A STUDY ON CUSTOMER SATISFACTION OF PURCHASE BEHAVIOUR OF LAPTOPS IN SALEM

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ABSTRACT

A laptop is machine that manipulates data according to a list of instructions. Modern laptops are based on comparatively tiny integrated circuits and are millions to billionsof times more capable while occupying a fraction of the space. Gradually the invention and discoveries are made from time to time has head us to a comfortable world. One such significant is the laptop. The objective of the study is to know access the customer satisfaction of purchase behavior and uses of laptops, cost and performance of laptops and evaluate satisfaction level of the customers towards laptops. The sample size of the study was conducted in local area with 80 respondents through random sampling method. The tools and techniques are used frequency distribution method. Majority of the members use the laptop for studies. This project aims to analyze the customers' satisfaction to purchase laptops and to identify the factors influencing the customers to purchase the laptops. A collected data was then analyzed using CHI SQUARE TEST Majority (45.45%) of the respondents' awareness are through friends & relatives. Majority (37.27%) of the respondents are aware of the hardware configuration in laptop computers.

1.INTRODUCTION

A laptop is machine that manipulates data according to a list of instructions. Modern laptops are based on comparatively tiny integrated circuits and are millions to billionsof times more capable while occupying a fraction of the space. The laptops are small, simple devices that are used to control other devices. The ability to store and execute list of instructions called programs. Laptops extremely versatile and distinguishes them from calculators. The laptop computers play vital role in human being life. This project analyses the customers' satisfaction to purchase laptops. This project is used to identify the factors influencing the customers to purchase the laptops. It is helpful to access the cost and performance of laptops.

laptops and customized response devices, have been integrated into traditional classroom settings in many higher education institutions. Growing numbers of higher education institutions have begun requiring incoming freshmen to own a laptop computer or other types of MWT for classroom use.

Like many other higher education institutions, the College of Engineering (COE) at OSU has required incoming freshman engineering students to have their own wireless laptop computers for classroom use. Examples of educational activities with wireless computing might include: remote control of robots built as projects fordesign classes; individual student use of computer models in the classroom; real-time simulation of load and strain for structural designs, immediate feedback on performance during exams and exercises; class exercises and group work, as well as classroom analysis of statistical data sets. One important issue surrounding this requirement is the impact of using laptops in the classrooms. Even though many higher educational institutions have committed to using laptops or other kinds of MWT in classrooms, few researchers have evaluated the impact of MWT in higher education classrooms.

2.METHODOLOGY

Since actual courses in natural educational settings were used, it was not possible to randomly assign laptops to just some of the students in the same classroom nor randomly as students from a common population to experimental or comparison groups. As a result, quasi-experimental designs were used.

2.1 Sample size

The sample size in the study is 80.

2.2 Statistical tools

- Simple percentage method
- Chi-square test

PERCENTAGE METHOD

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams to have better understanding of the analysis.

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total Respondents}} \times 100$$

CHI-SQUARE TEST

It is one of the simplest and widely used non-parametric test in statistical work. The quantity chi-square describes the magnitude of the discrepancy between theory and observation. Which is defined as?

$$Chi-Square = \frac{\sum(oi-Ei)2}{Ei}$$

Oi = Observed frequency, Ei = Expected frequency

In general, the expected frequency for any can be calculated from the following equations.

$$E = \frac{RT \times CT}{N}$$

E = Expected frequency, CT = Column total,

RT = Row total, N = Total number of observations

3.DATA ANALYSIS AND INTERPRETATION

1) GENDER OF THE RESPONDENTS

TABLE NO - 3.1

GENDER OF THE RESPONDENTS

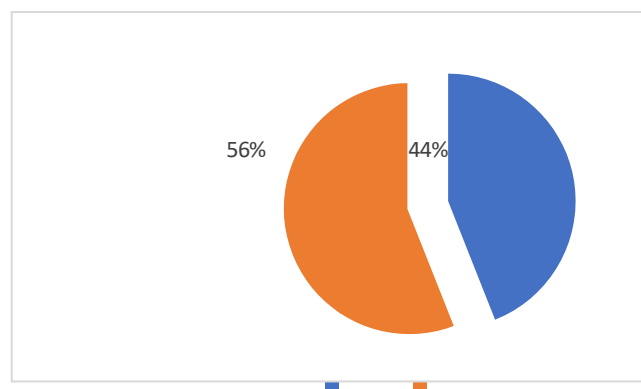| GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	35	44%
Female	45	56%
Total	**80**	**100%**

Sources: Primary data

INTERPRETATION:

The above table shows that 44% of the respondents are male and remaining 56% of the respondents are female.

