



A STUDY ON CUSTOMER SATISFACTION TOWARDS DELL LAPTOP WITH SPECIAL REFERENCE TO TIRUPUR DISTRICT

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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 systems. The Dell company should be stable with all of the devices. Brand awareness and preferences of the customers should be 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 near 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 a customer- centric company. It provides products with time and cost by meeting the customer’s expectations. It has five features. Dell focus on product 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 laptop and problems faced by the Dell customers. This study may be useful to make any appropriate decisions for implementing various policies regarding the Dell laptop users.

KEYWORDS: Dell laptop, New technologies, Brand awareness, Customer design.

INTRODUCTION

Dell became the world’s largest personal computer vendor in 2001, it gain market share and losses with billion of dollars. By passing through the seller channel 90% of its PC’s directly sells to the final customer. Dell business model became the direct relationship to the customer and it provides advantages to the indirect sales model. Dell gives additional advantages over indirect PC vendors to built customer’s specifications upon receipt of an order. In PC industry dell direct sales and build-to-order model has achieved superior

performance. It is very simple in concept but while executing it is complex. Manufacturing and logistics capabilities must have an excellent system supported by information laptops. As a virtual company or value web referred to adopt a new organizational structure have led it to demand of Dell’s model. Dell allow to capture a larger share of the customer’s IT spending closely with external partners.



STATEMENT OF THE PROBLEM

Global branding has become more widespread of consumer's preferences in the increasing globalization and homogenization. There will be more hindrances in marketing of the brand. Nowadays the consumer becomes trendier so their taste, needs and preferences can change as per the current scenario. Laptop industry mainly depends on consumer buying behavior and preferences for the laptops. Brand awareness is the important attributes taken for this study in Tirupur District. Consumer preferences also taken for the study especially in Tirupur District. Hence the study is taken for the research purpose.

OBJECTIVES OF THE STUDY

- To examine the satisfaction level DELL users
- To examine the benefits enjoyed by DELL users
- To analyze the suggestions and to give the suitable solutions to solve them.

METHODOLOGY OF THE STUDY

Research design

Research methodology is a science of studying how the research is to be carried out.

Descriptive research design is used for the study.

Area of the study

The study is taken on in Tirupur District.

Sample size

The sample size for the study is limited to 125 respondents.

Sampling techniques

Convenience sampling technique is used for the study.

Period of the study

The period for the study is 4 months i.e. January 2021 to March 2021.

Methods of data collection

Questionnaire method is used to collect the data from the respondents.

Source of data

The study is based on primary and secondary data. The primary data had been collected from the respondents through questionnaire and secondary data is collected from journals, books, magazines and newspapers.

TOOLS USED IN THE STUDY

The collected data analyzed and interpreted by the respondents, classified into two ways like tabular and inference. Further, the following specific tools were used,

- Simple percentage analysis
- Weighted average analysis

LIMITATIONS OF THE STUDY

- The study is limited only to Tirupur District. So the findings of the study does not considered for the other Districts.
- The main limitation of the study is Time factor and the research has been centered to 125 customers and this study is based on only by the information given by the customers.

REVIEW OF LITERATURE

T. Porkodi (2018) 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. (T. Porkodi, A study on consumer preferences towards laptops in Tiruchirappalli District. International journal of pure and Applied Mathematics, ISSN: 1311-8080 119 (10), 2018.)

Dr. S. Namasivayam (2016) 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. S. Namasivayam, A study on brand awareness and consumers buying behaviour towards laptops with reference to Coimbatore city. International journal of multidisciplinary Research and Development, ISSN :2349-4182 3(2), 2016.)

DELL BUSINESS STRATEGY

Marketing strategy is quite simple and basic in nature, it is a customer- centric company. Dell follows a 'direct business model', it removes the middlemen and the main emphasis is on the low- cost -strategy by selling the products at lower prices. Dell produces its products with the time and cost and offer higher level of customer service.



ORGANISATION STRUCTURE

- The formal structure of the organization considers to the question of choice which select to the organization and by senior management.
- Structure of the division organization of component part to determine what these roles will play in achieving the goals and specific results for the whole organization.
- All parts of these goals provide for monitor for the structure of the organization.
- For the completion of new ideas top management support is not required.

- The highest class of quality.
- A pioneer in the field of technology.
- Competitive pricing.
- Accountability of individuals and companies.
- The best in level service and supporting.
- The ability of flexible customization (DELL 2009).

DELL MISSION STATEMENT

Dell's mission is to meet the expectations of its customers and how-to dealing business with them by phone and internet one on one for:

DELL ANALYSIS AND INTERPRETATION

- The analysis and interpretation of the study is based on the information supplied by a sample of 125 respondents.
 1. Simple percentage analysis of collected data.
 2. Weighted average analysis.

