

A Review on Retail Market of Laptop in Last Part of First Decade of 21st Century

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ABSTRACT

As, at the time of review, laptop was going to be a part and parcel of tomorrow's socio economic dynamic life of the global village very soon, an attempt had been made in order to explore the trend of consumer preference in multiple areas and analyze the reasons behind the same with recommendation, if necessary for development, through an extensive survey of prospective consumers by individual interviewing technique to conduct the observational study on consumer behavior and related sales techniques as far as retail section of laptop market is concerned.

Keywords-- Behavior, Consumer, Laptop, Survey

I. INTRODUCTION

The giant P.C. (Personal Computer) gradually released its excess fat by the passage of time and ultimately found its place on our lap with the pet nickname 'LAPTOP'. In 1979 William Mongrese of U.K. made "Grid Compass" – the maiden LAPTOP of the World [2]. This Laptop was utilized in the space shuttle programme of NASA in early part of 1980 decade [5]. However the first Laptop with fullest perfection was "Osborne -1" which was a portable computer invented by Adam Osborne in 1981 weighing 28 lbs with 5 inch screen-size and price 1795 Dollars [1]. Though the manufacturing company was defunct soon yet this conversion of P.C to Laptop ushered a new era in the job-world because it was really a revolutionary change which made it possible to arrange boarding the full office along with the boss in the journey by Air. The main characteristic feature of the Laptop is the portability of all data and information vis-à-vis ready accessibility at any place at any point of time to the users with eye soothing view on pressing the button by the fingertip. After the invention of Laptop the high officials of an organisation are considered never out of office within 24 Hours. They are always available as well as accessible for the service of

the office. The cult of the day is convergence approach for everybody which means only one Laptop is expected to serve multi-purpose and with multidimensional approach. In other words only one Laptop accompanies the owner always and expected to show the mails as well as cinemas; search the internet; play the songs; remind on wife's birth day; show the expenses in details to the nearest Rupee in the excel-sheets; exhibit power point presentation of a future project; show on the screen "special meeting with Chairman "for coded reminder of girl-friend's birth day etc. Of course the approach for convergence is extending the horizon of expectation to such an unimaginable extent that in future there will be demand from consumer to make such arrangement in Laptop that it will signal when milk pouches kept in refrigerator go below a minimum level so that on way back to home it is possible to collect the milk pouches well in advance. However, in fine, it can be declared echoing Neil Armstrong landing on the moon for the first time that transition from P.C. to Laptop is really "A GREAT LEAP FOR MANKIND". For this reason 'LAPTOP' and 'LEAPTOP' are synonymous.

II. RESEARCH OBJECTIVES

Objectives of this Study were to study the trend of consumer preference in multiple areas and analyze the reasons behind the same with recommendation, if necessary, for development so far as retail market of laptop was concerned through observational study on consumer behavior and related sales techniques in retail section of laptop market. As this study was related with a product of electronic industry and the working of the product was related with the web-world it was really a challenging one for study because here consumer preference for the targeted product i.e. consumer preference for laptop would be directly related to the updated knowledge of modern technologies. This challenge was the primary reason for the author to choose this project. The secondary reason for selection of this study was nothing but the fact that laptop

was going to be a part and parcel of tomorrow’s socio economic dynamic life of the global village very soon at that point of time. The tertiary reason is that laptop was expected to be remained strictly for personal use. So the laptop was expected that it would be purchased according to personal choice and fascination. As a result the purchase of laptop in retail market was expected to attain a boom within a very short period. So this review was considered urgent at that point time when this study had been initiated. It is to be noted that, though the survey was conducted previously to explore the objectives as stated above in the context of last part of first decade of 21st century, yet the study has not been published in any journal. Now the author is interested to publish it in a reputed journal with a view to provide the scope for academicians as well as other concerned persons to adopt strategy for sustainable growth by comparing the consumer behaviour prevailed currently in the retail market of Laptop as against the same in the last part of first decade of 21st century as well as to register a historic record which may prove beneficial from the angle of consumer behavior at present or in future.

III. RESEARCH METHODOLOGIES

To explore the relevant information for this study an extensive survey was conducted throughout the nation at different major markets of electrical goods. The prospective retail purchasers of LAPTOP who visited the stores / retail outlet / showroom of laptop were approached, while they made enquiries there about LAPTOP, with a request to please co-operate in conducting this survey. A good number of such prospective customers in spite of their busy schedule, was kind enough to respond to the queries made through the questionnaire specially designed for the survey. The number of respondents was six hundred in all. The variety of occupation of the respondents was as under:-

Occupation	Number
Student & Research worker	345
Business person	160
Service holder	55
Others (e.g., doctors, architect, lecturer, engineer, retired professor, social worker, commercial pilot etc.)	40
Total	600

This survey with 600 respondents establishes the fact that it may be considered as a survey statistically tending to almost perfection as it evoked a large sample data. Here personal contact method was used for the survey. There are two forms of personal contact by interviewing. One is the group interviewing and the other is the individual interviewing. Here individual interviewing method had been adopted because it involved making enquiries with prospective consumers stepping in the retail outlets with the intention of purchasing a laptop.

