

Research Article

Assessing the Impact of Online Purchasing of Branded Laptops on Customer Satisfaction

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Abstract: The rapid growth of e-commerce has significantly transformed consumer purchasing behavior, particularly in the electronics sector. The study aims to assess the impact of online purchasing of branded laptops on customer satisfaction, focusing on key factors such as website experience, delivery performance, support services, product quality, delivery and packaging, and brand trust. The article reviews the impact of online elements on customer satisfaction when they purchase branded laptops. It is important because this research faces the issue of more shoppers buying expensive laptop brands using e-commerce platforms. Using a sample of 150 respondents, gender-based differences in satisfaction levels were analyzed using the Mann-Whitney U test. The findings revealed statistically significant differences in perceptions of website experience, support services, and delivery and packaging between male and female respondents. However, no significant gender-based differences were found in delivery performance, product quality, or brand trust. These results highlight the need for online retailers to tailor service delivery and support mechanisms to enhance customer satisfaction across gender groups. The study provides valuable insights for e-commerce platforms and laptop brands aiming to optimize the online purchasing experience and build stronger customer relationships.

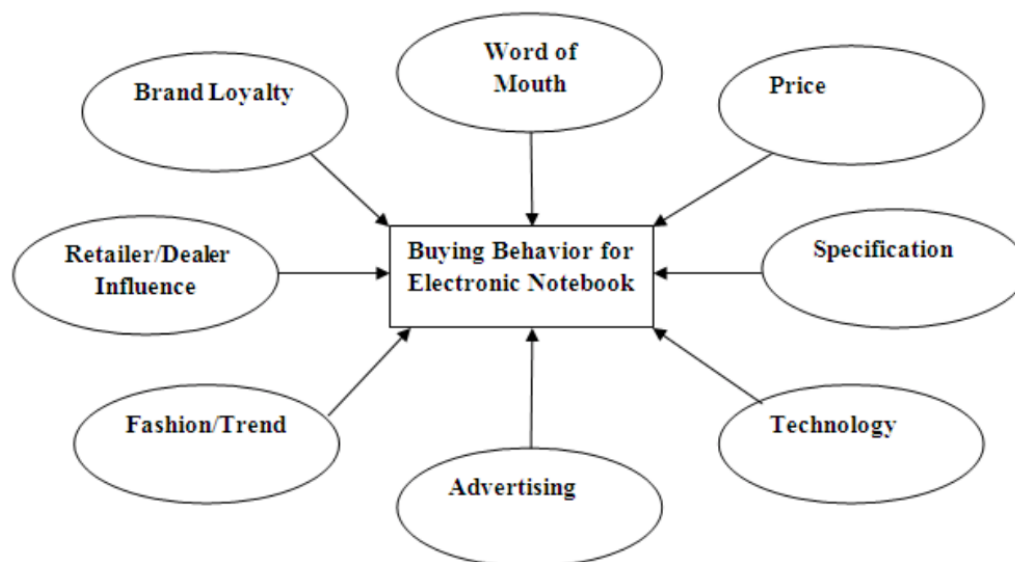
Keywords: Online purchasing, branded laptops, customer satisfaction, gender differences, website experience, support services, delivery packaging and e-commerce.

INTRODUCTION

The rise of e-commerce has caused people to buy electronics in a way that is new and different. The research compares the results of buying branded laptops online and looks into customer satisfaction by considering quality of the product, speed of delivery, the website's ease of use, help after purchase, and how much the brand is trusted. Looking at customer opinions and patterns, this article explains main aspects that affect customer satisfaction and offers suggestions to improve digital shopping. Because digital marketplaces are growing quickly, typing in "where to buy laptops" has become normal. It is common for people to trust Dell, HP, Lenovo, Apple, and ASUS branded laptops because of their reputation. The online process can affect how a customer feels about a brand, aside from loyalty to it. Because of the fast digital transformation after the pandemic, people now often choose to buy big purchases online instead of going to stores. Understanding customer satisfaction matters a lot here for, laptop

manufacturers and online stores planning to create a good experience, gain trust, and increase future sales. Not only do branded laptops function well, but they also show a person's status, which is especially true for students, professionals, and gamers, so staying loyal and profitable can only happen if a brand ensures its customers are satisfied. By conducting this study, we will discover how features of online shopping, such as the accuracy of products, visible prices, the way deliveries are carried out, easy returns, and customer service, shape consumers' views and pleasure. Recognizing major reasons for satisfaction can point online retailers in improving marketing, making website transactions easier, and providing quality service before and after the purchase. Also, the research may assist consumers in deciding and help lower the chance of feeling regret afterward. All in all, this research benefits consumer behavior and digital commerce by pointing out those online retailers should adjust their strategies to match what customers anticipate in the digital market.