SIMPLE PERCENTAGE ANALYSIS

TABLE 1
FACTORS CONSIDERED IN DELL LAPTOP

S.NO	FACTORS	NO OF RESPONDENTS	PERCENTAGE
1	Configuration	25	20%
2	Battery back up	31	24.8%
3	Both of them	66	52.8%
4	Any other	3	2.4%
	Total	125	100

Source: Questionnaire

INTERPRETATION

The above table reveals the factors that the customer looked in Dell laptop before purchase.20% of the respondent looked for configuration,24.8% of the

respondent looked for battery back up,52.8% of the respondent prefer both of them and 2.4% of the respondent prefer others.

TABLE 2
FACTORS INFLUENCED TO PURCHASE DELL LAPTOP

S.NO	FACTORS INFLUENCE TO PURCHASE	NO OF RESPONDENTS	PERCENTAGE
1	Cost	24	19.2%
2	Touch screen	47	37.6%
3	Memory card	22	17.6%
4	Display screen	32	25.6%
	Total	125	100

Source: Questionnaire

INTERPRETATION

The above table reveals the factors that the respondents influence to purchase the Dell laptop.19.2% of the respondents purchase the Dell for

the price,37.6% of the respondents purchase the Dell for the Touch screen,17.6% of the respondent purchase the Dell for Memory card and 25.6% of the respondent purchase the Dell for Display screen.



TABLE 3
SATISFICATION LEVEL OF DELL PRODUCTS

S.NO	SATISFACTION LEVEL	NO OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	27	21.6%
2	Satisfied	74	59.2%
3	Moderate	20	16%
4	Dissatisfied	4	3.2%
	Total	125	100

Source: Questionnaire

INTERPRETATION

The above table reveals that satisfaction level of Dell products. 21.6% of the respondent are highly satisfied, 59.2% of the respondent are satisfied, 16% of the respondent are moderately satisfied and 3.2% of the respondent are dissatisfied.

WEIGHTED AVERAGE ANALYSIS

Under this method, the respondents are asked to rank their choices. This method involves ranking of the items given. To secure a ranking of all the items involved, the researchers total the weights which are given to each item. The heighted weighted score is ranked first and correspondingly the other ranks are assigned.

TABLE 4
SALE SERVICES OF DELL LAPTOP

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEAN SCORE
Quality	60 300	42 168	12 36	6 12	5 5	125 521	4.168
Service	20 100	75 300	23 69	7 14	0 0	125 483	3.864
Price	19 95	41 164	56 168	7 14	2 2	125 443	3.544
Offer	16 80	42 168	45 135	19 38	3 3	125 424	3.392
Features	24 120	59 236	26 78	10 20	6 6	125 460	3.68

INTERPRETATION

The above table justifies the sale services of Dell laptop. The highest mean score or average is rises to 4.168 for the quality services of Dell laptop.

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Majority (55.2%) of the respondents are Male
- Majority (60.8%) of the respondents are between 20 to 30 years.
- Majority (81.6%) of the respondents are unmarried.
- Majority (66.4%) of the respondents are Under Graduate.
- Majority (59.2%) of the respondents are Student.

- Majority (38.4%) of the respondents are earning Below, Rs.20000.
- Majority (68%) of the respondents are the members between 3 to 4.
- Majority (74.4%) of the respondents are nuclear family.
- Majority (86.4%) of the respondent are aware about Dell laptop
- Majority (67.2%) of the respondents thought laptop is obligatory.
- Majority (59.2%) of the respondents are using Dell for Personal.
- Majority (48%) of the respondent are influenced by friends.
- Majority (51.2%) of the respondents are affected by the brand image of the Dell.



- Majority (54.4%) of the respondent felt that price was reasonable.
- Majority (52.8%) of the respondents prefer both of them.
- Majority (88%) of the respondent recommend Dell laptop to others.
- Majority (59.2%) of the respondent are satisfied with Dell products.
- Majority (45.6%) of the respondent are seen through web advertising.
- Majority (54.4%) of the respondent are facing the difficulties in average.
- Majority (37.6%) of the respondent purchase the Dell for Touch screen.
- Majority (56.8%) of the respondent are accepted to buy the Dell for its color and design.

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.

REFERENCES

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WEIGHTED AVERAGE ANALYSIS

- It is concluded from analysis that majority of the respondents are highly satisfied with quality sale services of Dell laptop and it also beneficiaries to the respondent because quality is primary for every product.
- It is concluded from analysis that majority of the respondents are dissatisfied with the offer after the sale services of Dell laptop which occur there is no highest offer.

SUGGESTIONS

- Dell laptop users were faced by battery problems from the analysis. So, this company should concentrate more on improving battery efficiency.
- The respondents were expecting to service the Dell products quickly. So, there is a need to improve their quick service facility.
- The respondents were expecting different colors and styles of the laptops. So it is obligatory to concentrate on developing the style and comfort of the Laptops.

CONCLUSION

Consumers 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, consumers are more concern about