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**A STUDY ON CUSTOMER SATISFACTION TOWARDS LAPTOP USERS IN TIRUNELVELI**

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### **1.1 Introduction**

A computer is a general purpose device that can be programmed to carry out a set of arithmetic or logical operations. Since a sequence of operations can be readily changed, the computer can solve more than one kind of problem. Conventionally, a computer consists of at least one processing element, typically a central processing unit (CPU), and some form of memory. The processing element carries out arithmetic and logic operations, and a sequencing and control unit can change the order of operations in response to stored information. Peripheral devices allow information to be retrieved from an external source, and the result of operations saved and retrieved.

### **1.2 Introduction of Computer**

Technically, a computer is a programmable machine. This means it can execute a programmed list of instructions and respond to new instructions that it is given. However, the term is most often used to refer to the desktop and laptop computers that most people use. When referring to a desktop model, the term 'computer' technically only refers to the computer itself - not the monitor, keyboard, and mouse. Still, it is acceptable to refer to everything together as the computer. If you want to be really technical, the box that holds the computer is called the 'system unit.'

Some of the major parts of a personal computer (PC) include the motherboard, CPU, memory (RAM), hard drive, and video card. While personal computers are by far the most common type of computers today, there are several other types of computers. For example, a 'minicomputer' is a powerful computer that can support many users at once. A 'mainframe' is a large, high-powered computer that can perform billions of calculations from multiple sources at one time. Finally, a 'supercomputer' is a machine that can process billions of instructions a second and is used to calculate extremely complex calculations.

### **1.3 Introduction of Laptop**

A laptop is a portable personal computer with a Flip (form) clamshell form factor, suitable for mobile computing mobile use. They are also sometimes called notebook computers or notebooks. Laptops are commonly used in a variety of settings, including work, education, and personal multimedia.

A laptop combines the components and inputs as a desktop computer; including display, speakers keyboard, and pointing device (such as a touchpad), into a single device. Most modern-day laptop computers also have a webcam and a mic (microphone) pre-installed. A laptop can be powered either from a rechargeable battery, or by mains electricity via an AC adapter. Laptops are a diverse category of devices, and other more specific terms, such as ultra-books or net-books, refer to specialist types of laptop which have been optimized for certain uses. Hardware specifications change vastly between these classifications, forgoing greater and greater degrees of processing power to reduce heat emissions.

#### 1.4 Statement of Problem

Now-a-days Laptops are very important and powerful technology. Laptops are used for education, business, and social activities, so on. It does made a very big change of living people on the world. So, this study focuses on the laptop users in Tirunelveli.

#### 1.5 Objective of Study

- ✓ To study the consumer awareness about the laptop.
- ✓ To study about the customer interest on laptop.
- ✓ To find out the level of the customer satisfaction in various laptops.
- ✓ To providing suitable suggestion to improve the laptop users satisfaction.

#### 1.6 Scope of Study

- The scope of the study is restricted to a limited member of respondents.
- This study is based on the opinion and attitude of the 50 respondents only.

#### 1.7 Limitation of Study

- ✓ The study is restricted to 50 respondents only.
- ✓ The study conducted in Tirunelveli only.
- ✓ Some respondents were not responded properly.
- ✓ The study is based on the opinions and attitudes of the laptop users only.
- ✓ The researcher has undertaken this study for the past 4 months (May 2017 to August 2017) only.

## **1.8 Research Methodology**

### **1.8.1 Type of Research**

This project is based on descriptive one.

### **1.8.2 Sources of Data**

Information gathered from both primary and secondary data. Primary data was collected from well planned questioner and the secondary data was collected from books, journals, magazines and from the related websites.

### **1.8.3 Primary of Data**

The primary data consist of 30 questions which contains 8 personal questions and 22 project related question.

### **1.8.4 Secondary of Data**

The secondary data required for the study was collected from various books, magazines, newspapers etc by the researcher.

### **1.8.5 Method of Data Collection**

This study was based on the questionnaire method.

### **1.8.6 Sampling Technique**

Convenient Sampling technique was used for the data collection.

### **1.8.7 Tools of Analysis**

The data were collected classified into tabulated for analysis. Percentage, bar chart, and diagrams were used to present the interpreting data.

### **1.8.8 Sample Size**

A sample size 50 was decided and the respondents were selected from tirunelveli city.

### **1.8.9 Sample Design**



The information is collected from respondents according to their convenience so it is convenience sampling.

### 1.9 Period of Study

The survey was undertaken during the months of May 2017 to August 2017.

### 1.10 Area of Study

Area of study percent project tirunelveli city areas. Project was conducted to study the unit called.

## 2.1 INTRODUCTION & HISTORY

A laptop is a small device which brings down the world on to your lap. It is often a small private laptop computer which has its unique design of enabling the user to use it while traveling. It is used like the mobile phone in place of a landline. It occupies the place of a person's lap and hence the name given-laptop. The laptop is not too heavy and is built very light as it has to be carried to long distances. It is a mini replica of a computer and also has components similar to that of a computer. A display screen, a keyboard, a pointing device (used in place of a mouse); in built speakers, and a battery are the main important components of a laptop. The battery of the laptop can be recharged using the AC adapter.

