

## CONSUMER BUYING BEHAVIOUR TOWARDS HP LAPTOP WITH SPECIAL REFERENCE TO COIMBATORE CITY

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### ABSTRACT

The project aims to analyse consumer buying behaviour towards HP laptop, a well-known brand in India. The study includes a comprehensive analysis of various factors that influence consumer perception, such as quality perception, price perception, marketing and advertising. Percentage analysis was used to analyse the responses of the survey. The findings of the study could be useful for HP brand and other laptop brand industry to develop effective marketing strategies and build stronger brand perception.

### INTRODUCTION

Laptops extremely versatile and distinguishes them from calculators. The laptop computer plays a vital role in human life. This project analyses the customers' satisfaction with the HP laptop. This project is used to identify the factors influencing the customers to purchase the laptop. It is helpful to assess the cost and performance of a laptop.

### REVIEW OF LITERATURE:

#### **V.ANIL :**

Laptop keyboard is smaller than a desktop computer's keys are closer together and may also be smaller .

#### **Bebell and KAY ( 2010) :**

found laptops were used more in language arts and social studies than in science and math classes.

#### **Robit Kumar Mishra (2011):**

investigated buyer - supplier relationship is very important for all organisation of their operation .

### OBJECTIVES:

- ❖•To study the consumer behaviour while buying the HP laptops.
- ❖•To analyse the customer buying practices for HP laptops as well as their designs.
- ❖•To offer various suggestions for the improvement of their services.

**SCOPE OF THE STUDY:**

The main aim of the study is to find out the consumer satisfaction towards HP laptops in Coimbatore city, This study can be viewed from qualitative as well as quantitative nature, since it tries to know the opinion, views and suggestions of consumer. To determine the level of satisfaction regarding the service provided for HP laptops. To verify the attitude of the basic needs and its utilization among consumer.

**RESEARCH METHODOLOGY:**

This project is based on primary data collected through questionnaires from 131 which of these majority of the respondents belongs to UG categories as well majority of them belongs to the semi urban area. Mainly my project questionnaire is build up to analyse the the type of buyers preference towards the HP laptop. one of the major limitations is the respondents must be a citizen or person living in coimbatore city.

**Sampling techniques:**

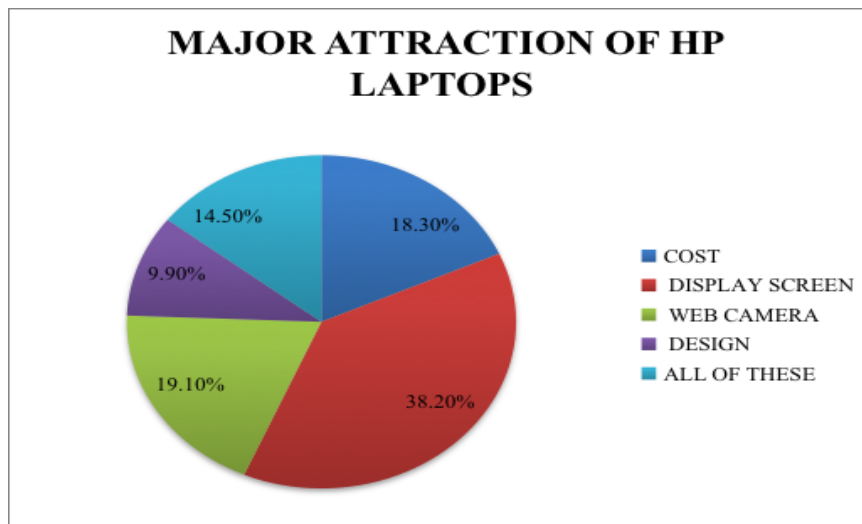
A convenient sampling was used for the purpose of survey and a questionnaire was floated among them.

**Period of study:**

The study was held for a period of 4 months.