Moreover personal interviewing method has more strength than weakness as reflected in the following table:-

The characteristics of personal contact method:-

Flexibility	Excellent
Quality of collectable data	Excellent
Control of samples	Good
Speed of data collection	Fair
Response rate	Fair
Cost	Poor

IV. DATA ANALYSIS WITH RECOMMENDATION

On scrutiny of the response to the query regarding purpose of purchasing the laptop by prospective consumer the survey revealed the following result:-

- (i) For academic purpose - 58%
- (ii) For business purpose - 27%
- (iii) For entertainment purpose - 2%
- (iv) For general purpose - 4%
- (v) For other purpose (e.g. office job etc) - 9%

It is evident from the result the lion’s share of the purpose was related to academic followed by business. So every effort was to be ensured so that henceforth in development of new models attempts for satisfaction of both these purposes were given priority.

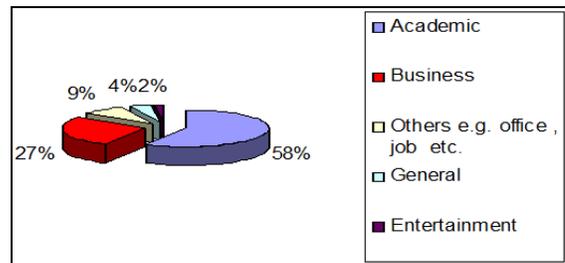


Figure 1: Purpose of purchasing laptop

On scouting of the responses of respondents regarding whether he had already any Laptop of his own only 13% has affirmed and remaining 87% has negated. Out of the 13% consumers who confirmed that they had a Laptop of their own previously but were interested to purchase a second one switching over (or shifting) from their existing brand for the reasons narrated below in a tabular from:-

Name of old /existing brand	Comments of consumers with reason for shifting from old/existing brand to the new brand
ACER	Due to Celeron processor the speed was slow in existing model hence wanted to shift to model having core 2 duo processor which worked fast.
COMPAQ	Overall service to consumer & especially after sales service was not all

	up to the mark hence decided to shift.
DELL	As they had no exclusive service centers & also exclusive retail outlets of their own, hence shifting were necessary.

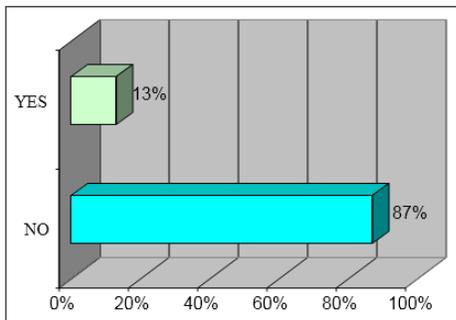


Figure 2: Position of having laptop in the past

Those respondents who reposted that they were not in possession of a Laptop in the past also briefed the reasons for not having the same as below:-

- i) Previously not needed for any job 57%
- ii) Due to price factor 38%
- iii) More or less same facility provided by existing desktop 5%

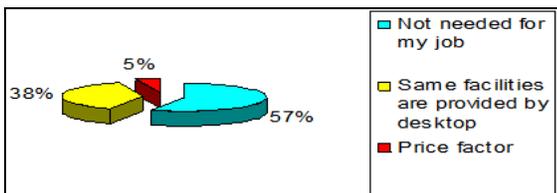


Figure 3: Reason for not having laptop in the past

With regard to the enquiry made to the consumers about the features they considered important for purchasing the Laptop according to their ranking preference the survey revealed the following result:-

Overall Ranking Preference	Feature
1	Competitive price
2	Widely known Brand/or Brand Name
3	Quality product with latest technology
4	Assured prompt after sales service
5	Better Battery backup
6	Low maintenance/ or capacity to tolerate rough handling
7	Wide range of models
8	Portability & Design Factor
9	On time delivery.

As, all the respondents were requested through the questionnaire to make the ranks for all the options starting from rank 1, in order of decreasing importance, hence, from the compilation of option-wise frequencies and analysis of data on the basis of Mean Rank Values, it was evident that consumers gave topmost priority on “Competitive price” followed by “Widely known Brand/or Brand Name”, “Quality product with latest technology”, “Assured prompt After sales service” and “Better Battery backup” from which it could be concluded that Laptop was considered more important as working hand rather than a status symbol or showpiece item for neighbor’s envy.

