

A STUDY ON THE CUSTOMER SATISFACTION TOWARDS HP LAPTOP (With Special Reference to Coimbatore City)

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ABSTRACT

Today technology has brought the world in own hands human being very much to the complicated work in to easier. 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 cost and performance of HP laptop and evaluate satisfaction level of the customers towards HP laptop. The sample size of the study was conducted in Coimbatore city with 110 respondents through random sampling method. The tools and techniques are used frequency distribution method. Majority of the members use the laptop for studies. 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.

Keywords: Laptop, HP Laptop, awareness, Satisfaction level,

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 billions of 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 plays vital role in human being life. This project analyzes the customers' satisfaction of HP laptop. This project is used to identify the factors influencing the customers to purchase the laptop. It is helpful to access the cost and performance of laptop.

Statement of the Problem

Now a day laptop becomes more essential equipment to complete a work faster in human beings. The study mainly aims at bringing out the attitude of the customer towards the

satisfaction of HP laptop. Many companies are involving in selling laptop computers. So the customer has a wide choice of particular brands to choose laptop.

Objectives of the Study

- To find the change need to be adopted in HP laptops.
- To access the cost and performance of HP laptop.
- To evaluate satisfaction level of the customers towards HP laptop.

Scope of the Study

The main aim of the study is to find out the consumer satisfaction towards HP laptops in Coimbatore city.

- To find out the level of satisfaction regarding the quality of HP laptops.
- 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.

Methodology of the Study

The research design in the grand plan for conducting a market survey at motivational research on consumer attitude the necessary data are collected analyzed, Evaluated and presented in an effective manner preparing a project report. This states the complete details of the project including the area covered and limitations undergone during this study.

Area of the Study

The area of the study is confined to Coimbatore city.

Sources of the Data

The data is primary in nature as it is directly collected from user of HP laptop though a questionnaire. The matter relating laptop details is of secondary data in nature as it is collected from magazine and books.

Sample Size

Sample size of the study covers 110 customers in Coimbatore city.

Sample Design

For the purpose of the study 110 respondents were selected from different zones of the Coimbatore city for the sampling purpose convenient sampling method is followed in this study.

Data Collection Method

A printed questionnaire used for collecting information on the customer attitude preference. It consists of a number of questions prepared in a definite order on a set of forms filled by the respondents themselves.

Limitation of the Study

The population for the study was 110 only. So it could not reveal the entire industry. Time was also very limited. Most of the customers are not interest in fill the feedback forms.

Review of Literature

Dr. K. Kumar (2014) laptops are a definite need than a luxury, in today's fast paced world. Having a portable PC that helps to take work along with, to all the places that one goes, has actually become a necessity. Laptops is Playing a Dominant role among employees. Like Heart's importance to Human Body, laptop computer is playing a vital role in day to day operations.

P. Taufeeq (2012) the hard disk provides memory for long-term data storage – measured in gigabytes (GB). It stores the operating system and applications (programs) as well as files including music, photos and documents. We recommend a minimum of 500GB hard disk space - storing video, high-resolution photos, music and software uses up a lot of space. If in doubt, go for more hard drive space if you can afford it.

The empirical study conducted by Srivalli Jandhyala (2012) is observed that, the food habits of India vary region and area to area. Food and grocery is the second largest segment of the Indian retail industry especially in untapped market line rural and semi-rural area which is growing at the rate of 30% the presents study helps in analyzing the impact of extensions of food retail stores from urban area to semi urban are and change in consumption habits of the customers.

V. Anil (2012) laptop's keyboard is smaller than a desktop computer's - keys are closer together, and may also be smaller. Many 13-inch models don't have room for a separate number pad. It's a good idea to try out a laptop's keyboard before you buy if you can, to ensure you get one you're comfortable with.

R. Randon (2012) 15-inch screen is the average size for a laptop. A desktop replacement-type laptop might come with a 17-inch display, while ultra-portables might go as low as the 11-inch mark. You will find options in between too. If you're planning to use your laptop on the move, it might be worth considering a matte screen. Glossy displays tend to suffer from reflections.

Bebell and Kay (2010) found laptops were used more in language arts and social studies than in science and math classes (students statistically did better in laptop language art classes).who also noted students used their laptops daily in all academic areas, with a corresponding academic achievement increase in all areas

Rohitakumarmishra (2011) investigated buyer-supplier relationship is very important for all organization irrespective of their operation, trust, co-operation and proper information flow are the pillar to strength to buyer-supplier relation for sustainable development, the operation of an organization and the selection of suppliers are always dependable, hence, proper selection of suppliers is vital for an organization to maintain long term relationship.

T. Dass (2011) Ram (random access memory) is your laptop's short-term memory, storing information while you're using the laptop (the hard drive is used for long-term file storage). The amount of Ram your laptop has determines how many tasks it can accomplish simultaneously.

