

## **A STUDY ON INFLUENCE OF DEMOGRAPHIC VARIABLES ON THE PURCHASE DECISION OF LAPTOPS W.R.T NAGPUR CITY**

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### **ABSTRACT**

*India signifies a commercial chance on an immense scale; and it is equally a comprehensive base as a national marketplace. Indian consumer markets are shifting reckless, with a fast development in disposable earnings, the growth of contemporary metropolitan lifestyles and the development of the type of development sensible consumers whom we have in our country are in an increasing trend. Greater financial plan is assigned to sales promotion undertakings that appeal the consumers. In such a situation, it is very vital to study how consumers make their selections in commodities, where there are numerous brands in the concern set of a buyer. Hence, this study has been undertaken in order to find out whether there is any kind of influence of demographic variables, such as age, gender, education and profession, on the purchase of laptops.*

**KEYWORDS:** *Demographic Variables, Purchase Decision, Laptop and Nagpur City*

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