

**A STUDY ON COMPARATIVE ANALYSIS OF MID-RANGE LAPTOP
MODELS AND CUSTOMER PERCEPTION TOWARDS BUYING
THEM**

Submitted in partial fulfilment of the requirement for the award of

BACHELOR OF BUSINESS ADMINISTRATION

By

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC |

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bona-fide work of ARAVIND.S(39280046) who has done the Project work entitled "A STUDY ON COMPARATIVE ANALYSIS OF MID-RANGE LAPTOP MODELS AND CUSTOMER PERCEPTION TOWARDS BUYING THEM" under my Supervision from JANUARY 2022 to March 2022.

Internal Guide

Dean, School of Business Administration

Submitted for Viva voice Examination held on _____

**Internal Examiner
Examiner**

External

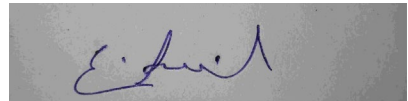
DECLARATION

I ARAVIND.S(39280046) hereby declare that the Project Report “A STUDY ON COMPARATIVE ANALYSIS OF MID-RANGE LAPTOP MODELS AND CUSTOMER PERCEPTION TOWARDS BUYING THEM” done by me under the guidance of Dr. Dr. GANANATH KHILLA (Internal) is submitted in partial fulfillment of the requirements for the award of Bachelor of Business Administration degree.

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ARAVIND S

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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 descriptive in nature. The primary objective of the study is to assess the brand preference for mid-range laptops among the people in Chennai. It also identifies the major features which people look in mid-range laptops. This research study area is suitable to find out the laptops brand preference. The customers of Acer, Dell, Hp, Lenovo laptop brands in Chennai are samples selected for this study. A sample of 168 respondents was selected. The study covered a period is three months from January 2022 - March 2022.

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Chapter 1

INTRODUCTION

1.1 INTRODUCTION

In order to sell a product successfully, it is essential to develop a healthy relationship with the customer, and for this, it is imperative to understand their behaviour and what their expectations are.

Currently, we live in an era of customers. Customers know more than ever before, and in order to keep up, companies must be faster, more agile and more creative than they were a few years ago.

To achieve customer satisfaction, companies should strive to find out what their customers expect from their products and services. There's no doubt that laptops were the first example of a portable device that was still capable of doing work. They were bulky and heavy devices when they first came out, but proved their worth in the business world.

As student's study kit today grows more sophisticated, laptops are becoming a more essential tool. Laptops can also ease the writing process. Typing the paper can be more efficient, and word processing software makes editing easier. With the help of laptops, a business or a workplace can easily do all the necessary tasks such as presentations, reports, and documentation. In addition, laptops are the perfect place for companies to keep their important information for a longer period of time. A laptop is an essential part of students' or workers' lives today, with various brands on the market all trying to differentiate themselves from the other in terms of features, design, and additional extras, buying a laptop has become a nightmare for many consumers. An average buyer must walk through all of the stages of a typical purchase process by its very nature.

I have therefore taken up a project to examine customer perceptions on mid-range laptops and their buying preferences. The purpose of this project is to gain insight

into consumer perceptions toward mid-range Acer, Dell, HP and Lenovo laptop models and their purchasing preferences after comparing them.

1.2 INDUSTRY PROFILE

The purpose of laptop computers is to increase user convenience. Its lightweight makes it portable. When compared to desktop computers, they offer many additional features. Typically, laptop computers run on built-in batteries. Batteries with long life are made here. A touch pad is built into the laptop, so it can be operated without a mouse. All functions are facilitated by the keyboard and monitor built into the equipment.

Laptop computers are small and energy-efficient. Parts used to make them may be quite expensive. Laptop computers have similar features to desktop computers. Different versions of laptops are available in the market based on their screen size, performance, The specific laptop models displayed in the showrooms are of top class/quality. The significant advantages of a PC that it is lighter in weight and can utilized while movement. Most laptops are outfitted with built in wireless network cards. It allows users to associate with the web without a wired cable.

1.3 HISTORY OF LAPTOPS

At one time a complete-fledged laptop that would fit into a single room become viewed as a pipe dream but a comparable concept to the present-day pc became anticipated all the manner back in 1968 by computer scientist Alan Kay.

As his Databook, he came up with a gadget that looked somewhat like a modern eReader, but was intended for use by children as an educational device. The Databook was never manufactured, but portable computing did not take long to arrive.

IBM 5100 was arguably the first portable computer to be sold to the general public. It hit the market in 1975. The computer looked just like an old-fashioned desktop except for its tiny 5-inch display that displayed 1,024 characters and weighed 53 pounds or 24 kilograms. Though it wasn't exactly backpack friendly, it did come with a carrying case.

The laptop was hailed as an engineering marvel because it contained so many components in one small form factor. box. The laptop cost only \$9,000, which is equivalent to about \$41,000 in today's dollars. The continued heed tiny CRT and a heavy case trend at its launch in 1981. The Osborne weighed 24 and a half pounds and cost a much more reasonable \$1,800.

The term laptop was coined later. So, it wasn't until 1983 that we saw the first laptop that somewhat resembles what we're used to today. The \$8,000 grid compass which featured as a Electroluminescent display instead of a CRT helping to reduce the weight to less than 11 pounds at the time. It was 320×240 pixel display and was praised for being nice and sharp. It even came with 384 kilobytes of bubble memory an early form of solid-state storage.

It didn't take too long for laptop manufacturers to catch. In 1985 with the kaypro 2000 which came with a surprisingly handsome aluminum shell followed by the IBM PC convertible. The next year falling prices and at least passable portability meant that laptops quickly became popular among business users toward the late 1980s. In 1988, the world was introduced to the NEC ultralight weighing over four

pounds boasting a thickness of only 1.4 inches. The ultralight is often credited with being the first laptop in the world to be called a notebook due to its compact size. However, the ultra-light was still criticized for being relatively light on features.

Windows 95, which came out in 1995, marked a significant step forward for laptop technology. Due to Windows 95's ability to talk directly to the laptop's BIOS, it was able to standardize many aspects of laptop design.

We've gotten some new form factors along the way such as the briefly popular netbook. An underpowered Windows machine with an unusually small keyboard which was introduced in 2007 and the hug blitz of two and one touchscreen devices in 2013. Thanks to smaller more efficient processors laptops have generally become thinner and lighter. Some are even in the neighbourhood of 2 pounds which is less than 125th of the weight of the original IBM 5100.

Maybe one day your laptop won't be much thicker than a piece of paper but then you'll run the risk of crumpling it up.

1.4 COMPANY PROFILE

ACER



Acer was founded in 1976 by Stan Shih, his wife Carolyn Yeh, and five others as MultiTech in Hsinchu City, Taiwan. The company began with eleven employees and US\$25,000 in capital. Initially, it was primarily a distributor of electronic parts and a consultant in the use of microprocessor technologies. It produced the Micro-Professor MPF-I training kit, then two Apple II clones—the Microprocessor II and III—before joining the emerging IBM PC compatible market and becoming a significant PC manufacturer. The company was renamed Acer in 1987.

In 1998, Acer reorganized into five groups: Acer International Service Group, Acer Sertek Service Group, Acer Semiconductor Group, Acer Information Products Group, and Acer Peripherals Group. To dispel complaints from clients that Acer competed with its own products and to alleviate the competitive nature of the branded sales versus contract manufacturing businesses, the company spun off the contract business in 2000, renaming it Wistron Corporation. The restructuring resulted in two primary units: brand name sales and contract manufacturing. In 2001, the company sold its manufacturing units BenQ and Wistron in order to focus resources on design and sales.

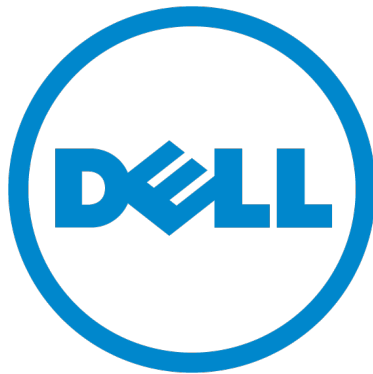
Acer increased worldwide sales while simultaneously reducing its labour force by identifying and using marketing strategies that best utilized their existing distribution channels. By 2005, Acer employed a scant 7,800 people worldwide. Revenues rose from US\$4.9 billion in 2003 to US\$11.31 billion in 2006.

HISTORY OF ACER

- In 1988, Acer acquired Counterpoint Computers.
- In 1990, Acer acquired Altos Computer Corporation.
- In 1993, Acer acquired the PC division of Commodore International.
- In 1997, Acer acquired Texas Instruments notebook computer business.
- On 27 August 2007, Acer announced plans to acquire its US-based rival Gateway, Inc. for US\$710 million. Acer's former chairman, J.T. Wang, stated that the acquisition completed Acer's "global footprint, by strengthening its United States presence". Included in this acquisition was the machines brand.
- In January 2008, Acer announced that it had acquired a controlling interest of 75% of Packard Bell.
- In March 2008, Acer acquired Taiwanese electronics manufacturing company E-TEN.
- In 2009, Acer acquired 29.9% of Italian computer system manufacturer Olidata.
- In August 2010, Acer and Founder Technology signed a memorandum of mutual understanding to strengthen their long-term PC business cooperation.
- In July 2011, Acer bought iGware Inc. (formally BroadOn) for US\$320 million. The aim is to create Acer Cloud to enter cloud computing market. iGware had developed cloud software and infrastructure tools for devices. It had also notably partnered with Nintendo on several projects.
- In September 2015, Acer acquired GPS cycling computer brand Xplova.
- In September 2015, Acer invested in robotics start-up company Jibo.
- In March 2016, Acer made an equity investment in grandPad, a provider of technology solutions specifically designed for senior citizens.
- In June 2016, Acer's board of directors approved the establishment of a joint venture with Starbreeze AB to design, manufacture, promote, market and sell StarVR Virtual Reality Head-Mounted Displays.
- In 2016, Acer acquired wireless pet camera maker Pawbo.

- In 2017, Acer became the largest corporate shareholder of AOPEN Inc.

