



A Study on Satisfaction Level of 1 Tb Laptops towards People in Coimbatore City

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ABSTRACT:

The names "laptop" and "notebook" refer to the fact that the computer can be practically placed on the user's lap and can be used similarly to a notebook. As of 2022, in American English, the terms "laptop" and "notebook" are used interchangeably in other dialects of English, one or the other may be preferred. Laptops combine many of the input/output components and capabilities of a desktop computer into a single unit, including a display screen, small speakers, a keyboard, and a pointing device. Laptops can be powered by an internal battery or an external power supply by using an AC adapter. Hardware specifications may vary significantly between different types, models, and price points.

Keywords: Laptops, interchangeably, notebook Keyboard, Specifications, hardware.

INTRODUCTION

A laptop computer or notebook computer, also laptop or notebook for short, is a small, portable personal computer. Laptops typically have a clamshell form factor with a flat panel screen on the inside of the upper lid, and an alphanumeric keyboard on the inside of the lower lid, although 2-in-1 PCs with a detachable keyboard are often marketed as laptops or as having a "laptop mode". The internal hardware's are fitted inside the lower lid enclosure under the keyboard, and it's not uncommon for laptops to have a pointing device such as a trackpad or track point. Many modern laptops with 1 TB also have a built-in webcam and even a touch screen display.

The 1 TB laptop and notebook reference the fact that the computer can be practically placed on the user's lap, and can be used similarly to a notebook.

The majority of modem laptops work on similar operating system. In 1 TB laptops there are many brands are usually protected from use by others by securing a trademark or service mark from an authorized agency usually government agency. Before applying for a trademark or service mark you need to establish that someone else has not already obtained one for your name

STATEMENT OF PROBLEM

This research has been studied to find out the customer satisfaction of 1 TB Laptops. It is conducted to identify the effective of the brand quality, customer satisfaction and to know what they need, and how they are been satisfied with the 1 TB Laptops. This study will help you to gain knowledge about the market factor influencing the customers to purchase a particular product and problems faced by using these product.

OBJECTIVES OF THE STUDY

- To Identify the factor Influencing buying behaviour of Customers on 1 TB Laptops.
- To identify the brand preference for 1 TB Laptops.
- To analyze the customer brand preception towards 1 TB Laptops.
- To analyze he customer perspective before the purchase of the product.
- To analyze the advantages and disadvantages of 1 TB Laptops.

RESEARCH METHODOLOGY

This chapter describes the methods applied for the study in details. Research methodology is the process or strategies used to identify, pick, techniques, and examine statistics about a topic. The data inclusive of measurable and qualitative data as well together from various sources including like various books, research articles, newspapers, websites is used for the purpose of study.

AREA OF THE STUDY:

The area of the study is about Coimbatore.

DATA COLLECTION:

Data was collected from both primary and secondary data collection methods.

PRIMARY DATA:

In this research the primary data that is been used in questionnaire. Structure questionnaire is been framed to collected the data from the respondent.

SECONDARY DATA:

It will be checked to add the value between the primary data. This may be used to necessary data and records by different websites, magazines, annual report, journal, reference books and newspaper.

SAMPLING TECHNIQUES:

Sampling may do either probability or non-probability basis. This is an important research, design, decision and one which depends on such factor has whether qualitative or quantitative methods are used. The techniques that are been used on this research.

SAMPLE SIZE:

110 respondents constituted sample covering Coimbatore.

PERIOD OF STUDY:

This period of study is within 2022-2023.

STATISTICAL TOOLS USED IN THE STUDY:

Data collected through questionnaire was prepared in master table. In order to analysis and interpret the data.

- Percentage Analysis
- Chi square Test
- Rank Analysis

SCOPE OF THE STUDY

- To achieve steady growth in this highly competitive Market, the companies should be aware of this competitor.
- This study will provide an overall view of awareness and buying behaviour and market study of 1 TB Laptops.
- This study can be viewed from qualitative as well as quantitative nature.
- The study tries to know the opinions, view and suggestions of customers and what can be done to improve the buying behaviour and the preference on buying the 1 TB Laptops.

LIMITATION OF THE STUDY

- Data was collected from the limited locations of Coimbatore city.
- Accuracy of the study is purely based on the information as given by the respondents.
- Time is constraint.
- The survey has been conducted among 110 respondents.

REVIEW OF LITERATURE

T. Porkodi (2021) has taken the problem that the consumer is satisfied or dissatisfied with the sales, services and supply of the laptops and other accessories for their continuous usages. In the study the researcher is to find out the satisfaction of the consumers towards the charges. The quality, the provision and the level of consumer satisfaction towards the laptops for their official as well as the personal use.

