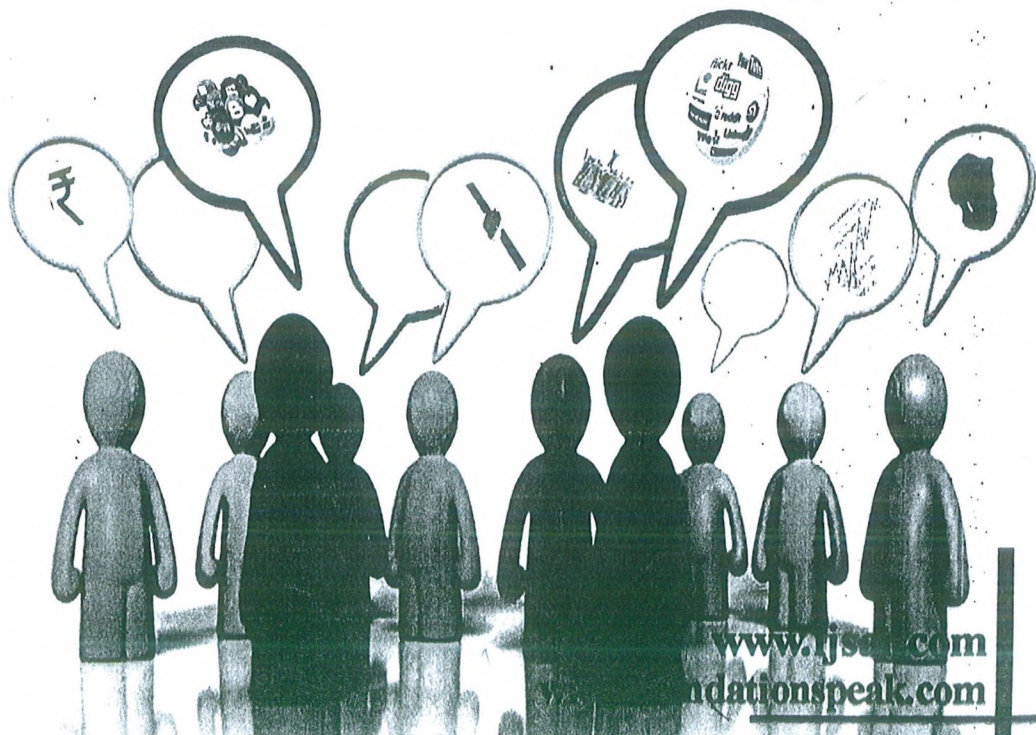




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CONSUMER'S BRAND PREFERENCE OF LAPTOPS

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Abstract

India's developing economy notifies the positive impact of this technology and continuously moving towards growth. Initially laptop market started functioning as a niche market but now it has various market segmentations as per their market demand. India is the third fastest growing laptop market. The research design adopted in this study is both descriptive and analytical in nature. Commercially vibrant and Industrially advanced Coimbatore is an educational hub enriched with humpty number of Educational Institutions and computer learning centers - Universities, Colleges and Schools. This research study area is suitable to find out the laptops brand preference. The customers of Dell, Hp/Compaq, Sony, Samsung and Lenovo laptop brands in Coimbatore are samples selected for this study. A sample of 300 respondents was selected. The purposive sampling technique is used. The study covered a period is six months from January 2013-June 2013.

Keywords: Brand preference, Laptop brand, Laptop preference, Laptop brand preference, Brand loyalty, Brand.

1. INTRODUCTION

In India today the new tech/savvy Laptop market is flourishing. The necessity for anytime-anywhere access to information is pushing laptop demand in the market. It is convenient in terms of portability, flexibility and adaptability. Laptops are used in every sphere of life like, hospitality, railways, metro trains, corporate houses, academics and professionals.⁽¹⁾

Laptops contribute towards the upliftment of performance, work easiness by introducing the home office concept and provides a creative insight for the work. India's developing economy notifies the positive impact of this technology and continuously moving towards growth.

Initially laptop market started functioning as a niche market but now it has various market segmentations as per their market demand. India is the third fastest growing laptop market. The major players of laptops are Dell, HP, Compaq, Acer, Sony, Lenovo, Samsung, Apple, etc.

1.1. Laptop Advantages

Physical portability makes a laptop to be usable in many places- not only at home and at the office, but also during commuting and flights, in coffee shops, in

lecture halls and libraries, at clients' location or at a meeting room, etc. The portability feature offers several distinct advantages:

- Productivity; * Immediacy; * Up-to-date information; * Connectivity; * Size; * Low power consumption; * Quietness; * Good battery;
- All-in-One: designed to be portable, laptops have everything integrated into the chassis. For desktops this is divided into the desktop, keyboard, mouse, display, and optional peripherals such as speakers.

