

A Study on Customer Satisfaction towards Lenovo Laptop with Special Reference to Kalapatti in Coimbatore Town

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ABSTRACT

Today technology has brought the world in own hands human being very much to the complicated work in to easier. Gradually the invention and discoveries are made from time to time has head us to a comfortable world. One such significant is the laptop. This study was carried out with the objective of analysing customer satisfaction of Lenovo laptop with special reference to kalapatti in Coimbatore town. The sample size of the study was conducted to kalapatti in Coimbatore town with 50 respondents. The tools used for the study was simple percentage analysis. It was found that majority of the customers are satisfied with the Lenovo laptop.

Key words: Technology, Customer satisfaction, Invention, Lenovo, Simple percentage.

I. INTRODUCTION

A laptop is a small device which brings down the world on to your lap. It is often a small private laptop computer which has its unique design of enabling the user to use it while traveling. It is used like the mobile phone in place of a landline. It occupies the place of a person's lap and hence the name given laptop. The laptop is not too heavy and is built very light as it has to be carried to long distances. It is a mini replica of a computer and also has components similar to that of a computer. A display screen, a keyboard, a pointing device (used in place of a mouse); inbuilt speakers, and a battery are the main important components of a laptop. The battery of the laptop can be recharged using the AC adapter. Once fully recharged, the power stored in the battery can help the laptop function for three to five hours. This battery life had a major impact of the energy management of the computer and also the configuration. The keyboard and the display screen

have a joining point which keeps the two together. The design of the laptop is that of a 'notebook'. The laptops have a weight of approximately 1.4 kilograms and can go up to 5.4 kilograms. Generally, the older laptops weigh very heavier than the newer models. With the advanced technology the laptops have become slimmer and sleeker. Even the thickness has been reduced and laptops with LCD display screens have hit the market. The invention of the laptop was initially for emergency purposes like for that in the military where a computer cannot be setup and carried along. But in the modern world, the laptop is fast replacing the traditional computer due to the advanced features it is offering.

II. STATEMENT OF THE PROBLEM

As industry standard components within a laptop became more prevalent, the ability to differentiate one brand to another brand over e-commerce websites became more difficult. The e-commerce vendors has greater challenge to identify the factors to customers satisfaction for online purchasing of branded laptop. There has been a tremendous growth of e-commerce industry in India due to increase of e-commerce websites, internet connectivity, which has become essential at the hour in all business concern in all the environments. Therefore the presence of large number of branded laptop and its usage are more beneficial to the society through more power saving compare to desktop computers. Therefore it is essential to identify and examine the customers satisfaction norms. It is become evident that monitoring of the online purchasing of branded laptops alone can ensure better customer satisfaction which benefit to the community. In addition to, India is emerging e-commerce sectors in the - commerce products at reasonable or low

cost. Therefore this study is focusing on customer satisfaction in Lenovo laptops.

SCOPE OF THE STUDY

- Scope of the study is confirmed to customer satisfaction of Lenovo laptop in kalapattito Coimbatore town.
- The main objectives of this study is to the consumer satisfaction of Lenovo laptop.
- The researcher desires that, the results of this study will provide valuable proposition which will be helpful to the policy makers and teachers to enhance the attitude towards computer based education and reduce the level of computer anxiety of higher secondary students to get excellent educational achievement.

OBJECTIVES OF THE STUDY

- To study the demographic profile of the customer.
- To identify the factors influencing in choosing Lenovo laptop.
- To find out customer satisfaction about Lenovo laptop.
- To find out the problem faced by the customer in Lenovo laptop.
- To find out the suitable suggestions to improve Lenovo laptop.

RESEARCH METHODOLOGY

Research methodology is a systematic way to solve the research problems. It explains the various steps that are generally adopted by a research in studying the research problem. Research methodology is necessary for the research and it systematically solves the research problem. It is useful to know which method or technique is relevant and which is not and what they mean and indicate and why.

RESEARCH METHODOLOGY

Research design

Survey research was conducted in this study.

Sampling technique

Convenient sampling technique was used.

Sample size

Sample size taken study was 50 respondents

III. REVIEW OF LITERATURE

Dhal (2015) In this article "A Study of Consumer Buying Behaviour and Perception

towards Laptops in Orissa" has observed that in the last two decade the purchase of laptops have increased significantly. He has considered twenty eight 7 parameters to study the buying behaviour of laptops. These parameters are in rank scale. The rank value lies in between one to five.