Annamalai Solayappan, Jothi Jayakrishnan (2019) their research showed that branded computers play a prestigious role in the student's segment. Due to the computer world everything is in the hands of the students. Everything in the world seems to be digital. Everyone needs a computer to drive a smooth and fast race.

Carsten Fink, AadityaMattoo and RandeepRathindran (2019) in their study titled, "Liberalizing Basic Telecommunications: The Asian Experience" have found that despite the move away from traditional public monopolies, most Asian governments are still unwilling to allow unrestricted entry, eliminate limits on private and foreign ownership, and establish strong independent regulators.

David M. Szymanski and David H. Henard (2019) in their study entitled, "The New Marketing Developing Long-term Interactive Relationships" have said that the growing number of academic studies on customer satisfaction and the mixed findings they report complicate the efforts among managers and academics to identify the 47 antecedents to, and outcomes of businesses having more against less-satisfied customers.

Assaari and Karia (2018) in their paper titled, "Churn Management towards Customer Satisfaction; A Case of Cellular operations in Malaysia" have viewed that customer satisfaction and customer service have been critical factors of the cellular industry. Cellular service providers need to ensure about the technology that provides customer service best in the industry

DATA ANALYSIS AND INTERPRETATION

Analysis and interpretation of data is the process of assigning meaning to collected information and determining the conclusions, significance and implication of the findings. It is an important and exciting step in the process of research. In all research studies, analysis follows data collection.

The statistical tools are

- Percentage Analysis
- Chi – Square Test
- Rank Analysis

PERCENTAGE ANALYSIS

A percentage analysis is used to interpret the data by the researcher for the analysis and interpretation. Though the use of percentage the data or reduced in the standard form with the base equal to 100 which fact facilitates relating comparison.

FORMULA:

$$\text{Simple Percentage} = \frac{\text{No. of Respondent}}{\text{Sample Size}} \times 100$$

1. TABLE SHOWING THE STORAGE TYPE OF LAPTOP PREFERED BY THE RESPONDENTS

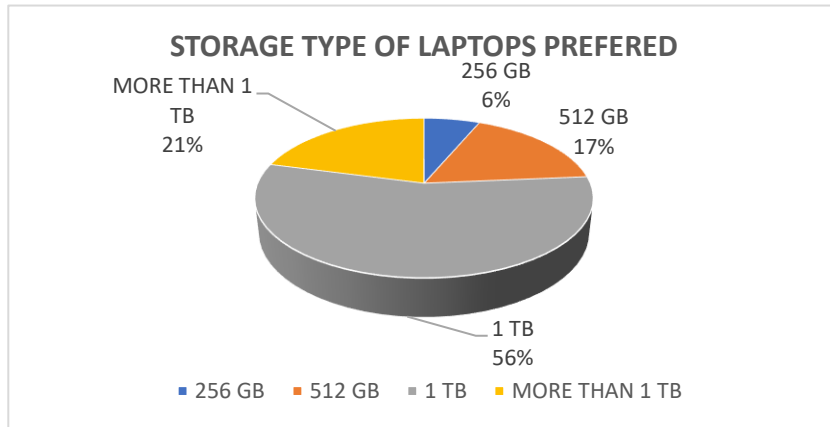
S.NO	STORAGE TYPE OF LAPTOPS	NUMBER OF RESONDENTS	PERCENTAGE
1	256 GB	7	6
2	512 GB	19	17
3	1 TB	61	56
4	MORE THAN 1 TB	23	21
	TOTAL	110	100

SOURCE: Primary Data

INTERPRETATION:

The above exhibit indicates that 6% respondents are 256 GB, 17% respondents are 512 GB, 56% respondents are 1 TB, 21% respondents are More than 1 TB.