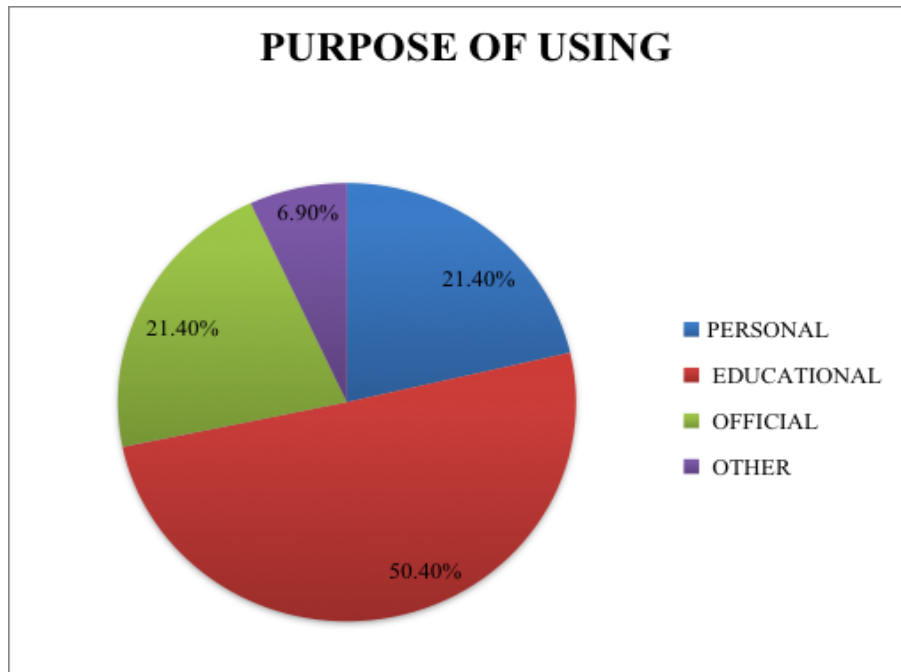
**Tools for analysis: Percentage analysis:**

No. of. Respondents/sample size\*100

**DATA ANALYSIS AND INTERPRETATION:****INTERPRETATION:**

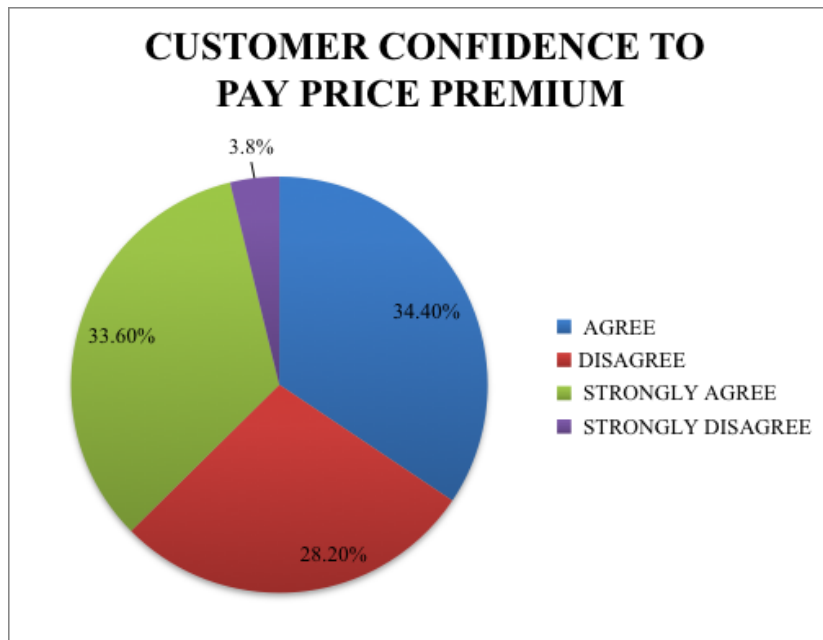
The above tables show respondents major attraction towards HP laptops 18.3% of the respondents are attracted by cost, 38.2% of the respondents are attracted by display screen, 19.1% of the

respondents are attracted by the web camera,9.9% of the respondents are attracted by the design,14.5% of the respondents are attracted by the all of the above said features.

