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A STUDY ON CUSTOMER SATISFACTION TOWARDS LAPTOP BRANDS IN VILLUPURAM TOWN

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ABSTRACT

In the new era of technology advancement the laptop manufacturing companies are introducing various new features in their brands. Laptops are very convenient for travelling, the wide range of users for laptops. The objective of the study is to find the customer satisfaction level of laptop design and preference. The primary research was done through questionnaire survey in Villupuram Town, using convenient sampling of 50 respondents. Majority of the respondents are at the student. Majority of the respondents are having HP laptops. Majority of the respondents are seeing quality factor while purchasing the laptop. Majority of the respondents are buying the laptop for Rs.25,000 to 50,000 price ranges. Our entire research has been states that looks, design, brand name, price and other features are very important factors, which affect the customers satisfaction level. So the laptop manufactures should focus on these features as well as on other features influence to satisfy the customers expectations.

Key words: Customer Satisfaction level, Laptops, Preference, Brands.

INTRODUCTION

A laptop computer, sometimes called a notebook computer by manufacturers, is a battery- or AC-powered personal computer generally smaller than a briefcase that can easily be transported and conveniently used in temporary spaces such as on airplanes, in libraries, temporary offices, and at meetings. A laptop typically weighs less than 5 pounds and is 3 inches or less in thickness. Today, a bundle of brands is available with several options such as lower price, higher quality, better performance and world-class services along with the power efficiency, touch screen functions, etc. and various companies are coming with various attractive promotional schemes with added features to their laptops. Apart from the rapidly falling prices of laptops and new technologies being packed into an ultra-slick laptops, the entry of non-traditional players to develop wireless infrastructure has given the market a further boost. Education sector, though slower initially is caught up with the trend and today there is an emphasis on students owning/using their laptops in their various programs for presentations, project work with colleges/universities providing Wi-Fi facility has added to the usage of laptops by faculties as well as students. This eventually resulted in increased usage of computer technology in classroom teaching and learning process.

REVIEW OF LITERATURE

Mr. S. Madhan Kumar and V.Sathish Kumar(2004)in their article titled "A study on consumer preference and satisfaction towards laptops with special reference to Erode," the author discusses the study of customers' levels of satisfaction with laptops and the elements that affect consumers' decisions to buy laptops. Chi-Square tests, bar graphs, and pie charts are examples of percentage analysis tools that were employed in the study. According to the author, the majority of respondents like a range of colours for their computers. The customer wishes to increase the warranty and guarantee and add more technical features in accordance with the research in those items.

R.Mayamurugan (2014)in this study, "A Brand Preference of Laptop Computer in Kalayarkoil Town," it was stated that the brand preference of laptop users was influenced by education and other factors. The researcher has followed the method of multistage random sampling for the collection of data from students and professionals in Kalayarkoil town. The author suggests that brand preference is influenced by factors such as age, education, occupation, quality, and price of the laptop. The researcher has found out that price, quality, and probability influence the brand preference of the users.

T.Porkodi (2018) in this article, "A study on consumer preference towards laptops in Tiruchirapalli district" found that the level of consumer satisfaction towards laptops and other accessories increased with usage. The data were collected using a structured questionnaire-based survey. The author uses the statistical techniques Chi-square and Anova in this study. The author suggested that Indian consumers are more concerned about service quality, convenience, product quality, and the availability of new products. Laptops have more powerful processors and technology embedded within them that are similar to those in a personal computer.

STATEMENT OF THE PROBLEM

In the modern world everything depends on the Laptop. The laptop users have increased in the recent years. Customers will not be discriminating products based on its functionality, instead they will select the product on the brand name. The company wants to know how to increase its market share and improve its sales. Thus it is imperative that the company should information pertaining to customers satisfaction about the customer service, performance of laptop and also after sales service.

OBJECTIVES OF THE STUDY

- To analyse the customers satisfaction for laptop design and preference.
- To find out the satisfaction of the customers towards the charges, the quality, the provisions, the after sales service and others by the dealers.
- To offer various suggestions for the improvement of supply and service of laptops.

RESEARCH DESIGN

Research design is purely and simply the frame work or plan for a study that guide the collection. Descriptive research technique is adopted in this report.

SAMPLING METHOD

The study covers the customers of Laptop Brands in Villupuram town. A group of 50 respondents will be surveyed for this study. The researcher will adopt convenient sampling for selecting the samples.

SAMPLING SIZE

Only 50 respondents have been selected through Primary sampling method.

