



## **A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS DELL LAPTOPS IN COIMBATORE CITY**

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### **ABSTRACT**

*Michael Dell founded Dell computer corporation, PC's limited, in 1984 while a student at the University of Texas at Austin. Operating from Michael Dell's off-campus dormitory room at Dobie Center, the startup aimed to sell IBM PC-compatible computers built from stock components. 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. The sample size is 120 respondent. Majority (29.2%) of the respondent deciding factor is price. Likert scale value is 3.15 which is greater than 3. So the respondents are satisfied.*

### **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 some one 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.

Consumer 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 consumer understanding possessed by the business community. A business community that is ignorant of consumer preferences cannot possibly fulfill its obligations in a meaningful and responsive manner. This is exactly the reason why consumer behaviour is given importance in modern marketing

### **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.

### SCOPE OF THE STUDY

In order to achieve steady growth in this highly competitive market, the companies should be aware of this 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.

### OBJECTIVES OF STUDY

- To find out the consumer preferences on DELL Laptops.
- To study the factors which influencing the consumers to buy DELL Laptops
- To know the level of satisfaction towards DELL Laptops

### RESEARCH METHODOLOGY

Research methodology is a systematic way to solve problems. It is a science of studying how 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 120 respondent

### TOOLS FOR ANALYSIS

- Simple percentage analysis
- Likert scale analysis

### REVIEW OF LITERATURE

**T. Porkodi (2018)<sup>1</sup>** 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)<sup>2</sup>** identified that the development of laptop industry mainly depends on customer satisfaction. The researcher can identify 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)<sup>3</sup>** 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)<sup>4</sup>** 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)<sup>5</sup>**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.

**Prince vohra (2015)<sup>6</sup>**found that the advertisement plays vital in communicating to the customer about the product. Among the factors which are affecting their purchasing decision brand image is most important factor in shaping buying behaviour. It is observed in the study that advertisement is leading in the communication. So companies should spend more money on television advertiseme

### **DATA ANALYSIS AND INTERPRETATION**

In this chapter the analysis and interpretation of the study on “ Consumer preferences and satisfaction towards dell laptops is presented based on the opinion of sample of 100 respondents in coimbatore city through structured questionnaire were analyzed through

**4.1 Simple presentage analysis****4.2 Likert scale Method****SIMPLE PERCENTAGE ANALYSIS****DECIDING FACTOR OF THE RESPONDENTS**

Factors	No of respondents	Percentage
Design	14	11.7%
Component	28	23.3%
Price	35	29.2%
Service offered by the seller	28	23.3%
Offer / Discount	15	12.5%
Total	120	100

*Sources data : Primary data***INTERPRETATION**

It shows the above mentioned table 4.1.8 shows that the deciding factor of the respondent Design is 11.7%, Components is 23.3%, Price is 29.2%, Service offered by the seller is 23.3%, Offer / Discount is 12.5%

**INFERENCE**

Majority (29.2%) of the respondent deciding factor is price

**LIKERT SCALE ANALYSIS****PRICE SATIAFACTION LEVEL OF DELL USERS**

Satisfied Level	No of Respondents	Likert scale value	Total value
Highly Dissatisfied	6	1	6
Dissatisfied	34	2	68
Neutral	16	3	48
Satisfied	64	4	256
Highly satisfied	0	5	0
<b>Total</b>	<b>120</b>		<b>378</b>

*Sources data : primary data***INTERPRETATION**

$$\begin{aligned} \text{LIKERT} &= \Sigma (fx) / \text{Total number of respondents} \\ &= 378 / 120 \\ &= 3.15 \end{aligned}$$



## INFERENCE

Likert scale value is 3.15 which is greater than 3. So the respondents are satisfied.

## FINDINGS

### SIMPLE PERCENTAGE ANALYSIS

- Majority (55%) of the respondents belong to the gender of male
- Majority (50.8%) of respondents belong to the age group of 18 - 27 years
- Majority (32.5%) of the respondent belong to the category of qualification with HSC
- Majority (68.3%) of the respondents are un married
- Majority (35%) of the respondents are students
- Majority ( 41.7%) of the respondents belong to the category of monthly income with 0 to 20000.
- Majority (39.2%) of the respondents need for the laptop in the profession is Normal
- Majority (29.2%) of the respondent deciding factor is price
- Majority (30.8%) of the respondents previously used laptops is HP
- Majority (25.8%) of the respondent expect Discount and Accessories from the DELL dealer
- Majority ( 27.5%) of the respondents preferred Bank Loan for finance
- Majority ( 28.3%) of the respondents known the DELL Laptops through Magazines/Newspapers
- Majority ( 25.8%) of the respondents are motivated by Convenience and connectivity.
- Majority(32.5%) of the respondent dislike the feature of Touch screen
- Likert scale value is 3.15 which is greater than 3. So the respondents are satisfied.

### LIKERT SCALE ANALYSIS

- Likert scale value is 3.16 which is greater than 3. So the respondent are satisfied
- Likert scale value is 2.84 which is greater than 2. So the respondents are Neutral
- Likert scale value is 2.97 which is greater than 2 . So the respondents are Neutral
- Likert scale value is 2.78 which is greater than 2. So the respondents are Neutral.
- Likert scale Value is 3.11 which is greater than 3. So the respondents agree.

## SUGGESTIONS

- This study suggested that the DELL Laptops company should concentrate more on students
- Most of the respondents facing Battery problems in their present Laptops. So, the DELL laptop company should concentrate on reducing the problems on Battery and improving the battery efficiency.
- All of the respondents need and expect the quick service from the DELL dealer. So the DELL Laptop dealer are to improve their quick service facility.
- Most of the respondents prefer the different colours and styles of the laptops. So the DELL company is concentrate on developing the style and comfort of the Laptops.

## CONCLUSION

This study concluded that in this modern business economy it is very important to analysis the preference and satisfaction level of the consumer. The study result shows the majority of the consumer are satisfied with their DELL Laptops but also there is dissatisfaction because of some reason, such as battery back up and services rendered by the DELL dealers. The necessary steps taken. If the DELL Laptops company gives a proper services to the consumer there is a maximum queries are to be solved and the majority of the respondents would prefer the DELL Laptops and also suggest to their friends and relatives. This study concluded that the majority of the respondents are influenced by the convenience and connectivity of the DELL Laptops.

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