1.2. Brand Preference of Laptops

A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image.⁽³⁾ Branding is the process by which when an idea or image is marketed, it is recognizable by more and more people identify branding helps with a certain to manufacturer's service or product when there are many other companies offering the same service or product. Branding is also a way to build an important company asset, which is a good reputation.

Brand preference is the selective demand for a company's brand rather than a product; the degree to

which consumers prefer one brand over another. To build brand preference, the advertising must persuade a target audience to consider the advantages of a brand so that the target customer will choose the brand over other brands in *any* category. Brand switching is the consumer decision to purchase a product brand different from that previously or usually purchased. Brand switching can be instigated by price promotions, in-store displays, superior availability, perceived improvements or innovations in competitive brands, desire for novelty, number of available brands, perceived risk, frequency of purchase, changes in quality, or level of satisfaction with the most recent purchase.

2. LITERATURE REVIEW

Ramanathan (2010)⁽⁵⁾ pursued a study with the objectives that the laptop brands preferred by the Management and Non- Management students to determine the laptop usage and to identify and evaluate the impact of factors on laptop purchase decision of the students.

The sample size was 150 students, in the age group of 19 years and more. The students were from different management and non-management faculty. Percentage analysis was used. The study concluded that Students found themselves connected with the entire world with the help of Laptops and by means of this they can contribute a lot for the nation.

Sudhakar (2010)⁽⁸⁾ study had following objectives :

- To find out Students Purchase Pattern of Laptops, their expectations and Purchase Decisions and to analyze Satisfied Students, Satisfied Switchers, Unsatisfied Switchers.
- To find out their Inconvenience in use of Laptops and up-gradations required to enhance the sales.

Convenience Sampling method (320 students) was used A 4-point Likert-scale that is comprised of 27 items was applied in order to measure the factors influencing students' laptop purchase decisions. The Students needs like weight and quality of adapter, advanced features are lagging and Innovative measures has to be taken to reduce the heat of the Laptop and Battery Backup (8 hours) has to be improved. Company which takes care of the Customers i.e., Students needs and satisfies them to Maximum level, reaps the Sales benefits to large extent and stays as huge Winners in Hectic Competition.

Soni et al (2010)⁽⁷⁾ study was carried out in New Delhi with a sample 100 males in the age group of 18-23 who are laptop owners Hp/Compaq, Dell and Sony were the market brands considered for study. They found Dell is highly trustworthy, highly satisfying, giving value for money, high style and appearance followed by Sony and Hp. Customers buy

Sony for brand name, Dell for positive media reviews, Hp due to strong recommendation of friends. A significant finding is that trade shows does not affect the brand purchase.

Prabhu (2011)⁽⁴⁾ study objective was to ascertain the factors influencing the purchase decision of the respondents and to identify the major problems. Sample size was 150. The tools used were percentage analysis, chi –square analysis average ranking technique, etc. Majority are using the dell laptops. This study also helped to find out the ways to improve the efficiencies of the laptops with appropriate configurations and satisfy the overall growing needs of the consumers.

Singh (2012)⁽⁶⁾ study objectives were:

- To study the factors influencing preferences of different types of branded laptops by the people of NCR.
- To know about the level of satisfaction towards different types of branded laptops and to compare the popularity of different companies.

The sample size was 100 and the tool used was percentage analysis. The researcher found that Hp/Compaq is the most preferred brand of laptop among 55% of the respondents.

3. RESEARCH METHODOLOGY

Research design adopted in this study is both descriptive and analytical in nature. Commercially vibrant Industrially advanced Coimbatore is an educational hub enriched with humpty number of Educational Institutions and computer learning centers –Universities, Colleges and Schools. It offers great scope for this research study. This research study area is suitable to find out the laptops brand preference. Hence, Coimbatore is selected as the area of research study.

The customers of Dell, Hp/Compaq, Sony, Samsung and Lenovo laptop brands in Coimbatore are samples selected for this study. A sample of 300 respondents was selected. The purposive sampling technique is used. The study covered a period is six months from January 2013-June2013.

3.1. Statement of the Problem

One vendor cannot dominate the market, saying that their product is exceedingly superior to its competitor. Every vendor offers the same microprocessors and other facilities.

