

A Study On Consumer Buying Behaviour And Level Of User Satisfaction Of Laptop With Special Reference To Coimbatore City

Dr. T. Shenbhagavadivu¹, S. Vishnu², Aysha³, S. Parthiban⁴, V.M. Gokula Balaji⁵

¹Assistant Professor, Department of M.Com (IB) & B. Com (CS), Sri Krishna Arts and Science College, Coimbatore - 641008.

Mail Id: shenbhajeevi@gmail.com Contact No: +919362356665

^{2,3,4,5} Students, I M.Com (IB), Sri Krishna Arts and Science College, Coimbatore - 641008.

INTRODUCTION:

There is no doubt that the customer is essential for the firm in the marketing field. Willkie (1994, P.14) stated that “consumer behaviour is the mental, emotional, and physical activities that people engage in when selecting, purchasing, using, and disposing of products and services so as to satisfy needs and desires”. He further explained that there are seven keys to consumer behaviour, which are: 1) Consumer behaviour is motivated; 2) Consumer behaviour includes many activities; 3) Consumer behaviour is a process; 4) Consumer behaviour varies in timing and complexity; 5) Consumer behaviour involves different roles; 6) Consumer behaviour is influenced by external factors; 7) Consumer behaviour differs for different people. Moreover, Blackwell, Miniard, and Engel (2001, p6) defines “consumer behaviour as those acts of individuals directly involved in obtaining and using economic goods and services including the decision processes that precede and determine these acts”. That is to say, consumers behaviour involve with the mental procedure and physical acts towards the multiply goods and services. In addition, in Zinkhan’s (2004, p23) point of view, “consumer behaviour is people acquiring, using, and disposing of products, services, ideas, or experiences”. In other words, consumer behaviour includes several physical and mental activities stages refer to the products or services.

THE BUYING DECISION PROCESS

As introduced above, the consumer’s choice results from the complex interplay of cultural, social, personal and psychological factors. Although the marketer cannot influence many of these factors, they still can be useful in identifying interested buyers and in shaping products and appeals to serve their needs better. Therefore, it is necessary to introduce consumer buying decision process, by which marketers can monitor the process to develop the effective marketing mix by utilizing stimuli and factors to guide consumers to certain products.

REVIEW OF LITERATURE

Services Marketing by **Zeithaml and Bitner (2012)**, The book emphasized on various ingredients of services marketing such as consumer behaviour in services, services designs and standards, delivering and performing service and managing service promises. The book focused on various challenges and issues of service marketing, the GAPS model of service quality and customer defined service standards. The book discussed service quality models and service preference models in detail. The book also recommended uniformity in quality standards should be implemented.

Kay, R. H. and Lauricella,S (2011) highlights the impact of unstructured vs. structured use of laptops for 177 university students and revealed that structured use of laptops resulted in significantly more time spent on note taking and academic activities and significantly less time spent on sending personal emails, instant messages and playing games during class.

Fried, C.B. (2008) Examine in his study the impact of laptop usage in the class and noticed a favourable improvement in students working.

Mellon, C. (2010), Present a study on laptop usage rate inside and outside the classroom and the respective effect of laptop usage in improving student's performance level and improving work quality.

Dr. G. Muralimanohari & Dr. T. Shenbhagavadivu, 2018, examine the scope of smart class room teaching in schools and the importance of usage of laptops is high and makes the functioning of school activities more effective.

OBJECTIVES OF THE STUDY:

- To study the consumer behavior while buying a laptop.
- To analyze the influence of various variables like gender, educational background, family annual income, work experience, etc... on the choice of laptop brand.
- To probe if the interactions between the above mentioned variables have any effect on the choice of laptop bought which gives the expected satisfaction.
- To evaluate the students preferences about laptop of different brands available in the market.

RESEARCH METHODOLOGY:

The research design is Descriptive studies.

METHODS OF DATA COLLECTION

Primary Data

These are data generating when the researcher investigates at a particular problem at hand. The primary data for the report is collected through survey method with Online Questionnaires

Secondary Data

Secondary data are those data, which are collected from some earlier Research work, they are in the printed nature, booklets, statistical information etc., The secondary data for this survey is collected from internet.

SAMPLE DESIGN**Sample size:**

The sample size taken for the survey is 142 respondents.

