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A Study on Customer Preference Towards Laptop on Various Brands with Special References to Palakkad District

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INTRODUCTION

A client is someone who buys things from a firm or a store on a regular basis, whereas a consumer is someone who makes any type of economic transaction, such as buying products and services. Consumers can be personal consumers who buy for themselves and their families, or organisational consumers who pick, acquire, utilise, and dispose of goods, services, ideas, or experiences to meet their needs and desires. The final consumer's purchasing habits are referred to as buying behaviour.

The most important task for marketers is to determine the wants of their customers. Only identifying wants is worthless unless and until it is converted into a meaningful and appropriate satisfier. This entire process of transforming demands into genuine fulfilment necessitates a thorough understanding of the consumer's mental makeup, which is referred to as consumer behaviour. Let's go over some consumer behaviour definitions as well.

Schiffman and Kanuk both believe that "Consumer behaviour" refers to the actions that people take when they are looking for, buying, using, reviewing, and discarding things and services that they believe will meet their requirements. The customer is the most important aspect of every business. In the end, the efficiency with which a free market system of industry runs is determined by the amount to which the business community understands consumers. A corporate community that is unaware of consumer preferences will be unable to execute its responsibilities in a meaningful and timely manner. This is precisely why modern marketing places a premium on consumer behaviour. Marketing research is a method for developing and disseminating information for marketing management that is methodical and objective.

Consumer behaviour knowledge would be extremely useful in developing and implementing marketing strategies. Buyer reactions to a company's marketing approach, for example, have a significant impact on the company's performance.

- Target market selection and segmentation
- Creating marketing strategies that are most appropriate for the target market segment.
- Marketing programmers, strategies, and tactics are assessed.
- Assessing changing trends and developing marketing plans to accommodate future changes.

Customer happiness and good service are critical for both small and large businesses, but especially for small businesses. Today's competition between businesses is increasing all the time.

This is why excellent service is becoming increasingly crucial. Branding not only gives a product a distinct identity and makes it easier to recognise, but it also fosters brand preference and loyalty. Branding is a significant tool for generating and maintaining demand. The degree to which people prefer one brand over another; selective desire for a company's brand rather than a product. In order to build brand preference advertising, it must encourage a target audience to consider the benefits of a brand, which is generally done by establishing the brand's reputation as a well-known and trusted name in the industry. The target customer will choose the brand over competing brands in any category if the advertising is successful. In light of this, the researcher made an attempt.

SIGNIFICANCE OF THE STUDY

Modern marketing aims to address the fundamental issues that consumers face in the field of consumption. A company must always innovate and comprehend the current consumer requirements and tastes in order to survive in the market. It would be incredibly helpful in taking advantage of marketing opportunities and overcoming the hurdles that the Indian market presents. Because customers' likes and preferences are constantly changing, it is critical for marketers to understand their preferences. Customer preference research provides information on the colours, designs, and sizes that customers desire. It is necessary to understand clients and their preferences in order to do efficient market segmentation and retargeting.

STATEMENT OF THE PROBLEM

The survey looks into client brand preferences when it comes to laptops. The study's goal is to gather information from respondents about their laptop usage patterns and preferences, as well as how they feel about the product and if there is anything about it that they dislike.

OBJECTIVES OF THE STUDY

- To learn about the amount of preference connected with various computers.
- To understand the aspects that influence a person's decision to buy a laptop.
- To assess the factors that led to the brand's selection.
- To have a better understanding of the characteristics of a laptop.
- To learn about the brands that offer customers what they get when they buy a product from them.
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LIMITATIONS OF STUDY

- Respondents' perceptions of the job or attitude could also be a stumbling block.
- The research is based on current satisfaction, which can fluctuate with time, fashion, technology, and changes.
- The number of people who answered the questionnaire was limited.
- The research was conducted over a short period of time.

SCOPE OF THE STUDY

Companies must be aware of their competition in order to maintain constant growth in this increasingly competitive market. This research will provide a broad picture of brand image and customer preferences for laptops. This study is both qualitative and quantitative in nature, since it seeks to understand consumer opinions, ideas, and suggestions, as well as what can be done to enhance customer purchasing behaviour.

RESEARCH METHODOLOGY

A research technique is a method for solving a research problem in a methodical manner. The study's backbone is the research technique that follows. The study is mostly based on the primary data acquired from people via questionnaire.

PERIOD OF THE STUDY

The duration of this study on the customer preference of laptops of Palakkad city was 3 Months.

TOOLS FOR ANALYSIS

Tools used for analysis are

- ❖ Percentage method
- ❖ Rank Analysis

SOURCES OF DATA COLLECTION

➤ **PRIMARY DATA:** The data collected from the respondents directly by the way of personally handed questionnaire to know the customer preference of laptops.

- The researcher had informal talk with the experienced staff to get required information and suggestions.

➤ **SECONDARY DATA:** These are already collected data. They are second hand information available from the monthly reports and other relevant reports.