On scrutiny of the response of the consumers about the query why they are interested to buy Laptop and not desktop the following result came out:-

- For convenience in work - 82%
- Job demands it - 7%
- For space problem - 11%

From the above result it can be concluded that Laptop was not yet proved to be indispensable tool for any job at that point of time for which effort was to be given to make the same in such a fashion that laptop would become indispensable part of any of the multi-various jobs.

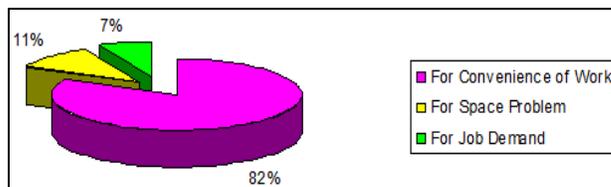


Figure 4: Reason for choice of laptop instead of desktop

Regarding query for choice of processor the survey revealed that;

- 4% opted for Celeron.
- 21% opted for AMD (X2) 64 bits.
- 39% opted for Centrino dual core.
- 28% opted for Centrino core 2 duo.
- 8% opted for others (e.g. Pentium IV)

From the above data it evident that maximum consumer opted for Centrino processor either duel core or core 2 duos.

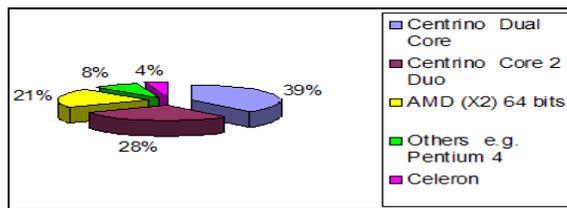


Figure 5: Demand for processor

Regarding the option for screen- size of Laptop

- 18% opted for 12 Inch. Screen
- 35% opted for 14 Inch Scree
- 43% opted for 15.4 Inch Screen

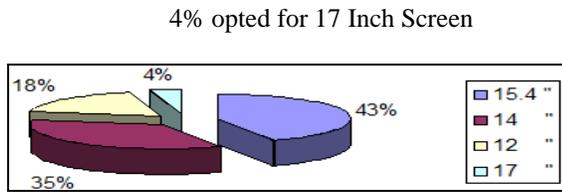


Figure 6: Demand for screen size

Regarding the query for choice of operating system the survey revealed the following data;

Vista business		3%.
Vista Home		28%.
Linux		4%.
Others :-	(a) XP Professional	24%
	(b) XP Home	39%
	(c) Windows 98	2%

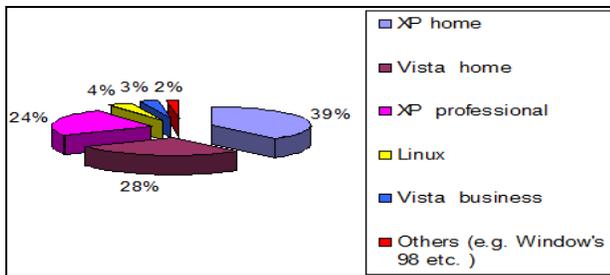


Figure 7: Demand for operating system

The notable feature was that amongst business persons XP Professional was more popular than Vista business. The reason, as discussed with the consumer, was for the apprehension of any problem with the then recently launched Vista business was yet to known. So they preferred XP Professional still as they had been using the same for a pretty long period. However, the overall demand of XP (24 +39 = 63 %) was well above the overall demand of Vista (28+3 =31%) as evident from the above data revealed through the survey. Moreover 12% consumer opted generally for licensed operating system. Others were not interested.

Regarding the expectation of the weight of Laptop it was revealed from the survey that 74% respondents opted that the weight should be below 2 K.G. whereas 26% opted for higher weight (2-2.3 K.G.). So it was recommended that the weight of the Laptop should not exceed 2 K.G in any case. Strikingly the demand of the consumers could be generalized in the form of “the cow will eat less but give more milk” i.e. option for 15.4 Inch Screen size but with weight less than 2 K.G had been demanded. So it was recommended that maximum feasible Screen size was to be made up commensurate with lesser weight.

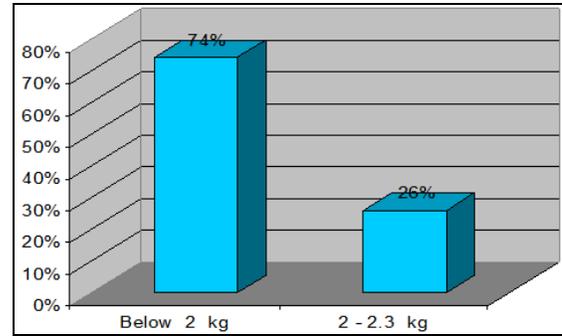


Figure 8: Demand for weight of laptop

Regarding the expectation for the Battery performance 77% demanded the same for above 3 hours while remaining 23% opted for 2.5-3 hours. So it was recommended that all-out effort was to be made so that battery performed above 3 hours.

