

A Study on Perceiver Determinants To Influence The E-Commerce Purchase For Branded Laptop

V. Suresh, G. Venugopalan, S. Jeyabalan, A. Lakshman Kumar

Abstract The rapid development of Information Technology (IT) has lead to increase the sales of branded laptop/notebooks across the world. According to Gartner's total shipments of PC's worldwide reported the amount of around 290 million units in 2015 and the top PC sellers were Lenovo, HP, Dell Apple and Asus. This study analyses the branded laptop on e-commerce only. This study measured that there are nineteen features which influence consumers' laptop purchase decisions on e-commerce. I trust that these websites would not do anything intentional that prejudice the user of branded laptop, It is short time period of home delivery facility of branded laptop, It is easy to cancel orders of branded laptop online, It is easy to return the products of branded laptop back through online websites, I don't have to pay extra charges to branded laptops, I feel my personal information won't be leaked out when i order branded laptop online, I will receive the products of branded laptop on time as detailed out at website, I am very much satisfied at the availability of genuine shipper and product details of branded laptop in E-commerce site, It is very easy to access all type of information about laptop brand through social media, E-commerce is very easy to purchase the laptop brand than traditional, E-commerce takes minimum time to search the laptop brands than traditional channels, the quality trust of accuracy and reliability of information about laptop brands, I trust in purchasing a branded laptop through ecommerce websites, I will get what i ordered through an ecommerce websites, It is very easy to purchase laptop brands via E-commerce, It is very easy to share and guide information about laptop brand via social media, It is very easy to open the information about laptop brands at communities, It is very easy to communicate quickly with groups about laptop brands via social media and It is very easy to announce their views to the users of laptop brands at social media. Based on data collected from 824 branded laptop buyers on e-commerce at Chennai city, exploratory factor analysis were analyzed the perceivers' determinants to impact the e-commerce purchase for laptop brand on e-commerce at Chennai city.

Keywords: Laptop Brands, Electronic-commerce and Perceiver determinants

I. INTRODUCTION

Shopping is necessary to every body's life in the world. Some buys the basic necessary articles and others buys different and luxurious articles in the shopping.

Revised Manuscript Received on 30 May 2019.

* Correspondence Author

Dr V Suresh*, Assistant Professor, Faculty of Management, SRM Institute of Science and Technology, (Tamil Nadu) India.

Dr. G. Venugopalan, Assistant Professor, Faculty of Management, SRM Institute of Science and Technology, (Tamil Nadu) India.

Mr S Jeyabalan, Assistant Professor, Dept. Of Computer Science Engineering., Anand Institute of Higher Technology, Chennai. (Tamil Nadu) India.

A Lakshman Kumar, M.Tech., Teaching Assistant, Faculty of Management, SRM Institute of Science and Technology, (Tamil Nadu) India.

© The Authors. Published by Blue Eyes Intelligence Engineering and Sciences Publication (BEIESP). This is an [open access](https://creativecommons.org/licenses/by-nc-nd/4.0/) article under the CC-BY-NC-ND license <http://creativecommons.org/licenses/by-nc-nd/4.0/>.

It is one of the methods to release the tension from the machine life and it is a technique to fulfil their desire at mind or a formula to include some extra flavour in the people's machine life.

Basically, it has two methods in shopping are 1) Traditional shopping 2) Online shopping. The online shopping means the act of ownership of products or services on the Internet.

