

# A STUDY ON CONSUMER USAGE AND SATISFACTION REGARDING LENOVO LAPTOP IN CUMBUM TOWN, THENI DISTRICT

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**ABSTRACT:** One of the huge benefits of living in the so-called “digital age” is the amount of choice which we are given in technology. Where as in the 1980’s, had one wanted a television, there might have been three available options, now we might have 103 within our budget and the specifications we require. As much as this amount of choice is wonderful, it can also be confusing as we try to work out what is the best model of a certain instrument for our requirements.

Laptops are no different and given the wide range of uses for laptops, it’s little wonder that many people find themselves confused and don’t know which the best laptop is for them. It makes sense then, when trying to narrow the search to start with the different types of laptop and from this point start to look at actual models.

**Keywords:** Network, Satisfaction, Preference, Laptop, Range

## INTRODUCTION

Laptop is a portable computer which is capable of all of the normal functions of a desk based PC along with the comfort and convenience of being able to perform these tasks and functions on the move. Not only have laptops revolutionised the way in which business can be done, making it easier than ever for people to work from home and work on the move (i.e. during their commute) but entertainment has also been changed forever.

The fact that the majority of businesses, schools and many aspects of public transports (especially in the Capital) now have wireless technology which enables internet connection on the move has further improved the ways that business can take place and the flexibility of the working day. The majority of modern laptops work on similar operating systems as a desk based PC so the operator themselves sees little difference in the quality of the work they can do. Although the convenience and practical elements of the laptop do allow for many functions, users often find that the size and weight of the desktop laptop makes it a little cumbersome.

Portable and compact personal computer with the same capabilities as a desktop computer. Laptop computers have an L-shape design and the screen can be lowered and closed to allow for easy transportation of the machine. The primary feature that attracts users to laptops over desktops is their portability. Laptop computers provide users the ability to run the machine using an internal battery or an outside power adaptor. Laptops have dramatically decreased in size since their introduction in 1979. Laptops are usually more expensive than standard desktops and do not have the same life-span as fixed personal computers.

## COMPANY PROFILE

Lenovo Group is a Chinese multinational personal technology company that develops, manufactures and markets Desktop and Notebook Computers, Workstations, Servers, Storage Drives, IT management Software, and other related products and services. Lenovo was incorporated in Hong Kong in 1988 under its previous name, Legend. Lenovo's principal operations are currently located in Morrisville, North Carolina, Beijing, China and Singapore. Lenovo is the world's second largest PC maker and markets the ThinkPad line of notebook PCs and ThinkCentre line of desktops. These brands became part of Lenovo's offerings after its 2005 acquisition of IBM's personal computer business. Lenovo also sells the IdeaPad line of notebook computers. Lenovo markets its products directly to consumers, small to medium size businesses, and large enterprises, as well as through online sales, company-owned stores, chain retailers, and major technology distributors and vendors.

## Company History

Lenovo came about as the result of the merger of two reputed companies in technology and business: Legend Holdings of China and IBM's Personal Computing Division in the United States. The merger in 2005 was heralded as a defining moment in global business with the potential for integrating two disparate cultures, languages, processes and markets. As a result, Lenovo combines the best of two worlds – joining North American and China-based technology players in the creation of a unified global PC leader. This historically significant accomplishment catapulted Lenovo's ranking in the global PC industry from number eight to number three. The company now employs more than 20,000 people worldwide, including 1700 designers, scientists and engineers. Coming as they do from a broad collection of nationalities and languages they each, harbour the same vision: to build the world's most innovative personal computers.

## RESEARCH & DEVELOPMENT

Its research and development centres in China, Japan and the United States have produced some of the world's most important technology advancements ranging from the original 'bento box' PC notebook design in 1992 to the 2008 launch of the innovative ThinkPad® X300 'Kodachi'. This exceptional product was heralded by the world community as one of the world's lightest, thinnest and most versatile full-featured notebook PCs. Lenovo's leadership in setting higher standards in the ever-shifting technological marketplace has been achieved through a powerful focus on research and development. Its products come with thoughtful features that make using the computer a complete delight.