Figure: 1



LITERATURE REVIEW AND RESEARCH AGENDA

Datianfu, L., & Liang, L. Y. (2024) study investigates the key factors that influence Chinese university students when choosing a laptop brand. Using a structured questionnaire distributed across several universities in China, the authors analyze responses through statistical methods, including regression analysis. The findings reveal that product quality, brand reputation, pricing, and peer influence are the most significant determinants of brand choice. Additionally, after-sales service, promotional campaigns, and compatibility with academic needs (e.g., software requirements, performance) also impact decisions. The study underscores the role of social media and student communities in shaping brand perceptions. Interestingly, domestic brands like Huawei and Lenovo are gaining popularity due to their balance of affordability and innovation. The authors conclude that marketers should tailor their strategies by emphasizing value-for-money, performance reliability, and peer engagement to attract the student segment. The research offers valuable insights for both local and international laptop brands aiming to strengthen their presence in China's competitive education-tech market.

Sedua et al. (2022). analyzes various factors that influence consumer purchasing decisions related to laptops in Indonesia. Through survey research conducted among university students and working professionals, the authors identify six major variables affecting laptop purchase behavior: price, brand, specifications, design, promotional strategies, and peer influence. Among these, technical specifications and price were the most dominant factors, followed by brand reputation and promotional offers. The study also finds that peer recommendations and online reviews significantly influence buyer choices, particularly among younger consumers. Design features such as weight, color, and portability appeal more to students and female buyers. The paper concludes that understanding the nuanced priorities of different customer segments is essential for businesses aiming to improve their marketing and product development strategies. It recommends

targeted campaigns and the inclusion of value-added services to increase customer satisfaction and loyalty in a highly competitive laptop market

Cuong's (2020) research explores how brand satisfaction, trust, and preference affect brand loyalty among laptop users. Using a quantitative survey method involving university students in Vietnam, the study applies structural equation modeling to examine the interrelationships between the variables. The findings confirm that brand satisfaction and trust significantly impact brand preference, which in turn strongly influences brand loyalty. Brand satisfaction was found to be the most influential factor, suggesting that consumers who are pleased with their previous laptop experiences are more likely to remain loyal. The study also reveals that emotional and experiential factors—beyond product features—play a crucial role in shaping brand attachment. This highlights the importance of consistent performance, customer service, and brand communication in building long-term relationships. For marketers, the implication is clear: investing in customer experience and maintaining trust are critical to sustaining competitive advantage in the crowded laptop market.

Nasir et al. (2006) investigates the key factors affecting consumer decision-making when purchasing laptops. The researchers conducted a survey among Turkish consumers to identify the most influential attributes in the buying process. The results highlight that technical specifications (e.g., RAM, processor speed, hard drive capacity), price, brand reputation, and after-sales service are significant determinants. Additionally, aesthetic aspects such as design and portability also play a role, especially for younger demographics. The study emphasizes the growing importance of brand image and perceived quality in competitive technology markets. Gender and income level were also found to influence preferences, with higher-income consumers focusing more on features than price. The paper suggests that marketers and manufacturers should tailor their strategies based on these insights to better align with consumer expectations. Overall, the study provides a foundational understanding of consumer

behavior in the context of laptop purchasing in a developing market setting.

Factors influencing Online Purchasing of Branded Laptops on Customer Satisfaction

1. **Product Expectations vs. Reality:** The way customers feel satisfied depends largely on how much the delivered product matches what they anticipated during purchase. Most consumers expect laptops with a certain degree of quality, good performance, and interesting features because of a brand's reputation, specifications described online, and feedback from users. Satisfaction grows among the customers when their expectations are satisfied, such as through having the RAM, processor speed, battery life, and build quality stated by the company. Differences between the features listed in the ad and the performance of the product cause people to be unhappy. Improper item descriptions, aging features, and items missing some equipment are what we notice most. The way a product is packaged can affect a buyer's first feelings towards it. E-commerce companies should ask sellers to be open about every detail to avoid any disappointments for buyers. Planet reviews, example videos, and comparing features are helpful in creating similar impressions among customers. The degree of consistency between the product and consumers' hopes plays a major role in their level of satisfaction and reordering behavior.

