# A Study on Consumers' Attitude and Satisfaction towards Branded Laptop in Coimbatore City

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## ABSTRACT

*In every product category, consumers have more choices, more information & higher expectations than ever before. Brands are successful because people prefer them to ordinary products. The secret to successful branding is to influence the decision that is the way consumers perceive the product and brands can affect the minds of the consumer by appealing to the information acquired and analyzed. The aim of this study is to find the level of satisfaction of the consumers towards branded laptops. Based on the findings, this study makes a few recommendations to the laptop manufacturers*

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## Introduction

Today technology has brought the world into our hands. In earlier days human brains strive very much to the complicated work, however slowly the inventions and discoveries are made, lead us to comfortable world, one of the inventions is computer. Computers now have an impact on each and every aspect of lives. Computers are the greatest achievements of our times.

An increasing number of products are being sold with components that themselves are brand names. **Venkatesh.R, Mahajan Vijay** (**1997**). In every product category, consumers have more choices, more information & higher expectations than ever before. Brands are successful because people prefer than to ordinary products. The secret to successful branding is to influence the decision that is the way consumers perceive the product and brands can affect the minds of the consumer by appealing to the information acquired and analyzed.

Instead of asking customers if they are more satisfied with their information technology investments, the industry should ask customers if they carry fewer devices when they head out for a business trip than before, if they have to remember fewer passwords, if they better understand their businesses and if they can automate things they could not before. **Doyle.T.C** (**2005**)

## Review of literature

**Wang, Shen-Tsu (2011)** reported that diverse demands regarding products are common; however manufacturers usually cannot respond immediately to meet such changes upon demand and thus customer satisfaction tends to be reduced. The study analyses the supply and demand uncertainies of the direct shipment of the manufactured model and end user model in the notebook computer industry. **Ranjith P.V., Ela Goyal (2011)** conducted a case study on consumer perception for laptops. It is recommended that the manufacturers have to concentrate on adding features to the existing products. The companies have to concentrate on the important parameters like education and browsing. **Perron Julie (2008)** conducted a survey on corporate IT buying behaviour and satisfaction of notebooks. The factors like manufacturer delivery time, phone support, replacement parts availability, repair time, hardware quality, product design influences the purchaser in making buying decision. **Kim, Jeesun, Chan-olmsted, sylvia.M (2005)** conducted a study which investigates how the dimensions of organization-public relationships (i.e.) trust, control mutuality, commitment and satisfaction are related to brand attitude formation. The result showed that while both organization-public relationships and product related attributes were significantly related to attitude towards the brand, among the dimensions of organization-public

relationships only 'satisfaction' was a significal predictor of brand attitude. **R.Furger (1991)** conducted a study on satisfaction towards light weight laptops and it was inferred that the various features like touch screen, slim and sleek, advanced power management provided in the laptop highly influences the satisfaction of the consumers.

## Objectives

- To analyze the awareness of the respondents towards branded laptop.

- To measure the level of satisfaction obtained on several factors by the respondents.

- To identify the factors influencing respondents in selection of a laptop.

- To rank the factors considered before purchasing laptop.

- To offer suggestions based on the results of the study.

## Statement of the Problem

In the modern civilization world, customers expect quality brands. A company which is unable to provide quality brands cannot survive in the market for a long time. Since there are many laptops available in the market, an attempt is been made to learn the factors which influences the consumers to purchase the laptop.

Because of the superior quality and convenience in terms of laptop users and their interactivity, laptops are the most suitable for many ways like business, education and entertainment option. The competition among brands is fierce. In every product category consumer have more choices, more information & higher expectations than ever before. Hence it is necessary to undertake the study to find the level of satisfaction of the consumers towards branded laptops.

## Research methodology

It is an empirical study using questionnaire as a tool. It was conducted in the city of Coimbatore. The sample size taken was 300 respondents. Individual respondents were the sampling element. Simple random sampling technique was used.

## Data source

The source of data collected was both primary and secondary. The primary data was collected through a structured questionnaire. The source of secondary data collected includes:

ü The internet, which is a source of information on any issue.

ü Various business journal, magazines & news papers

## Tools used

Statistical tools used for the analysis are Chi square analysis, ANOVA and Fried Man Ranking.

## Hypothesis of the study

$H_1$: There is no significant association between the laptop possessed by the respondents and the source of awareness.

$H_2$: There is no significant relationship between age group of the respondents and their level of satisfaction

$H_3$: There is no significant relationship between occupational status of the respondents and their level of satisfaction.

$H_4$: The ranking of the respondents regarding the factors influenced while selecting a laptop, does not differ.

$H_5$: The ranking of the respondents regarding the factors considered before purchasing a laptop does not differ.

## Limitations of the study

The target sample consisted of respondents from Coimbatore only and does not necessarily represent the entire Indian market. Number of brands restricted to five due to time constraint. Results of the study may vary from time to time. Preferences of customers may subject to change with utility of product.