## ACHIEVEMENTS

Lenovo owed much of this success to a marketing strategy which rested on the four pillars of product design, technological innovation, sales support and competitive pricing. In its first year, Lenovo received prestigious honours such as DQ's Channels' Choice award and the Golden Rhino for excellence in channel partner management, support, warranty policy and turnaround time. In the following year, it was felicitated with the Uttaranchal IT Institutional Award for the best notebook product and the Brand Leadership award in the Information Technology category at the India Brand Summit.

Technology Business Research (TBR) has consistently ranked Lenovo number one for both notebook and desktop service and support, while the DQ-IDC Customer Satisfaction Audit of 2008 ranked the brand ahead of the rest in desktops. Lenovo's ThinkPad® is the icon of a living legacy of innovation featuring the TrackPoint®, butterfly keyboard, ThinkLight®, roll cage and fingerprint reader.

Its award-winning ThinkVantage® technologies empower users with a suite of productivity tools thus reducing reliance on IT personnel. The ThinkPad® is actually the world's most distinguished notebook brand. Since its launch it has won over 1000 design and engineering awards. In 2006, the ThinkPad® earned over 100 industry awards in the US alone. In 2009, the ThinkPad® X301 was named the Best Computing Gadget of the Year in the NDTV Techlife Awards. The Lenovo's 11-inch IdeaPad® U110 notebook with its textured design, embedded in a red aluminium alloy top cover, won the Best of CES award at the 2008 CES in Las Vegas. More recently, Lenovo's IdeaPad® S10 was voted the Best Buy in the recently-introduced notebook category by PC World in 2008 and was ranked as the Star Product of the Year by the same magazine.

## PRODUCT PROFILE

### Product

Computing needs can be classified into several groupings. To cater to each special requirement, Lenovo has developed a progression of personal computers with one distinguishing mark common to them each carries the powerful 'Think' inheritance. Thus, what started off as the basic ThinkPad® notebooks has now evolved into three specialised genres of sub-brands – Lenovo ThinkCentre®, Lenovo ThinkStation® and Lenovo IdeaPad®.

Lenovo has designed the ThinkPad® and ThinkCentre® series to suit the technology requirements and IT budgets of different categories of business users. Its ThinkStation® range of workstations, introduced in India in 2007, offers the highest desktop performance for highly data and graphic-intensive environments. To meet the emerging markets of small and medium businesses (SMBs) Lenovo launched the ThinkPad® SL Series in 2008.

The company also has a strong product portfolio for home consumers. It launched its Lenovo IdeaPad® notebooks and Lenovo IdeaCentre® desktops in 2008. Their design straddles the concepts of fun and functionality in equal measure. Lenovo IdeaCentre® desktops are intended for user comfort and convenience, combining lifestyle, looks, computing, connectivity, entertainment, multimedia and gaming into one neat package. Innovative designs and concepts are born out of Lenovo's extraordinary research capabilities.

## PRODUCT PROFILE

### THINKPAD:

The ultimate business tool Laptop computers designed for businesses, schools and power users everywhere. ThinkPad® notebooks are exceptionally engineered to boost productivity, enhance mobility and reduce your total cost of ownership.

- Business-class technology.



- Full-sized TrackPoint® keyboards.

- Extra-long battery life.
- Ultraportables and high-performance laptops.
- Tablets and touch screens.
- Advanced mobile workstations.
- Clean, green and energy efficient.
- ThinkVantage™ Technologies built-in solutions.

#### IDEAPAD:

Engineered for a great user experience Perfect for home/home office, with distinctive designs and features for entertainment and multimedia.

- Home/home office versatility



- Dolby® Home Theater™ audio
- 11.1" to 17" widescreen displays
- Touch-sensitive controls
- VeriFace™ face-recognition security

#### ESSENTIAL:

Engineered for value Laptops to suit any budget. The Lenovo Essential offers well-equipped, smartly designed notebooks for your business, home or home office. Get everything you need for reliable, secure mobile computing - at the right price.

