Study of Consumer Satisfaction Towards Selecting Laptops In Coimbatore City

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Abstract- *Today technology has brought the world in own hands human being very much to the complicated work in to easier. Gradually the invention and discovered are made from time to time has head us to comfortable world. One such significant is the laptop. Tis study was carried out with the objective of analyzing customer satisfaction of Lenovo laptop with special reference to Coimbatore city.*

Keywords- Technology, customer satisfaction, Invention, Lenovo, Dell, HP, Sonny, Acer, Simple percentage.

I. INTRODUCTION

A laptop is a machine the manipulated data according to a list of instructions. Computers and laptops are an integrated part of today's life. And brand's with marketing from the other in terms of features style etc. People are living in the processor age today and most of our daytime activities cannot be accomplish with any using computers. The laptops are small, simple devices that are used to control other devices. The ability to store and execute list of instruction called programs. Laptops extremely versatile and distinguishes them from calculators.

This project analyzes the consumer's satisfaction on different branded laptop. This project is used to identify the factors influencing the consumer to purchase the laptop. It is helpful to access the cost and performance of laptop. When measuring customer satisfaction it's possible to get useful information of the customer and the result can be used to improve the company and its service.We can get an exact idea what and we can start developing the service. Measuring customer satisfaction should be a continuous process that is carried out regularly, not just one if it is done regularly results will be beneficial.

OBJECTIVES

- 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.

II. RESEARCH METHODOLOGY

SAMPLE SIZE:

The sample size is conducted on 100 respondents from Coimbatore. The respondents are segregates on the basis of different variable such as income, age, occupation, gender, education qualification.

DATA COLLECTION:

The data are collected through structured questionaries' 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 questionaries' 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

1. LIMITATIONS OF STUDY

- The study is limited only 150 response
- The data has been collected from questionnaires

- This study is conducted around Coimbatore city
- Survey is done with limited brands

III. REVIEW OF LETRATURE

Dr. S. Namasivayam (2018)2 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.

Dr. G. Muralimanohari & Dr. T. Shenbhagavadivu, 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.

T. Porkodi (2018)1 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.

Dr. Ansir Ali Rajput, Sabir Hussain Kalhoro (2020) presented in this article has significant impact on both price and quality, one thing has been noticed during the survey that people do give more focus to price rather quality because of low income level. People have more alternatives in products that are the reason people go for lower price products. The results clearly indicated that product price has a positive relationship with consumer buying behavior but product quality.

Sunil Kumar Dhal (2021)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 fur 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.

PROFILE OF THE STUDY

A laptop or laptop computer is a small, portable personal computer(PC) with a "clamshell" form factor, typically having a thin LCD or LED computer screen mounted on the inside of the upper lid of the clam shell and an alphanumeric keyboard on the inside of the lower lid. The clamshell is opened up to use the computer. Laptops are folded shut for transportation, and thus are suitable for mobile use.[1] Its name comes from lap as it was deemed to be placed on a person's lap when being used. Although originally there was a distinction between laptops and notebooks (the former being bigger and heavier than the latter), as of 2014, there is often no longer any difference. Today, laptops are commonly used in a variety of settings, such as at work, in education, for playing games, web browsing, for personal multimedia, and general home computer use.

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 trackpad), with an operating system, a processor and memory in to a single unit. Most modern laptops feature integrated webcams and built-in micro laptops, 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.

IV. ANALYSIS AND INTERPRETATION

TABLE 4.1 TABLE SHOWING MOST PREFERED BRAND LAPTOP

S no	Particulars	Response	Percentage
1	Lenovo	33	33%
2	Hp	24	24%
3	Dell	23	23%
4	Sony	10	10%
5	Acer	10	10%
6	Total	100	100%

INTERPRETATION

The above exhibits shows that 33% of respondents belong to Lenovo, 24% of respondents belong to Hp, 23% belong to Dell, 10% of respondents belong to Sony, 10% of respondents belong to Acer.

Majority 33% of respondents are Lenovo

TABLE 4.2   TABLE SHOWING FACOTOR INFLUENCING BUYING DECISION

1	Price	13	13%
2	Quality	67	67%
3	Advertisement	10	10%
4	Scheme	4	4%
5	Services	6	6%
6	Total	100	100%

INTERPRETATION

The above exhibits shows that 13% of respondents belong to Price, 67% of respondents belong to Quality, 10% of respondents belong to Advertisement, 4% of respondents belong to Scheme, 6% of respondents belong to Services.
Majority 67% of respondents are Quality.

TABLE 4.3. TABLE SHOWING APPEARANCE OF BRAND

S no	Particulars	Response	Percentage
1	Sleek	15	15%
2	Compact	36	36%
3	With color options	11	11%
4	Light weight	37	37%
5	Design	1	1%
6	Total	100	100%

INTERPRETATION

The above exhibits shows that 15% of respondents belong to Sleek, 36% of respondents belong to Compact, 11% of respondents belong to With color option, 37% of respondents belong to Light weight, 1% of respondents belong to Design.
Majority 36% of respondents are Compact.

V. SUGGESSTIONS

- 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.

- Most of the customers are prefer laptop like Lenovo, dell, Hp because of style and size. The customer needs style and slim size laptop to use. If you increase style can get more customers.

- In the modern world every people watch advertisement at least once in everyday life. Majority of the branded laptop covers maximum customer because of good advertisement. If you improve advertisement in creative way you can get maximum customer on it.

- Online media's and site plays important role in marketing role in marketing in today's world. Every one using online in every days life. If you promote your laptop in online if can reach to many peoples and reach maximum sales in market.

- Most of the customers face problem after purchasing laptops is service center. If Laptop Company provide maximum service canter's to get a more customers.

- These all are help them to stay in market and get more customers. So every brand need to maintain good quality on their unique specialty

VI. 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.