

A Study on Consumer Preference and Satisfaction towards Laptops with Special Reference to Erode

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ABSTRACT: The project entitled "A study on consumer preference and satisfaction towards laptops with special reference to erode" is carried out with an objective to determine the consumer preference and satisfaction. The primary objective of this study is to find out the consumer preference and satisfaction towards laptops with special reference to erode. Delivering customer satisfaction is the heart of modern marketing theory.

Keywords: consumer preference and satisfaction, influencing factor and buying particular laptops.

I. INTRODUCTION

Good service and customer satisfaction are very important for companies for both small and big companies, but especially so for small companies. Today competition between companies is growing all the time is why good service is becoming more and more important.

When a company manager serve its customer well enough and market them happy company can create long term customer relationship and possibly get Free marketing at the same time when satisfied. Customer tell about the good service they got satisfied customer have a positive impact on the company's results and that is why it is important an and interesting to investigate this impact. When measuring customer satisfaction it's possible to get useful information of the company customer and the results can be used to improve the company and its service. You get an exact idea what your customer want and you can start developing the service. Measuring customer satisfaction should be a continuous process that is carried out regularly, not just one if it is done regularly results will be more beneficial.

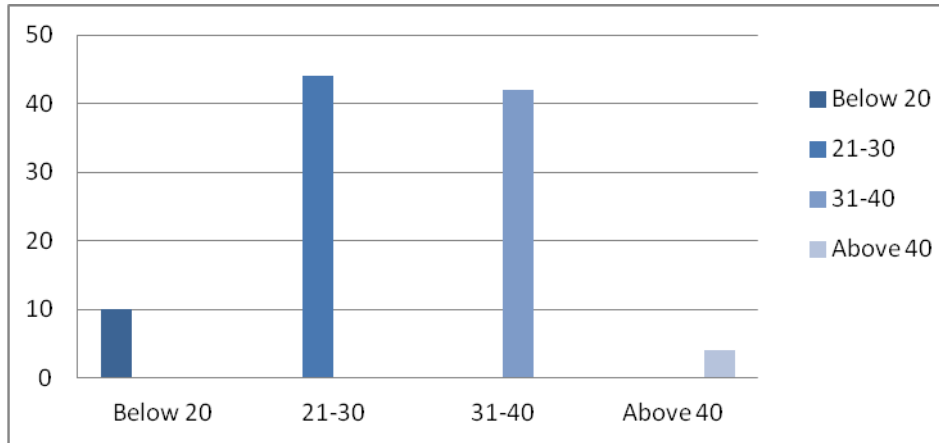
OBJECTIVE OF THE STUDY

- To find out the consumer's level of satisfaction on laptops.
- To find out the consumer's preference laptops.
- To study the factors which influencing the consumer's to buy laptop.

RESEARCH TOOLS

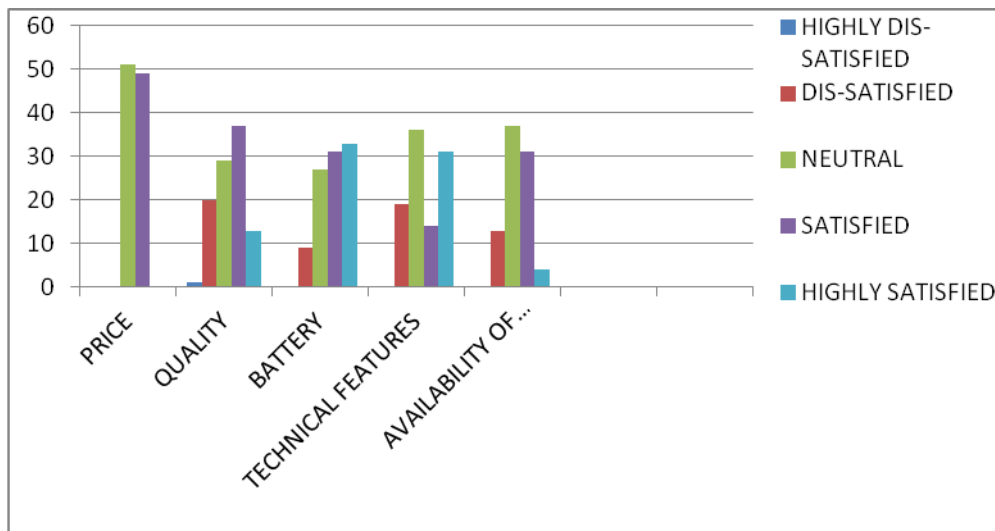
Percentage analysis, Chi-Square Tests bar diagram and pie charts are used the analysis part

FACTORS	NO.OF RESPONDS	PERCENTAGE (%)
BELOW 20 years	21	21
21-30	34	34
31-40	24	24
41-50	14	14
ABOVE 51	7	7
TOTAL	100	100



SATISFACTION LEVEL

Particular	Highly Dis Satisfied	Dis Satisfied	Neutral	Satisfied	Highly Satisfied
Price	-	-	51	49	-
Quality	1	20	29	37	13
Battery life	-	9	27	31	33
Technical features	-	19	36	14	31
Availability of color's	-	13	37	31	19



Responsibility of price * Age of respondents Crosstabulation

Count

		Age of respondents					Total
		below 20	21-30	31-40	41-50	above 51	
Responsibility of price	Neutral	12	13	12	8	6	51
	Satisfied	9	21	12	6	1	49
Total		21	34	24	14	7	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.131 ^a	4	.190
Likelihood Ratio	6.539	4	.162
Linear-by-Linear Association	1.618	1	.203
N of Valid Cases	100		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.43.

Hypothesis:

Ho= there is no relationship between price and technical features

H1=there is relationship between price and technical features

Inference:

The above analysis resulted that the calculated value is lesser than the table value (3.640 < 7.815).

We accept the null hypothesis .There is no relationship between the price and technical features

FINDINGS

- 66% of the respondents are neutral with the price
- 54% of the respondents are satisfied with the quality
- 62% of the respondents are neutral with the Battery life
- 56% of the respondents are satisfied with the Technical features
- 46% of the respondents are neutral with the Availability of color's

SUGGESTIONS

- 1) Most of the respondents wants verity of color's in laptops
- 2) The respondents like extend the warrenty/gurantee
- 3) The respondents wants adding more technical features

II. CONCLUSION

This project is very useful & helpful to my future studies also. I gather more information about public preference with their selection of laptops.

It helpful to meet some type occupational peoples. I gather that how their choosing their laptop with various opinion like accessibility of the product, assurance of the product, service of the product, user friendliness of the product, technical support of the product, quality of the product, etc.

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