

“A STUDY ON CONSUMER PERCEPTION TOWARDS LAPTOPS IN BANGALORE CITY”

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ABSTRACT:

The Indian laptop market is having sophisticated customers in highly competitive market which emphasis on effective branding strategies to acquire & maintain customers. The purpose of research here is to find the relationship between the attributes like gender of laptop user, preferred brand, importance of features & information sources used by them in purchase decision. Primary research was done through questionnaire survey in Bangalore city, using convenient sampling of 60 respondents. The research reveals that the ownership of laptop is dependent on gender of respondent. The study contributes to test the applicability of customer based brand equity model in Indian laptop market.

Keywords : Customers, Market, Purchase, Lap-top.

INTRODUCTION

A laptop computer (also shortened to just laptop; or called a notebook or notebook computer) is a small, portable personal computer (PC). Laptops combine all the input/output components and capabilities of a desktop computer, including the display screen, small speakers, a keyboard, hard disk drive, optical disc drive, pointing devices (such as a touchpad or track pad), a processor, and memory into a single unit. Most modern laptops feature integrated webcams and built-in microphones, while many also have touch screens. Laptops can be powered either from an internal battery or by an external power supply from an AC adapter. Hardware specifications, such as the processor speed and memory capacity, significantly vary between different types, makes, models and price points.

The Laptop industry has blurred the differentiation of brands in today's era with cut throat competition. Now not a single company dominates the market because of the exclusive products. Each company can provide the required microprocessor, memory, graphics or functionality. Thus we can say that features & functionality are not the only important purchasing criteria. Laptops were priced higher than the desktop computers, because of wireless technological capabilities. The consumers can easily compare the brands based on the features & functionality. So the marketers need to study the consumer buying behaviour which is not only based on product specifications.

STATEMENT OF THE PROBLEM

In the modern world everything depends up on the Lap-Top. The Lap-Top users have increased in the recent years. Customers will not be discriminating products based on its functionality; instead they will select the product based on the brand name.

OBJECTIVES OF THE STUDY

1. To study the level of consumer awareness of Lap-top.
2. To study the level of consumer usage of Lap-top.
3. To find out the customer satisfaction towards the laptops.

RESEARCH DESIGN& METHODOLOGY

Both primary and secondary data have been used in the study. Primary data have been collected by using questionnaire and secondary data have been collected from various magazines and journals. The scope of the present study is to analyze current the customer preference, satisfaction of Lap-Top users in Bangalore city. The Researcher has taken the sample size of 60 respondents for the Research. The Researcher was chosen for area of the study the Bangalore city for the study.

TOOLS FOR ANALYSIS

1. Percentage Analysis Method,
2. Chi – Square Analysis

LIMITATIONS OF THE STUDY

The respondents are limited Bangalore city only. The sample size of the study is 60 respondents.

IMPORTANCE OF THE STUDY

The importance of this research is to find out the features of the consumer behaviour in the Lap-Tops retail market in India. Such features include the consumer behaviour for choosing tablet, specific brand awareness, the different consumer groups and the factors influencing buying decisions.

Lap-top Categories

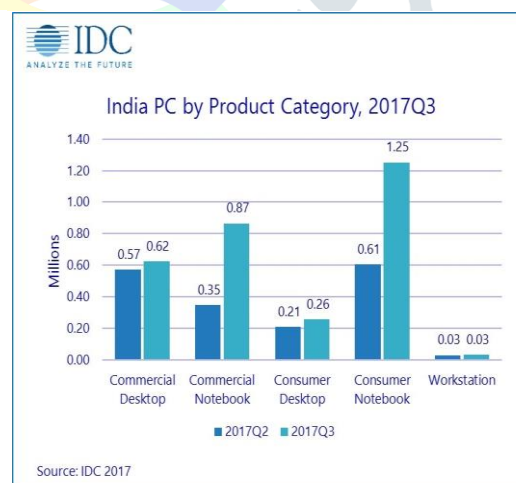
- 3D, Desktop Replacement, High-Performance, Gaming, Lightweight, Entertainment, Low Cost, Everyday Computing, Built for Business, Convertible PCs, Built for the Classroom

Brands

- Acer / Gateway, Apple, ASUS, Dell / Alienware, HP, Lenovo, Samsung, Sony, Toshiba

PC market in India

The latest IDC report on PC market in India suggests significant growth driven by both commercial and consumer market



Source : Secondary Data

IDC report on PC market in India

The report points out that it is not just the big commercial projects which are driving the sale. About 1.51 million units were shipped for consumer market, which is an increase of 85.4% over the June quarter. "Seasonality and online festive sales drove positive consumer spending throughout the quarter despite declining consumer sentiment on the back of low employment opportunities, income and price levels," said Manish Yadav, associate research manager, client devices, IDC India. Its sales were largely driven by demand in the commercial market, especially enterprises.

