# CUSTOMER SATISFACTION TOWARDS DELL LAPTOPS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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## ABSTRACT

DELL computer was founded by Michael Dell in 1984. Dell computer is the one which was used by the customers all around the world. It was available in all the stores. The more and most of the laptops work on similar operating system. The Dell company should be stable with all of the devices. Brand awareness and preferences of the customers should aware by the company. Dell also focused on advertisement and consumer pattern of Dell consumers. Dell computer produced the first computer design called-the "Turbo PC", and in 1987 Dell corporation began expanding globally. In 1990, Dell sold its products indirectly through warehouse clubs. Dell declared that it build a new assembly-plant neat Winston Salem, North Carolina, Dell provides Information technology and global products and services over wide range of customers. It provides innovative customized based systems with outstanding value. Dell marketing strategy is quite simple and basic in nature, it is as customer-centric company. It provides products with time and cost by meeting the customer's expectations. It has five features. Dell focus on products development strategy based on technologies including superior features and capabilities at competitive prices. Dell innovative system designs and new technologies to its products employees unique approach to its design and development of its products. It expands delivering product faster and serve the customers. It is an American multinational computer Technology corporation. Dell business model expand to the core business worldwide during the year 1980s and 1990s. The present study has made an attempt to brought out the risk involved in Dell laptops and problems faced by the Dell customers. This study may be useful to make any appropriate decision for implementing various policies regarding the Dell laptop users.

**KEYWORDS:** Dell laptops, Customers.

## INTRODUCTION

The majority of modern laptops work on similar operating system. In laptops there are many brand are usually protected from use by others by securing a trade mark 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. A brand name can created and stand for loyalty, trust, faith, premium or mass market appeal, depending on how the brand is marketed, advertised and promoted. A brand differentiates a product from similar other products and enables it to charge a higher premium, in return for a clear identity and greater faith in its function. A brand is also likely to survive longer than just an undifferentiated product. Laptop once considered a luxury has now become an important gadget in the present era of technology rich world. Laptops are not only handy, but packed with features that are designed for portability and convenience. When compared to a desktop tower computers, laptops are smaller, weigh less, have fewer components and consume less power despite this, laptops a great choice for college students and busy professionals who travel often. In that we can see about the dell laptops.

Customer is the principal a prior of business. The efficiency with which a free market system of enterprise operates, in the last analysis, depends upon the extend of customer understanding possessed by the business community. A business community that is ignorant of customer preferences cannot possibly fulfill its obligations in a meaningful and responsive manner. This is exactly the reason why customer behaviour is given importance in modern marketing.

Computer hardware, as we use the term, means central processing units (CPUs), including memory and storage-in other words, the machine on which you run an operating system and application software and to which you attach peripherals (keyboards, mice, printers, etc.). Also included in our definition are the servers, electronic security, and storage devices used in the data centers of many corporations. Computer hardware and software are useless without each other. But working together they store, modify, and exchange data: words, pictures, and numbers-everything from correspondence to news photos, from drawings of jet aircraft to shipping manifests, from news releases to financial reports, from census statistics to stock quotes, from maps to email. The competition among computer hardware companies is particularly intense. On the one hand, in the traditional PC market, companies' products have largely become commodified, with constant

downward price pressure (and narrowing profit margins) being the result. On the other hand, there are markets for innovative new products, like tablet PCs and ultra-minimal desktops, that are not yet fully commodified. Here, the race is on to develop products at breakneck speed so you can be first to market.

## STATEMENT OF THE PROBLEM

Due to the increasing globalization and homogenization of consumer's preferences in the world, global branding has become more widespread. That is why the cultural obstacles in marketing of the brand. Now a days, the consumer are more dynamic their taste, needs and preferences can the changing as per current scenario. Hence the development of laptop industry mainly depends on the consumers buying behaviour and their preferences in purchasing the laptops. This study is undertaken to find the important attributes increasing brand awareness for DELL laptop in Coimbatore city. This study is fully focused on the consumer preference towards DELL Laptops in Coimbatore city.

## OBJECTIVES OF THE STUDY

1. To study the consumer behaviour while buying a DELL products.
2. To know the mode of purchase by the customers.
3. To analyze the influence of various variables like societies.
4. To evaluate the student's preferences about DELL products available in the market.

