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A Study on Effect of Sales of Laptops Due to Technological Changes in Mobile

Santhosh Hari M

Sri Krishna Adthiya College of Arts and Science

1.1 INTRODUCTION OF STUDY

The mobile was first introduced, it used to basically for SMS, calls and games, but it has presently transformed into a digital world and has made life and business much easier, marketers now have the ability to sell their products with ease through mobiles technology, the mobile technology has improved from a simple device used for phone call and messaging into a multi-tasking device used or GPS navigation, internet browsing, gaming, instant messaging tool etc.

Global experts are knowpredicting that smart and tablets will increasing replace desktop and laptop pcs and this trend is not new back in February 2015,wired magazine proclaimed that in less the two years, your smart phones could be your only computer, the smart phones may not have enough horse power like computers to perform most power hungry tasks, but that does not limit the smart phones to perform exactly like personal computer, smart phones and tablets have less storage capacity than a computer, and their components can desktop and laptop computers can run more powerful software than as smart phones or tablet due to their size, components and less restrictive power requirements.

Smartphone can be pinpointed at various stages. As we understand the term today, however, I would wager that the most fitting device for our purposes would be the IBM Simon which was released in 1994. The Simon personal communicator was the first device to feature telephone and PDA elements. The term 'smartphone' did not actually exist then but few would contest that Simon was, indeed, a smart phone. It was years ahead of its time but its time but its basic premise seems very familiar. Aside from its telephony features, Simon also featured many applications and services including email, calendar, calculator, address book, world time clock, notepad, multiple on=-screen keyboards and even the ability to send and receive faxes.

A small, portable computer small enough that it can sit on your laptop. Now A days, a computer laptop is more frequently called a note book computer though technically laptops are some what larger in size then note books in both thickness and tight.

The dynabook the idea for the dynabook began as early as the 1960, the first laptop was known as the dynabook, it was invented in 1968 by Alan Kay. The GRID compass bill Muggeridge began its design in 1979 and initially release it in 1982. Pictures and features of the first non-Clamshell laptops the GRID compass are illustrated on this page..

1.2 STATEMENT OF PROBLEM:

The study purposes the comparison of the laptop and improved technology in mobile phone. The study identifies the affect of the sale of laptops due to the improved technologies in smartphone and also reducing the usage of the laptops.

How the sale of the laptops are affected?

What are the improved technologies in the smart phones compared to laptop?

Why do the usage of the laptops reduce

1.3 OBJECTIVES OF STUDY:

❖ To know the sale of the laptops.

❖ To identify the improved technologies in the smart phones compared to laptops.

❖ To analysis the usage of the laptops

❖ To identify about the improved in technologies of mobile phones than laptops.

1.4 RESEARCH METHODOLOGY:

Primary data has been collected for the purpose of the study through questionnaire. Secondary data inclusive of measurable and qualitative data as well together from various sources including like various book, research articles, newspaper, periodicals, and website is used for the purpose of study.

1.4.1 Area of the study:

➢ The area chosen for this study was Coimbatore City.

1.4.2 Sample size And Design:

➢ The samples size of the study was 50 on the basis of convenience sampling method.

Collection of data:

▪ Primary data

▪ Secondary data

1.5 SCOPE OF STUDY:

❖ Scope of mobile computing in India is quite good, from new features tonew apps, smart phone have managed to keep people holed to their device, not only smart phones have become an important part of the daily life but it has become a habit.

❖ The scope of study based on the comparison between the features of mobile phones and laptops and also analysis the sale of the laptops regarding the technological changes in mobile phones.

❖ The scope of study based on the comparison between the features of mobile phones and laptops and also analysis the sale of the laptops regarding the technological changes in mobile phones.

1.6 LIMITATION OF STUDY:

❖ The study was conducted in and around Coimbatore area only.

❖ The size of the sample is low when compared to the total population in India.

❖ The study was limited to extend of abilities and willingness of the respondents to answer appropriately.

