

A STUDY ON CUSTOMER BEHAVIOUR & SATISFACTION TOWARDS DELL LAPTOP WITH SPECIAL REFERENCE TO THRISSUR CITY

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ABSTRACT

The world is developing fast with the adaptation of new technology. Information technology has become a vital element for even daily life. The usage of computer and similar gadgets has become popular and is one of the most important segments that are undergoing updation in a rapid manner. It has become very crucial for the companies also to maintain the same level of satisfaction. This study is basically concentrating on the level of satisfaction of customers who have bought Dell as their laptop.

Key words: Customer, Behaviour, Satisfaction, Factors.

I. INTRODUCTION

Marketing is an activity associated with creating a desire and satisfying the need of a customer. Every organization needs to attract their potential customers and must ensure a level of satisfaction to the customers. The survival of every firm depends on this factor. The customers mind may not be certainly revealed, as it is always considered to be a black box. But the success of a business is to un-wrap the black box and to provide them more than what they need. In a recent survey conducted by an agency of nearly 200 senior marketing managers, 71percent responded that they found a customer satisfaction metric very useful in managing and monitoring their business. To make customers satisfied, it is vital to know the behavior of customer in a proper manner. This behavior will be different for different products.

Dell laptop was established in November 4 1984. It is an American multinational information technology corporation based in Round Rock, Texas, and United States that Develops sells supports computers and related products and services. The company is one of the largest technological corporations in the world, employing more than 103,300 people worldwide. The name of its fonder is Michael dell. He was the youngest CEO to guide a company to a fortune 500 ranking.

Since the first Dell laptop was introduced in 1986, Dell has continued to shape the industry by breaking new ground and pioneering critical developments in home, small business and enterprise computing. The industry of Dell inc. consists of computer systems, computer peripherals, computer software, IT consulting and IT services. The main business of Dell Company is selling the product of laptops, notebooks and desktops. Dell

Company is selling different kinds of models of laptops for the customers to choose such as an inspiron laptops, XPS laptops, and alien ware laptops and more. Different kinds of models have different functions, sizes, color and price.

Thus this study is focusing on the customer behavior and the extend of satisfaction towards the purchase and usage of Dell laptop.

II. REVIEW OF LITTERATURE

1. *T.Porkodi, Dr.M.Sivakumar, V.Rengarajan & V. Vijayanand, Dr.T.V.Ambuli, S.Saravanan (2018)*, in their study “A study on consumer preference towards laptops in tiruchirapalli district”, briefed that The present study attempted to explore the demographic factors that influence the decisions of the customers on purchase of the laptops, the selection and satisfaction of the same in Tiruchirappalli. The study concludes that demographic factors such as age, income, gender and education are having significant role in the product selection. Shopper groups mainly vary in choosing a product based on their significance for patronage factors of a shop or dealer. Consumers first choose the equipment and then move in to particular aspects where they can save time, money and effort. Hence, retaining customer allegiance to a particular sale condition is posed as a major task. To conclude, the Indian consumers are more concern about service quality, convenience, product quality and availability of new products. Thus, the study provides some insights on factors that could be important in managing customer satisfaction. First, the dealers need to enhance product quality and store convenience to improve customer affinity. Second, they must assure quality and availability of new products to enhance customer satisfaction for a long tenure of the business trends.
2. *Afrin, F., Khan, F., & Islam, R. (2015)* Reported that the users demand reduced due to inferior quality and the customer’s complaint about web-cam, Wi-Fi, battery, and other technical supports.
3. *Dr. Reeta Arora , Dr. Asha Chawla (2014)* in their study “Mapping of consumer perceptions for laptops: a case study”, highlighted that the Majority of consumers preferred to purchase a brand of their own choice from local dealers and showrooms after going through information available from reference groups like friends, relatives, dealers etc. Features of laptops were considered the most important factor while purchasing laptop. Overall, laptop features had been ranked 1 followed by the price as far as satisfaction level regarding laptop. A large number of consumers were brand loyal regarding new purchase of laptop but a majority of consumers were in favor of moving to new brand for their future purchase of a laptop.
4. *Vijay R. Kulkarni (2013)* in his study, “A factorial study of consumer buying behavior of Laptops of postgraduate students in Pune” stated that if you want to survive and grow in this Challenging and highly competitive environment, companies need to have a highly Innovative approach, keep a keen eye on the changing needs and expectations of the Consumers. In the event of breakdown quick availability of spares and availability of service Center is called for without which the customer cannot

use the product and would definitely Result in post purchase dissonance. It therefore calls on the part of the organizations to make Available service facilities so that customers are put at ease, are satisfied and continue to Use the products through their life time.

5. *P.V. Ranjith and Ela Goyal (2011)* in their article “A study on consumer perception- A case study for Laptops” stated that in spite of various brands in the market, Dell is the most popular brand of laptop and actually purchased by the consumers. The majority of respondents reported that they bought their laptop based on its features and referred their brands to others also. Education and browsing were found to be the most important uses of laptops.

III. OBJECTIVES OF THE STUDY

- ✓ To know the mode of purchase by the customers.
- ✓ To determine the extent that dell has satisfied the customers
- ✓ To determine the customer satisfaction with regards to price and technology.
- ✓ To know the nature of usage made by customers.
- ✓ To determine the level of attachment of customers with the company.

IV. SCOPE OF THE STUDY

The need of the study is to identify the attitude of the customers dealing with dell laptop. The study focuses on various views and expectation of the customers. So, the study will increase our service according to the needs of the customers. In this study the customers has shared their practical problems and thus it will be a cue guide for the company or its stake holders to get an idea about the response of the customers about the product. The study also tried to gain the level of satisfaction of customers towards the usage of dell laptop.