## SCOPE OF THE STUDY

In order to achieve steady growth in this highly competitive market, the companies should be aware of these competitors. This study will provide an overall view of brand awareness and consumer buying behaviour and market study of laptops. This study can be viewed from qualitative as well as quantitative nature, since it tries to know the opinions, views and suggestions of consumer and what can be done to improve the consumer buying behaviour and the preference on buying the laptops. This study is an attempt to study about consumer buying behaviour and preferences towards DELL Laptop in Coimbatore city.

## RESEARCH METHODOLOGY

Research methodology is a systematic way to solve problems. It is a science of studying hoe research is to be carried out. Its aim is to give work plan of research. The following included in it.

## RESEARCH DESIGN

Research design is a detailed blue print used to guide the research study towards its objectives. The research design for the study is descriptive analytical in nature that is conducted among the users of DELL Laptops especially in Coimbatore city

## DATA COLLECTION PRIMARY DATA

The primary data are those which are collected a fresh and the first time and the happens to be original in character. Primary data for this project was collected through questionnaire.

## SECONDARY DATA

The secondary data are those which have already been collected by someone else and which have already been passed through the statistical process. Secondary data for this project were collected

## SAMPLE DESIGN

Sample is the fraction of the population, sampling is technique or a method of selection of samples. The researcher in carrying out this research adopted the most appropriate sampling technique for research that is convenient sampling

## SAMPLE SIZE

The sample size is 126 respondents.

## TOOLS FOR ANALYSIS

1. Simple percentage analysis
2. Correlation.
3. Rank Analysis.

## SIMPLE PERCENTAGE ANALYSIS:

It refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total no. of Respondents}} \times 100$$

## RANKING ANALYSIS:

The weighted average technique has been used to find out the weight average score for each category of the respondents over several study factors. For this purpose the qualitative information were converted into numerical by 10 point of technique. Under this method the respondents prefer asked to rank the choices. This method is easier and faster. The ranking average is calculated as follows, where

W = Weighted of ranked position

X = Response count for answer choice

Ranking average= x1w1+x2w2+x3w3.......xwn / Total

## WEIGHTED AVERAGE ANALYSIS:

This is a set of used in weighted average may be defined as the average whose component items are being divided by the total sum of their 'Weight' instead of the sum of the items.

Weighted average mean,

= (X1W1+X2W2+X3W3 +----------------) / N

W = relative weight (%)

X = value

N = No. Of respondents

## CORRELATION ANALYSIS

Correlation is a vivariate analysis that measures the strength of association between two variables and the direction of the relationship. In terms of the strength of the relationship, the value of the correlation coefficient varies between +1 and -1. A value of +_ 1 indicates a perfect degree of association between the two variables. As the correlation coefficient value goes towards 0, the relationship between the two variables will be weaker.

## LIMITATIONS OF THE STUDY

- Study on customer satisfaction of the brands.
- It is confined in Coimbatore city only.
- Sample size is limited to 120 only due to the limited time.

## REVIEW OF LITERATURE

**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. S. Namasivayam (2016)**[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.

**Muhammad Faisal Sultan (2016)**[3] can study about the buying preferences of youth in the more important on the buying of laptops and to identify the impact of quality of laptops on the buying preferences of the youth and to determine the resultant of user friendliness of laptops on the buying preferences of youth. This researcher concluded that the marketers must focus on price, quality brand image and celebrity endorsement in order to attract prospectus from youth.

**M. Saravanan (2016)**[4] identify the various reasons on consumers buying behaviour in laptop like brand name, quality, price, capacity, style features, guarantee, after sales service, cash discount, instalment systems. The researcher suggested shall pay special attention to the above factors and to all problems revealed by the customer.