Once fully recharged, the power stored in the battery can help the laptop function for three to five hours. This battery life had a major impact of the energy management of the computer and also the configuration. The keyboard and the display screen have a joining point which keeps the two together. The design of the laptop is that of a 'notebook'. The laptops have a weight of approximately 1.4 kilograms and can go up to 5.4 kilograms. Generally, the older laptops weigh very heavier than the newer models. With the advanced technology the laptops have become slimmer and sleeker. Even the thickness has been reduced and laptops with LCD display screens have hit the market. The invention of the laptop was initially for emergency purposes like for that in the military where a computer cannot be set up and carried along. But in the modern world, the laptop is fast replacing the traditional computer due to the advanced features it is offering.

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### 3.2 CUSTOMER:

Customers are the most important people for any organization. They are the resource on which not only the success, but the entire existence of any business depends.

A customer, also client, buyer or purchaser is usually used to refer to a current or potential buyer or user of the products of an individual or organization, mostly called the supplier or seller. However the term customer also includes by extension anyone who uses or experiences the services of another.

The word derives from 'custom' meaning 'habit' a customer was someone who frequented a particular shop, who made it a habit to purchase goods of the sort the shop sold their rather than elsewhere, and with whom the shopkeeper had to maintain a relationship to keep his or her 'custom' meaning expected purchases in the future.

The cliches 'customer is king' or 'customer is god' or 'the customer is always right' are most frequently used in the marketing world and also indicate the importance of customers to businesses. The importance of the customers for any business can be understood by looking at the huge expenditures that are being incurred by various companies for satisfying and retaining their customers. Before discussing further about customer and customer satisfaction we should first try and understand the meaning of the word 'Customer'.

## FINDINGS, SUGGESTIONS AND CONCLUSION

### FINDINGS:

- Therefore majority 66% of respondent are male.
- So is concluded that more of the laptop users are below 25 years old.
- Hence most of the respondents are unmarried.
- Hence most of the laptop users have finished their post graduates.
- It is inferred that majority of that is 64% of respondents were belonging to urban area.
- It is concluded that majority of that is 50% of respondents were belonging to others.
- Hence majority 48% of the respondents are getting income below Rs. 10000.
- Therefore majority 42% of respondents use their laptop for personal use.
- It is inferred that more respondents were visited showroom to purchase a laptop.
- But the majority of the customer made the price comparison of the price of the laptop.
- It is concluded most of the respondents were interested to use Lenovo and Dell products. Thus it is found clear that the company name also attracts the customers.
- It is inferred from the above table that 84% of the respondents were using normal size keep laptops.
- It is clear that most of the respondents were motivated by their friends and relatives.
- Thus it is inferred that more respondents were using the laptop which costs between 25000to 35000.
- Hence 44% of the respondents were using the laptop size between 15-16 inches. It shows people like the size of the laptop between15-16 inches.
- Thus the respondents show that they are like to use the laptop with I5 processor.
- Most of the respondents were interested to use windows 7 for their use.
- Most of the respondents were using their laptops for 1-2 years.
- It is inferred that the available facilities in the laptops are also attracts the people to buy a laptop. Most of the respondents were interested to use laptop with Wi-Fi connection.
- Hence, the use of internet in the laptop with modem attracts more customers.
- Hence, the use of the laptop is satisfied by the more number of the respondents.
- It is inferred that most of the respondents were felt that it was easy to carry. It attracts the customers.
- Hence the above table shows that more respondents are attracted by the product. Thus it shows that products are attracting the customers.
- Here it is clear that the service of the company was satisfied by more number of respondents.



- Here it was expressed that more respondents were satisfied with the dealer service.
- It was clear there are some problems in laptop which are high.
- Hence the respondents show that there are so many problems in repair and maintenance.
- It is inferred that the respondents were like to solve the problem via service centers.
- It is expressed in the way that the respondents were satisfied with the service facilities.
- It is inferred that the more number of respondents were not interested to switch over.
- Hence the customers or the respondents were interested to change from their old laptop to Toshiba brand.

#### SUGGESTIONS

- ✓ Laptop is one of the powerful modern technology.
- ✓ Laptop gives more important for the studies and business.
- ✓ That the laptop service expenses is moderate price compare to computer.
- ✓ Majority of users tend to switch over to another laptop service during their use when new model is introduced.
- ✓ Laptop service should be designed in such a way that the user should understand easily how to handle it.
- ✓ The main purpose of laptop is study and business activities.
- ✓ Laptop users must avoid using laptop for time pass and other unnecessary works.
- ✓ Produce the knowledgeable quick and any other question for asking the respondents.

## CONCLUSION

Laptop in Tirunelveli is used by youngsters. Majority of the laptop users are unmarried male. Majority of the users are students and employed people. On an average people use Dell and Lenovo laptop in Tirunelveli. Mostly it is used for two – three years. Laptop is widely used for personal use. Even though laptop is used by people for entertainment like watching TV, playing games, chatting and reading books and stories. Majority of the people are passive users to laptop. Tirunelveli people are most aware of laptops and its uses. Various companies have difficult competition with one another. Laptop is mostly used for going to internet to access web pages. Wi-fi and Bluetooth are attracting more customers.

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