## Analysis and Interpretation

**OBJECTIVE I :** To analyze the awareness of the respondents towards branded laptop.

**Table 1 : Chi-Square values – Laptop possessed by the respondents and the source of awareness**

| Laptop possessed | Respondents | Source of Awareness | | | Total |
| --- | --- | --- | --- | --- | --- |
| | | Advertisements | Friends & Relatives | Dealers / Representatives | |
| Dell | In Number | 27 | 34 | 32 | 93 |
| | In Percentage | 29.0% | 36.6% | 34.4% | 100.0% |
| Acer | In Number | 18 | 11 | 11 | 40 |
| | In Percentage | 45.0% | 27.5% | 27.5% | 100.0% |
| Lenovo | In Number | 23 | 15 | 17 | 55 |
| | In Percentage | 41.8% | 27.3% | 30.9% | 100.0% |

| LG | In Number | 20 | 12 | 13 | 45 |
|---|---|---|---|---|---|
| | In Percentage | 44.4% | 26.7% | 28.9% | 100.0% |
| Sony | In Number | 22 | 8 | 16 | 46 |
| | In Percentage | 47.8% | 17.4% | 34.8% | 100.0% |
| Others | In Number | 11 | 5 | 5 | 21 |
| | In Percentage | 52.4% | 23.8% | 23.8% | 100.0% |
| Total | In Number | 121 | 85 | 94 | 300 |
| | In Percentage | 40.3% | 28.3% | 31.3% | 100.0% |

## Chi-square Result

| Factors | Degree of freedom | Chi-square value | Table value | Accept/ Reject | Significant / not significant |
|---|---|---|---|---|---|
| Laptop possessed / Source of Awareness | 10 | 10.279 | 0.416 | Accept | Not significant |

Table – 1 indicates the calculated value of Chi-square (10.279) is less than table value (0.416) at 5% level of significance with 10 as degree of freedom. The hypothesis is accepted. Hence there is no significant association between the laptop possessed by the respondent and the source of awareness.

**OBJECTIVE II: To measure the level of satisfaction obtained on several factors by the respondents.**

**Table 2 : ANOVA matrixes – Relationship between age and level of satisfaction**

| Age | Number of Respondents | Mean | StandardDeviation |
|---|---|---|---|
| Below 20 years | 29 | 22.2759 | 2.47699 |
| 20 - 30 years | 128 | 23.2969 | 2.38222 |
| 31 - 40 years | 110 | 24.0091 | 2.02505 |
| Above 40 years | 33 | 23.9394 | 1.88645 |
| Total | 300 | 23.5300 | 2.26706 |

The above table gives the mean values of the different age group which vary between 22.27 to 24.00. The highest mean score of 24.00 is found among the respondents whose age is between 31 to 40 years. Hence their level of satisfaction towards laptop is high when compared to other respondents.

The following table gives the result of ANOVA test

| Source of variation | Sum of Squares | Degree of freedom | Mean square | F ratio | Sig. |
|---|---|---|---|---|---|
| Between Groups | 83.348 | 3 | 27.783 | 5.658 | .001 |
| Within Groups | 1453.382 | 296 | 4.910 | | |
| Total | 1536.730 | 299 | | | |

The table shows that at 5% level of significance, with the 'Significant value of .001' there is significant relationship between the age group of the respondents and their level of satisfaction towards laptop. Hence the hypothesis is rejected.

### Table 3 : ANOVA matrix – Relationship between occupational status and level of satisfaction

| Occupational status | Number | Mean | Standard Deviation |
|---|---|---|---|
| Business | 45 | 24.0667 | 2.22996 |
| Profession | 81 | 23.6543 | 2.06253 |
| Employee | 109 | 23.8165 | 2.19918 |
| Student | 65 | 22.5231 | 2.39209 |
| Total | 300 | 23.5300 | 2.26706 |

The above table gives the mean value and standard deviation of the respondents where the highest mean value is 24.06. It is clear that the respondents who are doing business are more satisfied when compared to other respondents.

The following table gives the result of ANOVA test

| Source of variation | Sum of Squares | Degree of freedom | Mean square | F ratio | Sig. |
|---|---|---|---|---|---|
| Between Groups | 89.063 | 3 | 29.688 | 6.070 | .001 |
| Within Groups | 1447.667 | 296 | 4.891 | - | - |
| Total | 1536.730 | 299 | - | - | - |

The table shows that at 5% level of significance, with the 'Significant value of 0.001' there is significant relationship between the occupational status level of the respondents and their level of satisfaction towards laptop. Hence the hypothesis is rejected.

OBJECTIVE III: To identify the factors influencing respondents in selection of a laptop.

The Friedman test, frequently called as two-way analysis on ranks, was carried out at 1% level of significance, to determine whether there are any significant differences between the rankings.