DELL



Dell is an American multinational computer technology company that develops, sells, repairs, and supports computers and related products and services. Named after its founder, Michael Dell, the company is one of the largest technology corporations in the world, employing more than 165,000 people in the U.S. and around the world. It is one of the biggest PC product companies in the world. Dell sells personal computers (PCs), servers, data storage devices, network switches, software, computer peripherals, HDTVs, cameras, printers, and electronics built by other manufacturers. The company is well known for its innovations in supply chain management and electronic commerce, particularly its direct-sales model and its "build-to-order" or "configure to order" approach to manufacturing—delivering individual PCs configured to customer specifications. Dell was a pure hardware vendor for much of its existence, but with the acquisition in 2009 of Perot Systems, Dell entered the market for IT services. The company has since made additional acquisitions in storage and networking systems, with the aim of expanding their portfolio from offering computers only to delivering complete solutions[buzzword] for enterprise customers. Dell was listed at number 51 in the Fortune 500 list, until 2014. It is the world's 3rd largest personal computer vendor by unit sales as of January 2021, following Lenovo and HP Inc... Dell is the largest shipper of PC monitors worldwide. Dell is the sixth-largest company in Texas by total revenue, according to Fortune magazine. It is the second-largest non-oil company in Texas (behind AT&T) and the largest company in the Greater Austin area. After going private in 2013, the newly confidential nature of its financial information prevents the company from being ranked by Fortune. It was a publicly

traded company (NASDAQ: DELL), as well as a component of the NASDAQ-100 and S&P 500, until it was taken private in a leveraged buyout which closed on October 30, 2013. In 2015, Dell acquired the enterprise technology firm EMC Corporation; following the completion of the purchase, Dell and EMC became divisions of Dell Technologies. Dell EMC as a part of Dell Technologies focus on data storage, information security, virtualization, analytics, cloud computing and other related products and services.

HISTORY OF DELL

The company, first named PC's Limited, was founded in 1984 by American Michael Dell, who was then a student at the University of Texas in Austin. Initially running the business from a dormitory room, Dell started out providing customized upgrades for PCs. The venture proved profitable, and Dell dropped out of college that same year to begin building PCs. In 1985 the company released the Turbo PC, the first computer featuring Dell's own design. Founded on the premise of creating and selling custom-built PCs directly to consumers, the company initially sold its products through advertisements and mail-order catalogues. By avoiding the costs associated with traditional retail markets, Dell was able to offer high-quality PCs at competitive prices. Dell emphasized customer support, sending technicians to service PCs and implementing a policy of risk-free returns. This business model proved successful, and the company quickly grew, expanding into international markets. The company, renamed Dell Computer Corporation, went public in 1988. Dell released its first notebook computer, the 316LT, in 1989. The following years were marked by advancements in Dell's mobile technology. In 1991 Dell's first colour notebook computer went on sale, and in 1994 Dell was the first company to offer long-lasting lithium-ion batteries. In 1996 Dell began selling PCs online and also used the Internet for customer support. Online sales helped Dell overtake the Compaq Computer Corporation in 1999 as the largest seller of PCs in the United States. In the early 21st century Dell expanded its product line to include televisions, digital cameras, and a variety of computer-related products. In 2003 the company was renamed Dell Inc. to signify a move into the broader consumer electronics market. Dell's dominance in the market began to falter, however, and the company returned to private ownership in 2013, when Michael Dell and the private equity firm Silver Lake Partners purchased it for \$25 billion. In 2016 the company and an investment firm acquired EMC, an American corporation that specialized in data storage. The merger, valued at approximately \$60 billion, was the largest technology deal at the time.

HP



The Hewlett-Packard Company, commonly shortened to Hewlett-Packard or HP, was an American multinational information technology company headquartered in Palo Alto, California, that developed and provided a wide variety of hardware components, as well as software and related services to consumers, small and medium-sized businesses (SMBs) and large enterprises, including customers in the government, health and education sectors. The company was founded in a one-car garage in Palo Alto, California by Bill Hewlett and David Packard in 1939, and initially produced a line of electronic test and measurement equipment. The HP Garage at 367 Addison Avenue is now designated an official California Historical Landmark, and is marked with a plaque calling it the "Birthplace of 'Silicon Valley'".

The company got its first big contract in 1938, providing its test and measurement instruments for production of Walt Disney's hugely successful animated film Fantasia. This success led Hewlett and Packard to formally establish their Hewlett-Packard Company on January 1, 1939. The company grew into a multinational corporation widely respected for its products, and its management style and culture known as the HP Way, which was adopted by other businesses worldwide. HP was the world's leading PC manufacturer from 2007 until the second quarter of 2013, when Lenovo moved ahead of HP. HP specialized in developing and manufacturing computing, data storage, and networking hardware, designing software and delivering services. Major product lines included personal computing devices, enterprise and industry standard servers, related storage devices,

networking products, software and a diverse range of printers and other imaging products. HP directly marketed its products to households, small- to medium-sized businesses and enterprises as well as via online distribution, consumer-electronics and office-supply retailers, software partners and major technology vendors. HP also offered services and a consulting business for its products and partner products.

In 1999, Hewlett-Packard Company spun off its electronic and bio-analytical test and measurement instruments business as Agilent Technologies; HP retained focus on its later products, including computers and printers. It merged with Compaq in 2002, and acquired EDS in 2008, leading to combined revenues of \$118.4 billion that year and a Fortune 500 ranking of 9 in 2009. In November 2009, HP announced its acquisition of 3Com, with the deal closing on April 12, 2010. On April 28, 2010, HP announced its buyout of Palm, Inc. for \$1.2 billion. On September 2, 2010, HP won its bidding war for 3PAR with a \$33 a share offer (\$2.07 billion), which Dell declined to match.

On November 1, 2015, the company spun off its enterprise products and services business Hewlett Packard Enterprise. Hewlett-Packard retained the personal computer and printer businesses and was renamed HP Inc.

HISTORY OF HP

When the Hewlett-Packard Company (HP) was founded in 1939, the world was a very different place. There were no fully electronic computers. The only printers were industrial-sized printing presses. Palo Alto, California was composed mostly of fruit orchards. The internet was decades away from fruition.

The storied history of HP coincides with the development of home computing and the rise of Silicon Valley. HP's innovations were instrumental in making home computers and printers more affordable for the average consumer, and their success inspired a wave of electronics companies to start up in Santa Clara County, California. Everyone wanted to hang out in HP's neck of the woods.

HP celebrates its 80th birthday this year! There's no better time to explore the history of HP, from its earliest inventions to its most modern technological advancements. Take a tech-tastic trip through time in the infographic below.

In the 1930s, American culture was dominated by sound film and radio. These technologies were made possible by electronic signalling. It's easy to see why young Bill Hewlett and Dave Packard were drawn to study electrical engineering at Stanford University.

- 1934

- o Bill Hewlett and Dave Packard become friends when they bond over a two-week camping trip.

- 1938

- o Bill and Dave work part-time building devices in a Palo Alto garage.

- o With only \$538 in capital, they invent the "HP Model 200A", an oscillator used to test sound equipment.

- o The Walt Disney Company buys 8 HP oscillators to prepare movie theatres to screen Fantasia.

- 1939

- o Bill and Dave use a coin toss to decide between “Hewlett-Packard” or “Packard-Hewlett.”

THE EARLY DAYS

Bill and Dave formalize their company in the 1940s. They lay the foundations for HP’s future success and pioneered business innovations that many tech companies would later adopt.

- 1940

- o HP moves into rented facilities in Palo Alto.

- 1942

- o HP establishes a pioneering health care plan for its employees.

- o HP utilizes an open floor plan in their office. It provides versatility, but unexpectedly promotes collaboration and creativity. Nowadays, most tech companies utilize open floor plans.

- 1947

- o The business incorporates on August 18.

- obThe Electronics Industry Expands

In the 1950s, American culture vibrantly expands with television, rock and roll, and car culture. The tech industry also expands. Due to HP’s success, a variety of tech companies establish themselves in Santa Clara County.

- 1951

- o HP invents the 524A high-speed frequency counter. These kinds of signal measuring products will earn billions for HP.

- 1957

- o HP goes public, with shares selling for \$16.

- o The company constructs its first HP-owned building in Stanford Research Park. It's designed to boost employee comfort and creativity.

America sets a new course in the 1960s. In society, civil rights leaders march toward a brighter future. In science, America reaches for the stars and lands on the moon. HP makes its presence known across borders.

1959

- o HP goes global and establishes facilities in Switzerland and Germany.

- 1963

- o Space exploration is in full swing, and HP invents a frequency synthesizer that's used aboard vehicles headed for deep space.

- 1964

- o During HP's 25th year, the company invents the atomic clock. Capable of coordinating international time to within a millionth of a second, it's the most accurate clock ever invented.

- 1966

- o HP Laboratories opens. HP Labs conducts research into new technology. The same year it opens, HP Labs invents light-emitting diodes (LEDs).

The Computer Age Begins

The first personal computers come about in the late 1960s and 1970s. HP is at the forefront.

- 1968

- o HP develops its first "personal computer," a scientific calculator called the HP 9100A. Ads for the calculator coin the term, "personal computer."

- 1974

- o HP introduces the world's first programmable pocket calculator.

- 1977

- o Journalists coin the term “Silicon Valley” to describe the cluster of thriving tech companies in Santa Clara County.

HP Makes Technology Accessible

The first computers and printers are too expensive for the average consumer. HP aims to change all that.

- 1980

- o HP produces its first PC, the HP-85. It has intuitive peripherals and can even communicate with other computers.

- 1983

- o The HP-150 Touchscreen PC is introduced, which allows users to navigate the interface by touching the screen.

- 1984

- o The first HP LaserJet is released and quickly becomes the world’s most popular laser printer.

- 1991

- o HP creates an affordable color printer with the HP DeskJet 500C.

- 1994

- o HP builds the first all-in-one office device, the HP OfficeJet. It can print, fax, and copy.

HP LaserJet, DeskJet, and OfficeJet printers are still popular today!

A New Millennium

In 1996, flags fly at half-staff across Silicon Valley to mourn the passing of Dave Packard. Bill Hewlett passes away in 2001 and receives a similar tribute. Although Bill and Dave are gone, HP® continues to innovate as the internet comes of age.

- 2001

- o Intel and HP team up to develop Itanium architecture, which advances computers from 32 to 64 bits.

- 2004

- o An image-compression algorithm developed by HP Labs is used by NASA to create high-resolution images of Mars transmitted by NASA's Spirit Rover.

- 2007

- o HP achieves its goal of recycling 1 billion pounds of hardware.

- o The original HP garage in Palo Alto is listed in the National Register of Historic Places as "The Birthplace of Silicon Valley."

- 2010

- o HP introduces the HP Photosmart Premium with TouchSmart Web. It's the world's first web-connected printer.

- 2016

- o The HP Jet Fusion debuts, HP's first 3D printer.

- 2018

- o HP debuts a sophisticated 3D metal printer, the HP Metal Jet.

Today and Beyond

- 2019

- o HP celebrates its 80th birthday!