In the present era, online shopping has become a popular trend in the business world because the people find the convenience and easy to shop from their comfort zone of home or office. it avoids to wait at long lines or search from one store to another store for a particular article. Online shopping is a part of business from the year of 1998 to till now, The millions of people ordered the different variety of products or services at online because retailers has upgraded their network distributions for increase the revenue to online retail marketing. The different business organisations use different strategies for increasing the online consumers' purchasing behaviour for increasing the sales at online shopping. The different online retailing strategies are web site design, online advertising, market segmentation, distribution, product variety and inventory holding. Forecasts sales becomes positive based on consumers' online purchasing behaviour. The online buyers spending time has been continuously increasing year by year. The online time spending was \$ 12.1 billion and 49.6 million online buyers in 2015, online time spending was \$ 22.7 billion and 67.5 million online buyers in 2016. The online spending will be reached \$ 74.7 billion and will be increased 167.8 million online buyers in 2020. In e-commerce website, if customers receive a high quality of the service, the customers cannot move to another site. It needs important strategy for designing the e-commerce system to satisfy the customer's requirements service. The customer's satisfaction factors to e-commerce system are amount of information, predictability of the service received, number of clicks needed and the response time. The different levels of customers satisfaction with various factors measured for each individual Web site.

II REVIEW OF LITERATURE

Harbison and Forrester (1995) Stated to laptop user for adjust the laptop viewing angle, screen, height and distance of keyboard. The screen and keyboard' height and distance directly affects to users' neck, shoulder, arm, head and trunk posture. The forward head inclination posture is more effective for laptop user. He suggested the greater than 30° neck posture for effective working in Australian Standard (1990). The average head inclination angle range from 44.0° to 49.6° based on the location of utilisation of laptop.



(Grandjean, 1987 and Straker, 2000b)

Oliver (1997) Stated the customer satisfaction concepts are an output or the process. An output of customer satisfaction means customers' prior purchase experience for actual point of purchase with sentiments for products in the market. The process of customer satisfaction means customers' better experience with advanced sentiment for purchase the products in the market.

Dialscore.com(2000) Reported that satisfied customers visit the websites twice and spend twice the amount of money than normal customers or floaters. The promotional expenses to acquire a new customers that leads for customers loyalty to longer period. The customers satisfaction from information content, system use, appearance, product, service support, privacy and security.

Goolsbee (2001) An investigated the more than 20,000 people about the price sensitivity of individuals' choice for purchase the computers online or retail stores. The results indicated the price sensitive decision to retail computers based on type of computers and type of customers.

Nasir, Yoruker, Güneş & Ozdemir (2006) Revealed the three groups of consumers (i) Stayers (ii)Satisfied switchers (iii)Dissatisfied switchers. The three different groups of customers(attitudes) plays a vital role for an effective, feasible retention and loyalty strategies laptop purchases when they upgrade their computers.

Kotler and Keller (2009) Defined the e-commerce an offering of the products and services are intangibles but main advantages of marketing is to maintain the direct contact between E-commerce provider and customers. In the recent trend of E-commerce, the success strategies lies on customer relationship. It means providing the superior value to the target customers than building the process to the customers. The organisations provide the services to the satisfaction through this customers are really satisfied from consuming the product. In addition to the higher level of service support is provided to the higher level of satisfaction. (3)

Darley, Blankson, & Luethge (2010) This study stated the online consumer behaviour and decision-making processes, the more number of studies reviewed the relationship between the external factors and components of the decision-making process.(4)

Internet And Mobile Access of India (IAMAI) and International Market Research Bureau(IMRB) (2014) Reported the Indian e-commerce Industry was \$13.5 billion in 2014. Gartner Inc. forecast reported the Indian E-commerce sales is \$ 6 billion sales in the year of 2015 that was 70% growth increase compared in 2014 e-commerce sales was \$ 3.5 billion. The Internet And Mobile Access of India (IAMAI) and International Market Research Bureau(IMRB) reported the Indian E-Commerce sales growth is 33 % or \$ 16.3 billion in 2015. The investors are preferred to invest in Indian e-commerce sectors because India is the world second huge market in Asia Pacific.

E-commerce report (2015) Reported that, in 2015 Indian e-commerce market shared the top market leaders totally like as Flipkart 45% and Snapdeal 26%. Flipkart's major sales are electronics and its appliances in E-Commerce market. Snapdeal's is an organisation to provide contribution on

electronics and appliances and fashionable products in e-commerce market. The e-commerce market share is \$6 billion in 2015 and expected to be raised at \$100 billion in 2020.