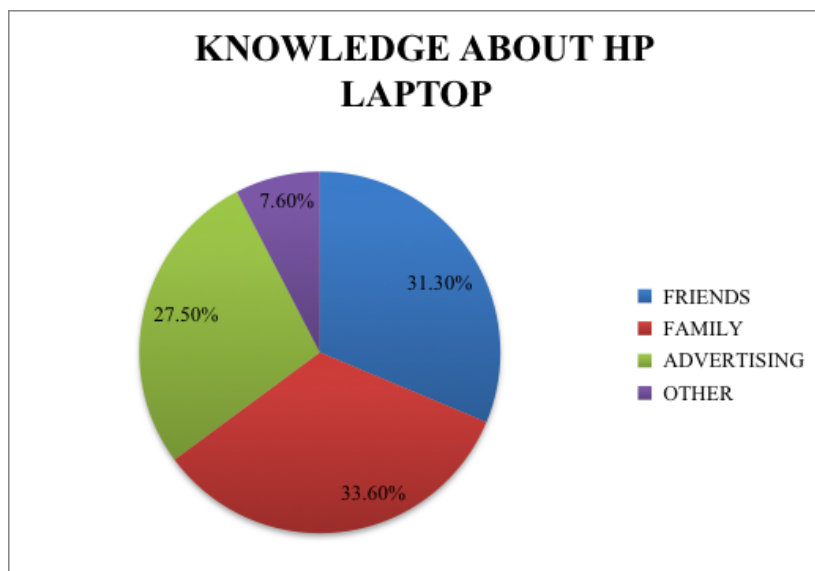


#### INTERPRETATION:

The above tables show respondents purpose of HP laptops 21.4%% of the respondents use for personal use,50.4% of the respondents use for educational purpose,21.4%% of the respondents use for official purpose,6.9% of the respondents use for other purpose.

**INTERPRETATION:**

The above tables show respondents urge to pay price premium for HP laptops 34.4% of the respondents agree to pay, 28.2% of the respondents disagree to pay, 33.6% of the respondents strongly agree to pay, 3.8% of the respondents strongly disagree to pay.



**INTERPRETATION:**

The above tables show respondents knowledge about HP laptops 31.3% of the respondents know by their friends, 33.6% of the respondents know by their family, 27.5% of the respondents know by advertisement, 7.6% of the respondents know by other source.

**FINDINGS:**

- ❖ Majority 38.20% of the respondents are attracted towards the display screen.
- ❖ Majority 50.40% of the respondents use HP laptops for educational purpose.
- ❖ Majority 33.60% of the respondents are ready to pay a premium price for HP laptops.
- ❖ Majority 33.60% of the respondents have knowledge about this HP laptop through family.

**SUGGESTIONS:**

Majority of the consumer prefer Hp laptop only for its brand name as well as HP laptops have default MS office software with licensed versions will help us to stop buying the pirated one, Storage and processor speed for multifunction is expected. Word of mouth is an effective medium of communication. Hence the dealer should keep the existing customers happy by providing good service and make customers talk good about their service provided.

**LIMITATIONS:**

- ❖ The survey was conducted only for 121 respondents.
- ❖ The collection of data is applicable in Coimbatore District only.

**CONCLUSION:**

Consumers are the end user, and they choose a product based on their needs. 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.

**REFERENCE:**

**DR.Kumar ( 2012)** laptops are a definite need rather than a luxury , in today's fast paced world.

**P.Taufeeq (2012)** the hard disk provides memory for long - term storage - measured in gigabytes .

**WEBSITE:**

<https://www.hp.com/in-en/shop/>

<https://support.hp.com/in-en>