**Table 4 : The factors influencing respondents in selection of a laptop**

| S.No. | Factors | Rank | I | II | III | IV | V | Total score | Mean | Rank |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Value | 1 | 2 | 3 | 4 | 5 | | | |
| 1. | After sales service | No. | 28 | 69 | 75 | 59 | 69 | 972 | 3.24 | 3 |
| | | Score | 28 | 138 | 225 | 236 | 345 | | | |
| 2. | Brand reputation | No. | 126 | 74 | 43 | 31 | 26 | 657 | 2.19 | 1 |
| | | Score | 126 | 148 | 129 | 124 | 130 | | | |
| 3. | Price factor | No. | 84 | 85 | 65 | 42 | 24 | 737 | 2.46 | 2 |
| | | Score | 84 | 170 | 195 | 168 | 120 | | | |
| 4. | Offers | No | 35 | 39 | 62 | 92 | 72 | 1027 | 3.42 | 4 |
| | | Score | 35 | 78 | 186 | 368 | 360 | | | |
| 5. | Easy availability | No | 26 | 35 | 56 | 76 | 107 | 1103 | 3.68 | 5 |
| | | Score | 26 | 70 | 168 | 304 | 535 | | | |

The above table reveals that the majority of the surveyed respondents has given FIRST rank to brand reputation while selecting their laptop, where price factor and after sales service is rated as SECOND and THIRD. FOURTH rank and FIFTH rank have been given to offers and easy availability respectively.

It is evident from the above inference that the brand reputation, price factor, and after sales service is considered as a primary factor while selecting a laptop by the respondents.

**Table 4 (a) : Test Statistics**

| Number | 300 |
|---|---|
| Chi-Square | 200.242 |
| Degree of freedom | 4 |
| Asymp. | Sig. .000 |

**a Friedman Test**

With the significant value of .000, it is clear that ranking of the respondents regarding factors which influences in selecting the laptop differs at 1% level of significance. Hence the hypothesis is rejected.

OBJECTIVE IV: To rank the factors, that are considered before purchasing the laptop.

**Table 5 : The factors considered before purchasing laptop**

| S.No. | Factors | Rank | I | II | III | IV | V | Total score | Mean | Rank |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Value | 1 | 2 | 3 | 4 | 5 | | | |
| 1. | Utility | No. | 51 | 72 | 62 | 51 | 64 | 905 | 3.02 | 3 |
| | | Score | 51 | 144 | 186 | 204 | 320 | | | |
| 2. | Model | No. | 90 | 63 | 47 | 49 | 51 | 808 | 2.69 | 2 |
| | | Score | 90 | 126 | 141 | 196 | 255 | | | |
| 3. | Comfort | No. | 87 | 61 | 77 | 43 | 32 | 772 | 2.57 | 1 |
| | | Score | 87 | 122 | 231 | 172 | 160 | | | |
| 4. | Economy | No | 32 | 59 | 68 | 94 | 52 | 990 | 3.3 | 4 |
| | | Score | 32 | 118 | 204 | 376 | 260 | | | |
| 5. | Durability | No | 42 | 50 | 43 | 65 | 100 | 1031 | 3.44 | 5 |
| | | Score | 42 | 100 | 129 | 260 | 500 | | | |

It is inferred from the table, that the majority of the surveyed respondents consider comfort to be a main factor before purchasing the laptop which is ranked as FIRST, followed by it they have given SECOND rank to model, and THIRD rank to utility, economy and durability are the least driving factor for which the respondents rated FOURTH rank and FIFTH rank respectively.

It is clearly understood that the comfort, model and utility are the primary factors considered by the respondents before purchasing a laptop.

**Table 5(a) : Test Statistics**

| Number | 300 |
| --- | --- |
| Chi-Square | 64.438 |
| Degree of freedom | 4 |
| Asymp. Sig. | .000 |

**a Freidman Test**

With the significant value of .000, it is clear that ranking of the respondents regarding the factors considered before purchasing the laptop differs at 1% level of significance. Hence the hypothesis is rejected.

## Suggestions

1. The required spare parts should be made available to the dealers quickly, so that the after sales service can be made very effective.

2. Warranty period should be increased.

3. The time taken for doing service has to be minimized.

4. While purchasing the Laptop, the customers are expecting value added services such as free antivirus software, free insurance.

5. The availability of graphical card is comparatively less in laptop; hence it should be made available in order to improve the performance of the laptop.

6. The respondents feel that the price of laptop is reasonable and expecting that additional features can be provided at the same cost.

7. Most of the respondents are not highly satisfied with after sales service, hence there should be an improvement in after sales service.

8. Additional advertisement measures may help in increase the sales.

9. The weight of the laptop may be reduced to make it carry easily.

## Conclusion

Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. From the research findings, it can be concluded that the

Coimbatore consumers are very much conscious of brand image and price of the laptops. Also the study finds out the different parameters like comfort and model, which are considered by the consumers before purchasing the laptop. Therefore the laptop manufacturers should be very careful about these factors which influence the purchase decision and need to develop effective marketing strategies. In particular, there is a need for laptop manufacturers to produce quality laptops, minimize the price and increase the brand image to increase the level of satisfaction.

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