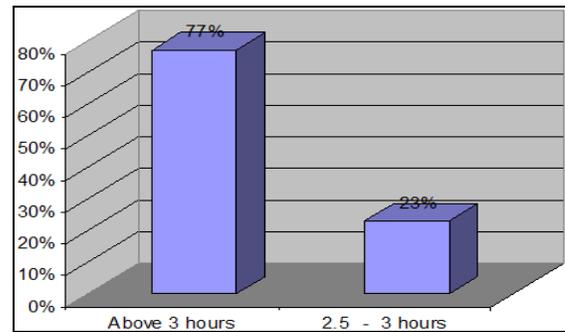


Figure 9: Demand for battery performance

Regarding colour of the Laptop 51% respondents chose ‘Black’ colour; 36% ‘Steel’ colour; 2% ‘Grey’; 5% ‘White’ & 6% other different colours. So it was recommended that in all models “Black” colour was ensured to be available.

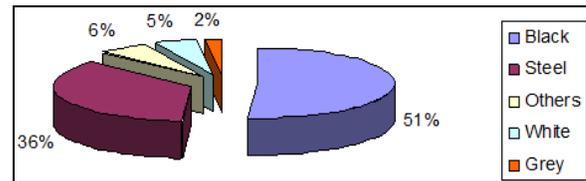


Figure 10: Demand for colour of laptop bag

Regarding the query about suggestion for type of Laptop bag the survey revealed the fact that 98% respondent demanded good quality leather bag out of which 57% opted for soft leather bag and remaining 43% were in favour of hard leather bag. Answers to this open query revealed also that Laptop bag was expected to be:

- (i) trendy
- (ii) easy to carry normally in hand as well as on back in case of need
- (iii) with tough double strap arrangement

- (iv) water proof
- (v) small but beautiful with provision of additional space for carrying some urgent papers inside it
- (vi) compact, sleek and portable.

However, it was recommended that the Laptop bag should be designed in such a fashion that it satisfies as many choice as possible for consumers.

With regard to expectation from the laptop to be purchased positively responded by the prospective customers the following result came out from the survey

- (i) Preference for Web Camera - 88% Yes, 12% No
- (ii) Preference for High Screen Resolution - 97% Yes, 3% No
- (iii) Wi – Fi Facility - 93% Yes, 7% No
- (iv) Blue Tooth Facility - 96% Yes, 4% No

So it is evident that majority of the consumers demanded all the above facilities in general. So all-out efforts were to be made so that all these facilities or as much as feasible should be provided.

Regarding expectation of prospective consumers in respect of the query about type of security features in the laptop the survey revealed the following data.

Security feature	% opted
Fingerprint system	47 %
Password system	33 %
Face recognition system	15 %
Kensington locks system	3 %
Others (e.g., eye ball size) system	2 %

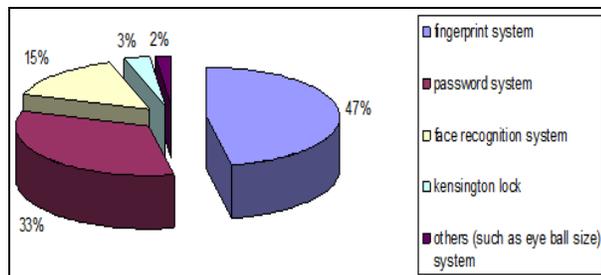


Figure 11: Choice of security systems

The lion’s share of respondents preferred fingerprint system only because of the fact that fingerprints of any two persons are not alike. 33% respondents traditionally & conventionally preferred password system only for the apprehension that in the Laptop, in comparison to high-profile security system like face recognition password system of security, was less hazardous and expected to pose less problem. As 33% of respondents were in favour of password security system it was recommended that company had to think over manufacturing password security system along with fingerprint security system in Laptop with a view to grab more share of sale in retail market of Laptop. Alternatively it was recommended that fingerprint security system was to be more and more advertised for the consumption of

general customers with a view to attract more and more the conventional password system customers.

