is an orthogonal method of rotation that minimizes the number of variables with high loadings of a factor, thereby enhancing the interpretability of the factors. Orthogonal rotations results in factors that are uncorrelated.

Table 8: Rotated Component Matrix

S. No.	Statements	1	2	3	4
1	I consider price as the most important factor while purchasing a tablet	**.751**	.356	.378	.123
2	I need a big storage memory or hard disk	.317	**.608**	.590	.410
3	I like to purchase the tablet in discount offers/schemes	**.712**	.156	.284	.390
4	I prefer a tablet with good aesthetic look	.282	.482	**.515**	.436
5	I prefer a tablet with Good color of outer body	.301	.244	**.591**	.319
6	I like to purchase a tablet which gives me the best value for my money	**.401**	.248	.204	.302
7	I like to store games and songs, so need more space on drives	.189	**.496**	.167	.103
8	I prefer a tablet of a good branded company	.535	.384	.145	**.813**
9	I need a sporty and stylish looking tablet	.287	.473	**.703**	.204
10	I need extra peripheral devices free with my device	**.459**	.187	.245	.293
11	I like to have more speed of internet so I need enough memory	.310	**.540**	.201	.389
12	I do not agree that a costlier tablet enhances one's prestige, I prefer a low cost Notebook Computer	**.557**	.489	.213	.419
13	I need a speedy and multipurpose device so need an advanced processor	.386	**.451**	.383	.342
14	I prefer a tablet endorsed by a renowned personality	.178	.109	.257	**.308**

Principal Component Analysis under the rotation method (Varimax with Kaiser Normalization), rotation converged in 17 iterations. The following four components (Table 9) may be extracted:
Component 1: Factor 1, 3, 6, 10, 12 (Price consciousness)
Component 2: Factor 2,7,11,13 (Memory and Processor)
Component 3: Factor 4, 5, 9 (Aesthetics)
Component 4: Factor 8, 14 (Brand Image)

Table 9: Naming of Factors

Factor No.	Name of Dimension	Item No.	Variables
F1	Price consciousness	1	I consider price as the most important factor
		3	I like to purchase the tablet in discount
		6	I like to purchase a tablet which gives me the best

		10	I need extra peripheral devices free with my device
		12	I do not agree that a costlier tablet enhances one's prestige, I prefer a
F2	Memory and Processor	2	I need a big storage memory or hard disk
		7	I like to store games and songs, so need more space on drives
		11	I like to have more speed of internet so I need enough memory
		13	I need a speedy and multipurpose device so
F3	Aesthetics	4	I prefer a tablet with good aesthetic look
		5	I prefer a tablet with Good color of outer body
		9	I need a sporty and stylish looking computer
F4	Brand Image	8	I prefer a tablet of a good branded company
		14	I prefer a tablet endorsed by a renowned

Price Consciousness : It is the most significant factor with 20.206 percent of total variance explained. This explain the psychology of typical Indian customer who gives utmost importance to price than the other factors. The respondents were willing to buy a tablet in discount offers and schemes. Further some respondents unlike many others do not consider computer as a status symbol and hence did not want to spend much on its purchase.

Memory and Processor : It is the second most significant factor with 18.172 percent of total variance explained. The customers being more aware and educated these days demand for the advanced memory and processor options.

Aesthetics : It is the third most significant factor with 10.740 percent of total variance explained. The respondents look for the aesthetic looks of the computer, the color of the body among many other features while purchasing a tablet.

Brand Image: It is the fourth most significant factor with 9.913 percent of total variance explained. There are respondents who generally trust a branded company and like to purchase those tablets without much enquiry. The trusted brands like Samsung and Sony have a advantage over others when it comes to the brand recalling by the customers while purchasing a Notebook Computer.

8. CONCLUSIONS

The results showed that the majority of respondents purchased a tablet in the price range of Rs. 10,000 to Rs. 20,000, with a lower percentage of purchases at lower and higher prices. The market share statistics of various tablet brands in Punjab revealed intense competition, with Lenovo and Apple slightly ahead, closely followed by brands like Sony, Samsung, and Dell. Most respondents had been using their tablets for 4 years, with a small percentage using them for over 6 years. The satisfaction levels of respondents were not significantly different across different age groups, but it was observed that as the respondents' age increased, their dissatisfaction with their tablets decreased. This can be attributed to younger customers having higher expectations and demands for their computers. Rural customers were found to be more satisfied than urban customers, as rural customers are less demanding due to their lack of awareness. No significant differences in satisfaction levels were found based on gender, education, or occupation. The factor analysis revealed that four factors significantly influenced the purchase behavior of mobile phones: Price Consciousness, Memory and Processor, Aesthetics, and Brand Image. Price Consciousness was considered the most significant factor, reflecting the psychology of typical Indian customers who prioritize price over other factors. Respondents were willing to buy tablets in discount offers and schemes. Some respondents did not view computers as a status symbol and were not willing to spend much on their purchase. Memory and Processor was the second most significant factor, as customers today demand advanced options in these areas. Aesthetics was the third most significant factor, as respondents consider the appearance of the tablet and its color while making their purchase. Brand Image was the fourth most significant factor, with some respondents preferring trusted brands such as Samsung and Sony. These brands have an advantage over others in terms of brand recall when customers are making their tablet purchases.

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