Nielsen Report (2017) Reported that the online shopping trends has started from late 2000 to till the present years and goes on forthcoming years also. It has more than 875 million consumers shopped at online in 2006. The 40% of online shoppers has increased from 2006 to 2008.

III REARCH OBJECTIVE

To identify the perceived users determinants to influence the e-commerce purchase for branded laptop.

IV RESEARCH METHODOLOGY

This study explained an exploratory research methods for identify the perceived users determinants to influence the e-commerce purchase for branded laptop. This research includes 824 respondents (online branded laptop purchasers) at Chennai in Tamil Nadu of India. To explore the data for analyse the exploratory factor analysis, purposive sampling techniques and the Independent sample test is used for data analysis tool in this research.

V. RESULT AND DISCUSSIONS

The exploratory Factor analysis was performed with KMO and Bartlett's test of Sphercity and Varimax rotated component matrix was analyzed in this research. To identify the perceived users determinants to influence the e-commerce purchase for branded laptop at factor analysis of statistical techniques was analyzed. The data was analyzed and interpreted at the following table.

Table I: KMO and Bartlett's Test for purchase of laptop brands at e-commerce

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.967
Bartlett's Test of Sphericity	Approx. Chi-Square	8009.526
	Df	406
	Sig.	.000

Table I denoted KMO sampling adequacy and sphercity is 0.967, that leads to the samples are adequacy for further analysis. The Chi-square value is [8009.526] and statistical significance is .000 this sample has normality to continue this research.

Table II: Total variance explained for purchase of laptop brands at e-commerce

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.110	34.862	34.862	10.110	34.862	34.862	4.998	17.235	17.235
2	1.291	4.453	39.314	1.291	4.453	39.314	3.811	13.143	30.377
3	1.025	3.534	42.848	1.025	3.534	42.848	3.617	12.471	42.848
4	.925	3.191	46.039						
5	.894	3.081	49.120						
6	.859	2.963	52.083						
7	.846	2.917	55.000						
8	.810	2.795	57.795						
9	.770	2.656	60.451						
10	.753	2.597	63.048						
11	.742	2.558	65.606						
12	.723	2.493	68.099						
13	.686	2.365	70.464						
14									72.794
15									75.050
16									77.277
17									79.438
18									81.481
19									83.420
20									85.315
21									87.162
22									88.969
23									90.724
24									92.395
25									94.034
26									95.603
27									97.108
28									98.564
29									100.000

Extraction Method: Principal Component Analysis.

Table II denoted the total variance explained to this sample. It indicated that 43 % of the variables is totally converged in three components of total variance explained in the sample.

A Study on Perceiver Determinants To Influence The E-Commerce Purchase For Branded Laptop

Table III: Rotated Component Matrix for purchase of laptop brands at e-commerce

	Component					
	1	2	3			
3.1.1 It is very easy to access all type of information about laptop brand through social media		.508		3.4.4 It is short time period of home delivery facility of branded laptop	.510	
3.1.2 It is very easy to purchase laptop brands via E-commerce			.636	3.4.5 It is easy to cancel orders of branded laptop online	.548	
3.1.3 It is very easy to share and guide information about laptop brand via social media			.563	3.4.6 It is easy to return the products of branded laptop back through online websites	.626	
3.1.4 It is very easy to open the information about laptop brands at communities			.622	3.4.7 I don't have to pay extra charges to branded laptops	.591	
3.1.5 It is very easy to communicate quickly with groups about laptop brands via social media			.586	3.4.8 I feel my personal information won't be leaked out when i order branded laptop online	.593	
3.1.6 It is very easy to announce their views to the users of laptop brands at social media.			.587	3.4.9 I will receive the products of branded laptop on time as detailed out in the website	.576	
3.2.1 E-commerce is very easy to purchase the laptop brand than traditional		.718		3.4.10 I am satisfied with the availability of genuine shipper details and product details of branded laptop in E-commerce site	.607	
3.2.3 E-commerce takes minimum time to search the laptop brands than traditional channels			.515			
3.3.1 I trust the quality of information its accuracy and reliability of branded laptop			.678			
3.3.2 I trust in purchasing a branded laptop through ecommerce websites			.505			
3.3.6 I trust that these websites would not do anything intentional that prejudice the user of branded laptop	.599					
3.4.1 I will get what i ordered through an ecommerce websites			.560			