Majority 63% of the respondents are male.

CHART NO - 3.1

GENDER OF THE RESPONDENTS

2) LAPTOPS OF THE RESPONDENTS

TABLE NO - 3.2

LAPTOPS OF THE RESPONDENTS

LAPTOPS	RESPONDENTS	PERCENTAGE
Asus	20	28%
Acer	14	21%
HP	15	22%
Lenovo	22	19%
Dell	9	10%
TOTAL	**80**	**100%**

Sources: Primary data

INTERPRETATION:

This table highlights that, 28% of the respondents are from Asus, 21% of the respondents are from Acer, 22% of the respondents are from HP, 19% of the respondents are from Lenovo, 10% of the respondents are from Dell,

Majority 28% of the respondents are from Asus laptop users.

CHART NO - 3.2
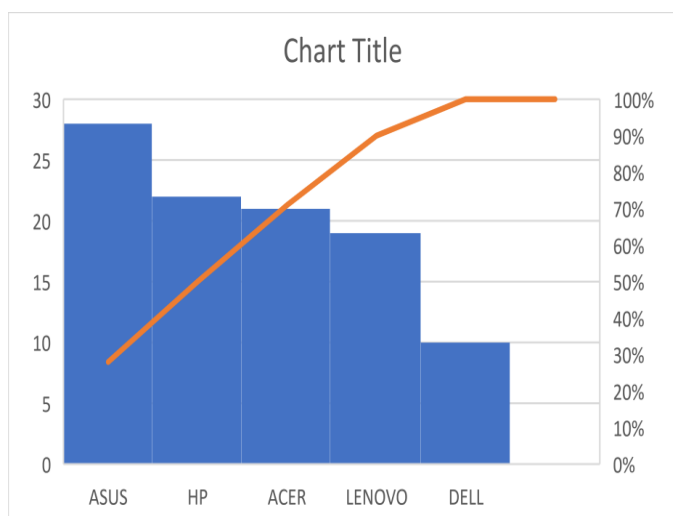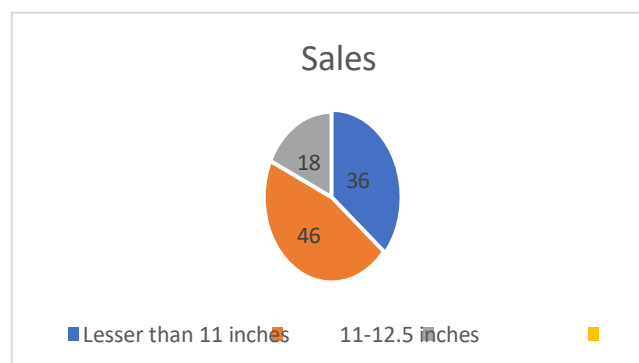
LAPTOPS OF THE RESPONDENTS

3) SIZE OF SCREEN RESPONDENTS

TABLE NO - 3.3
SIZE OF SCREEN RESPONDENTS

SIZE OF SCREEN	RESPONDS	PERCENT AGE
Lesser than 11 inches	29	36 %
11-12.5 inches	37	46%
Above 13 inches	14	18%
Total	**80**	**100 %**

Source: Primary data

INTERPRETATION:

The above table picturize the size of screen respondents, 36% of respondents are having Lesser than 11 inches, 46% of the respondents are having 11-12.5 inches, and 18% of respondents are having above 13 inches,

Majority 46% of the respondents are having 11-12.5 inches screen size laptop.

CHART NO - 3.3

SIZE OF SCREEN RESPONDENTS

4) THE AGE OF LAPTOP USERS

TABLE NO - 3.4
THE AGE OF LAPTOP USERS

| HAPPY (OR) NOT WITH CURRENT LAPTOP	RESPONDENTS	PERCENTAGE
Very Happy	52	60%
Moderately Happy	28	**35%**
Neutral happy	2	**5%**
Very unhappy	**0**	**0**
Total	**80**	**100**

Source: Primary data

INTERPRETATION

It is noted from the table that the Customers happy to use their laptops are 65% and neutrally happy to use their laptops are 5%. Majority 65% of the respondent's very happy to use their laptops.