CHART SHOWING STORAGE TYPE OF LAPTOP PREFERED BY THE RESPONDENTS



2. TABLE SHOWING THE FEATURE PREFERRED IN 1 TB LAPTOP BY THE RESPONDENTS

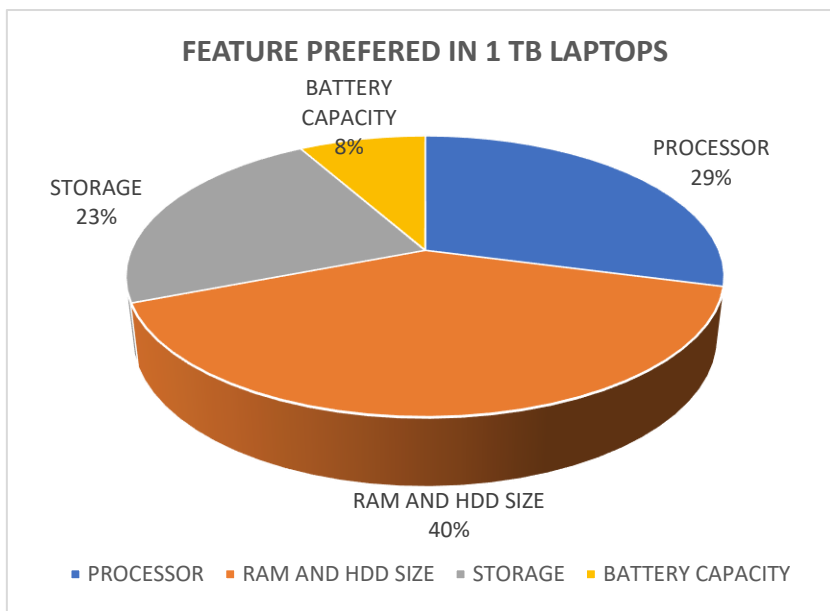
S.NO	FEATURE PREFERRED IN 1 TB LAPTOP	NUMBER OF RESPONDENT	PERCENTAGE
1	PROCESSOR	32	29
2	RAM AND HDD SIZE	44	40
3	STORAGE	25	23
4	BATTERY CAPACITY	9	8
	TOTAL	110	100

SOURCE: Primary Data

INTERPRETATION:

The above exhibit indicates that 29% respondents are Processor, 40% respondents are RAM and HDD Size, 23% respondents are Storage, 8% respondents are Battery Capacity.

CHART SHOWING FEATURE PREFERRED IN 1 TB LAPTOP BY THE RESPONDENTS



3. TABLE SHOWING THE MOST IMPORTANT PURPOSE FOR USING 1 TB LAPTOP BY THE RESPONDENTS

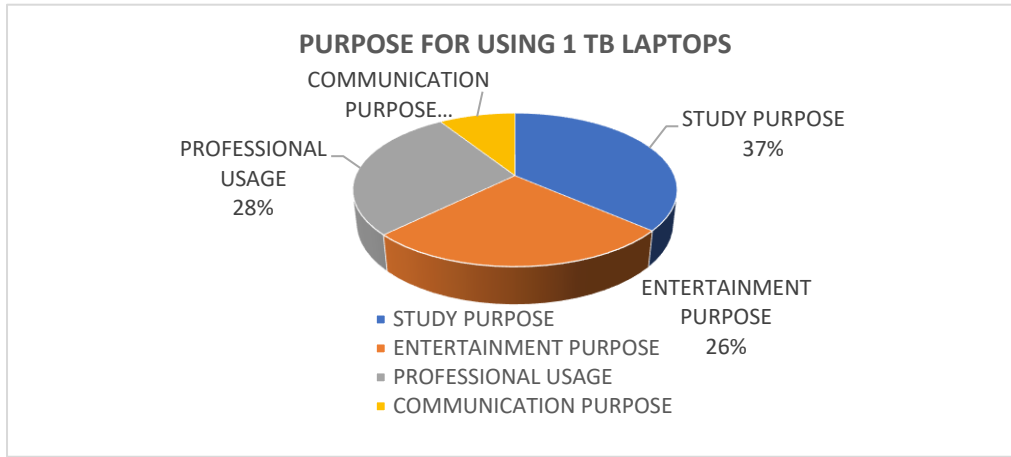
S.NO	PURPOSE FOR USING 1 TB LAPTOP	NUMBER OF RESPONDENT	PERCENTAGE
1	STUDY PURPOSE	40	37
2	ENTERTAINMENT PURPOSE	29	26
3	PROFESSIONAL USAGE	31	28
4	COMMUNICATION PURPOSE	10	9
	TOTAL	110	100

SOURCE: Primary Data

INTERPRETATION:

The above exhibit indicates that 37% respondents are Study Purpose, 26% respondents are Entertainment Purpose, 28% respondents are Professional Usage, 9% respondents are Communication Purpose.

CHART SHOWING PURPOSE FOR USING 1 TB LAPTOPS BY THE RESPONDENTS



RANK ANALYSIS

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranking higher than' 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same rating.

TABLE SHOWING FACTOR INFLUENCING FOR THE SATISFACTION OF CUSTOMER LAPTOPS

FACTOR INFLUENCING	LEVELS					TOTAL	RANK
	5	4	3	2	1		
CPU	22	72	25	1	0	215	VI
RAM	46	27	34	3	0	214	VII
DISPLAY	25	22	52	11	0	269	V
STORAGE	7	54	24	25	0	287	III
BATTERY	3	31	47	29	0	322	II
CAMERA	3	8	20	71	8	403	I
KEYBOARD	6	40	57	7	0	285	IV

SOURCE: Primary Data

INTERPRETATION:

The above table depicts that the level of Factor influencing the satisfaction of customer using the 1 TB Laptops that the highest rank towards Camera, Second rank towards Battery, Third rank towards Storage, Fourth rank towards Keyboard, Fifth rank towards Display, Sixth rank towards CPU, Seventh rank towards RAM.