We have our eyes set on the future. HP® continues to lead the way in computing, printing, 3D printing, AI, VR, gaming and more!

LENOVO



Lenovo is one of the world's leading personal technology companies, producing innovative PCs and mobile internet devices. Now, #286 on fortune 500 list, Lenovo is the world's largest PC vendor and fourth largest smartphone company.

While the Lenovo brand came into existence only in 2004, the company has a much longer history. In 1984, Legend Holdings was formed with 200,000 RMB (US\$25,000) in a guard house in China. The company was incorporated in Hong Kong in 1988 and would grow to be the largest PC company in China. Legend Holdings changed its name to Lenovo in 2004 and, in 2005, acquired the former Personal Computer Division of IBM, the company that invented the PC industry in 1981.

Today, Lenovo is a US\$47 billion personal technology company with more than 57,000 employees (including joint ventures) in more than 60 countries serving customers in more than 160 countries. Lenovo has major research and manufacturing centres in countries around the world.

Lenovo has grown faster than the market for more than four years because our exceptionally engineered products are meant for those who do. Our customers use innovation to bring progress to the world, and we design and build our products with this in mind, taking inspiration from the drive and imagination of the people who make things happen. Our technology helps those who do, do better.

And Lenovo has continued its rapid growth into new personal technologies with its July 2014 acquisition of Motorola Mobility. By adding Motorola, Lenovo not only becomes the world's third largest smartphone company, but also further strengthens its innovation leadership. Motorola's more than 2,000 engineers and technical experts are industry leaders, responsible for thousands of patents.

HISTORY OF LENOVO

- 1981 IBM PCD introduces its first personal computer, the IBM PC
- 1984 With an initial capital outlay of only RMB200,000, (US\$25,000) Lenovo's founding chairman Liu Chanzi, together with 10 like-minded colleagues, launches the New Technology Developer Inc. (the predecessor of the Legend Group) funded by the Chinese Academy of Sciences.
- 1986 IBM PCD announces its first laptop computer, the PC Convertible, weighing 12 pounds.
- 1988 Legend's Chinese-character card receives the highest National Science-Technology Progress Award in China. Legend Hong Kong is established.
- 1990 The very first Legend PC is launched in the market as the company shifts to a producer and seller of its own branded computer products.
- 1992 IBM PCD introduces ThinkPad, the industry's first notebook with a 10.4 inch colour Thin Film Transistor (TFT) display and a TrackPoint (red ball) pointing device.
- 1993 Legend enters the Pentium era, producing China's first "586" PC.
- 1994 IBM PCD introduces the industry's first notebook with integrated CD-ROM, the ThinkPad 755CD.
- 1995 Legend introduces the first Legend-brand server.
- 1996 Legend becomes the market share leader in China for the first time. Legend introduces the first Legend brand laptop.
- 1997 IBM PCD introduces the industry's first notebook equipped with a DVD-ROM, the ThinkPad 770.
- 1998 The millionth Legend PC comes off the production line. Intel Chairman Andy Grove attends the ceremony, and takes the PC for Intel's museum collection.
- 1999 Legend becomes the top PC vendor in the Asia-Pacific region.

CHAPTER 2

REVIEW OF LITERATURE

2.1 INTRODUCTION

In this Chapter, the researcher has made an attempt to study and understand the complex concepts of Customer preferences. This attempt includes, understanding the basic concepts of Customer preference, analysing research studies made by earlier researchers in respect of Customer preference in laptop Industry, For this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the Bibliography. Through this Literature Survey researcher wants to find out which are the important parameters of Customer preference over mid-range laptops on top brands.

2.2 LIST OF REVIEWS

M. Saravanan (2016) identify the various reasons on consumers buying behaviour in laptop like brand name, quality, price, capacity, style features, guarantee, after sales service, cash discount, instalment systems. The researcher suggested shall pay special attention to the above factors and to all problems revealed by the customer.

Sultan. M. Fetal. (2016) buying preference of youth is the area which is in observation of marketers since considerable amount of time specially in last decade. Moreover, they are treated as most informed and technologically sound market. But most of the research work carried out related with their preference focused upon their preference regarding fast moving consumer goods and with mobile phone and its accessories. This research is systematically conducted in order to determine the preference of youth.

Prince vohra (2015) found that the advertisement plays vital in communicating to the customer about the product. Among the factors which are affecting their purchasing decision brand image is most important factor in shaping buying behaviour. It is observed in the study that advertisement is leading in the communication. So, companies should spend more money on television advertisement

Sunil Kumar Dhal (2015) can study the customer attitude and perception while purchasing a laptop. The researcher can identify that some of the factors that influence a consumer in selecting a laptop for the purpose of study exploratory research design is used in the research. the researcher concluded that the customers are interest on the service and feature are the most important dimension to purchase a laptop and also the customer specifies eight dimensions are DVD drive, fashion and trend, design, features, warranty, gaming features.

Dr. Ansir Ali Rajput, Sabir Hussain Kalhoro (2012) presented in this article has significant impact on both price and quality, one thing has been noticed during the survey that people do give more focus to price rather quality because of low-income level. People have more alternatives in products that are the reason people go for lower price products. The results clearly indicated that product price has a positive relationship with consumer buying behaviour but product quality

Behzadien, Hasan and Razavi (2011) also conducted the study to understand the required features of a laptop for a manager to develop marketing strategies. The study concluded that the features looking for

are processor speed, size, graphics card, and price. Thus the attributes required for a student and managers differ.

Melville, Matula, Pinney and Pelletier (2010) conducted a study to understand the attributes considered in purchasing a laptop. This study was done in Franklin Pierce. The issue identified is that many students don't do much research in purchasing a laptop. The study was also stated that majority of the foreign students are highly satisfied with apple and dell products i.e., the customer satisfaction is high for both the products. They rated Wi-Fi to be an important feature or attribute of the laptop.

Rash (2010) proposed that the biggest changes coming in laptop computers are in the choices of processors, the type of storage and means of user input. Also as wireless infrastructure grows, these mobile computers are gaining wireless capabilities to match.

2.3 CONCLUSION

A literature review may constitute an essential chapter of a thesis or dissertation or may be a self-contained review of writings on a subject. In either case, its purpose is to place each work in the context of its contribution to the understanding of the subject under review. Describe the relationship of each work to the others under consideration. Identify new ways to interpret, and shed light on any gaps in, previous research. Resolve conflicts amongst seemingly contradictory previous studies.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 NEED FOR STUDY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer preference base for the product. This time research methodology is framed for the purpose of finding the level of customer perception and changing trends of the customer choice.

3.2 SCOPE OF THE STUDY

1. The research measures the experiences of customers.
2. Defines and analyses the experiences based on key deliverables.
3. Gains insights into Customer expectations.

3.3 OBJECTIVES

1. To compare mid-range laptop models based on their features.
2. To identify various factor which affect customer buying preference.
3. To compare the buying preference level of the customers towards Acer, Dell, Hp, Lenovo mid-range laptops.

3.4 RESEARCH DESIGN

Design Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.5 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

Primary Data – Questionnaire given to 150 respondents.

Secondary Data - Websites and online journals, Published reports & Review of literature from published articles.

3.6 STUCTURE OF QUESTIONNAIRE

The questionnaire has been divided into three sections. First part being the Demographic Profile, to know the general information of the respondent and the second part being about Features of the laptop, and the last part about Customer Perception.

3.7 SAMPLING TECHNIQUE

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.8 PERIOD OF STUDY

The duration of study is from January 2022 to March 2022 which is three months of study.

3.9 LIMITATIONS OF THE STUDY

1. The analysis of the present study has been carried out based on the information has collected from the mid-range laptops.
2. The study is an opinion survey; caution may have to be exercised while extending the result to other areas.

3. Due to time constrict only 168 numbers of respondents were considered.
4. The result fully depends on the information given by the respondents which may be based.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 COMPARATIVE ANALYSIS

S. No	TECHNICAL DETAILS	ACER	DELL	HP	LENOVO
1	SERIES	ASPIRE 5	VOSTRO 3401	HP 15s-dy3501U	IdeaPad 3 15ITL6
2	COLOUR	SILVER	Dune	Natural Silver	Arctic Grey
3	DIMENSIONS	1.8cmX32.8cm	5.1cmX38.2cm	2.0cmX24.2cm	2.0cmX23.7cm
4	DISPLAY SIZE	14 Inches	14 Inches	15.6 Inches	15.6 Inches
5	RESOLUTION	1920 x 1080 pixels	1920 x 1080 pixels	1366 x 768	1920 x 1080 Pixels
6	BATTERIES	1 Lithium-ion batteries required	1 Lithium-ion batteries required	1 Lithium-ion batteries required	1 Lithium Polymer batteries required
7	PROCESSOR BRAND	Intel	Intel	Intel	Intel
8	PROCESSOR TYPE	Core i5	Core i3	Core i3	Core i3
9	PROCESSOR SPEED	4.2 GHz	1.2 GHz	3.7 GHz	3 GHz
10	RAM SIZE	8 GB	8 GB	8 GB	8 GB

11	MEMORY TECHNOLOGY	DDR4	DDR4	DDR4	DDR4
12	HARD DRIVE DESCRIPTION	HDD	SSD	SSD	SSD
13	HARD DRIVE INTERFACE	Serial ATA	SATA	Solid State	NVME 2.0
14	AUDIO DETAILS	Headphones, Speakers	Headphones, Speakers	Dual speakers	Stereo speakers, 1.5W x2, Dolby® Audio™
15	GRAPHIC PROCESSOR	Intel Iris Xe Graphics	Intel Iris Xe Graphics	Intel UHD Graphics	Intel UHD Graphics
16	GRAPHIC BRAND	Intel	Intel	Intel	Intel
17	GRAPHIC RAM SIZE	4 GB	3 GB	4 GB	4 GB
17	CONNECTIVITY TYPE	Bluetooth, Wi-Fi	Bluetooth, Wi-Fi	Bluetooth, Wi-Fi	Bluetooth, Wi-Fi
18	NO. OF USB PORTS	4	3	2	3
19	NO. OF HDMI PORTS	1	NIL	1	1
21	AVG. BATTERY LIFE	10 Hours	7 HOURS	4 Hours	6 Hours

22	BATTERY ENERGY CONTENT	48 Watt Hours	52 Watt Hours	41 Watt Hours	45 Watt Hours
23	ITEM WEIGHT	1.550 KG	1.580 KG	1.750 KG	1.650 KG

INFERENCE:

Based on the comparative analysis that has been done above, we can clearly say that Acer Aspire 5 is the best laptop based on its features when compared with the remaining 3 laptop models.