REVIEW OF LITERATURE

Review of literature is the study of the prevalent materials related to the topic of the research. This helps the researcher to get a clear idea about the particular field.

Maria Antony Raj (2012)¹ his research work focuses on the factors influencing the households to own a computer at home and assess the perceptions' towards owning the computers based on the societal implications with respect to owning computer at home. the study concluded the dream of the researcher is "One computer to every citizen or at least one computer to each household by 2020".

Pinki Sharma (2012)² in his article presents a brief overview of Indian Laptop industry. The present paper highlights the laptop usage in study from student's point of view. The study concluded that Laptop usage is very much popular in between the students whether their residential status is urban and rural.

Dr.Nisit Panthamit (2009)³ in this study examined Consumer Behaviour in using notebook computer case study: students in faculty of economics at Chiang Mai University. The study find out the reasons most of consumers use notebook computer for writing report, presentation their work or searching data and choose to use notebook computer.

ANALYSIS & INTERPRETATION

Table – 1.1: Gender of the respondents

| Gender | No of the respondents | Percentage |
|--------|-----------------------|------------|
| Male | 40 | 66.7 |
| Female | 20 | 33.3 |
| Total | 60 | 100.0 |

Source: Primary data

Above table reveals that, 66.7 % of the Respondents are Male and 33.3% of Respondents are Female .

Table – 1.2: The occupational status of the respondents

| Occupation of the Respondents | No of the respondents | Percentage |
|-------------------------------|-----------------------|------------|
| Government Employee | 3 | 5.0 |
| Private Employee | 37 | 61.7 |
| Business | 13 | 21.7 |
| Others Specify | 7 | 11.7 |
| Total | 60 | 100.0 |

Source: Primary data

Above table reveals that, 61.7% of the respondents are private employees, 21.7% of the respondents are business man, 11.7 % of the respondents belong to other categories others such as students & homemakers, and 5% of the respondents are government employees.

Table – 1.3: The Reason for using Laptop

| Reasons | No of the respondents | Percentage |
|----------|-----------------------|------------|
| Personal | 37 | 62 |
| Official | 23 | 38 |
| Total | 60 | 100.0 |

Source: Primary data

Above table reveals that, 62% of the respondents use laptop for personal use, 38% of the respondents use laptop for official use.

Table – 1.4 : The source of awareness of Laptop

| Source of awareness | No of the respondents | No of the respondents |
|---------------------|-----------------------|-----------------------|
| Advertisement | 52 | 86.7 |
| Friends & Relatives | 7 | 11.7 |
| Others Specify | 1 | 1.7 |
| Total | 60 | 100.0 |

Source: Primary data

The above table shows that, 86.7% of the respondents are aware about Lap top through advertisement, 11.7% of the respondents are aware about Lap top through friends & relatives, 1.7% of the respondents are aware of Lap top through others.

Table – 1.5 : The customer awareness level of features of the Lap-top

| Level of awareness | No of the respondents | Percentage |
|--------------------|-----------------------|------------|
| Yes | 60 | 100.0 |
| Total | 60 | 100 |

Source: Primary data

From the above table it can be inferred that, 100% of the respondent are aware of the features of the Lap-top.

Table – 1.6 : The place of purchase of the Lap-top

| Place of buying | No of the respondents | Percentage |
|--------------------|-----------------------|------------|
| Wholesale Dealers | 26 | 43.3 |
| Exclusive Showroom | 31 | 51.7 |
| Others | 3 | 5.0 |
| Total | 60 | 100.0 |

Source: Primary data

Above table reveals that, 51.7% of the respondents purchased the Lap top at Exclusive Showroom, 43.3% of the respondents purchased the Lap top from Wholesale Dealers, 5% of the respondents received from Others.

Table – 1.7 : The consumer usage of brands of Lap top

| Brands of Lap top | No of the respondents | Percentage |
|-------------------|-----------------------|------------|
| Acer/Gateway | 14 | 23.3 |
| Apple | 13 | 21.7 |
| ASUS | 4 | 6.7 |
| Dell/Alienware | 15 | 25.0 |
| HP | 12 | 20.0 |
| Sony | 2 | 3.3 |
| Total | 60 | 100.0 |

From the above table it is clear that, 25% of the respondent are using Dell/Alienware Lap top, 23.3% of the respondents are using Acer/Gateway Lap top, 21.7% of the respondents are using Apple Lap top, 20% of the respondents are using HP Lap tops.

Table – 1.8 : The level of satisfaction towards Lap top and battery charge Level

| Opinion | No of the respondents | Percentage |
|----------------------|-----------------------|------------|
| Low satisfied | 5 | 8.3 |
| Moderately satisfied | 8 | 13.3 |
| High Satisfied | 28 | 46.7 |
| Very High Satisfied | 19 | 31.7 |
| Total | 60 | 100.0 |

Source: Primary data

From the Above table it is evident that, 46.7% of the respondents are High Satisfied. 31.7% of the respondents are Very High Satisfied. 13.3% of the respondents Moderately satisfied and 8.3% of the respondents are Low satisfied.