CHART NO - 3.4

HAPPY (OR) NOT WITH CURRENT LAPTOP
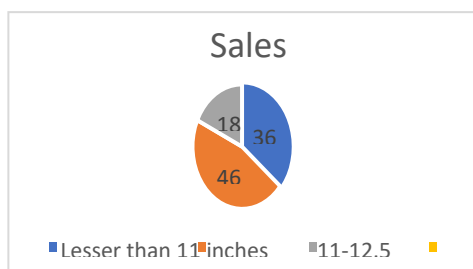
5) THE AGE OF LAPTOP USERS

TABLE NO -3.5

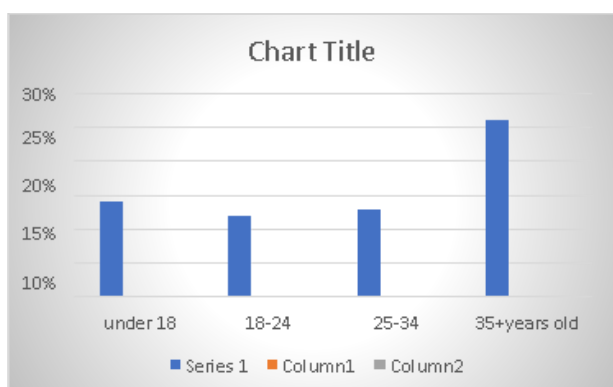| AGE	RESPONDENTS	PERCENTAGE
Under	11	14%
18-24	10	12%
25-34	10	13%
35+years old	21	26%
Total	**80**	**100%**

Source: Primary data

INTERPRETATION

Majority 26% of the respondents are for wearing face mask to prevent them from corona virus.

CHART NO - 3.5

THE AGE OF LAPTOP USERS

6) **RESPONDENTS OF OWN LAPTOPS**

TABLE NO - 3.6

RESPONDENT CONSUMING FAST FOOD ON PART OF THE DAY

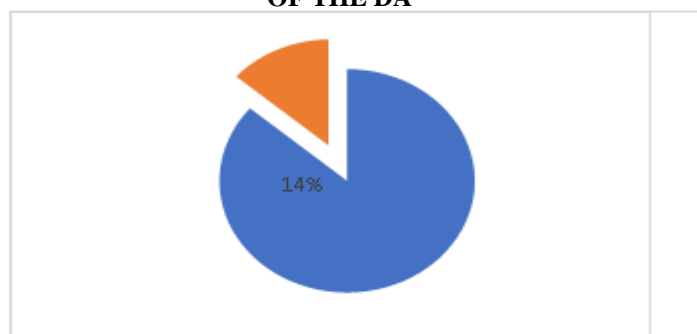| OWN LAPPS	RESPONDENTS	PERCENTAGE
Yes	45	86%
No	35	11%
Total	**80**	**100%**

Source: Primary data

INTERPRETATION

Thus, the majority 86% of respondents are having own laptops.

CHART NO - 3.6

RESPONDENT CONSUMING FAST FOOD ON PART OF THE DA

7) CURRENT LAPTOP USAGE HISTORY OF RESPONDENTS

TABLE NO - 3.7

CURRENT LAPTOP USAGE HISTORY OF RESPONDENTS

| USAGE HISTORY	RESPONDENS	PERCENTAE (%)
Less than 6 months	15	16%
6 months – 1 year	15	16%
1 year – 3 years	37	45%
More than 3 years	13	23%
TOTAL	80	100%

 Source: Primary data

INTERPRETATION

 The above table shows that usage history of laptops is, 16% of the respondents are used less than 6 months , 16% of the respondents are used 6 months-1 years , 45% of the respondents are used 1 year- 3 years, 23% of the respondents are used more than 3 years.

 Majority 45% of the respondents are used 1 year – 3 years.

CHART NO - 3.7

OPINION ABOUT THE FAST FOOD HABITS IS INCREASING DAY BY Day
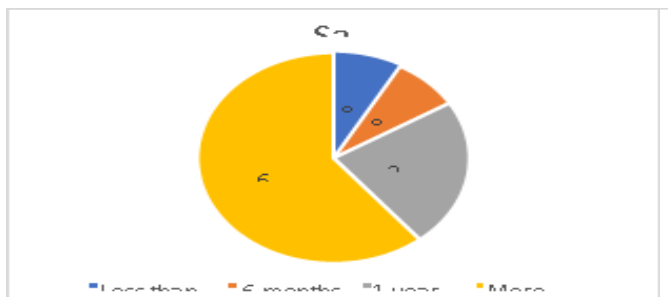
8) RESPONDENT'S ABOUT CORE PERFORMANCE IN CURRENT LAPTOP