4.2 Percentage Analysis

Table No. 4.2.1

Gender wise classification of the respondents

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	75	44.6%
FEMALE	93	55.4%
OTHER	0	0
TOTAL	168	100%

INTERPRETATION:

From the above table, it is interpreted that 44.6% of respondents are of Male category and 55.4% of them belong to Female category. It is also to be noted that none of them have opted for the option other.

Chart No. 4.2.1

Chart representing Gender wise classification of respondents

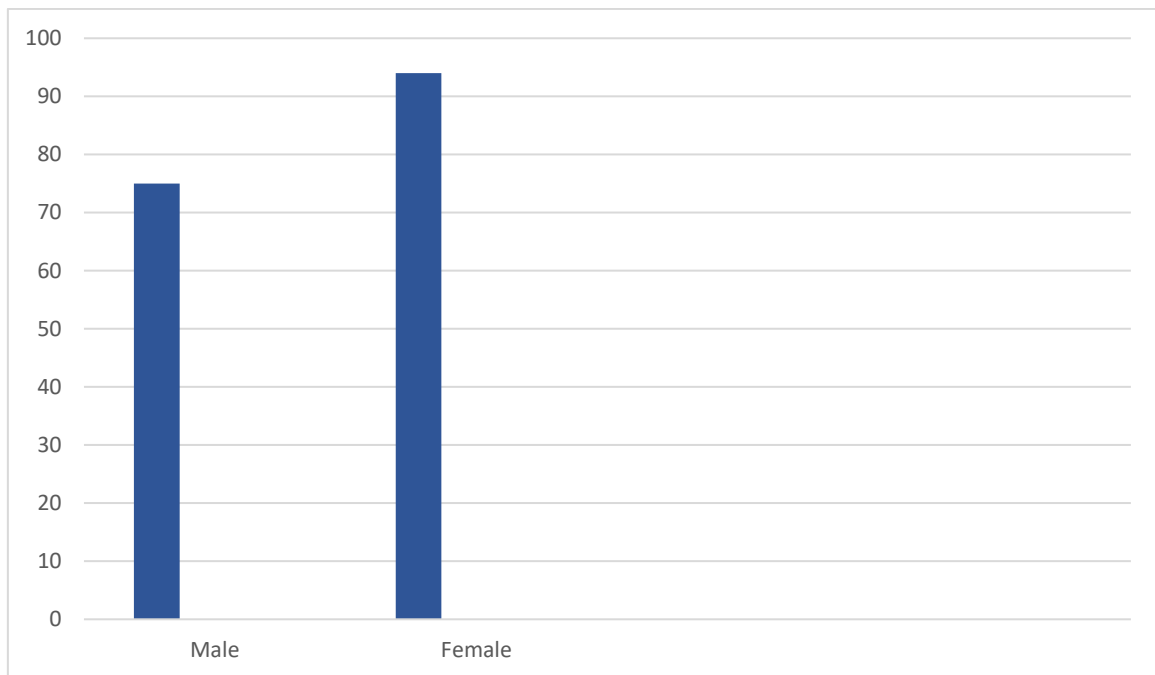


Fig 4.2.1: Gender of the respondents

INFERENCE:

Majority (55.4%) of the respondents of my questionnaire are Female

Table No. 4.2.2

Age wise classification of the respondents

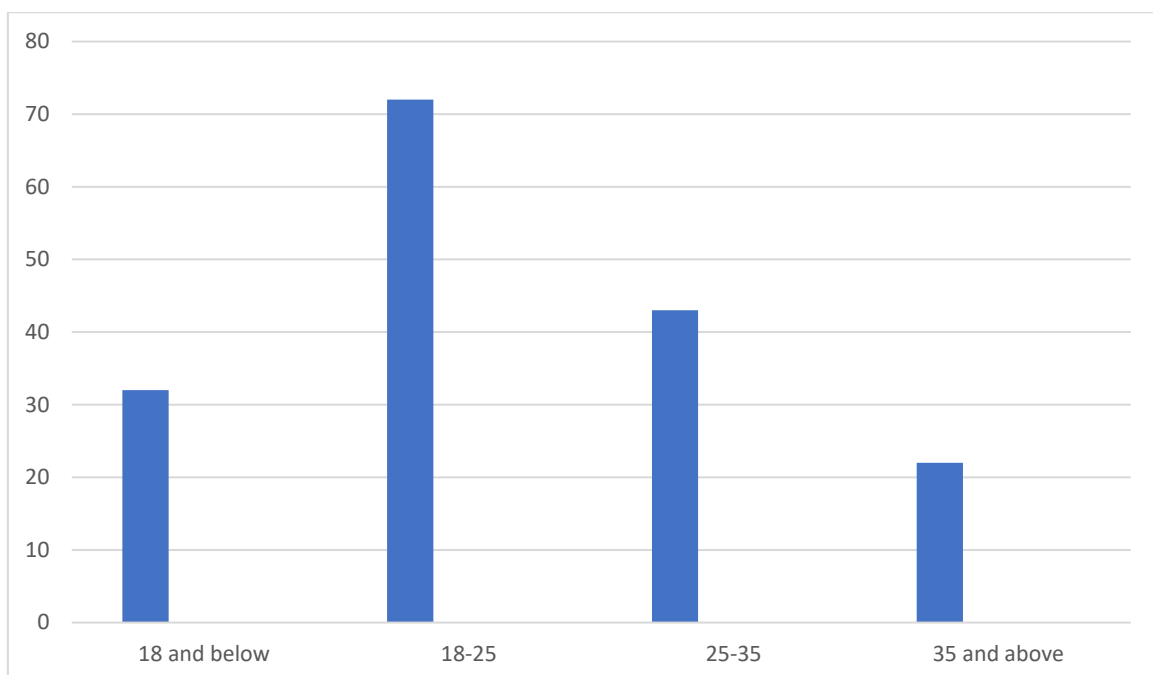
AGE	NO. OF RESPONDENTS	PERCENTAGE
18 and below	32	19.00%
18-25	72	42.90%
25-35	43	25.60%
35 and above	21	12.50%
TOTAL	168	100%

INTERPRETATION:

From the above table, it is interpreted that 19.00% of respondents are of age group 18 and below, 42.90% of them belong to age group 18-25 and 25.60% belong to the age group 25-35 and 12.50 % belong to age group 35 and above.

Chart No. 4.2.2

Chart representing Age wise classification of the respondents



INFERENCE:

Majority (42.90%) of the respondents of my questionnaire belong to the age group 18-25.

Table No. 4.2.3

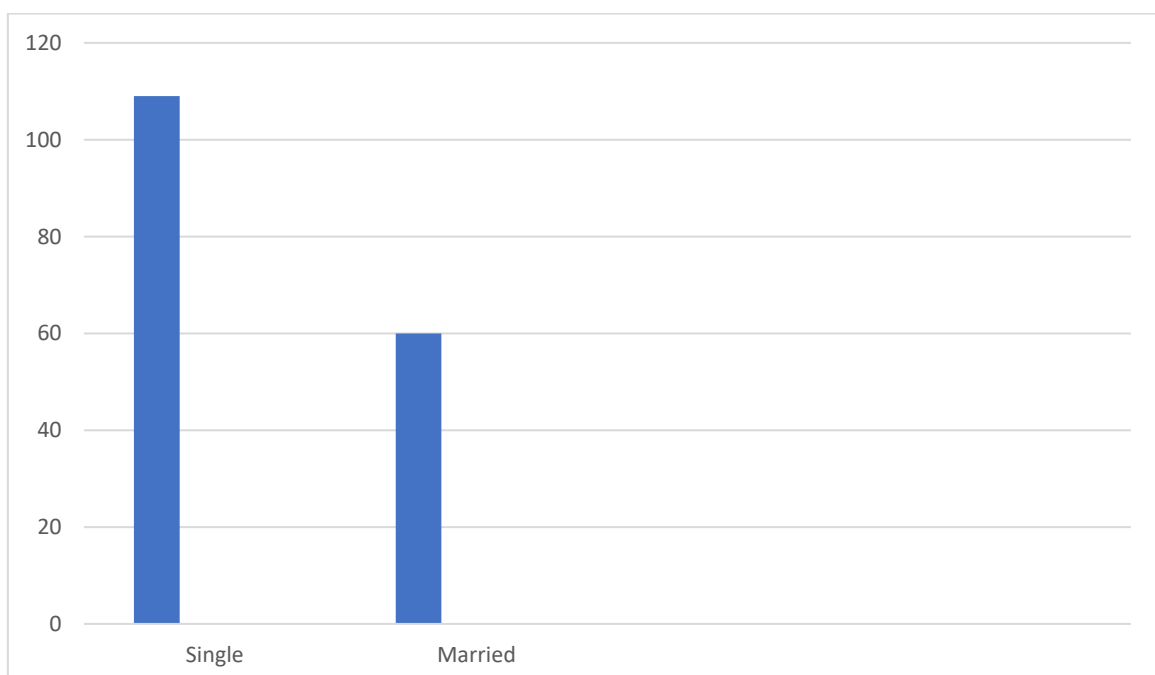
Marital status wise classification of the respondent

OPTIONS	NO.OF RESPONDENTS	PERCENTAGE
SINGLE	108	64.3%
MARRIED	60	35.7%
TOTAL	168	100%

INTERPRETATION:

From the above table, it can be interpreted that 64.3% of respondents are single, and the rest are married.

Chart No. 4.2.3



INFERENCE:

Majority (64.43%) of the respondents are single.

