



# International Journal of Research Publication and Reviews

Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421

## A Study of Customer Satisfaction towards Selecting Different Brand Laptops Available in Market.

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### ABSTRACT

In the new era of technology advancement the laptop manufacturing companies are introducing various new features in their brands. Laptops are very convenient for travelling, the wide range of users for laptops. The objective of the study is to find the customer satisfaction towards selecting different brand laptop available in market. The primary research was done through questionnaire survey in Coimbatore district, using random sampling of 100 respondents.

### INTRODUCTION

A laptop computer, usually called a notebook computer by manufactures, is a battery-or AC powered personal computer generally smaller than a briefcase that can easily be transported and conveniently used in temporary space such as on airplanes, in library, office, and at meeting i.e it is a personal computer for mobile users. A laptop has most of the same components as a desktop computer, including a display, a keyboard, a pointer device such as touchpad and or pointing stick, and speakers into a single unit. Today, laptop industry is booming in India and this has attracted major players. Laptop computers cannot completely wipe out desktop computer, because both are designed to meet different needs or different consumers segments. We found various laptops brands available in the market at different prices, size and features.

### OBJECTIVES OF THE STUDY

- To find the satisfaction of the consumer towards selecting laptop and other accessories.
- To study the factors influencing the consumer's to buy laptop.
- To study the level of satisfaction towards laptop.
- To find the problems faced by the customers.

### STATEMENT OF PROBLEM

In the modern business, it is very important to get the satisfaction from the consumers, which increase the volume of profit. So, only when the consumer are satisfied with particular product or service, they will consume again in particular service. So without any satisfaction of a particular service we can say that consumers will not go for that service. Hence the research has taken the problem that the consumer are satisfied or dissatisfied with the sales, service and supply of the laptops and other accessories for their continuous usage.

The suppliers have been considering the customers of different types and extending their full-fledged services. This type of products are admired the customer and get satisfied of the laptops.

This study is fully focused on the consumer preference towards laptop and other accessories in Coimbatore city. This importance of this study is to determine the values of the customer based services of the suppliers of the laptops and other accessories.

### RESEARCH METHODOLOGY

The data are collected through structured questionnaires'' it is destine to collect all required information from brand laptop users.

#### SAMPLING DESIGN:

SAMPLE AREA:

This survey is conducted on Coimbatore city.

#### SAMPLE TECHNIQUES:

Random sampling techniques

#### SOURCES OF DATA:

Both primary data and secondary data has been used. Primary data includes questionnaires' survey of despondence from the Coimbatore city. Secondary data is collected from the various published articles from journal book and internet website.

#### STATISTICAL TOOLS USED:

Percentage analysis

#### LIMITATIONS OF STUDY

- The study is limited only 100 response
- The data has been collected from questionnaires
- This study is conducted around Coimbatore city
- Survey is done with limited brand

#### REVIEW OF LITERATURE

1. **T. Porkodi (2018)** has taken the problem that the consumers are satisfied or dissatisfied with the sales, services and supply of the laptops and other accessories for their continuous usage. In the study the researcher is to find out the satisfaction of the consumers towards the charges, the quality, the provisions and the level of consumer satisfaction towards the laptops for their official as well as the personal use. They are suggested to go for the right agency of the specific company for availing the services continuously.
2. **Dr. G. Muralimanohari & Dr. T. Shembhagavadivu (2018)** examine the scope of smart class room teaching in schools and the importance of usage of laptops is high and makes the functioning of school activities more effective.
3. **Dr. S. Namasivayam (2016)** identified that the development of laptop industry mainly depends on customer satisfaction. The researcher can identified the factors and the preference of the respondents while purchasing laptops and know the level of satisfaction towards branded laptops. The researcher suggested that the companies should use multiple marketing channels to create brand awareness through TV media, Newspaper and Magazines.
4. **Prince Vohra (2015)** found that the advertisement plays vital in communicating to the customer about the product. Among the factors which are affecting their purchasing decision brand image is most important factor in shaping buying behavior. It is observed in the study that advertisement is leading in the communication. So companies should spend more money on television advertisement.
5. **Sunil Kumar Dhal (2015)** can study the customer attitude and perception while purchasing a laptop. The researcher can identified that some of the factors that influence a consumer in selecting a laptop for the purpose of study exploratory research design is used in the research. the researcher concluded that the customers are interest on the service and feature are the most important dimension to purchase a laptop and also the customer specifies eight dimensions are DVD drive, fashion and trend, design, features, warranty, gaming features.