#### G SERIES:

- Performance and value.
- Vibrant widescreen.
- Advanced multimedia features.
- Stylishly designed and contoured.
- Full-sized, ergonomic keyboards.
- Worry-free security and connectivity.
- Lenovo Care<sup>SM</sup> tools, support and services.

**E43 Series (for enterprise customers only):**

- High performance graphics
- Advanced power management
- One-Key anti-virus capability
- One-Key data rescue and backup

**NOTEBOOKS TABLET SERIES:****Ideapad Tablet K1:**

Android™ 3.1 tablet optimized for entertainment



Full Flash® support and cloud storage

- More than 30 preloaded apps
- Rent and download movies with DRM support

**Idea pad Tablet A1:**

Entry-level Android™ 2.3 tablet optimized for entertainment



- 7" display with vibrant cover options
- Full Flash support
- Unique offline GPS navigation

Android 3.1 tablet built for business

- Digitizer pen input



- Data encryption and security
- Corporate email and productivity apps
- **Workstation**
- **Server**
- **Accessories & Upgrades**
- **Software**

**Think Server**

- Rock-solid reliability
- Highly flexible configuration options
- Innovative systems-management tools

**Accessories**

- Battery, power and storage options
- Monitors, mice and keyboards
- Docks, port replicators and carrying devices

**OBJECTIVES OF THE STUDY****Primary objectives:**

To find out the customer satisfaction level of the Lenovo laptop in Cumbum town.

**Secondary objectives:**

- To know customer preference about the purchase of the product.
- To study about people's expectations, pricing factors, price variation of Lenovo laptop.
- To find the customer satisfaction level of Lenovo laptop.
- To know the product usage and availability in the market.
- To find out the expectation of the customers.
- To find out the purchasing point.
- To find out the awareness of consumers.
- To find out the customer's opinion about cost.

**RESEARCH METHODOLOGY**

The essential purpose of marketing is to provide information which will facilitate the identification of an opportunity or problem situation and manager in arriving the best possible decision when such situations are encountered. Research methodology is a basic plan, which guides data collections and analysis phases of the research. It is a framework, which specifies the type course of the data collection periods.

**Methods of Data Collection**

After identifying and designing the research problem and determining the specific information, it requires solving the problem. Data or information for the research can be collected through Primary Data and Secondary Data.

**Primary Data**

These are data generating when the researcher investigates at a particular problem at hand. Following methods can collect primary data,

- Observation Method
- Experimental Method
- Survey Method

The primary data for the report is collected through survey method with proper questionnaire.

**Secondary Data**

Secondary data are those data, which are collected from some earlier Research work, they are in the printed nature, booklets, statistical information etc., The secondary data for this survey is collected from internet, printed booklets.

**Sampling**

Sampling means where only a few units of population under study are considered for analysis is called sampling.

### Sampling Distribution

Sampling distribution is a sampling analysis.

### Sample unit

Sampling area for the study is Cumbum town for the market survey of Lenovo laptop.

### Sample size

The sample size taken for the survey is 100 respondents.

### Tools Used For Analysis

The collected data were interpreted using percentage analysis method.

### DATA ANALYSIS AND INTERPRETATION

Usefulness in such a manner that enable the researcher to relate critical points with the study objectives. Some times these organizing and summarizing of data requires the use of summary statistical measures. Such as percentage averages and dispersions since most marketing data are collected through the use of samples, the reliability of the summary estimates id required to be determined. In this survey the collected data are analyzed and interpreted by the percentage analysis method.

