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## A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS DELL LAPTOP WITH SPECIAL REFERENCE TO COIMBATORE CITY

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### INTRODUCTION:

A laptop, or notebook computer, is a portable device containing essential components like a display screen, keyboard, and processor. It serves various purposes from general computing to gaming and graphic design. Customer satisfaction with Dell laptops is analyzed in this project, aiming to identify factors influencing purchase decisions and assess cost and performance. Consumers, individuals, or corporations purchasing for personal use, are crucial in the demand-supply chain, shaping market trends. Consumer buying behavior involves stages like problem identification, information search, evaluation, purchase, and post-purchase assessment. It's influenced by personal, psychological, societal, and cultural factors. Understanding consumer behavior helps firms tailor marketing strategies to meet customer preferences and increase satisfaction.

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### OBJECTIVES OF THE STUDY :

- Investigate consumer behavior on the purchase of Dell laptop.
- Analyze the level of customer preference and gauge the customer satisfaction levels associated with Dell laptop.
- Assess the cost-effectiveness, and performance of Dell laptop with respect to market trends.
- To examine the consumer preferences about the features of Dell laptop.

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### STATEMENT OF PROBLEM :

Dell laptop users face significant challenges, notably in battery performance, customer service responsiveness, and features innovation. They hinder user satisfaction and product competitiveness. The aim of this study is to address these concerns by investigating strategies to improve battery efficiency, enhance customer support processes, and introduce New style's and design . This seeks to elevate the overall user experience and boost dell's position in the market.

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### SCOPE OF THE STUDY :

This will study the overall consumer buying behavior and their preference towards dell laptop in the Coimbatore city. To assess the satisfaction towards the quality of the service provided By Dell Company . It helps to understand the factors which are considered by customers while choosing Dell laptop.

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### LIMITATIONS OF THE STUDY :

- The respondents may be unable or unwilling to give the accurate response to certain questions.
- The data collected from the study is the primary data. Hence, it bears all the limitations of the primary data.
- Limited sample Size (150 Respondents) and the data is collected from the respondents residing in the Coimbatore city.

## REVIEW OF LITERATURE

- **Fried, C.B (2008):** Explores the impact of in-class laptop use on student learning, offering insights into the potential benefits and drawbacks of integrating laptops into educational settings. Provides valuable information for educators and policymakers seeking to leverage technology effectively in classrooms.
- **Pinki Sharma (2012):** Studies the brand choice of laptops among management and engineering students, analyzing factors influencing brand preference within this demographic. Offers implications for marketers seeking to target specific student segments with their laptop brands.
- **T. Porkodi (2018):** Conducts a study on consumer preferences towards laptops in Tiruchirapalli District, contributing to the understanding of regional consumer preferences and behavior. Offers implications for marketers to cater to the specific needs and preferences of consumers in Tiruchirapalli District.
- **Dr. K. Vanaja & Anbarasu U. (2020):** Investigates consumer preference and satisfaction towards Dell laptops in Coimbatore city, contributing to the understanding of brand perceptions and consumer behavior in the Coimbatore market.
- **Janani (2021):** Studies purchase behavior of laptops among the women segment, offering insights into gender-specific consumer preferences and behavior in the laptop market. Provides implications for marketers to effectively target and engage female consumers in the laptop market.

## COMPANY PROFILE

**History Dell Technologies Inc :**(DELL) is a worldwide technology business that creates, develops, and markets computer hardware, software, and related services. Michael Dell founded the company in 1984, while a student at the University of Texas at Austin, operating from Michael Dell's off-campus dormitory room at Dobie Center. The start-up aimed to sell IBM PC compatible computers built from stock components. Michael Dell started trading in the belief that, by selling personal computer systems directly to customers, PC's Limited could better understand customers' needs and provide the most effective computing solutions to meet those needs. Dell dropped out of college upon completion of his freshman year. At the University of Texas in order to focus full-time on his fledgling business, after getting about \$1,000 in expansion-capital from his family. And it has since developed into one of the world's leading computer technology corporations. It provides a diverse range of products and services, such as laptops, desktops, servers, storage, networking, and peripherals.

**Mission Statement:** 'To be a catalyst for human progress and innovation by providing technology that enables possibility'.

**Vision:** 'To create technologies that drives human progress and shape a better future for all'.

**Core Values:** 'Customers are the focus, Results matter, Integrity is Non-Negotiable, and Innovation is Essential, Empowerment Drives High Performance, and Inclusion Cultivates Diversity'.

## ANALYSIS AND INTERPRETATION OF DATA

**PERCENTAGE ANALYSIS:** Percentage analysis involves the examination and interpretation of data by expressing values as percentages of a whole. It aids in understanding the relative proportions of different components within a dataset, facilitating comparisons and identifying trends or patterns. This method is commonly used in financial analysis, market research, and various other fields to provide insights into the distribution or composition of data sets.