Website Experience: The way a website looks and operates is very important for keeping customers happy. Having a user-friendly and responsive website simplifies the path for customers from looking at items until they pay for them. An easy-to-use search function; the possibility to compare items; clearly visible images; and 360° views support users while making buying decisions. Ensure you understand the technical options, available warranty, and if it is compatible with your demands before deciding on a branded laptop. A simple way to move around a site encourages buyers to trust the company more. Also, trust is mainly impacted by the speed of a website, how well it appears on mobile devices, and ensuring data security, especially during payment transactions. Difficult website navigation or long delays cause many people to leave their shopping carts. The addition of customer reviews and FAQs increases how honest the business is. If a website is designed well, it earns confidence in the brand's professionalism. As people go online to shop for laptops, it has become necessary for a laptop company to offer a good website experience to satisfy and keep its customers.

Delivery Performance: People are satisfied with buying laptops online mainly if their deliveries are promised on time. Ensuring that electronics like branded laptops reach customers quickly, safely, and clearly is very important. Problems such as delays, broken items or inaccurate tracking may make customers lose trust in you and the trading platform. Delivering at the scheduled time means customers can believe in the service reliability, and being kept updated always makes things simpler. Keeping the product safe while shipping and adding a professional touch to the brand is very important too. Many unhappy

buyer experiences occur when orders are handled badly, not all items are shipped, or nobody works with the courier service. Besides, how delivery workers act can influence the final impression, since in some countries home deliveries are common. Customer satisfaction can be improved by giving the option for flexible deliveries. In general, doing well in delivery reflects great work by the company and leads to more sales and good feedback from customers.

Support Services: It is important to offer good customer support to help customers remain satisfied after they have bought from you. When buying branded laptops, people usually ask for help with installing the laptop, registering the warranty, downloading drivers, or fixing technical problems. Customer confidence increases when people get prompt, informed, and well-mannered service. Whenever there are problems, the responsiveness and how efficient the support team is comes to light. If a brand or online store gives plenty of support, including live chat, Frequently Asked Questions, videos, and assistance that's done remotely, it caters to customers better. When help is not provided, customers are likely to get upset and rank services poorly. Moreover, when return and replacement policies are simple, and filing a claim is easy, it grows consumers' trust. After the purchase, simple messages and surveys keep the bond with the consumer strong. If support is great, it can lead to a positive outcome, and customers are likely to remain faithful to the brand even after facing difficulties.

Perceived Value: Perceived value is what a person thinks about the product's price, how high the quality is, and what benefits they get from buying it. When talking about branded laptops, certain characteristics such as what they are equipped with, how durable they are, how famous the brand is, the quality of customer service, and the bonuses included can play a big role in how much the product is valued. Consumers tend to be more satisfied when they feel they received a great-quality product at a standard price. Having discounts, effortless financing choices, free shipping, and point-based loyalty rewards makes goods appear more valuable through online platforms. But if what they bought does not match their expectations or if they see that others offer better deals for the same laptop someone can bought, the value of what they got reduces. Having prices that are easy to find, user reviews that are clear to check, and services such as warranty or trade-ins help make things better. Perceived value isn't only determined by the cost—it also depends on the whole user experience and how much you can use it for a long time. People are more likely to enjoy repeat purchases, share good feedback, and connect more with the brand whenever its perceived value is high.

Product Quality and Brand Trust: People are more satisfied with their purchases of branded laptops online if the product is good and the company is trusted. Customers require good performance, reliability, and dependability from famous brands such as HP, Dell, Lenovo, or Apple. Features such as smoother performance, good battery life, strong body, and correct specifications improve a

customer's trust. Since they cannot see the product in person, online buyers lean on a company's reputation to protect themselves from risks. If a brand keeps providing quality goods, it gains its customers' trust and loyalty. When a top brand laptop is not of good quality, the letdown felt by customers is usually greater. Making product descriptions clear, verifying their certificates, and providing plenty of information fills the gap for buyers relying on online shopping. Brands that stick to their standards for quality and deal with complaints fast gain more trust. All in all, when what's delivered meets what is expected, and the brand is trusted, people are more worried and therefore buy more online.