❖ The study is limited to the sample size of 120 respondents only.

❖ The research has collected data by convenient sampling using questionnaire and there is a possibility of certain deviations.

2.1 REVIEW OF LITERATURE

1. C. Abraham (2018) Studied the effect that mobile phones has on fishing industry in IndiaAlthough telecommunications has luxury in India there were,156 Billion mobile phones were subscribers 2007-21 Abraham notes that tele density of phones was about 11 telephones lines were,100 people and that this is low ratio suggests ample room for growth in telecommunication in nation."

2.vikpola vlo(2018) Junesine his article "shopping orientation in the evolving market published in his attempted to study shoppingorientation of India shoppers based upon the orientation shoppers have classified in two segments fun shoppers and workers shoppers the two segments founded to be different on terms of demographical and behaviouralterms that attracts for both types.

3.Sinnaha sidharath(2017) In his article "India response to the changing international telecommunication environment "released in vikpla has discussed the implications of various changes in technologies enivronmet23, mostly technological revolution of "converged networks" brought by the development of internet for India for further suggests that VSNL Should be given complete autonomy subject to regulation in Telecom Regulatory Authority of India (TRAI).

4.Sinha Banarjee and uriyal(2017) In their article" Deciding Where to buy: store choice Consumer behaviour of "India Shoppers. The primary motivation behind the study was to identify major drives behind choice so stores for various shopping needs as exhibited by typical Indian consumers.

5.waverman Meschi and Fus(2016)note that mobile phones substitute for fixed lines in poor countries" and that mobile telephony has a positive and significant impact on economic growth" The Researchers found that a ten percent increases in the mobile pentation levels of developing countries increased the growth rate by 0.6 Percent 3.8

[3.1] PROFILE OF THE COMPANY:

1.DELL

Dell, Incorporated is a computer hardware manufacturer and distributor. The company is one of the world's largest computer distributors in terms of both quantity of unit's sold and gross income, and one of the United States' largest corporations Dell Technologies is one of the largest tech companies in the world, with over 165,000 employees across the globe. Founded by Michael Dell in 1984, the company focuses today on sales of personal computers, network servers, data storage solutions, and software. As of January 2021, Dell was the largest shipper of PC monitors globally and the third-largest PC vendor by unit sales worldwide. In April 2021, the company announced plans to spin off its 81% ownership stake in VMware, a cloud-computing and virtualization software firm that joined Dell Technologies in 2015 as part of its $67 billion acquisition of software giant EMC.

2.HP

No matter what the customer's social income, taste and preference, theoretical ways HP laptops available for the customers. Despite the competitions in the market today HP remains the pioneering computer manufactures of best laptops in the world. The company was founded on January 1, 1939, by William R. Hewlett and David Packard, two recent electrical-engineering graduates of Stanford University. It was the first of many technology companies to benefit from the ideas and support of engineering professor Frederick Therman, who pioneered the strong relationship between Stanford and what eventually emerged as Silicon Valley.

3.APPLE

Computers designed by Apple, such as Macs, are very easy to use, portable, powerful, efficient, and they look very cool. Apple's computers are less vulnerable to viruses and you don't have to reformat them. Consumer can take them whenever they go because they are very small, thin, and relatively light. Also, their beautiful design and perception of high quality will make the consumer look cool and fashionable. It's the student's number one choice in the US.

4.OPPO

The brand name "Oppo" was registered in China in 2001 and launched in 2004. Since then, the company has expanded to 50 countries. In June 2016, OPPO became the largest smartphone manufacturer in China, selling its phones at more than 200,000 retail outlets. OPPO was the top smartphone brand in China in 2019 and was ranked No. 5, in market share, worldwide.Age