Sunil Kumar Dhal (2015) can study the customer attitude and perception while purchasing a Lenovo laptop. The researcher can identify that some of the factors that influence a consumer in selecting a laptop for the purpose of study exploratory research design is used in the research. The researcher concluded that the customers are interested in 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 feature.

Dr.S.Namasivayam (2016) 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) 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.

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.

IV. DATA ANALYSIS AND INTERPRETATION

TABLE NO – 4.1

TABLE SHOWING THE AGE OF THE RESPONDENTS

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE (%)
UP TO 25	10	20
26 – 35	30	60
36 – 50	4	8
ABOVE 50	6	12
TOTAL	50	100

Source - Primary data

INTERPRETATION

From the above table shows that age of the respondents. The majority (60 %) of therespondents belongs to the Age group of 26 –

35, (20 %) respondents belongs to the age group of up to 25, (12%) respondents belongs to the age group of (8%).

TABLE NO – 4.2

TABLE SHOWING THE GENDER OF THE RESPONDENTS

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE (%)
MALE	18	36
FEMALE	32	64
TOTAL	50	100

Source - primary data

INTERPRETATION

From the above table shows that gender of the respondents. The majority (64%) of

respondents belongs to the female gender and (36%) of respondents belongs to the male gender.

TABLE NO – 4.3
TABLE SHOWING THE EDUCATION OF THE RESPONDENTS

PARTICULAR	NO OF RESPONDENTS	PERCENTAGES (%)
SCHOOL	8	16
UG Degree	22	44
PG Degree	9	18
Professional	11	22
TOTAL	50	100

Source - Primary data

INTERPRETATION

Above table showing the education of the respondents. It reveals that nearly 44% of the respondents are UG degree , followed by 22 % of

the respondents are professional,18 % of the respondents are PGdegree,16 % of the respondents are school.

TABLE NO – 4.4
TABLE SHOWING THE OCCUPATION OF THE RESPONDENTS

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE (%)
STUDENT	9	18
BUSINESS	27	54
EMPLOYEE	7	14
OTHERS	7	14
TOTAL	50	100

Source - Primary data

INTERPRETATION

From the above table shows that occupation of the respondents. The majority (54%) respondents are belongs to the business occupation,

then (18%) respondents are belongs to the students occupation and (14%) respondents are belongs to the employee & others.

TABLE NO – 4.5
TABLE SHOWING THE MARITAL STATUS OF THE RESPONDENTS

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE (%)
MARRIED	16	32
UNMARRIED	34	68
TOTAL	50	100

Source - Primary data

INTERPRETATION

From the above table shows that marital status of the respondents. The majority (68%) respondents

belongs to unmarried category and (32%) respondents are belong to the married category.

TABLE NO – 4.6
TABLE SHOWING THE MONTHLY INCOME OF THE RESPONDENTS

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE (%)
UP TO Rs. 10000	6	12
Rs.10000 to 15000	29	58
Rs.15000 to 20000	9	18
ABOVE Rs.20000	6	12
TOTAL	50	100

Source - Primary data

INTERPRETATION

From the above table shows that the monthly income of the respondents. The majority (58%) respondents belongs to the Rs.10000 to

15000 category, then (18%) respondents belongs to the Rs.15000 to 20000 and (12%) respondents belongs to the up to Rs.10000 & also belongs to the above Rs.20000.

TABLE NO – 4.7
TABLE SHOWING THE MAIN PURPOSE OF USING / PURCHASING A LAPTOP OF THE RESPONDENTS

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE (%)
PERSONAL	9	18
OFFICIAL	14	28
EDUCATIONAL	7	14
ENTERTAINMENT	15	30

OTHERS	5	10
TOTAL	50	100

Source - Primary data

INTERPRETATION

From the above table shows that the main purpose of using / purchasing a laptop. The majority (30%) respondent belongs to the entertainment category, (28%) respondent belongs

to the official category, (18%) respondent belongs to the personal category, (14%) respondent belongs to the educational category and (10%) respondent belongs to the others category

TABLE NO – 4.8
TABLE SHOWING THE FACTORS INFLUENCES YOUR BUYING DECISION MOST OF THE RESPONDENTS

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE (%)
PRICE / COSTING	6	12
QUALITY	13	26
ADVERTISEMENT	25	50
BRAND	6	12
TOTAL	50	100

Source - Primary data

INTERPRETATION

From the above table shows that the factors influences your buying decision most. The majority (50%) respondents belongs to the

advertisement category, (26%) respondents belongs to the quality category, (12%) respondents belongs to the price / costing & brand categories.