Website Usability: A simple and quick website loaded with attractive images ensures that customers are satisfied. Those buying branded laptops usually need to check the technical details, read what users say, and know about their warranty and upgrade possibilities. A properly created website provides easy movement around the site, complete descriptions of products, and options to select items by their RAM, processor type, and screen size. If websites are responsive to all devices and their payments are secure, people trust them even more and find them easier to use. If the website navigation is difficult, the links don't function well, or the information is not well explained, this can discourage individuals from buying what they want. Moreover, having chatbots, comparison options, and an easy checkout system on websites lessens hassles and leads customers to choose what to buy. Being easy to use illustrates that the brand is truly professional and does not waste their customers' valuable time. When a website is usable, it helps people purchase and also increases your customers' satisfaction and loyalty.

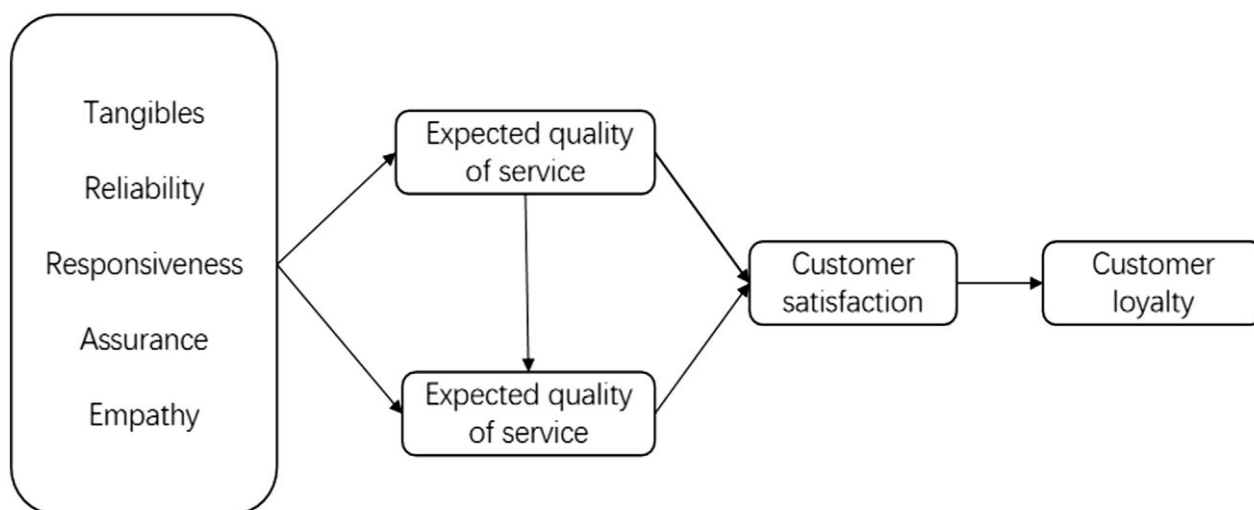
Delivery and Packaging: The way a product is delivered and packaged makes a big difference in how customers view how reliable and caring the company is. Since branded laptops are valuable, people hope for fast and secure delivery when making their orders. On-time delivery, real-time updates, and promise-keeping please the customer and increase a brand's reputation. It is just as important for packaging quality to be good—it needs to shield the product from harm and improve the way customers receive it. Having protective seals, shock-absorbing material, and tamper-proof boxes helps a lot. If delivery is smooth, people are more likely to trust the brand; anything slow, affected products, or missing pieces can cause fast displeasure, while the rest of the device works fine. Besides, having friendly and skilled drivers enhances the way customers appreciate the service.

Businesses that join forces with great logistics firms and keep customers well informed during delivery get better ratings of service. Basically, how products are delivered and packaged is important, as it determines the buyer's final opinions about using the service or platform.

Post-Purchase Support: The way customers are helped after purchase often influences how happy they remain and how loyal they are to the brand. Once they get a branded laptop, customers could come across challenges with setting it up, using the software, its features, or getting the warranty registered. When customers have questions or face concerns, good support can help them solve them by phone, email, chat, or online resources. It makes the buyer feel secure when brands include tech support, online forums, remote service, or face-to-face services. At the same time, if it takes too long to help, staff doesn't help, or support is hard to understand, it can reduce trust in the company. Adding personal writing, calling customers, and seeking reviews after their purchase benefits the interaction. Also, if warranties are clear and up-to-date notifications are given for software updates, people are more likely to see the company in a good light. It is important to have good post-purchase support because it handles current problems and protects customers from leaving. The difference between someone who buys from a business once and a loyal follower might be the company's level of customer service.