Table 4.2.4

Occupation of the respondents

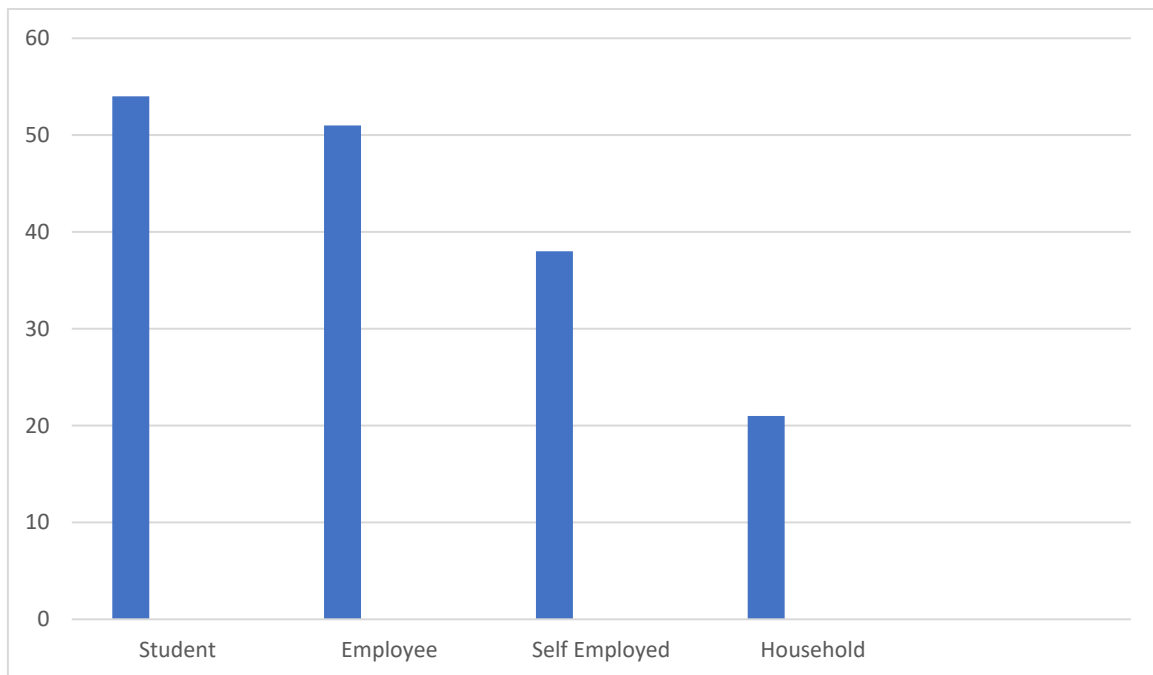
OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Student	54	32.1%
Employee	51	30.4%
Self Employed	43	25.6%
Household	20	11.9%

INTERPRETATION:

From the above table, it can be interpreted that out of the option given 32.1% of respondents are students, 30.4% of respondents are employees, 25.6% of respondents are Self Employed, 11.9% of the respondents are doing household work.

Chart No. 4.2.4

Chart representing Occupation of respondents



INFERENCE

Majority (52.00%) of respondents are STUDENT.

Table 4.2.5

Monthly Income of the respondents

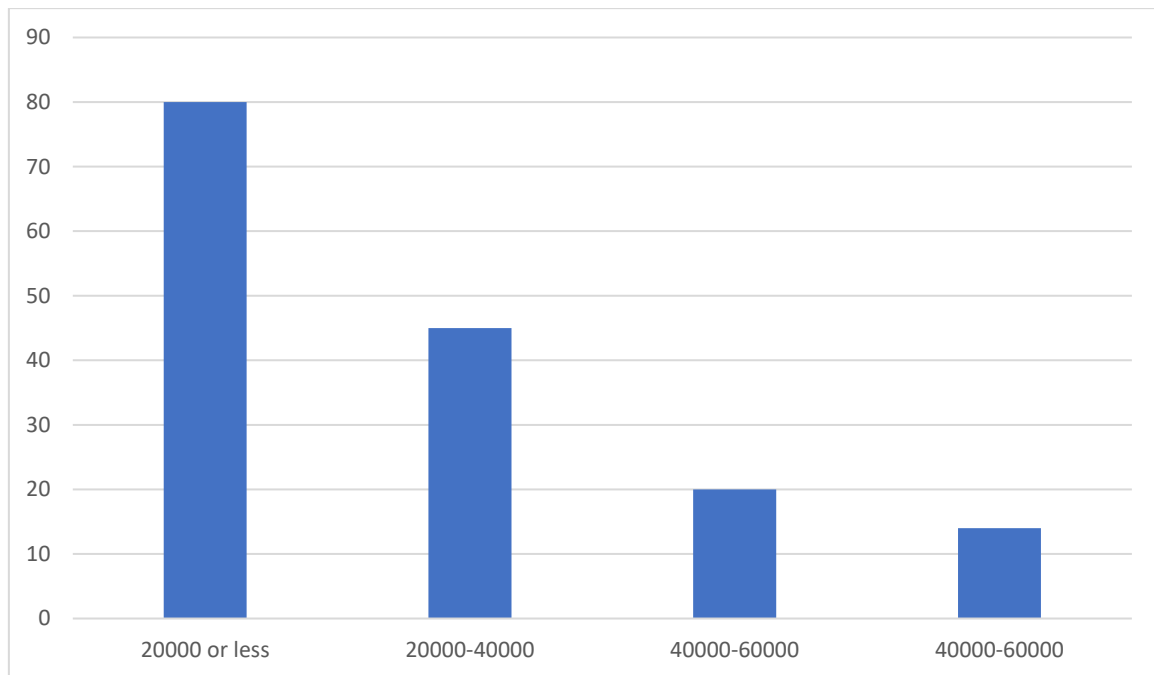
INCOME	NO. OF RESPONDENTS	PERCENTAGE
20000 or less	81	48.2%
20000-40000	49	29.2%
40000-60000	23	13.7%
60000 or above	15	8.9%
TOTAL	168	100%

INTERPRETATION:

From the above table, it is clear that 48.2% of the respondents have income below or equal to 20000, 29.2% have income between 20000-40000, 40000-60000 make up 13.7% and the remaining have income of 60000 or above.

Chart 4.2.6

Chart representing Income of the respondents



INFERENCE:

Majority (51%) of the respondents earn less than or equal to 20000

Table 4.2.6 (questions based responses)

Q. Do you own a laptop currently?

ANSWER	NO. OF RESPONDENTS	PERCENTAGE
YES	114	68%
NO	54	32%

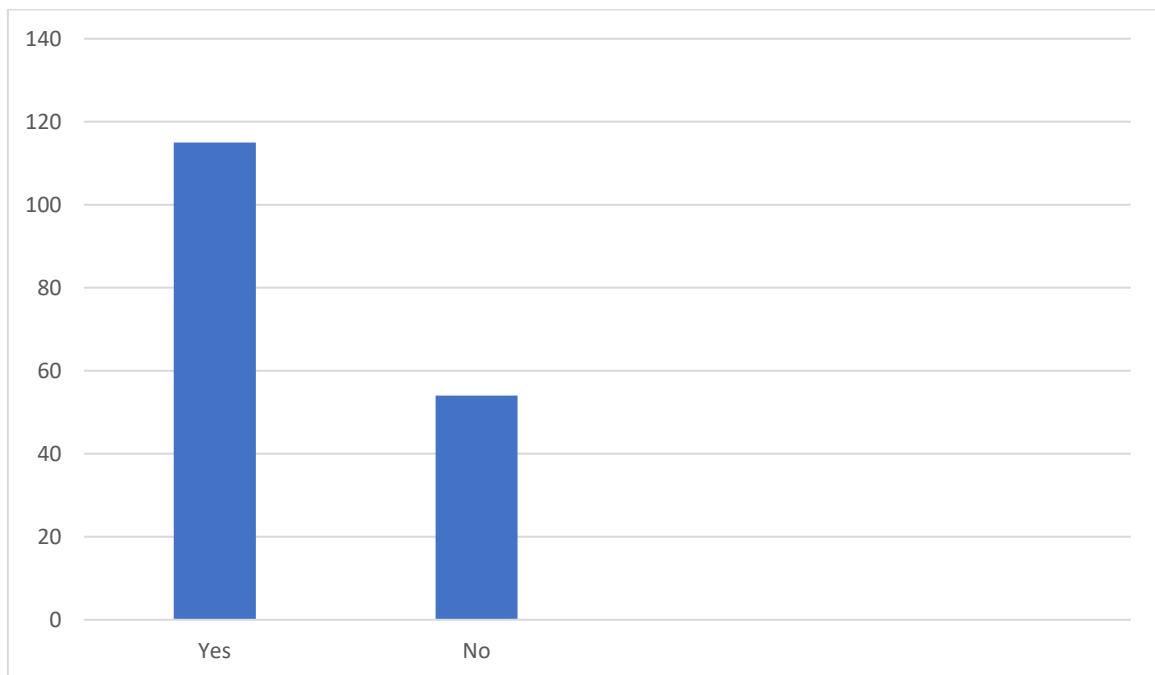
TOTAL	168	100%
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INTERPRETATION:

From the above table, it is interpreted that 68% of the respondents own a laptop, and the remaining don't.

Chart 4.2.6

Chart representing laptop ownership of respondents



INFERENCE:

Majority (68%) respondents own a laptop.

Table 4.2.7

Q. Do you think you need a laptop?

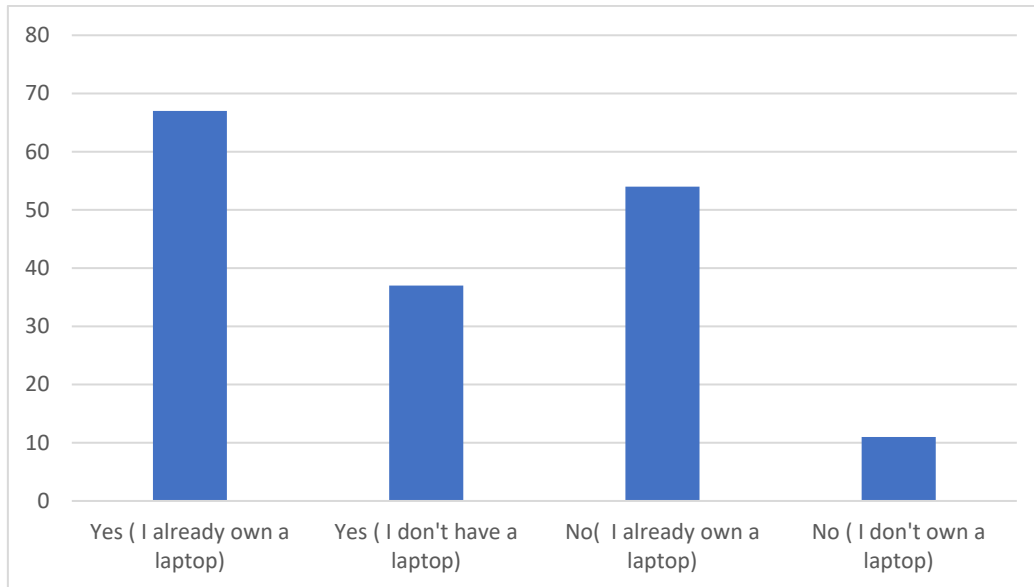
ANSWER	NO. OF RESPONDENTS	PERCENTAGE
Yes (I already own a laptop)	67	40%
Yes (I don't have a laptop)	37	22%
No(I already own a laptop)	53	34%
No (I don't own a laptop)	11	7%
TOTAL	168	100%

INTERPRETATION:

From the above table, it is clear that 62% need a laptop, among which 22% don't own a laptop, and 41% don't own a laptop, among which 7% don't need a laptop.