As regards the expectation of consumers in respect of protection of the Laptop from different apprehensive areas or factors the survey revealed the fact that maximum respondents demanded protection from (a) Shock followed serially by (b) from Liquid (c) from Heat (d) from others e.g. Dust. On analysis of such demand it was recommended that company should devise such that protection from shock was taken care of generally in the Laptop and, if viable, protection from other factors were to be arranged taking into account cost factor also. However whatever might be possible to be done the same was to be done and immediately advertised as much as possible to grab the market share of sale in retail Laptop market. Moreover a good number of respondents specially demanded that system of protection of the hard disc in all possible way was to be ensured by the company because data and information stored in hard disc were so important to preserve and utilize in case of need that chance of non-availability for any reason was to be made nil because data is more valuable than any amount of money at any point of time.

With reference to the expectation of retail consumers regarding extension of warranty period of Laptop to be purchased the outcome of survey was that warranty period should be such as

- 57% of consumers expected Minimum 3 years
- 36% of consumers expected Minimum 2 years &
- 7% of consumers expected Minimum 5 years.

The reasoning of such expectation of 57% consumers for minimum 3 years warranty was that while a quality TV costing maximum Rs. 15000/- offer one year warranty then such a costly Laptop costing around 3 times the cost of TV naturally had to offer of warranty which should be of a greater span like 3 years. Besides it was expected that extension of warranty period naturally would help to build confidence in the minds of the consumers on the company’s Laptop with the expectation that such a costly Laptop would not pose any problem in near future at least up to end of warranty period. In view of such expectation it was recommended that warranty period should be considered to be extended at least up to 2 years and thereafter after-sales service to be promptly rendered at a cost nominally over break-even cost for another one year. Hence there was a scope of bundling warranty extension option along with the sale of laptop. This extension of warranty period and rendering after sales service as recommended above if sanctioned should be highlighted in advertisement which would definitely enhance the goodwill vis-à-vis promote sales of Laptop in retail sector to a satisfactory level.

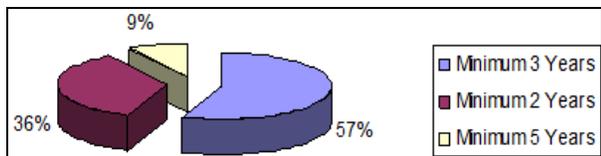


Figure 12: Choice for extension of warranty period

As in case of desktop, upgradation process of existent configuration was comparatively easier than in case of Laptop, query from respondents were made whether they want easy upgradation facility in Laptop also. The response revealed that 91% customers were in favour of incorporation of easy upgradation facility in their Laptop as against 9% customers were not in need of such incorporation so, as lion’s share of customers were longing for easy upgradation facility, with a view to boosting sales of Laptop in retail market attempts were to be made by company to meet such popular demands.

Regarding the query, whether the customers want any relevant software to be incorporated in their Laptop to be purchased, a good no. of respondents wanted such incorporation as an additional facility. The subdivision of type wise software was as under:-

- i) Anti virus software 34%
 - ii) MS Office software 23%
 - iii) Accounting Package software (i.e. Tally 7.5 or 9 etc.) 19%
 - iv) Adobe Photo shop software 8%
 - v) Adobe Reader Software 4%
 - vi) Games Software 6%
 - vii) Others e.g. 6%
- (Media related Software, Insurance related Software, Share market related Software, AutoCAD etc.)

The maximum demand was for antivirus software which might be considered for incorporation generally as an additional facility in the Laptop.

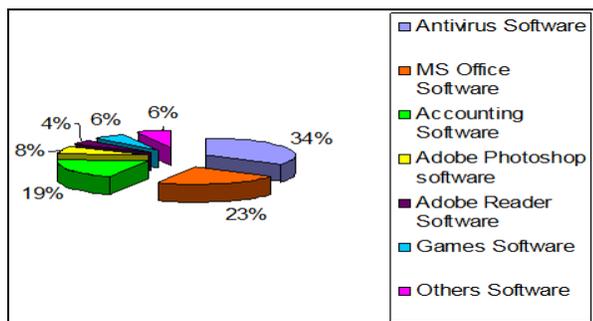


Figure 13: Choice for relevant software for own benefit

Regarding the choice for mode of payment of the price of Laptop the survey revealed the result to the effect that 55% prospective buyers were interested to make the payment instantly and remaining 45% by instalment.

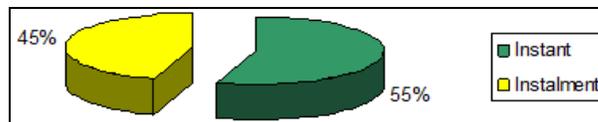


Figure 14: Choice for mode of payment

Again the subdivision for choice in the above two segments are in tabular form as under:-

Mode of payment	Instant	By Instalment
Through Cash	53%	21%
Through Draft/Pay order	9%	16%
Through Cheque	26%	59%
Through Credit Card	12%	4%

It is evident from the above table that out of the purchasers who preferred to pay instantly maximum 53% were interested to pay in cash and minimum 9% by Draft/Pay order. Purchase instantly by Credit Card was not yet so boosting and encouraging (only 12%) as against payment instantly by cheque (26%). Strategically the delivery of Laptop in case of payment by cheque is to be deferred till the confirmation regarding honouring of cheque is received. Decision was to be taken whether door-delivery at desired address could be offered in such case as a special facility immediately after clearance of cheque.