#### ANALYSIS AND INTERPRETATION

##### PERCENTAGE ANALYSIS

Particulars	No of respondents	percentage
Gender		
Male	64	64%
Female	36	34%
Age		
15 to 20 years	37	37%
21 to 30 years	42	42%
31 to 40 years	10	10%
Above 40 years	11	11%
Marital status		
Married	21	21%

Unmarried	79	79%
Respondent having laptop		
Person with laptop	73	73%
Person without laptop	27	27%
Occupation		
Student	61	61%
Employee	23	23%
Entrepreneur	2	2%
Others	14	14%
Most preferred brand laptop		
Lenova	11	11%
HP	26	26%
Dell	21	21%
Sony	9	9%
Acer	14	14%
Others	19	19%
Purpose		
Personal	34	34%
Official	14	14%
Education	32	32%
Entertainment	14	14%
Games	6	6%
Area of usage		
Home	51	51%
Travel	23	23%
Office	11	11%
Business visit	4	4%
Others	11	11%
Level of satisfaction		
Highly satisfied	45	45%
Average	35	35%
Dissatisfied	11	11%
Highly Dissatisfied	9	9%
Reason for replacing		
Old/Outdated	22	22%
Battery life	23	23%
Storage	14	14%
New OS	14	14%
Weight less	5	5%
Others	22	22%
Purchase amount of laptop		
10000 to 20000	19	19%
20000 to 30000	21	21%
30000 to 40000	29	29%
Above 40000	31	31%
Appearance of ideal laptop		
Notebook	37	37%
Hand Carry bag	37	37%
Brief case	13	13%
Others	13	13%
Connectivity option		
LAN Card	12	12%
Infrared	5	5%
Bluetooth	25	25%
WIFI	38	38%
USB	20	20%
Appearance of laptop		
Sleek	13	13%

Compact	33	33%
With color options	20	20%
Light weight	34	34%

## FINDINGS AND SUGGESTIONS

### FINDINGS

- Majority 64% of the respondents are male.
- Most 42% of the respondents are 21to30years old.
- Majority 79% of the respondents are unmarried.
- Majority 73% of the respondents are owned laptop.
- Majority 61% of the respondents are students.
- Most 26% of the respondents are owned HP laptop.
- Most 34% of respondents are using laptop for personal use.
- Majority 51% of respondents are using their laptop at home.
- Most 45% of respondents are highly satisfied.
- Most 23% of respondents are replace their laptop for battery life.
- Most 31% of respondents are purchased their laptop above 40000.
- Most 37% of respondents are prefer notebook and hand carry bag appearance.
- Most 38% of respondents are using WIFI connectivity.
- Most 34% of respondents are prefer lightweight laptop.

### SUGGESTIONS

- Most of the respondents are having a problem in battery. They need to change in battery life. If you improve battery quality you will got more customers in market.
- Majority of respondents are willing to pay 10000-20000, so if you reduce the cost of laptops you can increase the sale of laptop
- Most of the people choosing Lenovo brand because of battery life and performance, if other laptop improves that they can get more customer
- Price and offers plays a major role in selling of laptop. Most of the respondent needed the price and discount which influence them to purchase laptop. If you sell the laptop.
- Now a days most of the brand came in market, and the customers are looking quality laptop to buy. If you increase your quality management in your you can get more customers.

## CONCLUSION

The laptop accepts a fundamental role in everyday life. Since, laptop were utilized for reaching the people though advancement. Innovation influenced the entire world to rely upon laptops. Presently laptops usage are extraordinarily and more. The challenge ascends among laptops. The study is concludes that top five brands are similarly utilized. Majority of respondents are satisfied with their laptop. Most of the respondents are using brands because of style and quality.

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