

A study on the factors and the source of information in PC purchase

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Abstract

This paper presents a direction that can help PC sales manager establish more effective marketing strategy by understanding how they get information on the products and what they consider most when the consumers purchase personal Computer.

The survey was conducted on the two groups of OSAN College students classified according to their computer handling skill.

Frequency analysis has shown that consumers largely get information on the products through word of mouth of friends or family members rather than mass media advertisement.

And factor analysis has shown that consumers consider the quality of after service has brand name most when they buy PC.

Particularly, the consumers who are good at dealing with PC are more concerned with the quality of after service, brand name, salesman's kindness and delivery-installation than the ones having poor PC skills are.

This survey results indicate that PC sales managers need to set up different marketing strategies in accordance with the consumer's PC utilizing capability.

Keyword : PC purchase

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I. Introduction

Purchasing behavior of consumers is becoming complicated day by day and nobody will have an objection on the fact that the beginning of marketing study is consumer-oriented. The most important thing Among these purchasing behaviors which are focused on the consumers, is the grasp of the consumer's desire. And information search on the product and the comprehension of its process along with the grasp of consumer's desire imply that it is consumer-oriented.

Recognizing the variables which effect on the consumer's decision-making and comprehending & classifiable the decision-making process

effectively will provide meanings to the person in charge of marketing and in related business.

From the business point of view, marketing behavior should be consumer-oriented and the recognition on the purchase decision-making process such as the delivery of useful information and the providing of moderate quantity of information, should be dealt deeply.

The business could more systematically establish marketing strategy matched with the desire of consumers, if the business can comprehend what information sources the consumers have, how much information the consumers have and how logically and systematically the recognition process is proceeded. So, the information can be the important factor which will reduce the risk occurred in product marketing and which will increase the level of satisfaction in assesment

appeared after product sale.

The consumers who are going to make decision for purchasing search for information helpful to them. Searching for information can be classified into two categories: Internal search, External search.

Consumers tend to rely on the external research if the product they want to buy is important or very expensive. Comprehension of consumer's information search process could be very important because it makes possible to establish effective marketing strategy. The issue for the consumer to select information sources is to their reliability. The message is more likely to be accepted when the reliability of information sources is high but the influence of reliability of information source on the consumer's product selection will be different by the product and the degree of participation, and so on.

Generally, the more important and higher priced the product is and the more participant the consumers are, the consumers make use of various information sources.

Therefore, the business should comprehend what kind of product the consumers want and select, and how to induce the consumer's purchasing motive.

This study aims at providing a direction for establishing marketing strategy and meeting consumer's desire by analyzing and considering purchase factors, information collection and processing-procedure which effects on the PC purchaser by means of questionnaire.

II. Study Approach

2.1 Material collection and the characteristics of sample

The characteristics of the sample in this study are analyzing what will be the main factors when consumers purchase PC and figuring out what will be the main information source in purchasing PC. In this information era, there are various opportunities to collect information by PC and cultural life can be restricted without PC. Therefore, to understand where the information sources come from in purchasing PC, this researcher collected materials as follows: samples are Osan college students and the materials are collected from two groups: one is consists of the students who are majored in office automation, the other is consists of the students who didn't learn computer systematically.

Table 1. The characteristics of sample

sample chara	classifi	frequency	percent
sex	male	82	50.3
	female	81	48.7
	total	163	100
major field	offic auto	101	62.0
	other	62	38.0
	total	163	100

Questionnaire was delivered to the Osan college students from 6th to 12th of Nov 1998(for one week) by the researcher directly and collected back right after being filled out on the spot. 180 copies of questionnaire were all got back. 163 copies of them(17copies which don't have sincere answers were excluded) were used for the

analysis of statistics. The respondents consist of 82 male and 81 female in sexuality, 101 in O.A department and 62 in other departments in major field. The reason why the object of sample is restricted to student is that the student are new generation, well cooperative in material collection, and express their thinking and feeling frankly and are considered main clients in PC purchasing at present and in the future.

2.2 Measure of variables and material analysis method

The variables used in this study were extracted, on the basis of prestudy, about ① what is the source of information acquisition in purchasing PC ② what is the main factor to be considered in purchasing PC. The methods of the measurement of variables were nominal measure and Riqert's 5 point measure(① very low ② low③ middle ④ high ⑤ very high)

SPSS/PC+ was used for analyzing statistics in this study.

frequency analysis was exercised first for investigating what is the main sources of information in purchasing PC and then factor analysis was practiced for figuring out what is the main factors to be considered in user's PC purchasing.

Lastly, oneway- ANOVA was exercised for finding out there being any differences in considering factors for purchasing PC according to the level of the user's PC driving capability.

III. The analysis of actual proof

For checking what sources information come from when students purchase PC, the analysis of actual proof are exercised as follows:

1. Main sources of information acquisition in PC purchasing

With the drop-down of PC price and the rapid development of information technology, the necessity of computer-using in modern society is being increased speedily and there are much useful information for getting information acquisition sources when users purchase PC.

In this study, TV ads, Radio ads, articles of special magazine, general magazine, salesperson's advice, reports of research institute, display in market, recommendation of friend and family, newspaper articles, pamphlet and catalogue are chosen as the possible sources of information acquisition in PC purchasing.