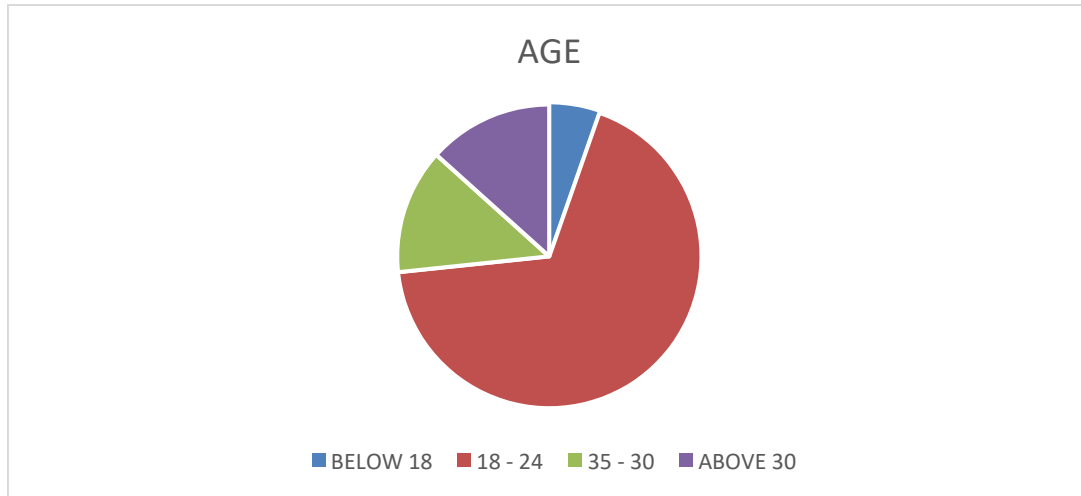
PERCENTAGE = NO OF RESPONDENTS \ TOTAL NO. OF RESPONDENTS \*100.

**TABLE SHOWING AGE OF THE RESPONDENTS.**

AGE.	NO.OF.RESPONDENTS	PERCENTAGE
BELOW 18.	8	5.34
18-24.	102	68
25-30.	20	13.33
ABOVE 30.	20	13.33
TOTAL	150	100

**INTERPRETATION:** The data illustrates the distribution of age within a given population. 68% of the respondents are aged between 18-24. 13.33% of the respondents are aged between 18- 24 and 25-30. 5.38% are aged between 5.34 %.

**CHART SHOWING THE AGE OF RESPONDENTS :**



**WEIGHTED AVERAGE SCORE METHOD :**

A weighted average is a type of average where each data point in the dataset is given a specific weight before being combined to produce a final average value. In this method, the weight assigned to each data point reflects its relative significance in the calculation. This weighting procedure ensures that each individual quantity contributes to the average proportionately to its assigned importance, similar to considering multiple identical items with the same value involved in the average.

To compute a weighted average score, various scores or grades are utilized alongside assigned weights or percentages. In order to calculate a weighted average with percentages, each score within a category is initially multiplied by its corresponding percentage. Subsequently, the resulting values are summed together.

$$\text{Weighted Average Score} = \frac{\text{Total of Rank}}{\text{Total number of Respondent}}$$

Features	Very Satisfied (4)	Satisfied (3)	Neutral (2)	Dissatisfied (1)	Total	Weighted average score	Rank
Screen size	80	54	12	4	510	3.4	1
Storage	40	49	41	10	399	2.6	3
Operating system	43	40	47	20	406	2.7	2
Processor	25	45	61	19	378	2.5	4

**Interpretation:**

The customers are very satisfied with the screen size and it is Ranked 1. The customers satisfied with the operating system and It is Ranked 2. The customers have ranked the storage and processor as 3 and 4.

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## FINDINGS, SUGGESTIONS AND CONCLUSIONS

### FINDINGS:

#### PERCENTAGE ANALYSIS:

- 54% of the respondents are female.
- 68% of the respondents are 18-24 aged.
- 66% of the respondents are student.
- 64.7% of the respondents are below 30000 income earners.
- 62% of the respondents are Under graduates.
- 58.7% of the respondents have bought for educational purpose.
- 36.7% of the respondents become aware by recommendation from family/friends.
- 36.7% of the respondents used laptop for less than 1 year.
- 30% of the respondents bought the laptop due to brand reputation and product features.
- 38% of the respondents said that primary concern was slow charging speed.
- 37.3% of the respondents have contacted the customer service by phone.
- 52.7% of the respondents have faced limited warranty coverage in the hardware as the primary issue in the customer service.
- 34.7% of the respondents have faced touch pad dysfunction as the primary design issue.
- 30% of the respondents suggested better battery technology to enhance the battery performance.
- 36.7% of the respondents suggested extended warranty coverage to improve dell customer service.
- 48.7% of the respondents suggested enhanced touch pad functionality to improve dell laptop design issues.

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### WEIGHTED AVERAGE ANALYSIS:

- The customers are very satisfied with the screen size , Ranked 1.
- The customers are satisfied with the operating system, Ranked 2.
- Storage and processor were ranked 3 and 4.

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### SUGGESTIONS:

- Offer competitive pricing and emphasize value for money, especially for students.
- Highlight durability, portability, and educational software compatibility in product offerings.
- Enhance warranty coverage, streamline processes, and ensure prompt issue resolution.
- Focus on improving charging speed and touchpad functionality
- Continue offering a variety of screen sizes and ensure compatibility with popular operating system.

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### CONCLUSION :

This study concluded that in this modern business economy it is very important to analysis the preference and satisfaction level of the consumer. The study result shows the majority of the consumer sre satisfied with their DELL Laptops but also there is dissatisfaction because of some reason , such as battery back up and services rendered by the DELL dealers. The necessary steps taken . If the DELL Laptops company gives a proper services to the consumer there is a maximum queries are to be solved and the majority of the respondents would prefer the DELL Laptops and also suggest to their friends and relatives. This study concluded that the majority of the respondents are influenced by the convenience and connectivity of the DELL Laptops.

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**WEBSITE:**

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