**Sunil Kumar Dhal (2015)**[5] 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.

## BRAND OF LAPTOPS USED BY THE RESPONDENTS

| BRAND OF LAPTOPS USED | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| DELL | 80 | 63.5 |
| Lenovo | 22 | 17.5 |
| Acer | 13 | 10.3 |
| ASUSS | 11 | 8.7 |
| **Total** | **126** | **100** |

**SOURCES: PRIMARY DATA**

## INTERPRETATION

The above table shows that the brand of laptops used by the respondents. 63.5% of the respondents use DELL, 17.5% of the respondents use Lenovo, 10.3% of the respondents use Acer, 8.7% of the respondents use ASUSS.

## FIRST PREFERENCE WHILE PURCHASING LAPTOPS

| FIRST PREFERENCE WHILE PURCHASING LAPTOPS | NO OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| Low price | 14 | 11.1 |
| Innovated | 25 | 19.8 |
| Quality | 51 | 40.5 |
| Outlook | 7 | 5.6 |
| Brand Name | 22 | 17.5 |
| Other | 7 | 5.6 |
| **Total** | **126** | **100** |

SOURCE: PRIMARY DATA

## INTERPRETATION

The above table shows that the what is the first preference of the respondents while purchasing laptops. 11.1% of the respondents prefer low price, 19.8% of the respondents prefer Innovated, 40.5% of the respondents prefer Quality, 5.6% of the respondents prefer Outlook, 17.5% of the respondents prefer Brand name and 5.6% of the respondents prefers other features.

# CORRELATION RELATIONSHIP OF CUSTOMER SATISFACTION TOWARDS DELL LAPTOPS

| | 1 | 2 |
|---|---|---|
| Occupation | 1 | |
| Brand of laptop used | 0.172814 | 1 |

**SOURCE: PRIMARY DATA**

## INTERPRETATION

The above table 4.4.1 shows that out of 126 respondents Correlation relationship between Occupation and Brand of laptop used highest value of 0.172814 and 1 is secured for Occupation by respondents and the Correlation relationship between Occupation and Brand of laptop are you using secured 1 by the respondents for using of High-speed data are you using.

## FEATURES OF DELL

| Factors | 1(5) | 2(4) | 3(3) | 4(2) | 5(1) | Total | Rank |
|---|---|---|---|---|---|---|---|
| Brand image | 31 155 | 41 164 | 26 78 | 15 30 | 13 13 | 126 440 | 3 |
| Features/configuration/style | 36 180 | 45 180 | 18 54 | 18 36 | 9 9 | 126 459 | 1 |
| Audio/video quality | 39 195 | 35 140 | 19 57 | 21 42 | 12 12 | 126 446 | 2 |
| Price | 26 130 | 41 164 | 26 78 | 20 40 | 13 13 | 126 412 | 4 |
| Convenience of service | 22 110 | 42 168 | 26 78 | 15 30 | 21 21 | 126 407 | 5 |

**SOURCE: PRIMARY DATA**

## INTERPRETATION

The above 4.5.1 shows that rank 1is secured for Features/configuration/style by respondents, rank 2 is secured for Audio/video quality, rank 3 is secured for brand image by respondents, rank 4 is secured for price and rank 5 is secured for convenience of service hereby respondents.

## FINDINGS

## SIMPLE PERCENTAGE

- Majority 63.5% of the respondents use DELL laptop.
- Majority 40.5% of the respondents prefer Quality while purchasing laptops.

## CORRELATION

It can be inferred that the relationship between occupation and brand of laptop used are positively related to each other.

## RANK ANALYSIS

Here Rank 1 is secured by Features/configurations/style by respondents

## SUGGESTIONS

From the analysis, while purchasing the laptops the first preference of the customers are quality of the product. So, the company should highly concentrate on the quality of the product.

The factors which influence the customers is buying decision is through advertisement buying decision is through advertisement. So, the company has to spend or give a good and quality advertisement.

## CONCLUSION

Customers choose the products where they can save time, money and effort, then finally move to the particular aspects of the Dell. These study is based on the demographic factors such as age, income, gender, and education, it plays essential role in the product selection. Customers mainly vary in choosing a product based on their significance for patronage factors of dealer. Nowadays, customers are more concern about service, quality and availability of new products. To improve the customer affinity dealer must aware about the product quality and store convenience. For a long tenure of the business trends, the dealer must give assurance to the quality and availability of new products. Dealer should satisfy the customers by giving good product to increase the sales and profit.

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