**TABLE-1**  
**USAGE OF COMPUTERS**

Opinion factor	No of respondents	Percentage
YES	90	90.00
NO	10	10.00
TOTAL	100	100.00

Source: Primary Data

### Among 90 Respondents

- 90% of Respondents are **Using computer.**
- 10% of Respondents are **not using computer.**

**TABLE-2**  
**MODEL OF COMPUTER**

Opinion factor	No of respondents	Percentage
DESKTOP	14	15.55
LAPTOP	70	77.78
SMART-PHONE	6	6.67
TOTAL	90	100.00

Source: Primary Data

Among 70 Respondents

- 15.55% of Respondents are using **Desktop**.
- 77.78% of Respondents are using **Laptop**.
- 6.67% of Respondents are using **Smart-phone**.

**TABLE-3**  
**TYPES OF COMPUTER BRAND**

Opinion factor	No of respondents	Percentage
SAMSUNG	6	8.57
LENOVO	50	71.43
SONY	4	5.71
HCL	10	14.29
TOTAL	70	100.00

Source: Primary Data

Among 70 Respondents

- 8.57% of Respondents are using **Samsung laptop**.
- 71.43% of Respondents are using **Lenovo laptop**.
- 5.71% of Respondents are using **Sony laptop**.
- 14.29% of Respondents are using **HCL laptop**.

**TABLE-4**  
**REASON FOR SELECTING LENOVO LAPTOP**

Opinion factor	No of respondents	Percentage
STYLISH	6	12.00
ADVANCED MODEL	30	60.00
REASONABLE PRICE	10	20.00
GOOD QUALITY	4	8.00
TOTAL	50	100.00



**Source: Primary Data****Among 50 Respondents**

- 12% of Respondents are selecting Lenovo laptop for its style.
- 60% of Respondents having reason for selecting Lenovo laptop is **advanced model** of it.
- 20% of Respondents selecting it for Reasonable **price**.
- 8% of Respondents selecting Lenovo laptop for its **Good quality**.

**TABLE-5**  
**SIZE OF LENOVO LAPTOP**

<b>Opinion factor</b>	<b>No of respondents</b>	<b>Percentage</b>
18.5 INCHES	10	20.00
14.5 INCHES	36	72.00
20 INCHES	4	8.00
TOTAL	50	100.00

**Source: Primary Data****Among 50 Respondents**

- 20% of Respondents are using **18.5 inches** Lenovo laptop.
- 72% of Respondents are using **14.5 inches** Lenovo laptop.
- 8% of Respondents are using **20 inches** Lenovo laptop.

**TABLE-6**  
**PURPOSE OF BUYING LENOVO LAPTOP**

<b>Opinion factor</b>	<b>No of respondents</b>	<b>Percentage</b>
BUSINESS USE	20	40.00
HOME USE	6	12.00
EDUCATION USE	24	48.00
TOTAL	50	100.00



Source: Primary Data

Among 50 Respondents

- 40% of Respondents are buying the Lenovo laptop for **Business use**.
- 12% of Respondents are buying the Lenovo laptop for **Home use**.
- 48% of Respondents are buying the Lenovo laptop for **Education use**.

TABLE-7

MODE OF PURCHASING LENOVO LAPTOP

Opinion factor	No of respondents	Percentage
CASH	40	80.00
CREDIT INSTALLMENT	10	20.00
TOTAL	50	100.00

Source: Primary Data

Among 50 Respondents

- 80% of Respondents are Purchasing Lenovo laptop for **Cash**.
- 20% of Respondents are Purchasing Lenovo laptop for **Credit**.

TABLE-8

COLOUR OF LENOVO LAPTOP

Opinion factor	No of respondents	Percentage
BLACK	30	60.00
RED	6	12.00
GRAY	14	28.00
TOTAL	50	100.00

Source: Primary Data

Among 50 Respondents

- 60% of Respondents prefer Black colour Lenovo laptop.
- 12% of Respondents prefer Red colour Lenovo laptop.

- 28% of Respondents prefer Gray colour Lenovo laptop.