Table III: The first component has 8 factors only, that is called PERCEIVER CONVENIENCE, viz., I trust that these websites would not do anything intentional that prejudice the user of branded laptop, It is short time period of home delivery facility of branded laptop, It is easy to cancel orders of branded laptop online, It is easy to return the products of branded laptop back through online websites, I don't have to pay extra charges to branded laptops, I feel my personal information won't be leaked out when i order branded laptop online, I will receive the products of branded laptop on time as detailed out at website, I am very much satisfied at the availability of genuine shipper and product details of branded laptop in E-commerce site.

The second component has totally 6 factors, that name is called PERCEIVER AWARENESS viz., It is very easy to access all type of information about laptop brand through social media, E-commerce is very easy to purchase the laptop brand than traditional, E-commerce takes minimum time to search the laptop brands than traditional channels, I trust the quality of information its accuracy and reliability of branded laptop, I trust in purchasing a branded laptop through ecommerce websites and I will get what i ordered through an ecommerce websites. The third component has totally 5 factors, that name is called PERCEIVER EXPERIENCE viz., It is very easy to purchase laptop brands via E-commerce, It is very easy to share and guide information about laptop brand via social media, It is very easy to open the information about laptop brands at communities,



It is very easy to communicate quickly with groups about laptop brands via social media and It is very easy to announce their views to the users of laptop brands at social media.

IV CONCLUSION

In electronic-commerce for laptop brands, there are 19 primary factors identified for customer's purchasing decision for laptop brands. It leads to concerns about to leverage of customers buying behaviour. I trust that these websites would not do anything intentional that prejudice the user of branded laptop, It is short time period of home delivery facility of branded laptop, It is easy to cancel orders of branded laptop online, It is easy to return the products of branded laptop back through online websites, I don't have to pay extra charges to branded laptops, I feel my personal information won't be leaked out when i order branded laptop online, I will receive the products of branded laptop on time as detailed out at website, I am very much satisfied at the availability of genuine shipper and product details of branded laptop in E-commerce site, It is very easy to access all type of information about laptop brand through social media, E-commerce is very easy to purchase the laptop brand than traditional, E-commerce takes minimum time to search the laptop brands than traditional channels, I trust the quality of information its accuracy and reliability of branded laptop, I trust in purchasing a branded laptop through ecommerce websites, I will get what i ordered through an ecommerce websites, It is very easy to purchase laptop brands via E-commerce, It is very easy to share and guide information about laptop brand via social media, It is very easy to open the information about laptop brands at communities, It is very easy to communicate quickly with groups about laptop brands via social media and It is very easy to announce their views to the users of laptop brands at social media. The organisational strategically implementation for retaining existing customers and increase the new customers at customer-friendly actions for revenue generation. All these factors are made to customers' purchase behaviour for online purchase laptop brands in the electronic-commerce market.