Demographic Profile:
Table 1

Factor	Option	No of respondents	Percentage
Gender	Male	36	32.72
	Female	74	67.27
Age Group	20-30	82	74.54
	31-40	20	18.18
	41-50	7	6.36
	Above 50	1	0.90
Marital Status	Married	33	30
	Unmarried	77	70
Educational Qualification	Primary	8	7.27
	HSC	9	8.18
	Graduation	83	75.45
	Professional	10	9.09
Occupation	Business	21	19.09
	Govt employees	34	10
	Professional	44	40
	Private employees	11	8.18
Family Nature	Joint	30	27.27
	Nuclear	80	72.72
Family Size	1-2	9	8.18

	3-4	65	59.09
	4-5	26	23.63
	5 above	10	9.09
Earning Members	Only one	34	30.90
	2-3	58	52.72
	4-5	15	13.63
	5-above	3	2.72
Monthly Income	Below- 10000	17	15.45
	10001- 20000	42	38.18
	20001- 30000	32	29.09
	30001- above	19	17.27
Purpose of the Laptop	Business	18	16.36
	Studies	52	47.27
	Entertainment	19	17.27
	Personal use	21	19.09
Period of Using Laptop	Up to 6 months	16	14.54
	6month- 1year	32	29.09
	1year- 2year	28	25.45
	2year- above	34	30.90
Source Of Awareness	Friends & Relatives	50	45.45
	Advertisement	32	29.09
	Self	20	18.18
	Others	8	7.27
Awareness of Hardware Configuration	Yes	41	37.27
	No	28	25.45
	Some extent	41	37.27
Preference of Buying the Laptop	Show rooms	62	56.36
	Dealers	19	17.27
	Through third party	11	10
	Friends & Relatives	18	16.36
Warranty Period	Up to 1 year	32	29.09
	1-3 year	52	47.27
	Above 3 year	21	19.09
	No warranty	5	4.54
Mode Of Purchase	Cash	61	55.45
	Credit	20	18.18
	Bank loan	17	15.45
	Others	12	10.90

Interpretation

Majority (67.27%) of the respondents are female and 74.54% of the respondents belong to the age group of 20-30 years. 70% of the respondents are unmarried and 75.45% of the respondents are graduation level. Majority (40%) of the respondents are professional. Most of the respondents are nuclear family. 59.09% of the respondents' family size belongs to 3-4 members. Most of the respondents' monthly income is RS. 10,001-20,000. Majority of the members use the laptop for studies. Majority (45.45%) of the respondents' awareness is through friends & relatives. Majority (37.27%) of the respondents are aware of the hardware configuration in laptop computers. Major respondents are preferred buying of the laptop in showrooms. Majority (55.45%) of the respondents' mode of purchase is cash purchase.

INFLUENCING OF THE LAPTOP

	COST	QUALITY	SIZE	PROCESSING SPEED	MEMORY CAPACITY	WIRELESS
HIGH	60	55.45	28.18	52.72	44.54	35.45
MEDIUM	38.18	41.81	60.90	36.36	40.90	42.72
LOW	1.81	2.72	10.90	10.90	14.54	23.63
TOTAL	110	110	110	110	110	110

Interpretation

The above table shows that out of the total respondents selected for the study, 60% of the respondents are influencing to purchase the laptop by cost, 55.45% of the respondents are influencing to purchase the laptop by quality, 60.90% of the respondents are influencing to purchase the laptop by size, 52.72% of the respondents are influencing to purchase the laptop by processing speed, 44.54% of the respondents are influencing to purchase the laptop by memory capacity, 42.72% of the respondents are influencing to purchase the laptop by wireless.

PERFORMANCE LEVEL OF HP LAPTOP

	PROCESSING SPEED	STORAGE CAPACITY	BATTERY PACKAGE	HARDWARE CONFIGURATION
HIGH	75.45	49.09	39.09	26.36
MEDIUM	21.81	45.45	42.72	47.27
LOW	2.72	5.45	18.18	26.36
TOTAL	110	110	110	110

Interpretation:

The above table shows that out of the respondents selected for the study, 75.45% of the respondents' laptop performance is high with processing speed, 49.09% of the respondents' laptop performance is high with storage capacity, 42.72% of the respondents' laptop performance is medium with battery package, and 47.27% of the respondents' laptop performance is medium with hardware.

LEVEL OF SATISFACTION ABOUT LAPTOP

	Easy Handling	Heat	Battery Package	Hardware Configuration	Integrated TV Tuner
High satisfied	73.63	30	46.36	40.90	49.09
Satisfied	24.54	50.90	33.63	45.45	33.63
Dissatisfied	1.81	19.09	20	13.63	17.27
TOTAL	110	110	110	110	110

Interpretation:

The above table shows that out of the respondents selected for the study, 73.63% of the respondents are high satisfied with easy handling, 50.90% of the respondents are satisfied with heat, 46.36% of the respondents are high satisfied with battery package, 45.45% of the respondents are satisfied with hardware configuration.

Findings

- Majority of the respondents are unmarried.
- Most of the respondents are graduation level.
- Majority of the respondents are professional.
- Majority of the respondents are nuclear family.
- Majority of the respondents' family size with 3-4 members.
- Majority of the respondents' monthly income of RS.10, 001-20,000.
- Majority of the respondents using the laptop for studies.

.Conclusion

The study mainly focused on the customer satisfaction towards HP laptop with special reference to Coimbatore city. This survey made me to know about the consumer satisfaction but not the study on the whole. It is a part of a survey might is useful in future to know the value of HP laptops which attains a better place among the laptops. The survey resulted in least beneficial schemes was introduced the market so as to increase the position the companies. .