



Impact of Product Knowledge and Product Characteristics on Consumers' Purchase Decision of Laptop Computers among Students of Ekiti State University, Ado Ekiti

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Abstract

The study to examine the impact of product knowledge and product characteristics on consumers' purchase decision of laptop computers among students of Ekiti State University. However the specific objectives of the research are to examine the impact of product knowledge; product characteristics; product familiarity and perceived product quality influence consumers' purchase decision of laptop computers among students in Ekiti State University. The population of this study was 13,753 full time undergraduate students of Ekiti State University. The sample size is 390 respondents using stratified sampling techniques. Data gathered were sorted, coded, and analysed using descriptive and inferential statistics. The descriptive statistics were mainly frequency table. Inferential statistics used was regression analysis. The result showed that product knowledge ($t = 12.373$, $p = 000 < 0.05$); product characteristics ($t = 4.750$, $p = 000 < 0.05$); product familiarity ($t = 14.235$; $p = 000 < 0.05$) and product knowledge ($t = 1.449$; $p = 0.148 > 0.05$). The results showed that product familiarity and product knowledge has moderate positive impact on consumer purchase decision than does product characteristics and perceived product quality influence on consumer purchase decision. The study concluded that product familiarity is the most potent motivating factors influencing consumers' choice of brand of laptop computers meaning that the student purchase their laptop computers base on the familiar product.

Keywords: Product knowledge, product characteristics, consumer purchase, product familiarity, perceived product quality