Main sources of information acquisition in PC purchasing

Table 2

	average	standard deviaton
TV ads	2840	967
Radio ads	2092	874
arti of speci maga	2914	1157
general mega	2736	1035
advice of salesperson	2926	1016
report of research insti	2583	1088
display in market	2773	1102
recomon of frfrien & fami news articles	2920	1125
pamphlr & catalog	2626	923
		1013

As shown in the result of (Table 2), the users considered the recommendation of friend and family(3172) as a main source of information acquisition in PC purchase. Salesperson's advice(2926), news articles(2920) and special magazine articles(2914) followed.

These results mean that the role of family or reference group is important and also we can find that salesperson's advice based on specialized knowledge, newspaper and special magazine articles play an important role in

user's PC purchasing.

By the result of this study, it is clear that PC is high-priced product and is being purchased through user's information acquisition effort rather than simply purchase through the advertisement of massmedia. Therefore, it will be more effective for the business to underst and which reference group affects most when purchase PC, what is the group's value and moral, and to select appropriate model and develop it.

3.1 The main considering factors in purchasing PC

The main factors considered by consumers in PC purchasing vary as shown in (Table 3).

(Table 3) shows the results of main factor analysis which was exercised for figuring out what factors were considered by users in PC purchasing. Brand(BRA), salesperson's kindness(KIN), traffic convenience(TRA) after service(AS), duration(DUR), repairing convenience(REP), design (DES), price(PRI), cost effectiveness(MON), software support(SW), product size(SIZ), delivery and installation(INS), mood in and out market (MOO)and advertisement(ADV) were selected, based on the prestudy, as variables for considerable factors in client's PC purchasing.

The variables used in this study, which related to PC contentment were 14 items in total but through factor analysis , they were grouped into five factors.

By this, the accountability covers 72.9% of total factor items.

Factors are classified as shown:

After service, repairing facility and brand were grouped in factor 1.

Factor 1 accounted for 32.2% of total factors and was named as service and brand.

In factor 2, delivery and installation,

Table 3. Main considerable factors in PC purchasing

Factór	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5		
vriables	service&brand	salesperson's kindness & delivery installation	advertisement & mood in & out market	price & durtion	external product shape	Accounttability	Total accountability
AS	80420	22850	14640	14408	04452	32.2%	72.9%
REP	73861	-02333	24542	48805	07641		
BRA	67870	44506	-00406	-22255	16538		
INS	-00992	81180	02552	03102	23331	15.05	
KIN	33507	73762	32194	08254	-03810		
TRA	20265	69114	28968	19867	04296		
MOO	18910	19149	84892	-12850	07320	9.6%	
ADV	04143	22050	81749	-00028	25608		
MON	05468	-00593	02256	85713	28620	9.0%	
PRI	11029	20125	-35688	74041	-02976		
DUR	46905	20045	38495	51179	01448		
SIZ	-07573	26745	12170	16361	75541	7.2%	
DES	18579	08454	24474	03515	69800		
SW	51049	-28507	-16814	14855	55216		

salesperson's kindness and traffic convenience were grouped, accounting for 15.5% of total factors. Factor 2 was named as salesperson's kindness and delivery-installation.

In factor 3, atmosphere of the market, adverti zement were grouped, accounting for 9.6% of total factors and named as advertisement and mood in and out market.

In factor 4, effect for money, price and duration were grouped, accounting for 9% and named price and duration.

In factor 5, product size, product design and

software support were grouped, accounting for 7.2% of total factors and named as external product shape.

By the result of this study, service and brand accounted most.

So, it proves that the users consider service and brand most in PC purchasing.

Service and brand is immaterial product.

Selling excellent product is important but providing continuous service for clients and the user's assesment on these services will effect on the purchase much more. And also, the highly wellknown brand will be the most

Table 4. The difference of purchasing factor by user's PC driving capability

Classification Factor	Superior gruop (n=87)	Inferior gruop (n=76)	F	Sig F
Service&Brand	316	-248	8439	005
salesperson's kindness & delivery installation	201	-158	3256	074
advertisement & mood in & out market	141	111	1581	212
price & durtion	132	-104	1389	242
external product shape	136	-107	1454	231

important accumulation means of assets in business activity and be the best investment in marketing.

In user's PC capability, more than 3 point(including 3 point) is classified as superior group and less than 3 point, inferior group. For PC purchasing, the difference in considerable factors between superior group and inferior group shows 1% considering level in service and brand, and 10% in salesperson's kindness and delivery-installation. In the other factors, there is not any difference between superior group and inferior group.

Consumers purchase goods through the comparison and assessing steps or sometimes by visiting several stores and comparing them. And also consumers purchase goods by considering location, assesment of goods, price, advertisement & salesperson, service, etc.

This study results indicated that superior group in PC driving capability considers more service, brand, salesperson's kindness and delivery-installation among several purchase factors than the inferior group does. So, the person in charge of PC marketing will be more successful when he establishing distinctive marketing strategy according to the user's PC driving capability.

IV. Conclusion

As society becomes more diversified and complicated, computer is becoming indispensable in our daily life. So, the person in charge of PC marketing can establish more effective marketing strategy by comprehending what factors the consumers consider most or what

information source the users use in their PC purchasing.

This study is an analysis of actual proof on main influential factors and information source when users purchase PC.

The result of this study tells that in PC purchasing, the consumer's main source of information acquisition comes from the advice of family or reference group and that service and brand was most important factors in PC purchasing.

Understanding the procedure of searching and processing information in consumer's purchasing of goods and service along with the comprehension of consumer's desire includes the meaning "consumer-oriented". Especially, by recognizing variables which effect on consumer's decision-making and comprehending and classifying the decision making process, much suggestion will be given to the person in charge of marketing in business or the persons interested.

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