- ❖ Internet source
- ❖ Magazines
- ❖ Journals
- ❖ Newspapers

SAMPLE AREA

Sample area choose for this project is within Palakkad district

SAMPLING TECHNIQUE

The sampling technique used for the purpose of this project report was convenient sampling, which is a non-probability sampling. In this kind the respondents were selected according to convenience and care was taken to interview respondents from different parts of Palakkad.

SAMPLE SIZE

The sample size used for this study is 100 respondents.

TOOLS

The chapter deals with analysis and interpretation of the study on the topic “A Study on customer preference towards laptop on various brand with special references to Palakkad district”. It is presented based on 100 respondents the collected data are classified and tabulated. The data are analyzed using following statistical tools.

- Percentage method
- Rank analysis

SIMPLE PERCENTAGE METHOD

Simple percentage analysis is carried out for all the questions, given in the questionnaire. These analyses describe the classification of the respondents falling under each category. The percentage method is mainly used for standardization and comparison. Diagrams and charts are in support of the analysis. This method will be necessary to analyze the details.

Simple percentage method formula:

Simple percentage analysis = (Number of respondents/Total respondents) *100

RANK ANALYSIS METHOD

Rank analysis is the relationship between rankings of different ordinal variable or different ranking of same variable, where ranking is the assessment of the labels “first”, “second”, “third” etc. to different observation of the particular variable. A rank correlation coefficient measures the degree of similarity between two rankings, and can be used to assess the significance of the relation between them.

COMPANY PROFILE

LAPTOP

Laptops combine all the input/output components and capabilities of a desktop computer, including the display screen, small speakers, a keyboard, data storage device, sometimes an optical disc drive, pointing devices (such as a touch pad or pointing stick), with an operating system, a processor and memory into a single unit. Most modern laptops feature integrated webcams and built-in microphones, while many also have touchscreens. Laptops can be powered either from an internal battery or by an external power supply from an AC adapter. Hardware specifications, such as the processor speed and memory capacity, significantly vary between different types, models and price points.

APPLE

Apple was named as a company in 1976 and was founded by Steve Jobs and Steve Wozniak in Cupertino in California. It was at this time when the first apple computer, the Apple I, was released. Computing was in its infancy back then and were not a part of many people's lives. The MacBook is a brand of Macintosh notebook computers designed and marketed by Apple Inc. that use Apple's macOS operating system since 2006. It replaced the PowerBook and iBook brands during the Mac transition to Intel processors, announced in 2005. Laptops designed by Apple, such as Macs, are very easy to use, portable, powerful and efficient. Consumer can take them whenever they go because they are very small, thin, and relatively light. Also, their sleek design and perception of high quality will make the consumer to get more in to this and fashionable. The Apple laptops are mainly for business or office purposes and a person who wants to play gaming or buying a laptop only for gaming then this is not the right choice.

DELL

Dell, Incorporated is a computer hardware manufacturer and distributor. Dell started its laptop production in the year 1989. 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 has many categories of laptops and netbooks after this can be afforded by students, working employees etc. Intel is the main processor of this company. Dell has many branches all over the world and also many services center in almost all part of the world. The spares are cheaper when compared to the other brands.

ASUS

ASUS is a Taiwan-based, multinational computer hardware and consumer electronics company that was established in 1989. Dedicated to creating products for today's and tomorrow's smart life, ASUS is the world's No. 1 motherboard and gaming brand as well as a top-three consumer notebook vendor.

ASUS laptops deliver top-notch performance from high-performance, highly-optimized processors that can handle long-term heavy loads. As one of the most dependable computer manufacturers, it has made a name for itself by offering users customizable options.

ASUS gaming laptops is one of the best gaming laptops in the world. These laptops come with high refresh rate and also these laptops are also at affordable prices when compared to all other high end laptops' and ROG are the two types in these kind of laptops tuf is mainly based on beginner to intermediate gamers whereas ROG is mainly focused on professional gamers as it has liquid cooling system for the better heat reduction management.

ACER

Acer, established in 1976, and with its headquarters in Taipei, Taiwan, has grown into one of the top five computer manufacturers in the world, and its laptops are the best-selling brand in Western Europe. Its successful Travel mate, and aspire, ranges, amongst others, are renowned for their innovation, reliability and affordability.

This study deals with the analysis of brand preference of laptops. The study of brand preference of laptops is largely influenced by a number of factors such as Advertisement, Price, Quality, Performance, After-sales service, and so on. These factors play a vital role in the decision-making process and in the brand preference. Hence an attempt is made to analyses the brand preference of laptops.

AMD

Advanced Micro Devices, Inc. (AMD), global company that specializes in manufacturing semiconductor devices used in computer processing. The company also produces flash memories, graphics processors, motherboard chip sets, and a variety of components used in consumer electronics goods. The company is a major supplier of microprocessors (computer chips).