Chart 4.2.7

Chart representing need for a new laptop



INFERENCE:

Majority (40%) of the respondents own a laptop and need 1.

Table 4.2.8

Q. Do you consider brand name while purchasing a laptop?

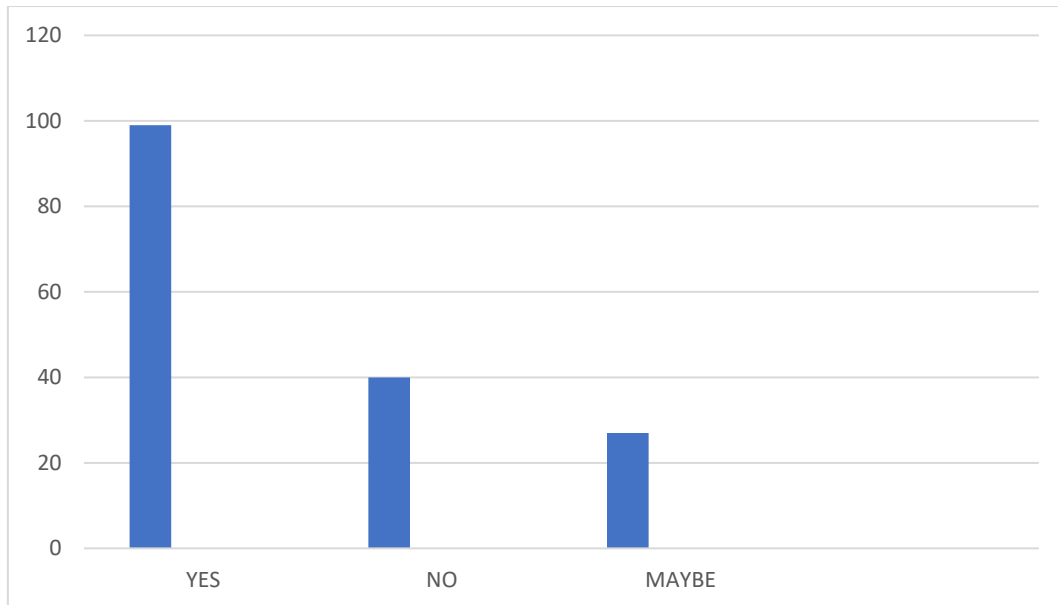
ANSWER	NO. OF RESPONDENTS	PERCENTAGE
YES	98	60%
NO	40	24%
MAYBE	27	16%
TOTAL	168	100%

INTERPRETATION:

For the above table, it is interpreted that 60% say yes, 24% say no and the remaining say maybe.

Chart 4.2.8

Chart representing consideration of brand name while purchasing a laptop



INFERENCE:

Majority (60%) consider brand name while purchasing a laptop.

Table 4.2.9

Q. How likely are you to consider the looks of a laptop while purchasing one.

ANSWER	NO. OF RESPONDENTS	PERCENTAGE
Very likely	70	41%
Somewhat likely	58	35%
Neither likely nor unlikely	30	18%
Somewhat unlikely	6	4%

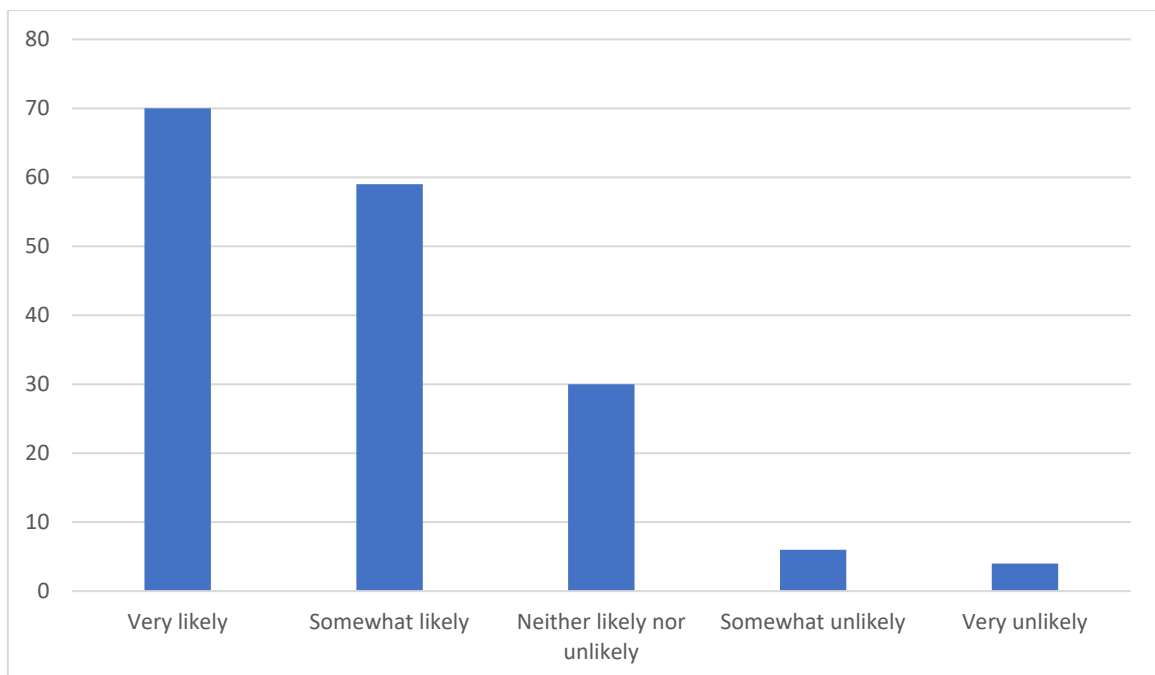
Very unlikely	4	2%
TOTAL	168	100%

INTERPRETATION:

From the above table, it is interpreted that 41% of the respondents feel very likely, 35% feel somewhat likely, 18% feel neither likely nor unlikely, and remaining 4% and 2% feel somewhat unlikely and very unlikely respectively.

Chart 4.2.9

Chart representing likeliness to consider the looks of a laptop while purchasing one



INFERENCE:

Majority (41%) of the respondents feel very likely to consider the looks of a laptop while purchasing one.

Table 4.2.10

Q. Do you consider processing speed while purchasing a laptop.

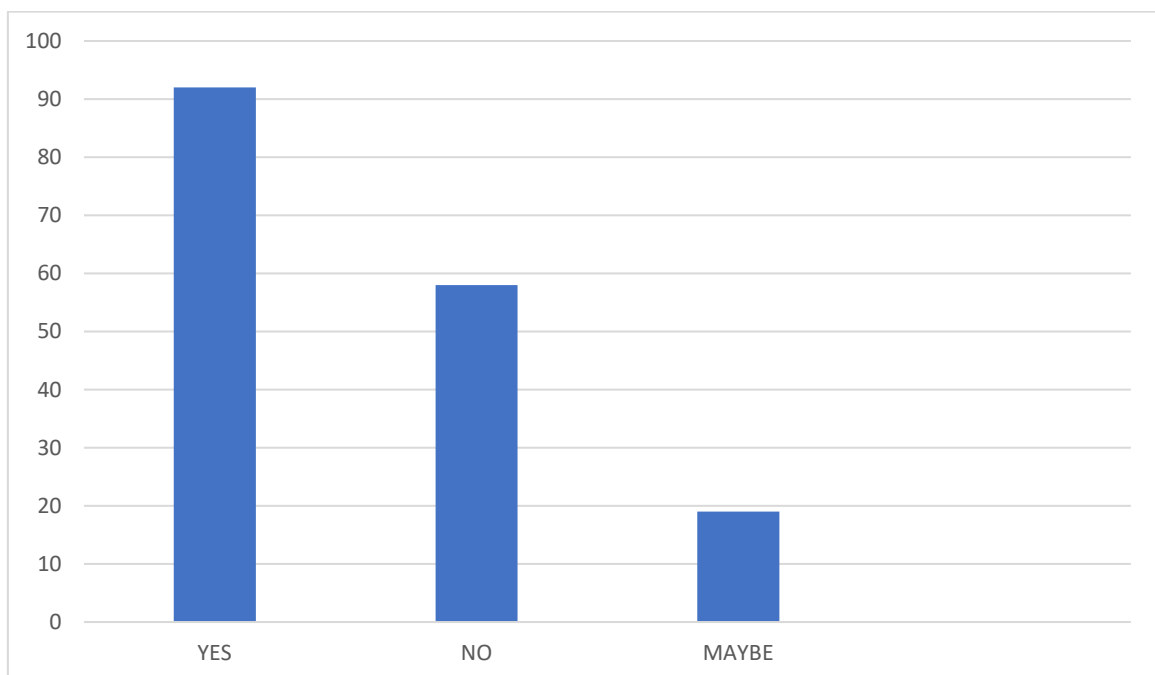
ANSWER	NO. OF RESPONDENTS	PERCENTAGE
YES	93	54%
NO	58	34%
MAYBE	19	12%
TOTAL	168	100%

INTERPRETATION:

From the above table, it is interpreted that 54% of the respondents say yes, 34% of respondents say no, 12% of the respondents say maybe.

Chart 4.2.10

Chart representing consideration of processing speed while purchasing a laptop



INFERENCE:

Majority (54%) of the respondents consider processing speed while purchasing a laptop.