3.2. Research Gap

Manufacturers continue to conduct market research studies on consumer behaviours towards branded

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laptops. No much public studies had been located as market research studies are traditionally private. To full fill this research gap a research study can be carried out to study the consumer brand preferences of laptop.

3.3. Research Questions

- What are the factors that influence brand preference?
- What combination of buying criteria aligned with demographic profile of certain customer segment contributes to laptop purchase decision?

3.4. Rationale of the Study

To answer these research questions it is very essential to conduct a research study on the Customer's brand preference of laptops in Coimbatore. The customer's preferences also change from place to place as demographic, socio economic, personal profile of customers change. Hence, this research study on customers' brand preference of laptops was conducted in 2013 in Coimbatore.

3.5. Objectives of the Study

- To find out the customers brand preferences in laptops-Coimbatore (with special reference to Dell, Hp/Compaq, Sony, Samsung and Lenovo) and
- To trace out the problems.

3.6. Primary and Secondary Data

The primary data was collected from the 300 consumers of Dell, Hp/Compaq, Sony, Samsung and Lenovo laptops. This secondary data was collected from library books, Journals, Newspapers, Magazines and Websites, etc. The selected samples were administered with a structured questionnaire. The collected data was analyzed and presented in the form of tables and results are interpreted the results. The following tools were used to analyze the data:

- Percentage Analysis; * Ranking Technique; * Chi-Square Test and Factor Analysis

3.7. Factor Analysis

Factor analysis attempts to identify underlying variables, or factors, that explain the pattern of correlations within a set of observed variables⁷. Factor analysis influencing the purchase of laptop brands. Customer brand loyalty represent the greatest chances for acquiring revenue.

The rotated component matrix in the above table explains the variable loadings in each predominant factor of Brand loyalty. X2-Price value guarantee

(.807); X6-memory capacity (.801), X4- Modem & Internet (.743), X10- process speed type (.706); X8- Weight & dimension (.636). The first factor consists of above mentioned five variables. Hence, it is related to product it is suitably named as "Indented decisions".

The second factor consists of the following five variables. X3- maintenance and repair (.701), X5- Technical support; X1- DVD/CD compatibility (.688), X9-No. of USB ports (.587), X7-Speaker and amplifier (.572). The second factor is concerned with some specific aspects of a product, Hence, it is called as "Trendy attractions".

To analyze the data various statistical tools and non-statistical tools were applied.

- a) Personal and Socio economic profile; and
- b) Brand preference.

3.8. Limitations of the Study

Due to time constraint the study covers only the selected brands namely Dell, Hp/Compaq, Sony, Samsung and Lenovo in Coimbatore.

4. RESULTS, ANALYSIS AND DISCUSSION

4.1. Personal and Socio-economic Profile of Respondents

From the Table 1 and Figure 1, it can be seen that 51% of the respondents are men and 49% are women. Women are equally interested in purchasing and using laptops. It is a healthy trend. 40% of the sample belong to less than 25 age group and 31% belong to 25-35 group, mainly youth (71%) are using the new computer applications such as social networking and video game browsing websites(you tube), etc.

This shows that young people spend more time with laptops. 29% in the age group of 35-60 are mostly using laptops compare to computers. 57% of the respondents are single and use laptops in their work. The rest 43% are married and they use laptops both in family and at work.

The current trend among under graduates (35%) is mostly E-learning. 21% are post graduates, 19% are in 12th and the rest are 10% are studying less than 12th. Almost all the students use laptops. Professionals (11%), engineering and medicine (3%) spend time in computers and laptops. 48% of the sample hail from urban area and 31% from semi urban area which has brand awareness and influence. 1/5 (21%) of the sample belong to rural area. Laptop companies can target the potential consumers in rural area.

Table 1: Personal Profile of the Respondents

S. No	Criteria	Dell (I)	Hp/Compaq (II)	Sony (III)	Samsung (IV)	Lenovo (V)	Total (300)	(%)	
1	Gender								
	Male	28	30	20	27	48	153	51	
	Female	29	28	25	23	42	147	49	
2	Age(yrs)								
	Below 25	38	27	12	14	29	120	40	
	25-35	16	23	15	19	19	92	31	
	35-45	9	18	4	4	20	55	18	
	45-60	4	7	7	3	12	33	11	
3	Marital Status								
	Married	39	18	12	16	44	129	43	
	Single	45	24	24	24	54	171	57	
4	Educational Qualification								
	Less than 12 th	7	4	6	5	9	31	10.3	
	12 th	10	8	9	17	14	58	19.3	
	UG	42	16	10	11	6	105	35	
	PG	9	10	10	13	22	64	21	
	Professionals								
	Engineering	3	6	5	3	15	32	11	
	Medicine	1	2	4	1	2	10	3.3	
	5	Area							
		Rural	9	12	9	12	21	63	21
Urban		25	27	20	22	49	143	48	
Semi-urban		18	20	17	15	24	94	31	
						300	100		