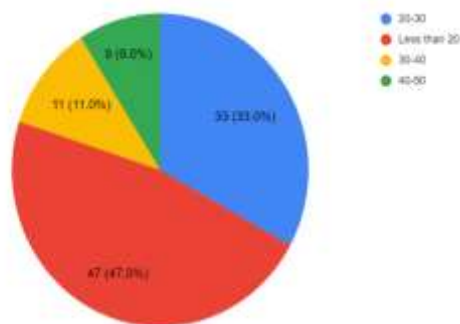## [4.1] EXHIBIT THE AGE WISE CLASSIFICATION OF THE RESPONDENTS

S.no	Age	No. of respondents	Percentage
1	Less than 20	47	47
2	20-30	33	33
3	30-40	11	11
4	40-50	9	9
5	Total	100	100

Interpretation:
The above exhibit indicates that 47% of the respondents belong to the less than 20 age group, 33% of the respondents belong to the 20-30 age group, 11% belong to the 30-40 age group and 9% of the respondents go above the age of 40-50

Thus, majority of the respondents belong to the less than 20age group (47%)

[4.1] CHART SHOWING THE AGE WISE CLASSIFICATION OF THE RESPONDENTS


OCCUPATION

[4.3] EXHIBIT THAT SHOWS THE OCCUPATION WISE CLASSIFICATION OF THE RESPONDENTS

S.no	Occupation	No. of respondents	Percentage
1	Student	60	60
2	Profession	17	17
3	Business	17	17
4	Others	6	6
5	Total	100	100

Interpretation:

The above exhibit indicates that 60% of the respondents are student,17% of the respondents are profession, 17% of the respondents are business, 6% of the respondents are others

The majority of the respondents are students. (60%)

[4.3] CHART THAT SHOWS THE OCCUPATION WISE CLASSIFICATION OF THE RESPONDENTS
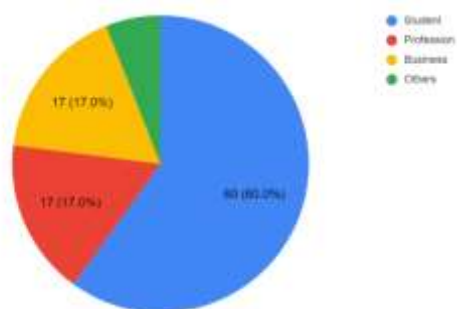
3	15,000-20,000	37	37
4	20,000 Above	34	34
5	Total	100	100

Interpretation:

The above exhibit indicates that 11% of the respondents would spend 50

Which laptop brand are you using

[4.9] USING EXHIBIT THE THAT SHOWS THE BRAND OF LAPTOP THE RESPONDENTS ARE

S.no	Which laptop brand are you using	No. of respondents	percentage
1	HP	32	32
2	Lenovo	27	27
3	Dell	19	19
4	Apple	16	16
5	Others	6	6
6	Total	100	100

Interpretation:

The above exhibit indicates that 32% of the respondents are using hp laptops,27% of the respondents are using Lenovo laptops, 19% of the respondents are using a dell laptops and 16% of the respondents are using a apple laptops and 6% of the respondents are using others brands

The majority of the respondents are using a hp laptops. (32%)

[4.9] THE CHART THAT SHOWS THE BRAND OF LAPTOP THE RESPONDENTS ARE USING
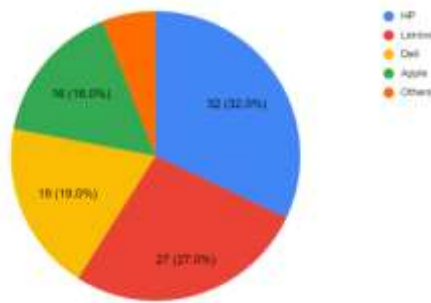
When did you purchase your laptop

**[4.10] EXHIBIT THE THAT SHOWS WHEN THE RESPONDENTS PURCHASED THEIR LAPTOP**

S.no	When did you purchase your laptop	No. of respondents	Percentage
1	Less than 6 months	31	31
2	1-2 years	37	37
3	2-5 Years	19	19
4	Above 5 years	13	13
5	Total	100	100

Interpretation:

The above exhibit indicates that 31% of the respondents are using a laptops less than 6 months ,37% of the respondents are using a laptops 1-2 years, 19% of the respondents are using a laptops 2-5 years and 13% of the respondents are using a laptops above 5 years

The majority of the respondents are using a laptops 1-2 years. (37%)

[4.10] THE CHART THAT SHOWS WHEN THE RESPONDENTS PURCHASED THEIR LAPTOP
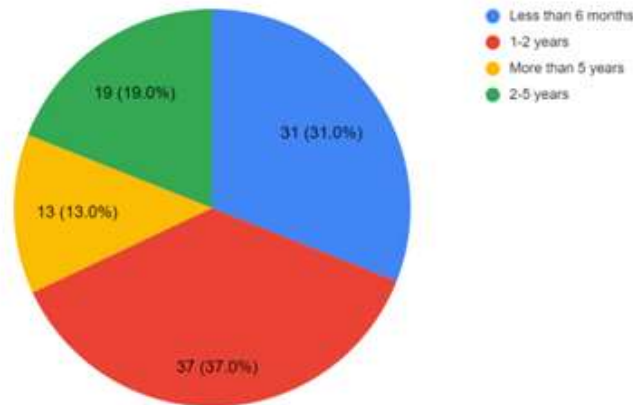
FINDING AND SUGGESTION:

1. The majority of (47%) of the respondents belong to the less than 20age group

2. The majority of (52%) of the respondents are female.

3. The majority of (60%) of the respondents are students

4. The majority of (71%) of the respondents are single

5. The majority of (36%) of the respondents are earn less then 0-1000 month

6. The majority of (33%) of the respondents are using a apple mobile phone

7. The majority 0f (37%) of the respondents are spend money for mobile phone15,000-20,000

8. The majority of (68%) of the respondents are currently have a personal lapotop

9. The majority of (32%) of the respondentsare using a HP laptops

10. The majority of (37%) of the respondents are using a laptops in 1-2 years

11. The majority of (30%) of the respondents are prefer a both(batter backup, processor)

12. The majority of (30%) of the respondents are use the laptops for educations

13. The majority of (35%) of the respondents are strongly agree that the price of the product effects the buying decision

14. The majority of (42%) of the respondents are think that artificial intelligence is the greatest technological advancement in mobile phone

15. The majority of (33%) of the respondents are think that overheating is the biggest problem in the laptop

16. The majority of (80%) of the respondents are prefer laptops over mobile phone

17. The majority of (83%) of the respondents are satisfied with their laptops

18. The majority of (41%) of the respondents are prefer a both

SUGGESTION:

✓ Future study may be conduct by using variables such stars personality, mental and sow on study may be conducted to test rule urban difference in mobile use. The scale may be standardized so that it will become psychometrically sounds.

✓ Strong information, explanation, journal, articles and magazine etc. about ad-youngsters and teenagers and children.

✓ Most of respondents are using for laptops.

CONCULSION:

In total, its is found that technical feature are most considered of mobile phone followed by look, image, and resources, entertainment, basic attributes, storage, display, way entertainment, user friendly and weight. Technical attributes includes internet huge memory, sending and receiving email, storage batter backup, operating system, video call facility and multi window. Look encompasses shapes, size, colour, touch, screen, size, and social media. image with resources involves dual sim, wi-fi and brand image, entertainment attributes in corporates, Bluetooth, mp3palyer and playing games, basic attributes include communication and design appearance storage and display attributes contains video records, sophisticated and good audio and video call quality way entertainment attributes embrace camera and FM ratio user friendly attributes include keep pad and as a modern, from the study it is found that the level of awareness is needed to words the mobile phone when compared to laptop. At the end it is knows that only more than people have positive results.

BIBLOGRAPHY

1.Abraham(2018) Studied the effect that mobile phones has on fishing industry in India.

2.vikpola vlo(2018) June sina his article "shopping orientation in the evolving market published in his attempted to study shoppingorientation of India shoppers based upon the orientation.

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