TABLE NO – 4.9
TABLE SHOWING CUSTOMER SATISFACTION LEVEL OF THE RESPONDENTS

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE (%)
Highly Satisfied	30	60
Satisfied	12	24
Neutral	7	14
Dissatisfied	1	2
Highly dissatisfied	0	0

TOTAL	50	100
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Source - Primary data

INTERPRETATION

From the above table shows that the Customer Satisfaction level of the Respondents.. The majority (60%) respondents belongs to the

Highly Satisfied, (24%) respondents belongs to the Satisfied, (14%) respondents belongs to the Neutral and (1%) of the respondents belongs to the Dissatisfied.

TABLE NO – 4.10

TABLE SHOWING THE KEY FACTORS YOU LOOK FIRST WHILE BUYING A LAPTOP OF THE RESPONDENTS

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE (%)
HARD DISK	22	44
DISPLAY	8	16
SOUND	13	26
OTHERS	7	14
TOTAL	50	100

Source - Primary data

INTERPRETATION

From the above table shows that the key factors you look first while buying a laptop. The majority (44%) respondent belongs to the hard disk category, (26%) respondent belongs to the sound category, (16%) respondent belongs to the display category, (14%) respondent belongs to the others category.

V. FINDINGS, SUGGESTIONS AND CONCLUSION

- The majority (60%) of the respondents belong to the Age group between 26 – 35 category
- The majority (64%) of the respondents belong to the Gender of female.
- The majority (44%) of the respondents are under graduates.
- The majority (54%) of the respondents using their laptop for business use only
- The majority (68%) of the respondents are unmarried.
- The majority (58%) of the respondents belong to the Rs.10000 to Rs.15000 monthly income category.
- The majority (50%) of the respondents belong to the 4 family member category.
- The majority (40%) of the respondents 4 members earnings member in a family
- The majority (40%) of the respondents belong to the number 4 laptop owned
- The majority (50%) of the respondents belong to the price would you consider reasonable for a desktop computer for your needs of Rs.95000
- The majority (58%) of the respondents belong to the less than 5 years of using a particular brands
- The majority (40%) of the respondents belong to the less than 20 KMS to cover with your laptop in a day
- The majority (40%) of the respondents belong to the any others category for type of problems that face you most
- he majority (64%) of the respondents belong to the whole day battery life (10 – 12) hours category for features would you like to add in your laptop
- The majority (72%) of the respondents belong

to the NO category for face any kind of health related problems with your laptop.

- The majority (30%) of the respondents belong to the entertainment purpose only purchasing the laptop
- The majority (50%) of the respondents belong to the advertisement category for the factors influences your buying decision most

SUGGESTIONS

- The company has to concentrate on 36 – 50 age groups of respondents are the less no of member using Lenovo laptop.
- They have to concentrate more on male they need many features.
- They have to concentrate more on school students they need more knowledge about Lenovo laptop usage.
- Married respondents are very less in using the particular brand because they are attracted to other brands.
- The problem that faced by the respondents most your computer does not turn on because of some problem.
- The respondents use 3 – 6 hours Lenovo laptop in a day to complete the work.EMI option is less for 22% respondents, the company has to bring it to 100 % then only many people will attract to buy the Lenovo laptop.Price / costing and brand influences them to buy the Lenovo laptop most, they have to focus on price and brand.
- The respondents feel no extended warranty option is not given because they need long time to use it.
- The Lenovo laptop computer has to improve all these suggestions for the customer to buy it.

CONCLUSION

The report titled, A study on customer satisfaction towards Lenovo laptop with special reference in kalapatti to Coimbatore town was conducted with the main objective of identifying the key factors affecting choice of Lenovo laptop for customer satisfaction. From the study we came to see that there are so many factors that influence the buying behaviour of customer. The tool used in this project is simple percentage analysis and various graphs, charts, pie diagrams, and percentage analysis also used. The largest driving factor for choice of laptop for customer is quality. The findings confirmed that the perceived marketing mix and perceived reputation could impact on the teacher's attitude of adopting laptop purchase and determinants of customer behaviour. We are aiming to measure customer satisfaction

and awareness of laptops. Through the readings we found out that satisfaction arises from many factors, most firms are not just aiming to have satisfied customers but also to keep them satisfied and take them to the next level which is loyalty, and then we will look at how to measure this satisfaction. Laptop is mostly used for going to internet to access web pages. Wifi and Bluetooth are attracting more customers. Majority of the people are passive users to laptop. Coimbatore people are most aware of laptops and its uses.

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