TABLE NO-3.8

RESPONDENT'S ABOUT CORE PERFORMANCE IN CURRENT LAPTOP

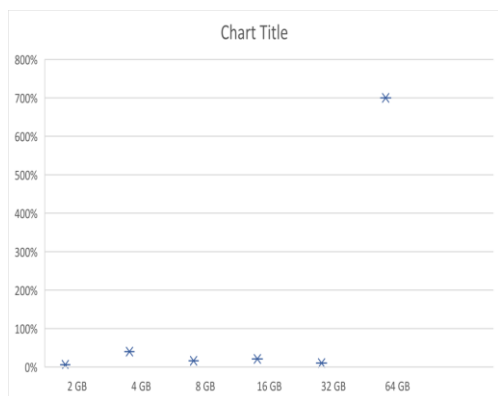| RAM	RESPONDENTS	PERCENTAGE (%)
2 GB	3	6%
4 GB	35	40%
8 GB	10	16%
16 GB	18	21%
32 GB	6	10%
64 GB	8	7%
TOTAL	80	100%

 Source: Primary data

INTERPRETATION

The above table shows that the ram capacity of their own laptop. Majority customers using the 4 GB RAM (35%). 10% of the respondents are using the 8GB RAM. 18% of the respondents are using 16GB RAM. 6% of the respondents are using 32GB RAM. 8% of the respondents areusing 64 GB RAM.

Majority 35% of the respondents are using 4 GB RAM laptops in all brands**.**
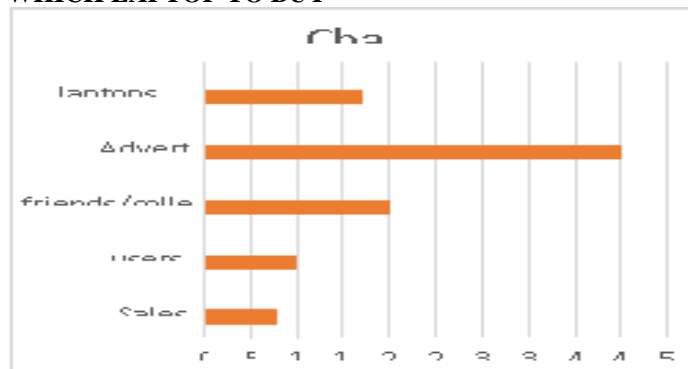
CHART NO - 3.8

RESPONDENT'S ABOUT CORE PERFORMANCE IN CURRENT LAPTOP

9) **SOURCES THAT HELPED THE RESPONDENTS IN DECIDING WHICH LAPTOP TO BUY**

TABLE-3.9

SOURCES THAT HELPED THE RESPONDENTS INDECIDING WHICH LAPTOP TO BUY

DECIDING MODE TOBUY A LAPTOP	RESPONDENTS	PERCENTAGE
Salespersons	14	8%
User Reviews	15	10%
Friends/colleagues And family	12	20%
Advertisements	28	35%
Laptop brand websites	11	17%
Total	**80**	**100%**

Source: Primary data

INTERPRETATION

The above table shows that 35% of the respondent choose advertisement inspiring them to buythe product.17% of the respondent choose laptop brand websites inspire them to buy the product. only 10% of the respondent choose user review.

CHART NO - 3.9

SOURCES THAT HELPED THE RESPONDENTS INDECIDING WHICH LAPTOP TO BUY

10) **WHICH OF THE FOLLOWING BELOW HEALTH ISSUE AFTER CONSUMING FAST FOOD?**

TABLE NO - 3.10

FACTORS WILL LOOK FOR BUY THE NEXT LAPTOP

| FACTORS WILL LOOK FORBUY THE NEXT LAPTOP	RESPONDENTS	PERCENTAGE
Battery life	16	23%
Colour & Design	4	6%
Size & Weight	7	14%
Laptop brand	11	5%
Fast charging	5	12%
Web cam & Mic	3	9%
Screen / Display quality	9	12%
Core Performance	12	7%
Security features	10	5%
Sound Quality	3	7%
Total	**80**	**100%**

Source: Primary data

INTERPRETATION

The above table picturizes the factors will look for purchase the laptops for customers 23% of the respondents are choose the battery life, 6% of the respondents are choose the colour & Design, 14% of the respondents are choose the size & weight, 5% of the respondents are choose the Laptop brand, 12% of the respondents are choose the Fast charging, 9% of the respondents are choose the web cam & Mic, 12% of the respondents are choose the Screen / display quality, 7% of the respondents are choose the Core Performance, 5% of the respondents are choose the Security features, 7% of the respondents are choose the Sound quality of the laptops

Majority 23% of the responds are responding give more battery life.