Table 4.2.11

Q. What would be your choice of Graphic Memory among these.

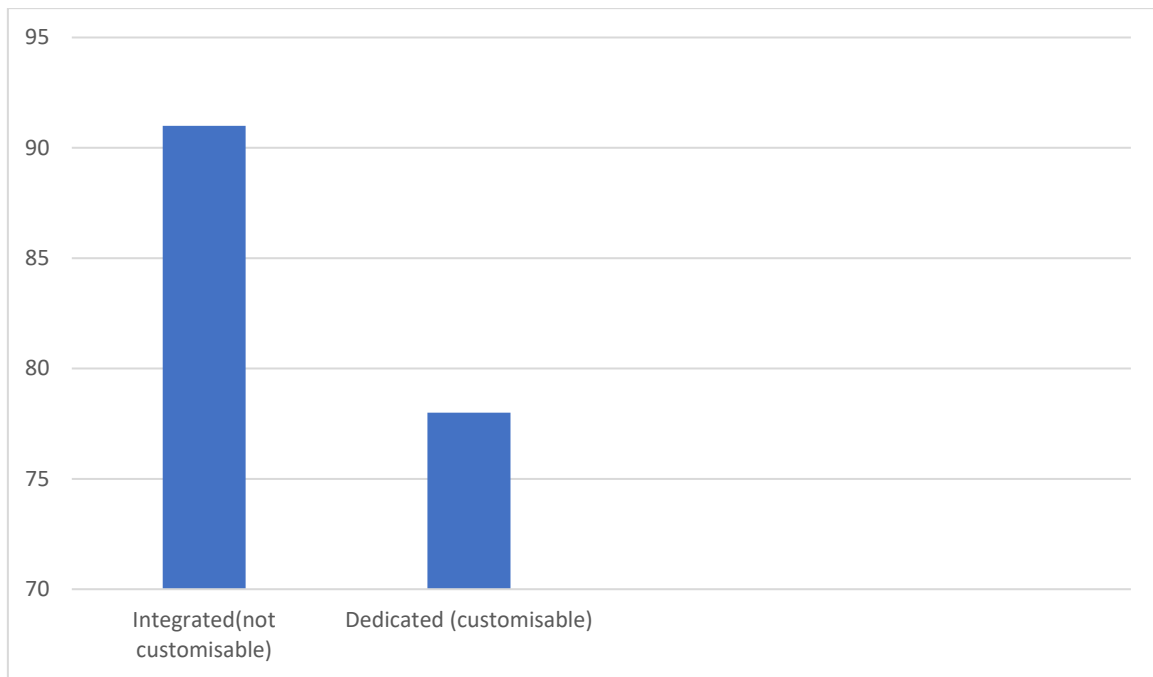
ANSWER	NO. OF RESPONDENTS	PERCENTAGE
Integrated (not customisable)	90	54%
Dedicated (customisable)	78	46%
TOTAL	168	100%

INTERPRETATION:

From the above table, it is interpreted that 54% of the respondents prefer integrated memory, while 46% prefer dedicated memory.

Chart 4.2.11

Chart representing choice of Graphic Memory



INFERENCE:

Majority (54%) of the respondents prefer Integrated Graphic Memory.

Table 4.2.12

Q. Which operating system are you comfortable with.

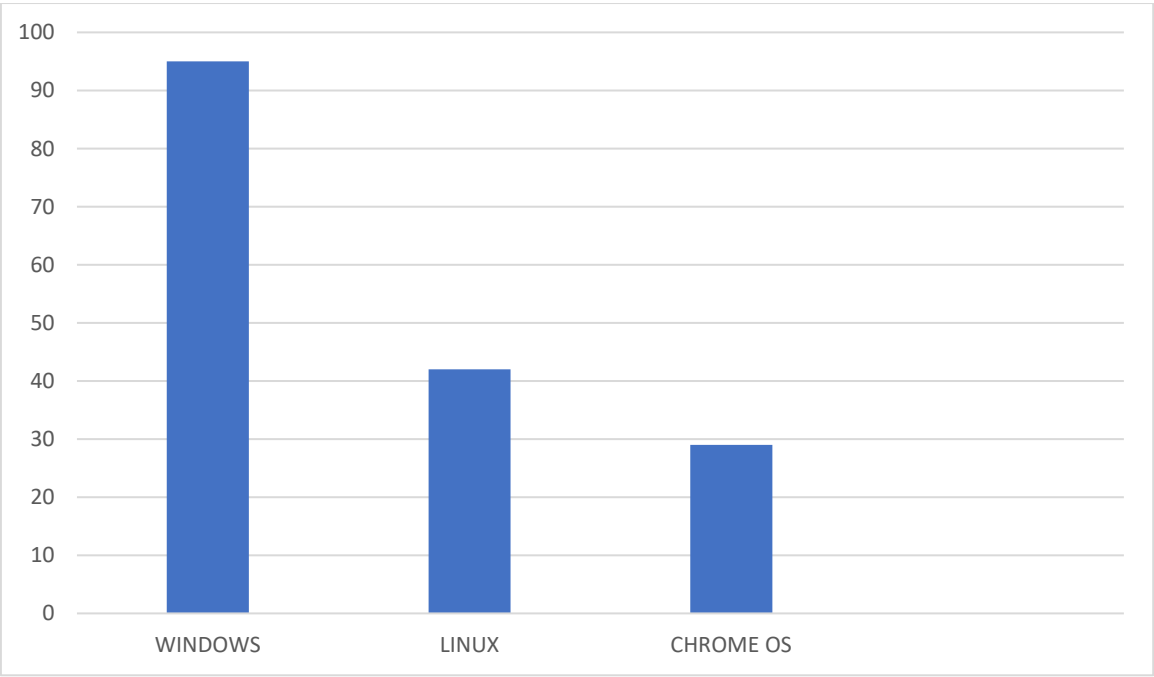
ANSWER	NO. OF RESPONDENTS	PERCENTAGE
WINDOWS	95	57%
LINUX	44	25%
CHROME OS	29	18%
TOTAL	168	100%

INTERPRETATION:

From the above table, it is interpreted that 57% prefer windows, 25% prefer linux, and the remaining 17 % prefer Chrome OS.

Chart 4.2.12

Chart representing comfortable OS



INFERENCE:

Majority (57%) are comfortable with Windows OS.

Table 4.2.13

Q. Would you go with HDD for more space or SSD for more performance.

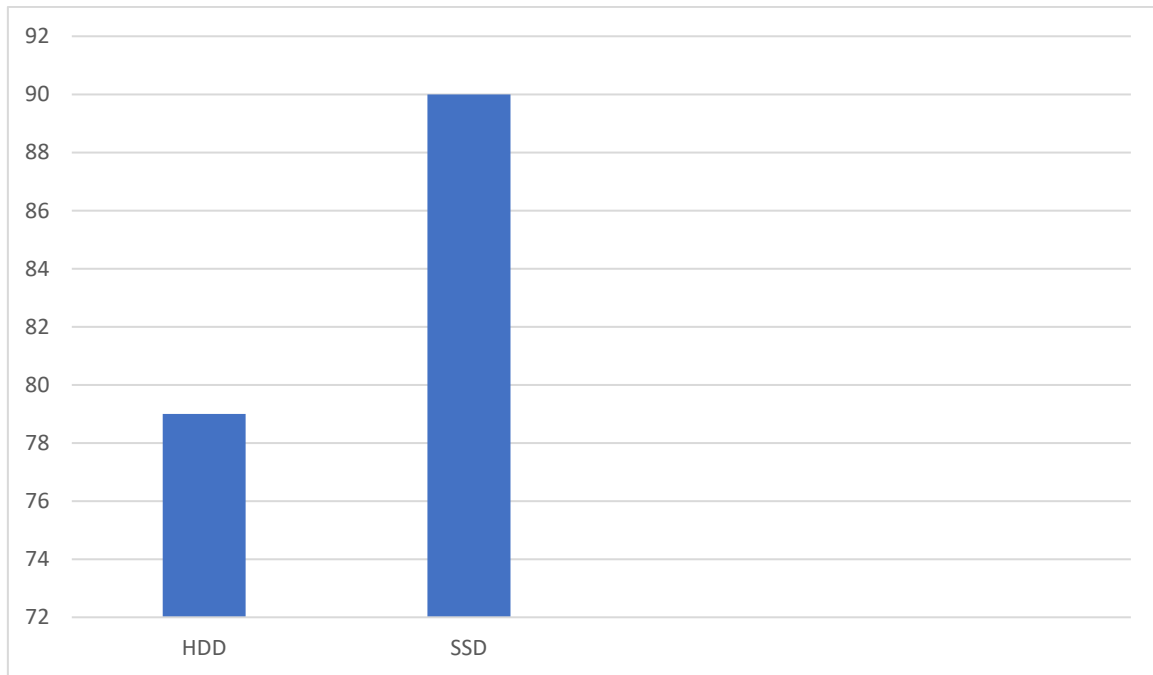
ANSWER	NO. OF RESPONDENTS	PERCENTAGE
HDD	78	46%
SSD	90	54%
TOTAL	168	100%

INTERPRETATION:

From the above table, it interpreted that 46% of the respondents prefer HDD, while the remaining prefer SSD

Chart 4.2.13

Chart representing HDD or SSD



INFERENCE:

Majority (54%) prefer SSD for more performance.

Table 4.2.14

Q. Which brand according to you has the highest demand in market.

ANSWER	NO. OF RESPONDENTS	PERCENTAGE
ACER	37	22%
DELL	58	34%
HP	60	36%

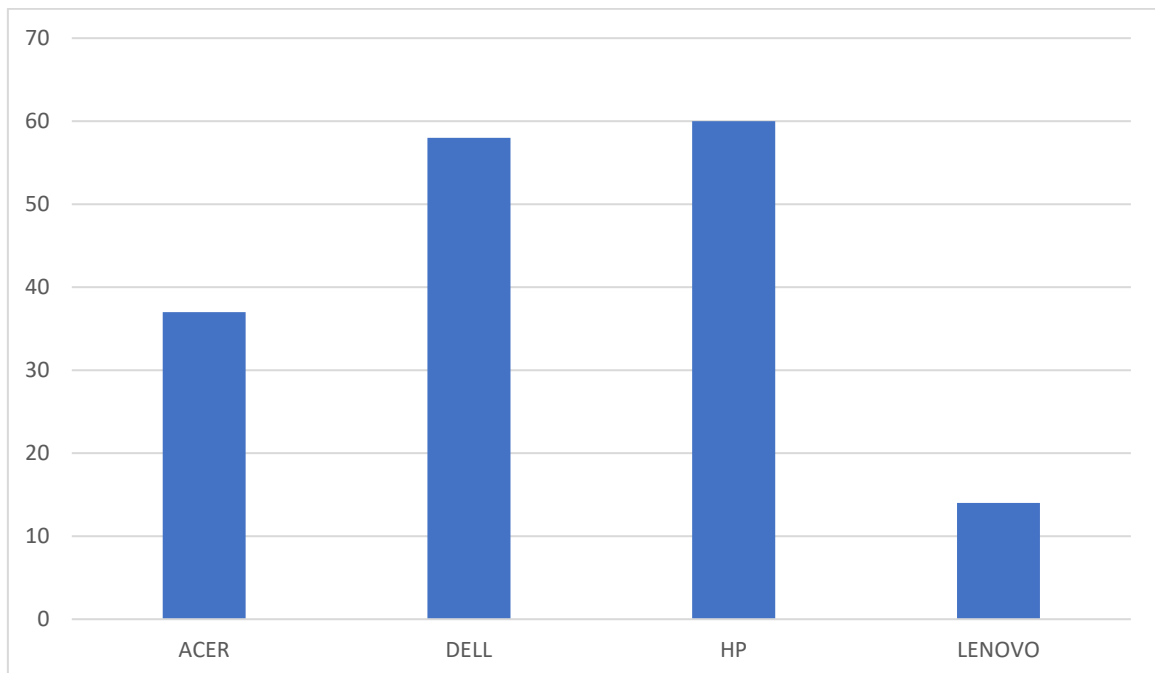
LENOVO	13	14%
TOTAL	168	100%

INTERPRETATION:

From the above table, it is interpreted that 22 % think Acer has highest demand in market, while 34% fell Dell does, 36% fell HP, and the remaining 14% think Lenovo.

