

BUYERS' BRAND PREFERENCES FOR LAPTOPS

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ABSTRACT

In the present scenario, the number of people who are using and owning personal computers (PC) substantially increases in all over the world. Contrary to the introduction years of computers, today they have been used by almost all age groups, and by both males and females. Furthermore, buyers' desire for portable and attractively designed PCs forces the companies to produce laptops. In addition, extended battery life, price cuts, prevalence of home-offices, and integrated wireless networking also cause to the increased sales of laptops. In this article the researcher analyses the different brands of laptopsr available in the market, motivating factors available and level of satisfaction among the buyers towards laptops.

KEY WORDS: Brand preferences, Consumers, Laptops, Level of satisfaction, Motivating factors.

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