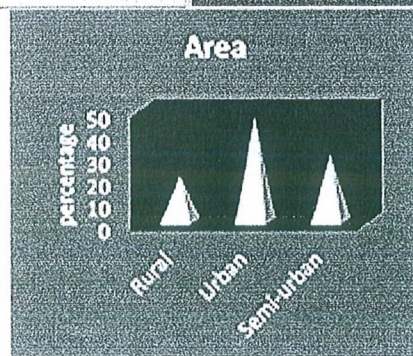
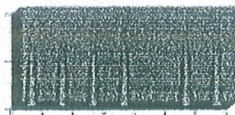
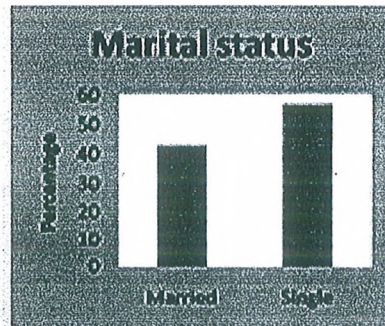
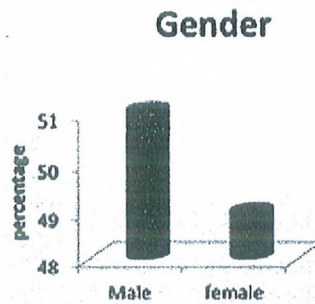
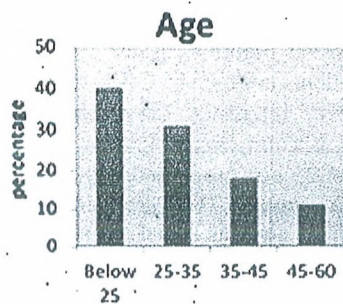


Figure 1: Personal Profile of the Respondents

Table 2: Chi Square Test Result for Education and Brand Preference of laptop

Factor	Calculated value	DF	Table value	Level of significance	Ho Accepted/ Rejected
Education	102608.2	20	31.410	5%	Rejected

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Table 3: Socio-Economic Profile

S.No	Criteria	Dell (I)	Hp/Compaq (II)	Sony (III)	Samsung (IV)	Lenovo (V)	Total (300)	(%)
1	Occupation							
	Student	16	15	20	12	26	89	30
	Professional	10	12	10	5	5	42	14
	Business	16	16	14	19	20	85	28
	Housewife	-	3	-	-	12	15	5
	Employee	-	-	-	-			
	Private	-	5	2	7	25	39	13
	Public	5	6	2	1	16	30	10
						300	100	
2	Business							
	Manufacturing	10	8	4	9	9	40	13
	Trade	6	6	10	10	10	42	14
	Service	-	2	-	-	1	3	1
						85	28	
3	Income (per annum)							
	Below 3,60,000	-	2	-	-	5	7	2
	3,60,000-6 lakhs	-	-	4	4	9	17	6
	6-10 lakhs	5	3	4	-	3	15	5
	10-15 lakhs	10	13	5	9	12	49	16
	15-24 lakhs	10	8	11	10	9	49	16
	Above 24 lakhs	15	25	6	9	20	75	25
						211	70	

From Table 2, it is clear that calculated value is higher than the table value of chi-square. Hence, there is a significant relationship between Education and brand preference.

From Table 3 and Figure 2, it can be inferred that 30% of the respondents are students. Laptops are very helpful to students as it is portable and helps in their learning. So, most of the students use laptops. 28% are businessmen.

Laptops help to gather and organize information about problems or procedures. 14% are professionals. They use it for advanced applications. 13% are private and 10% are public employees. Employees and housewives (5%) are using branded laptops.

14% of the sample is in travelling business. Nowadays, trade can be done through online. So, traders feel free to contact their customers, dealers, suppliers, etc. by online. 14% are in manufacturing business and 3% in services.

25% hail from 24 lakhs and above income group. They are offered to purchase branded laptops for their status. 16% are from both 10-15, 15-24 lakhs income group. 11% of sample are from 3-10 lakhs income group.