V. RESEARCH METHODOLOGY

The research design constitutes the blue print for the collection, measurement and analysis of data. The project uses an exploratory research technique based on the past literature covering collections of academic literature on the customer satisfaction. Here primary and secondary data are used for this project. The sampling method used in this project is Convenience Sampling. The tools and analysis used in this study includes tables and simple bar diagram.

VI. DATA ANALYSIS AND INTERPRETATION

TABLE-1- GENDER OF THE RESPONDENTS

Gender	No. of Respondents	Percentage
Male	20	66
Female	10	34
Total	30	100

Source: Questionnaire

Interpretation: According to the survey, the above table indicates that, 66% of respondents are male and 34% respondents are female. From the above table we can conclude that males are using laptop compared to female.

TABLE-2- TYPE OF COMPUTER USED BY RESPONDENTS

Type of Computer	No. of Respondents	Percentage
Desktop	10	37
Laptop	20	66
Total	30	100

Source: Questionnaire

Interpretation: from the above table we can state that 37% of respondents acquire desktops and 66% of respondents use laptops. The majority of the respondents are using laptops.

TABLE-3- PROFESSION OF THE RESPONDENTS

Profession	No. of Respondents	Percentage
Employee	8	27
Businessmen	15	50
Student	7	23
Others	0	0
Total	30	100

Source: Questionnaire

Interpretation: According to the survey, the above table indicates that 27% of respondents is employee, 50% of respondents are businessmen, and 23% of respondents are students

TABLE- 4- PURPOSE OF PURCHASE

Purpose	No. of Respondent	Percentage
Entertainment	10	34
Education	5	16
Professional	10	34
Other	5	16
Total	30	100

Source: Questionnaire

Interpretation: Out of the total respondent selected for the study 34% of the respondents using laptops for entertainment, 16% of the respondents using laptops for education, 34% of the respondents using laptops for professional and 16% of the respondents for using others.

TABLE-5- INCOME LEVELS OF THE CUSTOMERS

Income levels	No. of Respondents	Percentage
10000-15000	10	34
15000-20000	10	34
20000-25000	5	16
Above25000	5	16
Total	30	100

Source: Questionnaire

Interpretation: According to the survey the above table indicates that 34% of respondents income levels are 10000-15000 and 15000-20000, 16% of respondents are 20000-25000 and above25000

TABLE-6- MODE OF PURCHASE

Mode of Purchase	No. of Respondents	Percentage
Cash Basis	15	50
Credit Basis	5	16
Installment	10	34
Total	30	100

Source: Questionnaire

Interpretation: From the opinion of the respondents stated in the above table 50% of acquire the dell laptop through cash basis,16% of respondents purchase dell laptop through credit basis, 34% of respondents purchase dell through installment

TABLE-7- OPINION ABOUT AFTER SALES SERVICE OF DELL

Opinion	No. of Respondents	Percentage
Excellent	15	50
Good	5	16
Fair	10	34
Poor	0	0
Total	30	100

Source: Questionnaire

Interpretation: from the above table indicate that 50 % of respondents said that excellent, 16% is good, 34% of respondents said the Ads are fair and responds are not said Ads is poor.

TABLE-8- FACTORS INFLUENCING THE PURCHASE OF DELL

Factor	No. of Respondents	Percentage
Price	5	16
Availability	10	34
Brand Image	5	16
Appearance	10	34
Total	30	100

Source: Questionnaire

Interpretation: Out of the total respondents selected for the study,16% of the respondents are influenced with price range of dell laptop, 34% of the respondents are influenced with availability,16% of the respondents are influenced with brand image and 34% of respondents are appearance.

TABLE-9- PROBLEMS FACED BY THE CUSTOMERS

Problem	No. of Respondents	Percentage
Back Screen Star	5	16
Battery Or Power Issues	15	50
Hard Disk	4	14
Slow	6	20
Total	30	100

Source: Questionnaire

Interpretation: From the above table shows that 16% of respondents are faced by back screen after star problem, 50% of the respondents are faced by battery or power issues, 14% of the respondents are faced hard disk problems and 20% of the respondents faced by slow disk problems

VII. FINDINGS AND SUGGESTIONS

1. FINDINGS

- It is found that most of the consumer are purchasing through cash basis.
- It is found that most of consumers are very much satisfied with the quality of dell.
- It is found that the influencing factors for the consumer to purchase dell is through advertisements.
- The advertisement of dell is excellent.
- The opinion of the consumer about the after sales service of dell is good.
- The survey indicates that majority of the consumer wants to suggest dell to others.
- Most customers are purchased DELL laptop with the influence of the brand.

2. SUGGESTIONS

- ✓ The Dell should improve its diversity.
- ✓ The Dell should reduce its price.
- ✓ The Dell should improve its post sale services.
- ✓ The Dell should maintain its brand image.
- ✓ The Dell should improve its sales promotional activities

VIII. CONCLUSION

Dell laptop is successful in global market as a result of the best understanding of customers need and their direct sales business model. Year by year ,the number of people who are using and owning pc substantial increase in all over the world .Adverse to the founding year of data processors, today they have been applied by nearly all age groups, and by both males and females furthermore ,consumers desire for portables pcs force the companies to produce laptops/notebooks. In such event, it becomes exceedingly important to determine

the agents that are influencing consumers purchase decisions. The customer base of a society is comprised of its current customers and those customers who are acquired from competitors can be either satisfied switchers or dissatisfied switchers. In this work, it has been found that features, price, services, guarantee/ warranty dealers dealing and promotional offers/advertisement all these elements influence consumers laptop purchase decisions in Thrisur. .

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