CHI – SQUARE TEST

Chi-square test is the non-parametric test of significance differences between the observed distribution of data among the observed distribution of data among categories and the expected distribution based on the null hypothesis. The symbol is the Greek letter Chi. The test was first used by Karl in 1900.

Formula for Calculating Chi-Square Test:

$$X^2 = \sum(O_i - E_i)^2/E_i$$

TABLE SHOWING THE RELATIONSHIP OF OCCUPATION & PURPOSE FOR USING 1 TB LAPTOPS

OCCUPATION	PURPOSE FOR USING 1 TB LAPTOPS				TOTAL
	STUDY PURPOSE	ENTERTAINMENT PURPOSE	PROFESSIONAL PURPOSE	COMMUNICATION PURPOSE	
BUSINESS	1	2	3	2	8
STUDENT	34	19	11	2	66
SELF EMPLOYED	0	3	4	3	10
PROFESSIONAL	5	5	13	3	26
TOTAL	40	29	31	10	110

O	E	O-E	(O-E) ^20	(O-E) ^2/E
1	2.909	-1.909	3.644	1.2528
34	24	10	100	4.1666
0	3.636	-3.636	13.22	3.6363
5	9.454	-4.454	19.84	2.0987
2	2.109	-0.109	0.011	0.0056
19	17.4	1.6	2.56	0.1471
3	2.636	0.363	0.132	0.0501
5	6.854	-1.854	3.439	0.5017
3	2.254	0.745	0.555	0.2464
11	18.6	-7.6	57.76	3.1053
4	2.818	1.181	1.396	0.4956
13	7.327	5.672	32.17	4.3917
2	0.727	1.272	1.619	2.2272
2	6	-4	16	2.6666
3	0.909	2.090	4.371	4.8090
3	2.363	0.636	0.404	0.1713
TOTAL	110			29.972

CHI SQUARE VALUE $\chi^2 = (O-E)^2/E$

Calculated Value of $\chi^2 = 0.2724$

Degree of freedom = (Row - 1) *(Column - 1)

= (4-1)*(4-1)

Degree of freedom = 9

Significance Level = 0.05

Table Value = **16.919**

HYPOTHESIS:

H₀ There is no significant relationship between occupation and purpose for using 1 TB Laptop.

H₁ There is significant relationship between occupation and purpose for using 1 TB Laptop.

INTERPRETATION:

In the Above analysis the calculated value (0.2724) is less than the table value 16.919 at 0.05 level of significance. Hence Null hypothesis is accepted

Thus, there is no significant relationship between Occupation and the Purpose of using 1 TB Laptops.

FINDINGS

PERCENTAGE ANALYSIS:

1. Majority of 48% of the Respondents prefer Apple Laptops.
2. Majority of 30% of the Respondents are using HP Laptops.

3. Majority of 56% Respondents Prefer 1 TB Storage type Laptops.
4. Majority of 40% Respondents prefer RAM and HDD size in the 1 TB Laptops.
5. Majority of 37% of the Respondents use 1 TB laptop for the Study Purpose.

CHI-SQUARE TEST:

Occupation has significant relationship between the purchase of 1 TB Laptops.

RANK ANALYSIS

The above table depicts that the level of Factor influencing the satisfaction of customer using the 1 TB Laptops that the highest rank towards Camera, Second rank towards Battery, Third rank towards Storage, Fourth rank towards Keyboard, Fifth rank towards Display, Sixth rank towards CPU, Seventh rank towards RAM.

SUGGESTION:

- 1 TB Laptop brand should improve its quality.
- The respondents like to extend the Warranty/guarantee towards 1 TB Laptops.
- The laptop brand should improve its post sale services towards 1 TB Laptops.
- The laptop brand needs to concentrate more on its advertising for 1 TB Laptops.
- The laptop brands should reduce the cost of the 1 TB Laptops

CONCLUSION:

We studied and analyzed the brand perception towards 1 TB Laptops with the Respondents perception. From this study I can able to get more knowledge about the 1 TB Laptops towards Advertising and Selling the product to the customer.

The laptops have been evolving rapidly and constantly in now a day and our life styles have changed where people do not stay behind desks anymore. Laptops have never been attractive to consumers as they now offer great processor that are comparable with the desktops, which also offer portability at the same time.

Laptops now pack enough to perform equally as desktop and offer mobility. Currently, the Laptops utilized for performing many serious tasks and offers light weighted and thin features.

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