So, these 13% low income group customers get laptops from various source of supply (government, schools, NGO's, educational trusts, etc.). 2% from less than 3 lakhs group. Almost all customers from all income groups are using the branded laptops.

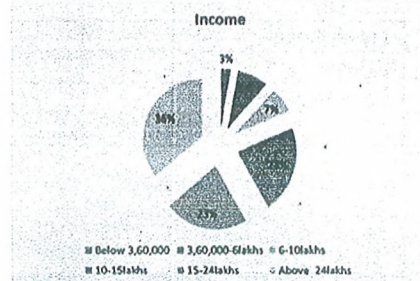
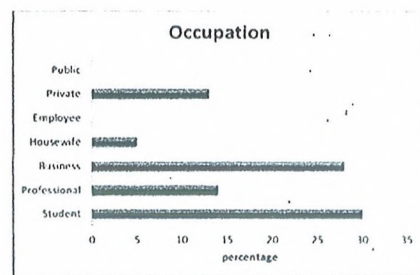


Figure 2 : Socio-economic Profile

Table 4: Chi Square Test Result for Occupation and Brand Preference of laptops

Factor	Calculated value	D F	Table value	Level of significance	Ho Accepted/Rejected
Occupation	69.05	20	31.410	5%	Rejected

From Table 4, it is clear that calculated value is higher than the table value of chi-square. Hence there is a significant relationship between Occupation and brand preference.

4.2. Results

From Table 5, it is clear that 30% of the respondents preferred popular Lenovo brand. Among many market brands 'Lenovo has good popularity, brand loyalty and brand image.

Lenovo has reasonable accidental, damage warranties and they have well informed tech support. 19% had chosen Dell and Hp/compaq. Samsung (17%) and the rest 15% had preferred Sony brand.

Table 6 and Figure 3, shows features and configurations preferred by customers. In configuration 34% are using preferred branded laptops for Bluetooth. Blue-tooth enables the device to work without wires or cords.

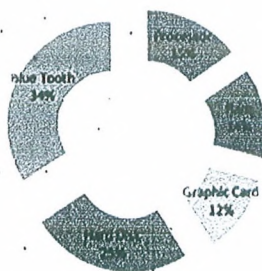
Table 5: Laptops Brands Purchased

S.No	Particulars (Brands)	Number of Respondents	Percentage (%)
1	Dell	57	19
2	Hp/Compaq	58	19
3	Sony	45	15
4	Samsung	50	17
5	Lenovo	90	30
		300	100

Table 6 : Laptop Features and Configurations-Preferred

S.No	Particulars	Dell (I)	Hp/Compaq (II)	Sony (III)	Samsung (V)	Lenovo (V)	Total (300)	(%)
1	Configuration							
	Processor	12	10	4	7	11	44	15
	Ram	9	8	4	9	12	42	14
	Graphic Card	-	4	12	6	14	36	12
	Hard Disk	18	16	7	14	21	76	25
	Blue Tooth	18	20	18	14	32	102	34
	Others Specify	-	-	-	-	-	-	-
2	Features							
	Web Camera	12	13	12	15	27	79	26.3
	Fingerprint Scanner	7	18	5	3	12	45	15
	CD Drive	21	12	17	17	37	104	34.6
	Headphone	9	7	5	8	9	38	13
	Router	8	6	3	4	5	26	9
	Face Recognizer	-	2	3	3	-	8	3
							300	100

Configurations



Features

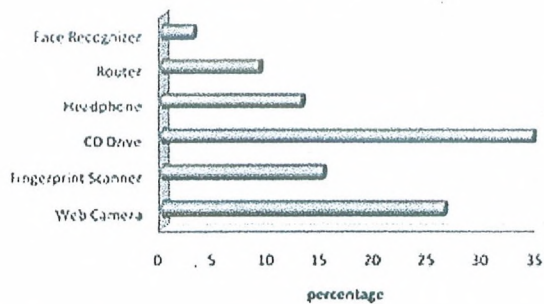


Figure 3: Laptop Features and Configurations-preferred

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Table 7: Brand Preference Features

S.No	Features	Dell (I)	Hp (II)	Sony (III)	Samsung (IV)	Lenovo (V)
1	Processor speed and type	58	66	35	56	85
2	Memory and capacity	56	74	42	50	78
3	Technical support	64	58	37	49	92
4	Price value guarantee and warranty	52	64	43	39	102
5	Maintenance and repair	74	62	20	46	98
6	DVD/CD	65	96	10	42	87
7	Speaker and amplifier	54	71	46	34	95
8	Weight and dimension	52	77	12	47	112
9	Modem and internet usage	68	56	48	20	108
10	Number of USB ports	62	64	30	47	97
		605(2.01)	688(2.29)	323(1.07)	430(1.43)	954(3.18)