Out of the purchasers who preferred to pay by instalment maximum were interested to pay by cheque (59%) and minimum by credit card (4%) the other optiees were 16% by Draft/ Pay order and 21% by cash. But in case of instalment scheme the period of instalment should be well within the warranty period and there must be a system of involvement of 3rd party (Preferably employer or Bank or a financial institution with market reputation) who will guarantee remittance of payment by instalment. Also in case of instalment purchase the amount of interest at business rate to be charged and realised for the entire period of repayment. So the amount to be paid through specified number of instalments payable for specified span of time would be made known to the purchaser initially at the time of purchase. In line for boosting sale of Laptop in retail sector instalment payment scheme was to be launched judiciously through acceptable organization who as employer would guarantee timely remittance of instalment and there must be a tri-party agreement. Acceptance of post-dated cheques from purchaser as instruments for payment of instalment must be insisted to have marked ‘Good for Payment’ by respective Bank.

It is needless to mention that instant payment was less hazardous but, in the context of at that point of time, in the ensuing days of hard competition for boosting sales of Laptop in retail sector for the beneficiaries who had the urgency for purchase of Laptop but had not sufficient means to pay instantly a judicious scheme was to be

evolved for payment by instalment by the purchaser, of course with the guarantee to receive the payment of instalments by an acceptable authority. When the prospective market of affluent customers would be stagnant or diminish due to saturation it would be high time to launch such a judicious instalment payment scheme to attract the next tire of customers with lesser financial capacity.

Regarding the expectation of price-band of the prospective buyers of Laptop the survey revealed the following result:-

Price band (in Thousand Rs.)	% of buyers opted
25 - 30	17%
30 - 40	48%
40 - 50	19%
50 - 70	13%
70 - 100	3%
> 100	0%

The above result shows that maximum buyers preferred the price-band 30-40(000's) and then 40-50(000's). Strikingly only 17% opted for the lowest price-band offered i.e. 25-30. So it was recommended that all out efforts to be initiated that models within the price-band 30-40 (000) were offered for customers in general and within; price-band 40-50 (000) were offered for special customers incorporating as many facilities as possible in both the models commensurate with the price to boost up sales vis-a- vis goodwill of the company.

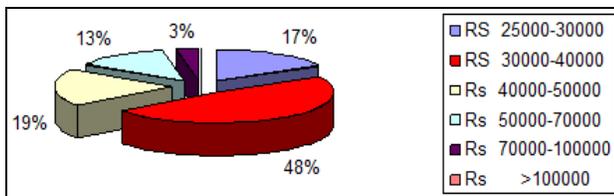


Figure 15: Choice for price band

From the compilation of option-wise frequencies and analysis of data on the basis of Mean Rank Values, it was evident as per the results of survey which revealed that the prospective buyers preferred to get the information about Laptop from the following sources of information in chronology of preference, in order of decreasing importance starting from 1, as under:-

Rank	Source of Information
1	Internet
2	Friends/Relatives/ Colleagues
3	Company Representatives.
4	Media.
5	Trade Fair.

So it was to be ensured that all relative information regarding Laptop including offer, benefit facility etc. was to be inserted in website with immediate effect.

On Scrutiny of the responses received to the query about the place where from the proposed buyer was interested to buy his Laptop the division of choice as revealed from the survey was mainly 74% from company's retail outlet and 26% from other multi-branded retail shop (with limited variety).

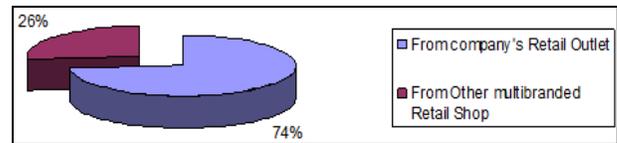


Figure 16: Choice for place of purchase

On further scrutiny as to the reason of such choice of place as mentioned above it was revealed, through multiple option prefer, that in case of choice of company's outlet :-

- 83% consumers opted for variety
- 55% consumers opted for better customer care
- 32% consumers opted for less price
- 6% consumers opted for ambience.