Return and Refund Policies: Being able to return or get a refund easily encourages confidence for people shopping for laptops online. Thanks to the high cost and difficult features of branded laptops, most buyers expect that their purchase will be returned if anything is wrong with it. A return process that is clear and easy, requires few steps, and refunds quickly contributes a lot to customers' satisfaction. If policies are old-fashioned, apply too narrowly, or require thorough approval by the government, people often become irritated and doubt their effectiveness. Offering a long return option, an open refund policy, and quick refund processing, among other things, is why many e-commerce platforms succeed. In addition, handling returns by sending confirmation, keeping customers informed, and ensuring products are inspected rightly shows that your company cares about its reputation. Today, when customers rely on reviews, good return and refund policies play a major role in boosting a business' reputation. They clearly show the brand's dedication to justice, which greatly helps in gaining trust and loyalty.

Figure: 2



Research Gap:

Even though many people buy online today, few studies have looked at how the experience of purchasing a branded laptop affects customers' satisfaction. The majority of studies investigate e-commerce, trusting customers, or general product satisfaction, not specifically on laptops, whose way of being bought varies significantly from other products. People often check many aspects, including the technical features, the status of the company, the after-sales service, and policy for returns, before purchasing branded laptops. Still, there is not enough research on how product descriptions, reviews, how things are delivered, and digital customer service affect customer satisfaction in this sector. In addition, many studies are conducted in developed countries, while emerging markets—where people's attitudes and views vary a lot—are usually ignored. It is also true that not much research compares what customers expect from a branded laptop before buying it online with how happy they are with it once they receive it. Since online selling has gone up since the corona virus crisis, it is important to learn about this niche area. Hence, it is important to study the impact of online purchase details on customers' satisfaction with branded laptops to address the gap in knowledge and benefit marketers and e-retailers.

Statement of the Problem:

Nowadays, buying consumer electronics and branded laptops online has become regular for most people. Convenience and ease have gone up, yet many people are still affected by doubts and frustration when ordering online. There are concerns which could involve misleading product information, no chance to check the product, postponed delivery, getting the wrong product, or poor post-purchase assistance. Since branded laptops come at a high cost and their features need to be considered, buyers need to feel assured and trust the company before the purchase. Even though opinions based on reviews, counters, and brand image help information looking, satisfaction after buying might not be exactly the same. Sometimes, no individual help and not being able to touch the product before purchasing may cause people's hopes and actual outcomes to differ. However, not a lot of effort has been made so far to study in detail how shopping for branded laptops online affects customer satisfaction. Lacking such information, e-stores and laptop makers could not address the reasons for customers' dissatisfaction. Therefore, this study looks into the lack of clear insight about how buying a branded laptop online affects customer satisfaction, because this issue matters more in our modern digital age.

Research Objectives

1. To evaluate the impact of online purchasing platforms on customer satisfaction with branded laptops.
2. To identify key factors influencing satisfaction levels.
3. To provide strategic recommendations for e-retailers and laptop brands

Analysis, Findings and Discussion

Online purchase of branded laptops can yield high customer satisfaction when critical e-commerce elements—product accuracy, interface design, delivery efficiency, and support—are effectively managed. While brand reputation sets initial expectations, the end-to-end shopping experience determines lasting satisfaction.

TABLE 1 Difference in the Opinion Based On the Gender
Online Purchasing of Branded Laptops on Customer Satisfaction

Factors	Gender	N	Mean Rank	Test	Result
Website Experience	Male	85	76.61	Mann-Whitney U	2128.000
	Female	65	74.05	Z	-2.127
	Total	150		Sig.	0.002
Delivery Performance	Male	85	78.64	Mann-Whitney U	2139.428

Support Services	Female	65	71.39	Z	-0.562
	Total	150		Sig.	0.385
	Male	85	68.21	Mann-Whitney U	2156.000
	Female	65	85.03	Z	-3.033
Product Quality	Total	150		Sig.	0.002
	Male	85	73.21	Mann-Whitney U	2058.000
	Female	65	78.49	Z	-0.198
	Total	150		Sig.	0.781
Delivery and Packaging	Male	85	83.53	Mann-Whitney U	2149.000
	Female	65	65.00	Z	-2.322
	Total	150		Sig.	0.001
	Male	85	82.46	Mann-Whitney U	2089.000
Brand Trust	Female	65	66.40	Z	-0.761
	Total	150		Sig.	0.320

The Mann-Whitney U test was employed to identify gender-based differences in perceptions across various factors influencing customer satisfaction in online laptop purchases. The results reveal **statistically significant differences at the 1% level** in the following areas:

Based on the Mann-Whitney U test results presented, there are notable gender-based differences in perceptions of various factors influencing customer satisfaction in online purchasing of branded laptops. The **Website Experience** factor shows a statistically significant difference ($p = 0.002$), with males (Mean Rank = 76.61) reporting slightly higher satisfaction than females (Mean Rank = 74.05). Similarly, **Support Services** also reveal a significant difference ($p = 0.002$), where females (Mean Rank = 85.03) expressed greater satisfaction compared to males (Mean Rank = 68.21). A significant gender-based difference is also evident in **Delivery and Packaging** ($p = 0.001$), with males (Mean Rank = 83.53) showing higher satisfaction than females (Mean Rank = 65.00). However, no significant differences were observed in **Delivery Performance** ($p = 0.385$), **Product Quality** ($p = 0.781$), and **Brand Trust** ($p = 0.320$), suggesting a uniform perception across genders in these areas. These findings imply that while certain service dimensions like website experience, support services, and packaging are perceived differently by gender, others such as product quality and brand reliability are universally valued.

Implications for the Study

The study has results that are useful for academics as well as industry professionals. When looked at theoretically, this investigation will help build the understanding of online shopping behavior by examining consumer experiences with branded laptops. It will give insight into how key aspects of online shopping (user-friendly websites, reviews from users, various ways of shipping goods, and rules for returns) tie in with customer happiness when purchasing goods that are important to them. Researchers in the future will use the observations and detailed model for further research on the same topic. Practically speaking, the study's results can teach e-commerce platforms, laptop companies, and digital marketers how to make customers' experiences better and increase loyalty among users. Significant findings could motivate companies to make their operations more open, offer better services before and after making a purchase, and modify their methods for

meeting consumer needs. Besides, the findings can shape the development of laws that look after the interests of people using the internet. For people who buy things, the discoveries may give them access to better and faster services, as well as more accurate purchase decisions. All things considered, the research will help guide important decisions and provide useful tips to meet the requirements of digital-age users for branded laptop sales.

Recommendations and Suggestions

From the results, some recommendations can be developed to improve customer satisfaction in online shopping for branded laptops. At the beginning, e-commerce platforms and makers of laptops should have full details and accurate information about the products, accompanied by detailed images, demo videos, specs, and feedback from actual customers. Being so transparent reduces the lack of information and strengthens the trust between companies and consumers. In addition, providing live chat, virtual consultation, and AI-assisted FAQs can help increase customers' trust in the company before purchasing and improve their level of satisfaction afterwards. Besides, meeting deadlines, tracking orders along the way, and safe packaging are all necessary for satisfied customers. Details about return and exchange should be well-defined and easy to use if someone is not satisfied. Retailers running their business online should keep customers engaged by launching loyalty clubs, recommending personalized products, and often checking in. Besides, designing websites that respond well on mobile and other devices can make the website more user-friendly. In addition, companies should regularly ask people for opinions through surveys and make use of their suggestions to update their services. People working in academia and those researching in the future are invited to focus on regional activities, what customers like, and the interest in using augmented reality in lessons. All these efforts can result in the retail world becoming more focused on customers and competing strongly.

CONCLUSION

People are now interacting with brands differently because purchasing laptops online has become popular. Since many customers now opt for digital buying due to its simplicity, affordability, and convenience, giving them a positive online shopping experience matters for the business's future. The purpose of this study was to determine how

buying branded laptops on the internet affects customer satisfaction, since this style of purchasing is unique and comes with certain challenges. According to the research, the satisfaction of customers depends a lot on product accuracy, the speed of delivery, help after the purchase, the site's ease of use, and the ease of returning items. If business elements are in line with what customers expect, their satisfaction should increase and they will likely remain devoted to the brand. The study addresses a missing point in previous research by studying only branded laptops, which have their own characteristics of being costly and complicated. It provides useful advice to e-commerce companies and factories as they try to enhance their strategies in a competitive and modern market. Clear communication, quick reaction, and good quality help online stores please their customers and deal with the main things that annoy them. Moreover, findings point out that further research should focus on how people from different parts of the world respond as customers. With shoppers' needs always changing, future analyses can look into how virtual shopping, AI services in customer service, and sustainability play roles in deciding what to buy online. All in all, figuring out what affects customers' satisfaction in online laptops shopping is important for a successful business as well as for encouraging lasting trust and connection online. It is a base point in making online shopping practices suitable for the needs of today's consumers.

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