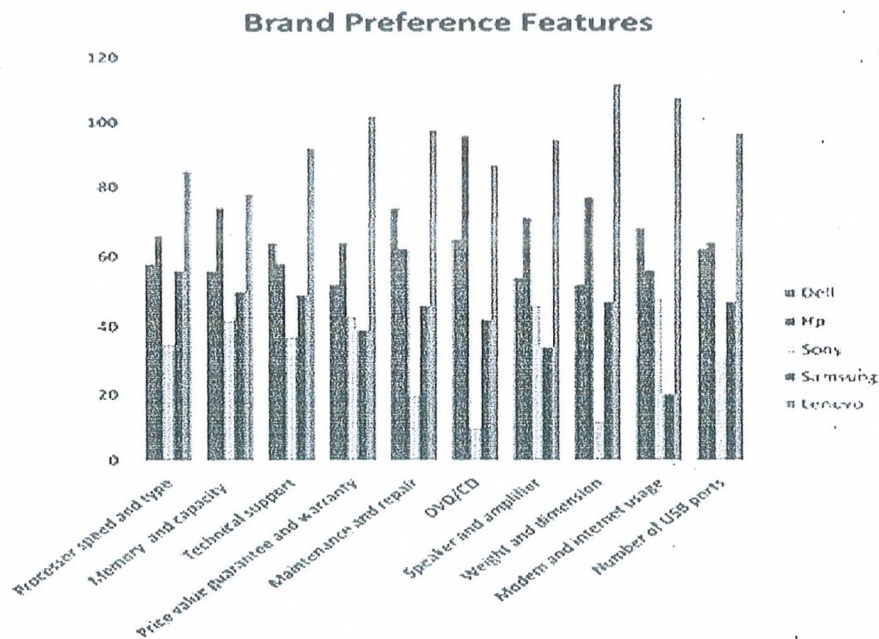


Figure 4: Brand Preference Features

This makes travel, work and play much easier and it helps to connect quickly. Customer prefer hardware (25%), processor (15%), RAM (14%), and 12% prefer graphic card. In computer features, majority preferred the CD drive (35%) which helps to secure computer and backup files. Customers prefer web camera (26%), finger print scanner (15%), headphone (13%), router (9%) and the rest recognizer (3%). Hence, all of the respondents use their different brand laptops for their unique features and suitable configurations.

As per the Table 7 and Figure 4, the Brand features of considered brands are discussed ahead:

Dell

- The customers 25% prefer this brand for good and easy maintenance and repair.

- Twenty three percent preferred for effective modem and usage. As it enables high speed internet.
- DVD/CD player (22%) feature is one of the most popular useful accessories of laptop. It brings great entertainment avenues. Disk drive plays crucial role in keeping laptop secure.
- Other reasons for this brand preference are technical support and number of USB ports (21%).
- Processor speed and type, Memory and capacity (19%).
- Speaker and amplifier (18%).
- Price value guarantee and warranty, weight and dimension (17%).

Hp/Compaq

- The customers (32%) prefer for DVD/CD player.

- Twenty six percent for weight and dimension. Laptop dimensions comprise the size of the laptop.
- Memory and capacity (25%). It is a place where a computer temporarily stores data and programs.
- Speaker and amplifier (24%). Good speaker are the key to getting the best possible audio experience from sound system.
- Speed and type (22%).
- Price value guarantee and warranty and number of USB ports (21%).

Table 8: Problems

Problems	Number of Respondents	Percentage (%)
More Heat	95	32
Less Quality	33	11
Repetitive Models	40	13
Heavy And Big size	13	4
No Added New Features	25	8
Not Compatible To Different Operating Systems And Software	32	11
No Stable Battery	62	21
	300	100

