

Factors Influencing Customers' Willingness to Buy in the Context of PC peripherals

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This study investigates the relationship between brand name, product quality, price sensitivity, and promotion with willingness to buy in context of personal computer (PC) peripherals. As the study focuses on PC peripherals and not the PC itself, the study explores a few unique dimensions of buying behavior and it aims at finding the magnitude of the above noted relationships. The stepwise regression analysis discloses significant statistical relationship between product quality, price sensitivity, and promotion with willingness to buy. In context of Bangladesh, brand name is not significantly related to willingness to buy. The reason being they are merely peripherals and not PC's hence, they are not significantly influenced by the brand name.

Keywords: Brand name, Product quality, Price sensitivity, Willingness to buy