TABLE-9

## LOCATION FOR PURCHASING LENOVO LAPTOP

Opinion factor	No of respondents	Percentage
SHOW ROOM	38	76.00
AGENCY	4	8.00
WHOLE SALER	8	16.00
TOTAL	50	100.00

Source: Primary Data

Among 50 Respondents

- 76% of Respondents purchase at **Show room.**
- 8% of Respondents purchase at **Agency.**
- 16% of Respondents purchase at **Wholesaler.**

TABLE-10

## PRICE OF LENOVO LAPTOP

Opinion factor	No of respondents	Percentage
LOW	30	60.00
REASONABLE	6	12.00
HIGH	14	28.00
TOTAL	50	100.00

Source: Primary Data

Among 50 Respondents

- 60% of Respondents say price of Lenovo laptop is **low.**
- 12% of Respondents say price of Lenovo laptop is **Reasonable.**
- 28% of Respondents say price of Lenovo laptop is **High.**

**TABLE-11**  
**OPINION ABOUT THE QUALITY OF LENOVO LAPTOP**

Opinion factor	No of respondents	Percentage
HIGHLY SATISFIED	6	12.00
SATISFIED	34	68.00
BETTER SATISFIED	10	20.00
TOTAL	50	100.00

Source: Primary Data

Among 50 Respondents

- 12% of Respondents are **highly satisfied** about the quality of Lenovo laptop.
- 68% of Respondents are **satisfied** about the quality of Lenovo laptop.
- 20% of Respondents are **Better satisfied** about the quality of Lenovo laptop.

**TABLE-12**  
**CLARITY PREFERENCE OF THE LENOVO LAPTOP**

Opinion factor	No of respondents	Percentage
GOOD CLARITY	16	32.00
EXCELLENT CLARITY	24	48.00
BETTER CLARITY	10	20.00
TOTAL	50	100.00

Source: Primary Data

Among 50 Respondents

- 32% of Respondents feel lenovo laptop is having **Good Clarity**.
- 48% of Respondents feel Lenovo laptop is having **Excellent Clarity**.
- 20% of Respondents feel Lenovo laptop is having **Better Clarity**.

### FINDINGS

- 71.43% of Respondents are using Lenovo laptop.
- 60% of Respondents having reason for selecting Advanced model of the Lenovo laptop .
- 48% of Respondents are buying the Lenovo laptop for Education use .
- 76% of Respondents are purchasing at Show room.
- 64% of respondents know about the availability of Lenovo laptop through News paper.
- 52% of Respondents are using Lenovo laptop for 2 years.
- 60% of Respondents say price of Lenovo laptop is low.
- 80% of Respondents like the improvement of Lenovo laptop.
- 100% of Respondents Satisfied about the overall performance of Lenovo laptop.

### SUGGESTIONS

- To improve the customer satisfaction in the showroom the management may provide provisions for healthy and hygienic relationship among them.
- Friendly relationship should be maintained with the customers and workers.
- More advertisement should be given in the remote areas in and around the study area, so as to increase the sales volume.
- The company should consider the price of the product.
- To increase the quality to get more profits.
- Useful compliments should be given to attract more number of customers.
- Customers grievances should be redressed immediately.

### CONCLUSION

Computer and laptop has become the need for people, nowadays without a computer or laptop people cannot survive and they cannot accomplish their target. The businesspersons need computer to laptop to handle their business. Student needs a computer or laptop to do the study. A teacher required computer or laptop to get information to teach their students. However, every field or every organization required a computer or laptop to run their organization. It has become the spine of the business and requirement as well. By using the computer or laptop, we can do online shopping by sitting at our home. Those were the days, when people use to go on the market for purchasing each and everything. However, due to the online shopping system, it has become very easy for the people to purchase the any kind of product from the different website from around the world. In a few days, those things will be at our door. People are using this online secure shopping system even for purchasing the vegetable and fruits as well.

From this study it is understood that in the study area, most of the laptop users are preferring lenovo laptop because of it's performance, quality, life, price and all factors when compare with other brands. Also it attracts the attention and satisfied the expectation of consumer in this area in a grand manner especially in student community. Further the company may also take initiatives to attract more number of customers in the study area as well as in the district.