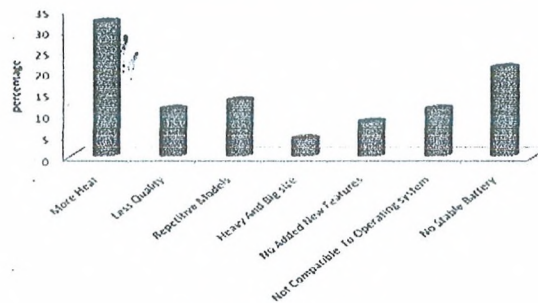


Figure 5: Problems

Table 9: Suggestions

S.No	Particulars	Dell (I)	Hp/Compaq (II)	Sony (III)	Samsung (IV)	Lenovo (V)	Total (300)	(%)
	Suggestions							
1	More Stable Battery	9	8	-	5	7	29	10
2	Inexpensive	-	-	10	3	-	13	4.3
3	Less Weight and Small size	-	-	-	-	-	-	-
4	Heat Resistance	12	9	-	7	-	28	9.3
5	Comfortable Usage	-	-	7	-	15	22	7.3
6	Added New Features	-	-	12	7	10	29	9.6
7	Compatible To Many Operating Systems and Softwares	-	-	-	4	-	4	1.3
8	More powerful	5	-	4	-	-	9	3
9	OS Package	-	-	-	12	-	12	4
10	Colour	8	8	-	8	26	50	16.6
11	Gifts and Offers	16	19	6	10	16	67	22.3
12	Others	-	-	-	-	-	-	-
							300	100

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Sony

- The customers 16% prefer Sony brand for modem and internet usage.
- Fifteen percent for speaker and amplifier.
- Price value guarantee and warranty (14%). It will provide cover for mechanical and electrical breakdown.

Samsung

- In the sample 19% prefer for processor speed and type.
- Memory and capacity (17%).
- Weight, dimension and number of USB ports (16%).

Lenovo

- Weight and dimension (37%).
- Modem and internet usage (36%).
- Price value guarantees and warranty (34%).
- Maintenance, repair and number of USB ports (33%).
- The customers 32% prefer for speaker and amplifier.

Hence, the majority of the respondents prefer Lenovo as a best brand with all features and it satisfies most of the customers expectations. In all the five brands taken for study the major features preferred are weight and size 37% (112) modem and internet usage 36%(108) price, value, guarantee and warranty 34% (102). If due weightage is given further preferred features in the brand design the brand sales can be enhanced.

Table 8 and Figure 5 shows the problems faced by the customers from their preferred laptop brand. 32% of the samples are facing the problems like more heat. Servicing the laptops is required at lease once reduces heat problems.

Unstable battery (21%), repetitive models (13%), incompatibility to different operating systems and soft wares (11%) are some other problems. Heavy big sizes, lack of innovative features are general problems. These problems can be solved if companies properly image.

Table 9, offers the suggestions for the various brands. 22% of the respondents are expecting offers and gifts. The company have to provide this scheme to attract the customers to increase sales. 17% are expecting favourite colours, 10% more stable battery, new added features, 12% expects good quality and performance.

Others expect less weight and small size, comfortable usage, Os package, etc. If the suggestions given to various brands are considered and actions are taken, then the sales can be enhanced.

4.3. Analysis and Discussion

• Personal Profile of the Respondents

- It can seen that 51% of the respondents are men and 49% are women. Women are equally interested in purchasing and using laptops. It is a healthy trend.
 - About 40% of the sample belong to less than 25 years age group and 31% belong to 25-35 group, mainly youth(71%) are using the new computer applications such as social networking and video websites(You tube). This shows that young people spend more time with laptops.
 - Laptop companies can target the potential consumers in rural area. They can focus the women laptop consumers' segment .Business and student market segment has great potential. Income does not affect much the purchase of laptop. Public from all income groups purchase some laptop.
 - It is found that 57% of the respondents are single and use laptops in their work. The rest 43% are married and they use laptops both in family and at work.
 - It is found that 35% are under graduates. 21% are PG, 19% are +2, and 14% are professionals. It is understood that whatever be the educational qualification all most all use computers.
 - Almost 48% of the sample hails from urban area having brand awareness and influence. Laptop marketers can focus their promotional efforts towards rural potential customers.
 - Chi-square test result is that there is a significant relationship between education and brand preference.
- #### • Socio-economic Profile
- It can be inferred that 30% of the respondents are students. Laptops are very helpful to students as it is portable and helps in their learning.
 - It is clear that 28% are businessmen. Laptops help to gather and organize information about problems or procedures.14% are professionals. They used it for advanced applications.
 - Majority of 32% of sample belong to 10-24 lakhs of income group and they all purchase laptops comfortably. It is found that 25% hail from 24 lakh and above income group. They are offered to purchase branded laptops for their status.13% low income group gets laptops from government, trusts, schools and colleges.
 - Chi-square test result is that there is a significant relationship between occupation and brand preference.