REFERENCES

1. Darley, W. K., Blankson, C., & Luethge, D. J. (2010). Toward an integrated framework for online consumer behavior and decision making process: A review. *Psychology & marketing*, 27(2), 94-116.
2. Dr. V. Aslihan Nasır, Sema Yoruker, Figen Güneş and Yeliz Ozdemir(2015), factors influencingconsumers'laptop Purchases,https://www.researchgate.net/publication/279749585_factors_influencing_consumers'_laptop_purchases
3. Cronin, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of retailing*, 76(2), 193-218.
4. Jacksone, C., Poullose, J., Krishnan, P., Mundeja, S., Deep, V., & Singh, V. (2014). Identifying the factors of Customer Satisfaction in an E-Commerce venture in India. *Symbiosis Institute of Operations Management*.
5. Goolsbee, A. (2001). Competition in the computer industry: Online versus retail. *The Journal of Industrial Economics*, 49(4), 487-499.
6. Nasır, V. A., Yoruker, S., Güneş, F., & Ozdemir, Y. (2006). FACTORS INFLUENCING CONSUMERS'LAPTOP PURCHASES. Sema Yoruker, Figen Güneş and Yeliz OzdemirBogazici University, Istanbul, Turkey.

7. Kotler, P., & Keller, K. L. (2009). *Dirección de marketing*. Pearson educación.
8. <http://www.iamai.in/media/details/4990>
9. <https://www.ecommerce-europe.eu/app/uploads/2016/08/european-b2c-e-commerce-report-2015-light-20150615.pdf-1.pdf>
10. <http://www.nielsen.com/us/en/insights/news/2010/global-online-shopping-report.html>

AUTHORS PROFILE



Dr V Suresh completed his **Doctorate of Philosophy(PhD)** in Management studies at Bharathiar University in India and he is a **Master of Philosophy(M.Phil)** in Management studies from Vinayaka Missions University and a post graduate in **Master of Business Administration(MBA)** from ANNA University, qualified in **UGC-NET** and a post graduate in **Master of Astrology**. He is also a **certified Teachers on - Total Quality Management Course** from SRM University. He received **BEST faculty award, best researcher award** in management studies and **Editorial Board Member** for Journal of Business and Economic Development.

He is in the field of teaching post graduate students of Management for 15 years and subject matter expert in the areas of Marketing, E-Business and marketing analytics, Managerial Statistics, Production Management, Operations Management and Operations Research, Logistics and Supply chain Management, World class manufacturing, technology management, product design and development and service and operations management, strategic management and project management. He received 1st Prize in Sarvodaya(Soap) Sales Programme at PG echelon.

He Participated in POEM WRITING competition "Velga Baratham" at Bharathiar University at UG level. He received the best faculty award from a private top engineering college.

He has contributed the book name of **ONLINE MARKETING** at APH Publishing Corporation.

He has presented papers in several National and International Conference and He has around 26 publications to his credit. Also 13 publications in SCOPUS indexed journals, 2 ABDC JOURNALS, 10 UGC listed journal and another 1 accepted for publication in the SCOPUS indexed Journals.



G.Venugopalan is an Assistant professor in Senior cadre of School of Management, SRM institute of Science and Technology, Tamilnadu, India . He has been awarded Doctoral degree in Management (Marketing discipline) by Bharathiyar University,India . He has published many research papers in the arena of rural marketing and perception of customers oriented towards FMCG and consumer durables. He had an experience of two and half decades in Manufacturing Industry of Automobiles, Food and beverages, RTE, Industrial equipments. Moreover, he is the head of Business management Training program provided to native Japanese managers by SRM Group since 2007. He has been providing motivational speeches and Total Quality performance appraiser to many Industries in South India. Recently he had been resource person for International workshop for business themes provided to Researchers and Industrialist of Indonesia at LSPR, Indonesia along with their Government. In the early 90's he had been awarded Early Bird, Big Buy awards by MNC's. He had appeared the public cases for Sales Tax and Central Excise at Tribunal level and made good contributions to society.



S.Jeyabalan is an Assistant Professor in Anand Institute of Higher Technology, Tamil Nadu, India. He completed his master Degree (M.Tech) in SRM University. He had an experience in the Multimedia and Graphics Design Industry. He had been resource person for Resource person for Hannam University, South Korea - SRM Linton Global Leadership Program 2017