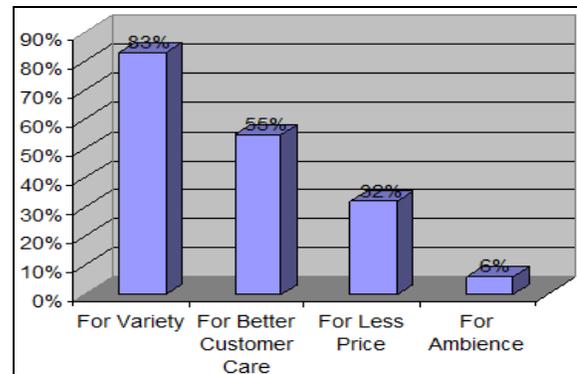


Figure 17: Reason for choice of company's retail outlet

In case of choice of other multi-branded retail shop the above sub-division is as under:-

- 61% consumers opted for less price
- 44% consumers opted for variety
- 11% consumers opted for better customer care
- 0% consumers opted for ambience.

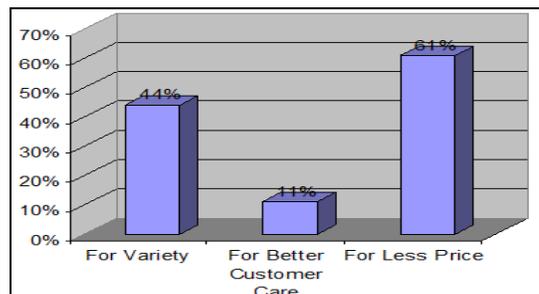


Figure 18: Reason for choice of other multi-branded retail outlet (limited variety)

In both the above sub-divisions it is to be kept in mind that a consumer could tick the choice more than one out of four given alternatives. An interesting feature was revealed in this survey that amongst 26% consumer who was interested to buy from multi-branded retail shop instead of company's outlet 61% opined that their choice was due to less price. But it should not be the fact because at company's retail outlet the price was definitely less. So this opinion was either based on misinformation or if price was actually less then proper steps should be initiated for knowing the reason thereto with a view to boosting sale of Laptop from company's outlet. Besides the above a very meagre percentage of consumers informed that they were interested to buy from company's outlet for the following reasons:-

1. True price of purchase instead of less price.
2. Enjoying exclusive offer provided by the company.
3. Assured after sales service to be rendered by the company itself.

As against in case of other multi-branded retail shop for the following reason:-

1. Availability of comparable information about various brands and model under the same roof.

V. OBSERVATIONAL STUDY WITH SUGGESTIONS ON CONSUMER BEHAVIOUR VIS-À-VIS PROMOTIONAL TECHNIQUES FOR RETAIL MARKET OF LAPTOP

According to American Marketing Association, Marketing is an organizational function comprising a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in a way that benefit the organization and its stakeholders for long run [3]. Schiffman & Kanuk (1997) define consumer behaviour as the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas [6]. And Marketing Research is the systematic and objective identification, collection, analysis, dissemination, and use of information for the purpose of improving decision making related to the identification and solution of problems and opportunities in marketing to cater the consumers in a better way [4].

When a customer steps in, it would be prudent to attend him right from the door-step by an authorized person of the organisation wearing specified dress with logo of the company / shop so that the customer do not feel embarrassed being unable to identify the right person to talk with amidst other customers to satisfy his query. Alternatively there may be arranged a counter marked "Enquiry" where from the incoming consumer would be counselled to go to the right corner and meet the right person to talk with for satisfying his query.

A customer, generally a male person, (willing to purchase a Laptop which costs more or less a fat amount) is generally accompanied by at least 2-3 persons who are his relatives or friends. But it was observed that decision in respect of purchase of Laptop generally has to be made by the purchaser himself mainly. So at first it is to be identified in a polite manner who is the actual purchaser within the group. Thereafter the main attention and satisfying the queries of the purchaser is to be given topmost priority, of course the other persons should be tactfully made to understand that they're not ignored but not to be given priority for all practical purposes.

This strategy is to be reversed in case of female purchaser who are generally in most cases accompanied by her relatives (father/brother) or boy-friends. The decision in respect of purchase of Laptop is taken in most of the cases by her male counterparts. So in case of female purchaser attending the queries of intending purchaser as well as her companion(s) should be considered equally important.

Though the number of occasions when an intending female purchaser steps in for purchase of a Laptop singly or only with her female companions, is still a few yet it was expected to increase day by day when it would be prudent to arrange attending her/their queries exclusively by a trained lady representative with whom she/they would feel at home for obvious reasons. Till this number of enquiries of female purchasers increase to such a considerable extent that engagement of a full-time lady representative was not viable economically a temporary measure might be adopted so that service of any lady employee engaged in any other routine work can be utilised to attend such female customers as a special case as and when situation demands.