TOOLS USED FOR THE STUDY:

The collected data were processed both manually and with the help of SPSS. The following tools were used for the study:

1. Percentage analysis
2. Chi-square test

ANALYSIS AND INTERPRETATION**DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

Demographic Profile Of The Respondents	Group	No. Of Respondents	Percentages(%)
Gender of the respondents	Male	80	56.3
	Female	62	43.7
Age of Respondents	Less than 20years	60	42.3
	21-25years	60	42.3
	26-30years	2	1.4
	More than 30years	20	14.1
Occupation of the respondents	Student	101	71.1
	Salaried person	22	15.5
	Business	11	7.7
	Profession	8	5.6
Budget for new laptop by the respondent (Rs)	Less than 25000	37	26.1
	25000-35000	51	35.9
	35000-45000	34	23.9
	Above 45000	20	14.1

CONSUMER BUYING BEHAVIOUR OF THE LAPTOP

Factors	Group	No. Of Respondents	Percentages(%)
Preferred Brand By The Respondent	ASUS	10	7.0
	HP	51	35.9
	DELL	43	30.3
	LENOVO	21	14.8
	OTHER	17	12.0
Facilities/Services Expect From Dealer By The Respondent	Quick Service	68	47.9
	1 year free insurance	33	23.2
	Discount on accessories	24	16.9
	Installment payment system	17	12.0
Respondents Preference Towards The Laptop	Service	7	4.9
	Brand	39	27.5
	Quality	64	45.1
	Specification	28	19.7
	Price	4	2.8
Purpose Of The Laptop By The Respondent	Study	76	53.5
	Work	40	28.2
	Games	7	4.9
	Video streaming	6	4.2
	Other	13	9.2
Knowledge About The Particular Laptop By The Respondent	T.V advertisement	13	9.2
	Magazines/newspaper	13	9.2
	Friends	94	66.2
	Existing customers	22	15.5
Opinion By The Respondents For The Brand Which Fulfills Present Requirements	Highly Satisfied	51	35.9
	Satisfied	80	56.3
	Dissatisfied	9	6.3
	Highly Dissatisfied	2	1.4
Opinion By The Respondents For The Level Of Satisfaction	Highly Satisfied	44	31.0
	Satisfied	85	59.9
	Dissatisfied	13	9.1
	Highly Dissatisfied	0	0

CHI- SQUARE TEST:

H0 1: There is no significant relationship between occupations of respondent and why do the respondent prefer the particular laptop

H0 2: There is no significant relationship between educational qualification and purpose of the laptop by the respondent.

H0 3: There is no significant relationship between Income of the respondents and the budget for a laptop by the respondents

	Occupation and preference of Particular Brand	Educational Qualification and Purpose of the Laptop	Income of the respondents and the budget for a laptop
Chi - Square	14.864a	35.843a	10.316a
Df	12	12	9
Asymp. Sig. (2-sided)	.249	.000	.326
Result	Null Hypothesis is accepted	Null Hypothesis is not accepted	Null Hypothesis is accepted

SUGGESTIONS

- It is found that the important features considered by the customers while buying a laptop are its features, price & maintenance.
- So manufacturer has to consider these Aspects to attract and retain customers thus making an effort to build a good brand image.
- Default MS office software with licensed version will help us to stop buying the pirated one, Storage and processor speed for multifunction is expected.
- Word of mouth is effective media of communication. Hence the dealer should keep the existing customers happy by providing good service and make customers talk good about their service provided.
- Discount on accessories also act as influencing factors for purchase decision. So dealer can give discounts on accessories, after sales for a period of a year or two to stimulate the customers.

CONCLUSION

Consumers are the end user, and they choose a product based on their need. A laptop purchase generally depends on specifications. Consumers after appropriate choice and satisfied usage will give a positive review and recommend a brand for others. On the other hand some consumers might not be satisfied with the performance as a brand is not as specified. In this case he will not opt for the same brand again nor refer it for any one. A satisfied customer will help to increase the brand value of a product.

A product manufacturer has to give utmost priority for customer satisfaction. A realistic feedback has to be obtained from every one of them. Based on which a manufacturer can improve the brand value by meeting the users requirements. This approach will bring a customer close to a brand.

BIBLIOGRAPHY:

1. Fried, C. (. (2007). In-class laptop use and its eVects on student learning. Elseveir - Science Direct , 1-9.
2. Kay, R. H. (2011). Unstructured vs. Structured Use of Laptops in. Journal of Information Technology Education:Innovations in Practice , 33-37.
3. Zeithaml and Bitner (2012). (2012). Service Marketing. Boston: Irwin.
4. Dr. G. Muralimanohari & Dr. T. Shenbhagavadivu, 2. (2018). A study on scope of smart class rooms in the government schools functioning in and around coimbatore. Research script - prince publishers private limited , 5-8.