

A Study on Consumer Preference and Satisfaction towards Laptops with Special Reference to Coimbatore

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ABSTRACT:

The project entitled "A study on consumer preference and satisfaction towards laptops with special reference to Coimbatore" is carried out with an objective to determine the consumer preference and satisfaction. The primary objective of this study is to find out the consumer preference and satisfaction towards laptops with special reference to erode. Delivering customer satisfaction is the heart of modern marketing theory.

Keywords: consumer preference and satisfaction, influencing factor and buying particular laptops.

INTRODUCTION

Good service and customer satisfaction are very important for companies for both small and big companies, but especially so for small companies. Today competition between companies is growing all the time is why good service is becoming more and more important. When a company manager serve its customer well enough and market them happy company can create long term customer relationship and possibly get Free marketing at the same time when satisfied. Customer tell about the good service they got satisfied customer have a positive impact on the company's results and that is why it is important an and interesting to investigate this impact. When measuring customer satisfaction it's possible to get useful information of the company customer and the results can be used to improve the company and its service.

OBJECTIVE OF THE STUDY

- To find out the consumer's preference laptops.
- To study the factors which influencing the consumer's to buy laptop.
- To find out the consumer's level of satisfaction on laptops.

REVIEW OF LITERATURE:

Consumer Behaviour by Hawkins, Best, Coney and Mokherjee: The authors of the book discussed various factors affecting consumer behaviour for buying such as demographic and social influences (family and household), group influence, impact of advertising and internal influences (learning, perception, attitude etc.).

Consumer Behaviour by Leslie Lazar and Schiffman: The authors suggested consumer behaviour as individual differs as from group. The family decision for a purchase decision is entirely different from individual decision making. The authors discussed various variables that affect consumer purchase decision. The book focused on family life cycle and various needs of consumer during different life stages. The family decision making process as a group decision making is elaborated and it is recommended to segment the market according to family need hierarchy.

SAMPLING DESIGN

A sample design is a definite plan for obtaining a sample from the sampling frame, it refers to the technique or procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn. Sampling type used is Simple Random sampling technique.

COMPANY PROFILE:

The laptop computers are portable due to light weight. They have many features when they are compared with desktop computers. Laptop computers are operated using built in batteries. These batteries are made for long life. The laptop computer has a built in touch pad so that it can be operated without a mouse. The laptop computers are smaller and energy efficient. The parts used to make them are expensive. The facilities provided in a laptop computer are similar to that of a desktop computer. Different versions of laptops are available in the market with large screens, high capacity graphic cards etc. The specialty in laptop computers includes light weight and lower energy consumption. Also they are less noisy and easy to handle. Similar to desktop computers the laptop computers include mother board, processor, hard disk, memory, graphic card, keyboard, mouse and display device. The major benefits of a laptop computer are that it is lighter in weight and can be used while travelling. The disadvantage of a laptop computer is that it does not support for expansion or upgrade. The laptop computers are equipped with built in wireless network cards. It facilitates users to connect to the Internet without a cable.

Processor, graphics and memory

Processor (CPU)

The processor, usually Intel or AMD, is the main brain of your computer and has the biggest effect on how your laptop will run. Most are at least dual-core - two processors on one chip sharing the workload. Some Intel's processors use 'Hyper-threading', boosting the dual core processor to act like a quad-core one. Processor clock speed (in GHz) has some impact on performance - the higher the figure, the faster the computer.

Memory (Ram)

Ram (random access memory) is your laptop's short-term memory, The amount of Ram to laptop has determines how many tasks it can accomplish simultaneously. With some laptops you can add more Ram later, but it's more complicated than adding Ram to a desktop PC.

Graphics card

Laptops come with either integrated or dedicated graphics. Laptops with integrated graphics use a chunk of the laptop's memory (Ram)..Expect to pay more for a laptop with a dedicated graphics card.

Laptop storage

Hard disk drive (HDD)

The hard disk provides memory for long-term data storage - measured in gigabytes (GB).It stores the operating system and applications (programs) as well as files including music, photos and documents. We recommend a minimum of 500GB hard disk space - storing video, high-resolution photos, music and software uses up a lot of space

Solid state drive (SSD)

Solid state drives work like hard drives. There are no moving parts - so they don't get as hot - and should help produce faster start-up times and processing, and also extend battery life. The downside is it doesn't offer as much space as a hard disk drive.

Optical drive

Some laptops come with a CD/DVD drive. All but the cheapest models include DVD burners as well as CD burners, so you can save to CD or DVD.A DVD burner is useful for making your own videos and backing up large amounts of data - DVDs hold much more data than CDs,USB, HDMI and memory card.

They may be USB 2 or the faster USB 3 ports, or a mix of the two. An HDMI output let hook laptop up to a TV. Some laptops also have memory card slots, making it easy to get photos off of your camera's memory card.

Wi-fi and Gigabit Ethernet.

Most laptops include a port for connecting to the internet, either a wired 100Mbps or a faster gigabit Ethernet connection. Most laptops will now use the latest 802.11n wireless protocol.

Laptop screen

A 15-inch screen is the average size for a laptop. A desktop replacement-type laptop might come with a 17-inch display, while ultra-portables might go as low as the 11-inch mark. Touchscreens are becoming the norm with Windows 8 laptops, certainly on mid and high-end models.

Keyboard

A laptop's keyboard is smaller than a desktop computer's - keys are closer together, and may also be smaller.

Laptop battery life

The best standard laptops have a battery life of around five to six hours. Larger, desktop replacement laptops may only last around three hours though, while the longest laptop battery life on the best ultraportable models runs closer to seven hours. Adjusting the power settings within the laptop can preserve the battery.

LAPTOPS USAGE BASED ON AGE AND AWARENESS MEDIA

Age	No. of Respondent	%	Awareness	No. of respondent	%
BELOW 20 years	23	23	TV Advertisement	26	26
21-30	36	36	Magazines / Newspaper	32	32
31-40	24	24	Friends	12	12
41-50	12	12	Existing Customers	21	21
ABOVE 51	5	5	Laptop Finance Companies	9	9

The above table shows that 36% of the respondents are 21-30 years are preferred and 32% of the respondents came to know about a particular laptop through Newspaper and magazine.

SATISFACTION LEVEL OF THE CONSUMER

Factors	Satisfied	Highly Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Price	35	20	23	12	10
Quality	40	16	13	15	16
Battery life	52	13	18	10	7
Technical features	45	29	12	8	6
Availability of Colours	61	18	11	6	4

The above table shows that 35% of the respondents are satisfied with the laptop price 40% of the respondents are satisfied with the quality, 52% of the respondents are satisfied with the Battery life, 45% of the respondents are satisfied with the Technical features and 61% of the respondents are satisfied with the availability of various colours.

SUGGESTIONS

- Most of the respondents wants verity of color's in laptops
- The respondents like extend the warranty/guarantee
- The respondents wants adding more technical features

CONCLUSION

This article is very useful & helpful to my future studies also. We gather more information about public preference with their selection of laptops. It helpful to meet some type occupational peoples. To gather that how their choosing their laptop with various opinion like accessibility of the product, assurance of the product, service of the product, user friendliness of the product, technical support of the product, quality of the product, etc.

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