- **Laptops Brands purchased** - It is clear that 30% of the respondents preferred popular Lenovo brand. Among many market brands Lenovo has popularity, brand loyalty and brand image. 20% of sample purchase other brands also.
- **Laptop Features and Configurations-preferred**
 - In configuration 34% are using preferred branded laptops for Bluetooth. Bluetooth enables the device usage without wires or cords. This makes travel, work and play much easier and it helps to connect quickly.
 - In computer features majority preferred CD drive (35%). It helps to secure computer and backup files. Hence, all the majority of respondents use different laptops for their various features and suitable configurations.
- **Brand Preference**
 - 42% prefer to purchase their brand from companies which provide good warranty and after sales service.
 - Only to overcome the market competition local companies 11% offers lower quality at cheaper price laptops.
 - 89% prefer big company, brand image, good warranty and after sales service.
- **Brand Preference Features**

Dell - The customers 25% are preferring this brand for good and easy repair and maintenance. DVD/CD player (22%) feature is one of the most popular useful accessory of laptop. It brings great entertainment avenues. Disk drive plays crucial role in keeping laptop secure.

Hp/Compaq - In the sample, 26% preferred it for weight and size Laptop. 32% of customer prefers it for DVD/CD player, 25 % for good memory capacity, 24% for speaker and amplifier, 21% for price value, warranty and number of USB ports.

Sony - The customers 16% are preferring Sony brand for modem and internet usage. Fifteen percent for speaker and amplifier. Good speaker are the key to getting the best audio experience from sound system.

Samsung - In the sample 19% are preferring for processor speed and type. Memory and capacity (17%). It is a place where a computer temporarily stores data and programs.

Lenovo - Weight and dimension (37%), Modem and internet usage (36%). Price value warranty (34%), Amplifier and speaker is preferring 32%. Hence, the majority of the respondents prefer Lenovo as a best brand with all features and it satisfies most of the customers expectations. If due weight is given for these preferred features the brand design; the brand sales can be enhanced.
- **Brand Switching-Reasons** - It is found that (77%) of the sample are switching their brands.

In the dynamic world, the customers needs and wants are ever increasing and they are very dynamic in their preference. The major reason for switching the brand is Price of the product (26%). It shows that majority are using various laptops for various reasons and they may switch over in future. But at present, most of the customers 84% are high degree of brand loyalty towards their own brands.

- **Problems** - Around 32% of the samples are facing the problems like more heat. Servicing the laptops once a year can avoid heating problems. Unstable battery is problem to 21% of customers. Incompatibility to operating systems and soft wares is problem to 11% of sample.
- **Suggestions** - Around 22% of the respondents are expecting offers and gifts. The companies have to provide these schemes to attract the customers to increase sales. If the suggestion given to various brands are considered and actions are taken sales can be enhanced.
- **In Brand Preference, Factors influencing laptop purchase are-** Branded laptop price should be more affordable. Many people will hesitate to purchase laptop if there is high price. Reliable and valid, compatibility to many operating systems and soft wares, quality of performance light weight, efficiency of battery etc are major factors influencing laptop purchase.
 - **Brand Preference Features** - Memory and capacity should be enhanced. Processor speed, DVD/CD player feature, price value guarantee, speaker and amplifier, modem and internet usage, more number of USB ports are the main features preferred by customers in all the five brands. Hence, this should be improved to increase sales.
 - **Problems** - Heat production is the major problem faced by almost all the customers and more cooling fans should be attached to the laptops.
 - **Suggestions** -
 - ✓ If the consumer is a stayer, the company can offer price discounts when the consumer decides to upgrade their laptop, Likewise the company can give special promotions to stayers when they bring their formal laptop and exchange it with a recent model of the companies Laptop.
 - ✓ If the suggestions given to various brands are considered and actions taken, sales can be enhanced.
 - ✓ This study recommends companies to invest in technology through R&D and create differentiation at utmost level.
 - ✓ Manufacturers have to invest new security measures to protect the consumers from the theft and other threats.

CONSUMER'S BRAND PREFERENCE OF LAPTOPS

5. CONCLUSION

In this study, it has been found that there are several factors which influence consumers' brand preference of laptop. These factors can be stated as core technical features. Reliability and validity, popularity, easy availability, compatibility to many operating systems and software, quality of performance, comfortably in use, efficiency of battery, affordability of price, entertainment, good appearance and light in weight, etc.

This study helps to increase the contribution of laptops to Indian industries. Computer industry contributes significantly to the economic development of India.

5.1. Scope for Further Research

- The research study can be conducted in important cities in India to assess brand preference and estimate market potential.
- The research study can be conducted about different other laptop brands also.

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