CHI – SQUARE ANALYAIS

In research generally, it is often necessary to compare experimentally observed numbers of items in several different categories with numbers that are predicted on the basis of some hypothesis. The X^2 test or the parametric test is one simplest and most widely used test in statistical methods. Chi square test was introduced by Karl Person in the year 1900s. The main purpose of this test is to analyze the population.

HYPOTHESIS

HO : There is No Significant Relationship between Gender and Brand of Lap-Top .

HI : There is a Significant Relationship between Gender and Brand of Lap-Top.

Table No – 2.1: CHI – SQUARE TEST 1

| S.no | Factors | Chi square calculated value | Level significant of | Degree of freedom | Table value | Result |
|------|-------------------------------|-----------------------------|----------------------|-------------------|-------------|--------------------------|
| 1 | Gender / Brand of the Lap-Top | 23.538 | 5% | 6 | 2.304 | Rejected Null hypothesis |

Significant value (0.05)

Non Significant value (0.05)

RESULT

The Chi Square table indicates that the Calculated Value is 23.538 is more than the Table value 6.304. So the Hypothesis is Accepted. There is a Significant Relationship between Gender & Brand of the Lap-Top.

HYPHOTHESIS

HO : There is No Significant Relationship between Educational Qualification and Source of Awareness of Lap-Top.

HI ; There is a Significant Relationship between Educational Qualification and Source of Awareness of Lap-Top.

Table No – 2.2: CHI – SQUARE TEST 2

| S.no | Factors | Chi square calculate d value | Level significant of | Degree of freedom | Table value | Result |
|------|--|------------------------------|----------------------|-------------------|-------------|-----------------------------|
| 1 | Education qualification / Source of awareness of Lap-Top | 11.580 | 5% | 9 | 4.168 | Rejected Null of Hypothesis |

Significant value (0.05)

Non Significant value (0.05)

RESULT

The Chi – Square table indicates that the Calculated Value is 11.580 is more than the Table Value 4.168. So the Hypothesis is accepted. There is a significant relationship between Educational Qualification and Source of awareness of Lap-Top.

HYPHOTHESIS

HO : There is No Significant Relationship between Occupation and Place of purchasing the Lap-Top.

HI : There is a Significant Relationship between Occupation and Place of purchasing the Lap-Top.

Table No – 2.3: CHI – SQUARE TEST 3

| S.no | Factors | Chi square calculated value | Level of significant | Degree of freedom | Table value | Result |
|------|--|-----------------------------|----------------------|-------------------|-------------|--------------------------|
| 1 | Occupation / Place of purchasing the Lap Top | 5.481 | 5% | 6 | 2.204 | Rejected Null Hypothesis |

Significant value (0.05)

Non Significant (0.05)

RESULT

The Chi – Square table indicates that the Calculated Value is 5.481 is more than the Table Value 2.204. So the Hypothesis is Accepted. There is a significant relationship between Occupation and Place of purchasing the Lap-Top.

FINDINGS

- Majority of the Respondents (66.7%) are Male.
- Majority of the respondent's (61.7%) occupational status is Private Employees.
- Majority of the respondents (62%) are using Laptop for Personal use.
- Majority of the respondents (86.7%) are aware of Lap top through Advertisement.
- Majority of the respondents (100%) are aware of the features of the Lap-top.
- Majority of the respondents (51.7%) purchased the Lap top at Exclusive Showroom.
- Most of the respondents (25%) are using Dell/Alienware Lap top.
- Most of the respondents (46.7%) are High Satisfied their brand.
- There is a significant relationship between Gender and Brand of the Lap.
- There is a significant relationship between Educational Qualification and Source of awareness of Lap-Top.
- There is a significant relationship between Occupation and Place of purchasing the Lap-Top.

SUGGESTIONS

The Lap-Top users are increased in the current scenario. Many Lap-Top brands are introduced in internet world and it achieves its goal by capturing more users of the Lap-Top. The researcher suggests that, the customer care should focused more by the Lap-Top service providers. The customer care should be improved in the present and also in future.

CONCLUSION

The Lap-Top users are feeling more flexibility for its handling and mobility to every place they can. Even though a certain problems been arises out of usage of Lap top & other sort of customer service providers , for all these type of problems there comes the solution that is Lap-Top. The customers aware of the features of Lap-Top and they satisfied with their Lap-Top brand. The users of Lap-Top is increased equally to that of computer users, many of the computer users changed their concept of Lap-Top by its facilities & more others advantages from using Lap-Top

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