STATISTICAL TOOL USED FOR ANALYSIS

- Percentage Method
- Spearman's Rank Correlation Coefficient

DATA ANALYSIS AND INTERPRETATION**TABLE 1****OCCUPATION OF THE RESPONDENTS**

S.NO	Occupation	Respondents	Cumulative	Percentage
1	Student	29	29	58%
2	Homemaker	5	34	10%
3	Private Employee	10	44	20%
4	Government Employee	2	46	4%
5	Professionals	4	50	8%
	TOTAL	50	50	100%

Sources:
Primary
Data

Interpretation:

The above table highlights that out of 50 respondents, 58% of the respondents are at the student, 20% of the respondents are the private employee, 10% of the respondents are the homemaker, 8% of the respondents are at the professionals and 4% of the respondents are the government employee.

TABLE 2**LAPTOP BRAND BASED ON RESPONDENT**

S.No	Brand	Respondents	Cumulative	Percentage
1	Dell	10	10	20%
2	Lenovo	16	26	32%
3	HP	20	46	40%
4	Other	4	50	8%
	TOTAL	50	50	100%

Sources: Primary Data

Interpretation:

The above table shows that 40% respondents are having HP laptops, 32% respondents are having Lenovo laptop, 20% respondents are having Dell laptop and finally 8% respondents are having other brand laptops.

TABLE 3**FACTOR INFLUENCING TO PURCHASE OF LAPTOP**

S.No	Factor	Respondents	Cumulative	Percentage
1	Price / Costing	10	10	20%
2	Advertisement	4	14	8%
3	Quality	30	44	60%
4	Others	6	50	12%
	TOTAL	50	50	100%

Sources: Primary Data

Interpretation:

In this table explain that the 60% respondents are seeing quality factor for the laptop, 20% respondents are seeing the price/costing factor for the laptop, 12% respondents are seeing other factors for the laptop and 8% respondents are seeing advertisement factor for the laptop.

TABLE 4**THE PRICE RANGES FOR BUYING THE LAPTOP**

S.NO	Price Ranges	Respondents	Cumulative	Percentage
1	Below Rs.25000	9	9	18%
2	Rs.25000 - 50000	30	39	60%
3	Rs.50000 - 70000	9	48	18%
4	Above Rs.70000	2	50	4%
	TOTAL	50	50	100%

Sources:
Primary

Data

Interpretation:

The above table shows that 60% respondents are buying the laptop for Rs.25,000 to 50,000 price ranges, 18% respondents are buying the laptop for below Rs.20,000 price ranges, 18% respondents are buying the laptop for Rs.50,000 to 70,000 price ranges and 4% respondents are buying the laptop for above Rs.70,000 price ranges.

TABLE 5

**SPEARMAN'S RANK CORRELATION COEFFICIENT
SATISFACTION LEVEL OF THE RESPONDENTS**

Factor	HS	S	N	D	HD	Total	Mean	Rank
Price	14	29	6	0	1	50	4.1	2
Score (f1)	70	116	18	0	1	205		
Quality	21	23	6	0	0	50	4.3	1
Score (f2)	105	92	18	0	0	215		
Processing Speed	13	23	12	2	0	50	3.94	5
Score (f3)	65	92	36	4	0	197		
Storage Capacity	13	27	7	2	1	50	3.98	3
Score (f4)	65	108	21	4	1	199		
Battery package	6	26	15	3	0	50	3.7	6
Score (f5)	30	104	45	6	0	185		
Hardware Configuration	16	21	8	5	0	50	3.96	4
Score (f6)	80	84	24	10	0	139		

Sources: Primary Data

Interpretation:

The above weighted average table shows that majority with mean score of 4.3 respondents are satisfied towards Quality of the laptop brands, with the mean score of 4.1 respondents are satisfied towards Price of the laptop brands, with the mean score of 3.98 respondents are satisfied towards storage capacity of the laptop brands, with the mean score of 3.96 respondents are satisfied towards hardware configuration of the laptop brands, with the mean score of 3.94 respondents are satisfied towards Processing Speed of the laptop brands, with the mean score of 3.7 respondents are satisfied towards battery package of the laptop brands.

FINDINGS

- Majority (58%) of the respondents are at the student.
- Majority (40%) of the respondents are having HP laptops.
- Majority (60%) of the respondents are seeing quality factor while purchasing the laptop.
- Majority (60%) of the respondents are buying the laptop for Rs.25,000 to 50,000 price ranges.
- Majority with mean score 4.3 respondents are satisfied towards Quality of the laptop brands.

CONCLUSION

The main purpose of this study is to collect information about the laptop users among the different groups of youngsters in Villupuram Town. Our entire research has been states that looks, design, brand name, price and other features are very important factors, which affect the customers satisfaction level. So the laptop manufactures should focus on these features as well as on other features influence to satisfy the customers expectations.

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