CHART NO - 3.10

OPINION ABOUT THE VARIOUS HEALTH ISSUE

AFTER CONSUMING FAST FOOD
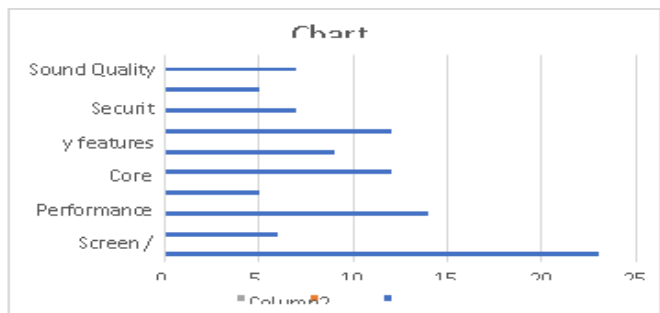
11) RELATIONSHIP BETWEEN GENDER AND CURRENT USE OF LAPTOPBRAND

TABLE NO - 3.11

GENDER/ CURRE NT USE LAPTOP BRAND	ASUS	ACER	HP	LENEVO	DELL	TOTAL
Male	9	2	5	4	3	23
Female	25	3	16	9	4	57
TOTAL	34	5	21	13	7	80

Source: Primary Data

NULL HYPOTHESIS

H_0: There is no significant relationship between gender and current use of laptop brand.

ALTERNATIVE HYPOTHESIS

H_1: There is a significant relationship between gender and current use of laptop brand.

LEVEL OF SIGNIFICANCE

The level of significance is 5%

TABLE NO - 3.12

CHI SQUARE TEST

O	E	$(O-E)^2$	$\dfrac{(O-E)^2}{E}$
9	9.8	0.64	0.07
2	1.4	0.36	0.26
5	6.0	1	0.17
4	3.7	0.09	0.02
3	2.0	1	0.5
25	24.2	0.64	0.03
3	3.6	0.36	0.1
16	14.9	1.21	0.08
9	9.3	34.81	3.74
4	4.9	0.81	0.17
		Calculated value	**5.14**

RESULT

Degree of freedom   : (r – 1) (c – 1)

                           : (2- 1) (5– 1) = 4

Level of significance   : 5%

Table value   : 9.49

Calculated value   : 5.14

Since the calculated value is less than the table value. So, we accept the null hypothesis. There is no relationship between gender and current use of laptop brand.

4.RESULTS AND DISCUSSION

4.1FINDINGS

1. Majority 63% of the respondents are male.

2. Majority 28% of the respondents are from Asus laptop users.

3. Majority 46% of the respondents are having 11-12.5 inches screen size laptop.

4. Majority 65% of the respondent's very happy to use their laptops.

5. Majority 26% of the respondents are for wearing face mask to prevent them from corona virus.

6. Thus, the majority 86% of respondents are having own laptops.

7. Majority 45% of the respondents are used 1 year – 3 years.

8. Majority 35% of the respondents are using 4 GB RAM laptops in all brands.

9. Majority only 10% of the respondent choose user review.

10. Majority 23% of the responds are responding give more battery life.

4.2 SUGGESTIONS

Product or service quality: This refers to the level of performance that customers expect from acompany based on their prior experience with the product or service.

Brand reputation: This is how customers perceive your brand, which is based on their pastinteractions with people's opinions of your brand

Price: The price of products or services usually sets the bar for what customers expected.**Quality:** Customers expect products to work as advertised and deliver on their promises. **Speed of delivery:** Customers expect fast delivery on all orders.

4.3 CONCLUSION

The study mainly focused on the customer satisfaction towards purchase laptops with special reference to local area. This survey made me to know about the consumer satisfaction but not the study overall. It is a part of a survey might be useful in future to know the value of laptopswhich attains a better place among the laptops. The survey resulted in least beneficial schemeswas introduced the market to increase the position the companies.

5. REFERENCES

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➤ T.W. Anderson (2003) An Introduction to Multivariate Statistical Analysis.

➤ Johnson. R.A and D.W. Wichern, (1996). Applied Multivariate Statistical Analysis, Wiley, New York.