Right from the moment a person steps in arrangement should be made such that he/she is greeted from the door-step and attended by an authorized person politely as to what he would like to enquire about. In this process an advance rapport with the prospective customer is automatically built up which in turn builds a confidence within the purchaser about the organisation.

An intending purchaser of a Laptop has definitely the desired affluence and economic capacity; only thing for the sales-person is to be done strategically to convince him for purchasing the company's product. With a view to such convincing it should be enquired step by step from him (a) For what purpose he is intending to utilise the Laptop to be purchased? (b) The details of configuration he is expecting in the Laptop? Knowing these information the customer is to be briefed about the recent models. At this point of time if any recent model is handed over to the customer with a request to inspect the same personally it will create a special personal impact on the customer by such personal touch of the Laptop with his hand and this process is expected to drag the customer mentally to take a decision for purchasing that particular Laptop instantly. It

is nevertheless necessary to mention here that the authorized person attending the customer should remain extra-cautious so that the Laptop do not fall down from the hands of the customer by any chance.

The purchaser of a Laptop was expected to be very much concerned about the after-sales service because Laptops are not purchased by assembly like desktops. The purchasers have to depend solely on the company from whom they have purchased the Laptop for any after-sales problem and its solution. So conscious effort is to be made right from the beginning to build up such a mental liaison and rapport with customer by all possible means so that the customer gains confidence on the authorized person attending his query vis-à-vis the company/organisation by gesture and knowledgeable but polite way of briefing the relevant details of the product as well as the company and with comparison of competitive brands of other companies, if needed of course. The winning points of the product and the company should always be highlighted in course of such briefing with special reference about assurance of after sales service at optimum level.

Arrangement of nominal entertainment to be done e.g. offering tea /coffee/soft drinks to the prospective consumer not for all but for those who would remain engaged in conversation over a long period regarding purchase of a Laptop.

Another important feature is to be pointed out. Sometimes it had been observed that even when a consumer purchases a Laptop by full payment in cash he is requested to take delivery of the Laptop after a specific span of time, say after two hours, which appears reasonable to complete the formalities and procedures. But when he comes at the specified time after two hours he is again detained for another one to two hours which naturally generates irritation within the customer for unnecessary loss of time for no fault of him and initiates a loss of confidence vis-à-vis rapport with the company/organisation. This must be avoided by any means. The customer is to be committed specific time whatever long span it might reasonably be taking into account all possible eventualities and that commitment is to be honoured at any cost. Lethargic, callous and irresponsible attitude of anybody in the organisation which may lead to such situation of failure of commitment is to be dealt with seriousness as deems fit by the appropriate authority in the interest of goodwill of the organisation. If for any unforeseen circumstances beyond control delay is unavoidable customer should be intimated immediately at his contact number well in advance so that he can reschedule his programme without wasting his valuable time.

Another important point is to try for motivating an intending purchaser of a desktop for purchase of Laptop instead of desktop. With a view to buildup such motivation for purchase of Laptop instead of desktop the following arguments/reasons are to be placed before the consumer:-

Laptop will not cost more because

<u>Item of component</u>	<u>In Desktop</u>	<u>In Laptop</u>
Cost of Computer Table	Rs.2000/-	Nil (No need)
UPS for 2 hour backup	Rs. 10000/-	Nil (Provided)
Cost lessened		Atleast Rs 12000/-

So price will be more or less same if the cost UPS and computer table is considered as against the cost of Laptop. Whereas, in case of Laptop additional benefit is - no blocking of additional space as well as having a small, handy and portable device. So many intending purchasers of Laptop can easily be molded to purchase a Laptop with such briefing of acceptable reasons. Of course for those customers who are determined to buy desktop there should be no nagging approach which may adversely affect goodwill of the organisation.

In course of initial conversation with the proposed consumer of Laptop it is to be clearly known as to for what purpose he intends to purchase the Laptop and in what type of configuration he is interested. On knowing his purpose & requirement 2-3 Latest models to be exhibited before him and show him the product specification catalogue with a request to make choice by himself for the exact model and configuration. In most cases the consumer, being not so much conversant or knowledgeable about the technological ins-and-outs in details, seeks the suggestion of the person attending him when it would not be very difficult to arrange selling the product as desired by the company/organisation.

For sales promotion, following measure were to be done:

- (i) Advertisement of products through media specially TV was to be done on regular basis.
- (ii) More company's own retail outlet were to be made available to the prospective consumers at different main posh points.
- (iii) Laptops for senior citizens should be made easy to operate, vis-à-vis available at comparatively less price with comparatively large keys.
- (iv) In the models designed for entertainment purpose specially music lovers the sound system should be audibly pleasant with free microphone offer.
- (v) Varieties of models with minor changes in get-up to be made available for different target groups of consumers.

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