It is cheaper than Intel Processors at a similar range. These processors are efficient compared to the current generation Core series. These processors are expensive when compared to lower range of Intel and less expensive when compared to high range Intel. These processors are mainly focused on gaming when compared to Intel and can carry things much easier than intel.

INTEL

Intel is the world's largest manufacturer of PC microprocessors and the holder of the x86 processor architecture patent. A quick (and very incomplete) Intel PC processor history: Intel 4004, released in 1971, was one of the first microprocessors ever produced. Intel Core processors are Intel's flagship family of CPUs. First released in 2006, they replaced the popular Pentium line as the standard for high-end processor chips. They're available in different models like Core i3, i5, i7, i9, and X, and they bring a new generation to market every 1 to 2 years.

Intel is less expensive when compared to AMD lower range and are higher in expense when compared to higher end processors.

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ANALYSIS AND DATA INTERPRETATION

PERCENTAGE ANALYSIS

TABLE SHOWING THE PREFERENCE OF LAPTOP OF THE RESPONDENTS

S NO	PREFERRED LAPTOP	NO OF RESPONDENTS	PERCENTAGE
1	DELL	50	50
2	ACER	10	10
3	APPLE	28	28
4	ASUS	12	12
	TOTAL	100	100

INTERPRETATION

The above table shows that out of 100 respondents 50% people mostly use DELL laptops. 28% respondents use APPLE that is the second laptop preferred by respondents. 12 respondents use Asus and 12%. Only 10 respondents use Acer and 10% comes under the category.

Most of them use DELL laptops

RANK ANALYSIS

TABLE SHOWING THE REASON OF THE PREFERENCE OF THE BRAND

Preferred Brand	STRONGLY AGREE	AGREE	INDIFFERENT	RARE	Total Score	Rank
BUILD QUALITY	62	37	2	0	365	1
LIGHT WEIGHT	45	43	12	1	346	4
VALUE FOR MONEY	54	39	7	1	355	3
SLEEK	37	52	10	2	336	5
PERFORMANCE	62	33	5	1	363	2

INTERPRETATION

From the given rank analysis most of the people prefer build quality. And less for the sleek.

FINDINGS

Percentage method

- ❖ Majority of respondents come under the age group of 18-21.
- ❖ Majority of the respondents are in male and female category with 50%.
- ❖ Majority of the respondents are students with 98%.
- ❖ Majority of the monthly income earned is below 5,000 by 67% of respondents.
- ❖ Majority of respondents prefer DELL laptop with 50%.
- ❖ Majority of 46% respondents use their laptop frequently.
- ❖ Majority of 88% use their laptop at home.
- ❖ Majority of 44% of respondents think that an ideal laptop should be look like hand-carry bag.
- ❖ Majority of 77% of the respondents says that wi-fi connectivity is useful for them.
- ❖ Majority of 48% of respondents says that they spent up to 10000-50000 for a laptop.

- ❖ Majority of 59% says yes that they depend on features and price.
- ❖ Majority of 78% respondents says that they do prefer their laptop for second time.
- ❖ Majority of 61% of respondents says that price influence the product.
- ❖ Majority of 46% of respondents change to another alternative if the product is not up to expectation
- ❖ Majority of 40% of respondents shift to another brand when the market value diminishes.
- ❖ Majority of 58% are saying that they will shift to other gadgets.
- ❖ Majority of 70% of respondents are using laptops for their work use.
- ❖ Majority of 76% of respondents are using windows.
- ❖ Majority of 62% of the respondents are using INTEL.
- ❖ Majority of 48% of the respondents will use atleast of 5 years.
- ❖ Majority of 59% of the respondents prefer SSD.
- ❖ Majority of 40% of the respondents prefer windows 11.
- ❖ Majority of 94% of the respondents prefer laptops with webcam.
- ❖ Majority of 62% of the respondents are not satisfied the the warranty period of there laptops.

RANK ANALYSIS

- ❖ Majority of respondents had preferred build quality.

SUGGESTIONS

- Laptops must have a variety of colour and design options that keep up with current trends.
- To make computers cheap for people of all socioeconomic levels, the price of the laptops should be appropriate for the functions it provides.
- More over half of those polled said they use their laptop for educational purposes.
- As a result, laptop manufacturers must supply more educational applications.
- Almost everyone prefers well-known laptop brands. As a result, it is critical for top-tier brand enterprises to retain their standards while producing laptops.

CONCLUSION

Consumers in this survey are looking for items with higher specifications, and the venerable laptop is seeing a resurgence in the business. New laptops were presented, all at competitive prices to help boost sales and outperform smaller tablets. Customers' need for faster download speeds and streaming is growing; thus, laptops appear to be a better option than tablets. Laptops are also becoming more popular among consumers due to their portability. Based on the results of this study, I can deduce that every responder purchases a laptop brand available on the market. The image of So brand is crucial. In addition to pricing and appearance, all customers value quality. As a result, I've come to the conclusion that all of the respondents are happy with their current laptop.