Chart 4.2.14

Chart representing the brand that has highest demand in market



INFERENCE:

Majority (36%) of the respondents fell HP has highest demand in the market.

Table 4.2.15

Q. When buying a laptop, how much would these factors influence you.

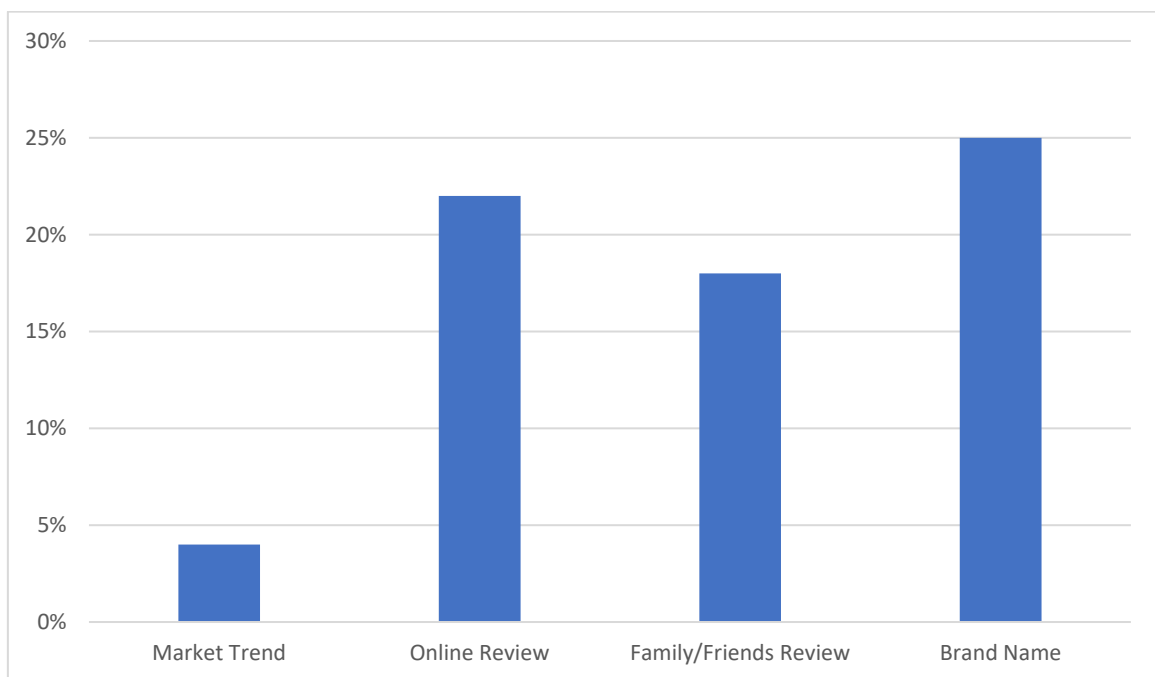
ANSWER	NO. OF RESPONDENTS	PERCENTAGE
Market Trend	168	4%
Online Review	168	22%
Family/Friends Review	168	18%
Brand Name	168	31%
Your Own Perception	168	25%
TOTAL	168	100%

INTERPRETATION:

From the above table, 4% of the respondents feel Market Trend is influential, and 22% feel Online Review, 18% feel Family/Friends review, 31% feel Brand Name, and the remaining 14% feel their own perception.

Chart 4.2.15

Chart representing the most influential factors



INFERENCE:

Majority (25%) feel their own perception is very influential.

Table. 4.2.16

Q. How likely are you to consider advertisement while purchasing a laptop

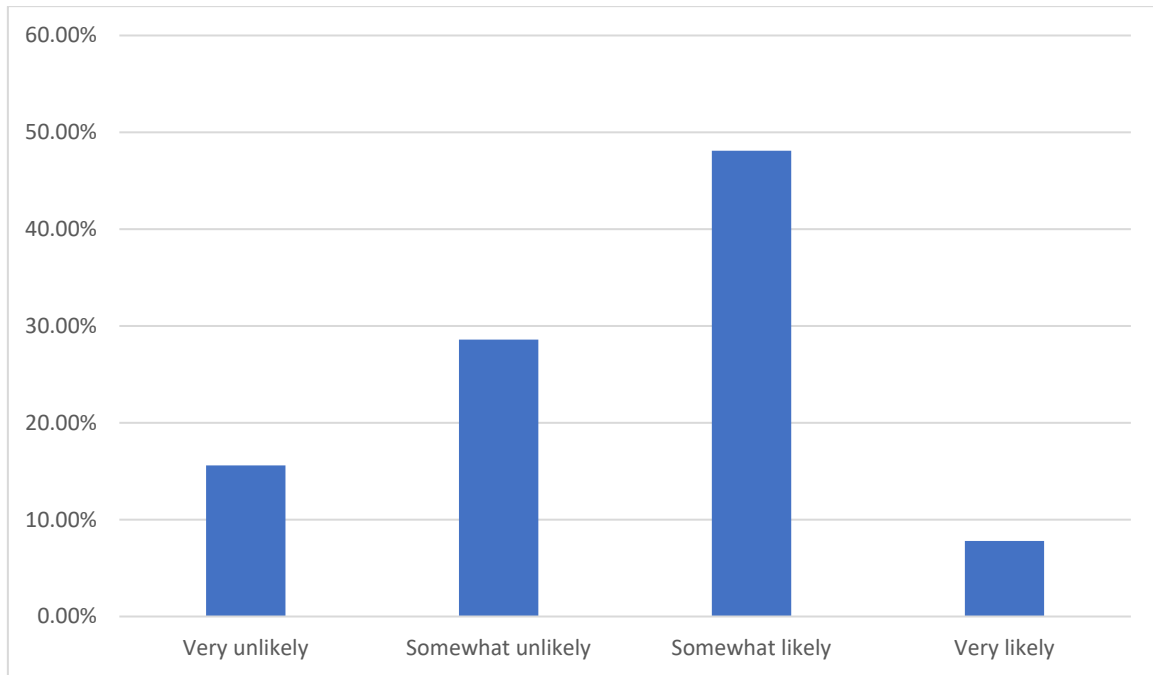
ANSWER	NO. OF RESPONDENTS	PERCENTAGE
Very unlikely	16	15.6%
Somewhat unlikely	168	28.6%
Somewhat likely	168	48.1%
Very likely	168	7.8%
TOTAL	168	100%

INTERPRETATION:

From the above table, it is interpreted that 15.6% feel very unlikely, 28.6% feel somewhat likely, 48.1% feel somewhat likely, and the remaining 7.8% feel very likely.

Chart 4.2.16

Chart representing the consideration of advertisement while purchasing a laptop



INFERENCE:

Majority (48.1%) feel somewhat likely to consider advertisement while purchasing a laptop.

Table 4.2.17

Q. Your ratings for the customer service of these laptop brands

ANSWER	NO. OF RESPONDENTS	PERCENTAGE
ACER	168	23.8%
DELL	168	32.0%
HP	168	34.4%
LENOVO	168	9.8%

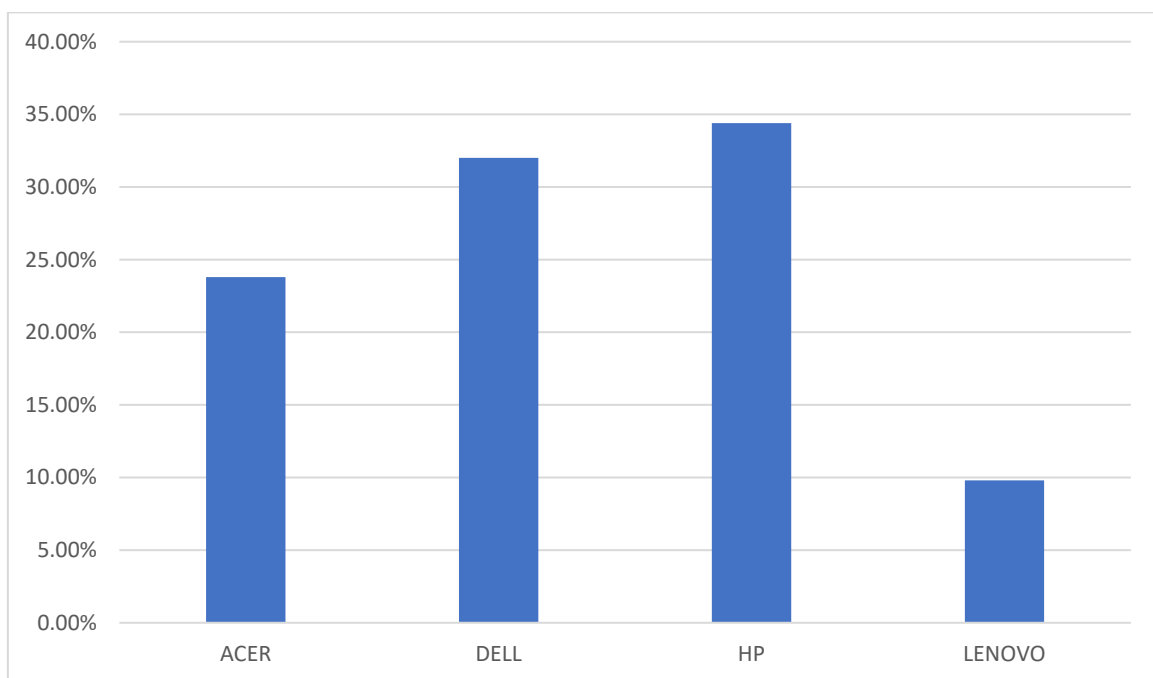
TOTAL	168	100%
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INTERPRETATION:

From the above table, it is interpreted that 23.8% of the respondents feel acer better customer service, while 32% fell dell, 34.4% fell hp and the rest feel Lenovo.

Chart 4.2.17

Chart representing customer service



INFERENCE:

Majority (34.4%) feel HP has better customer service.

Table 4.2.18

Q. How likely are you to prefer discounts while purchasing a laptop

ANSWER	NO. OF RESPONDENTS	PERCENTAGE
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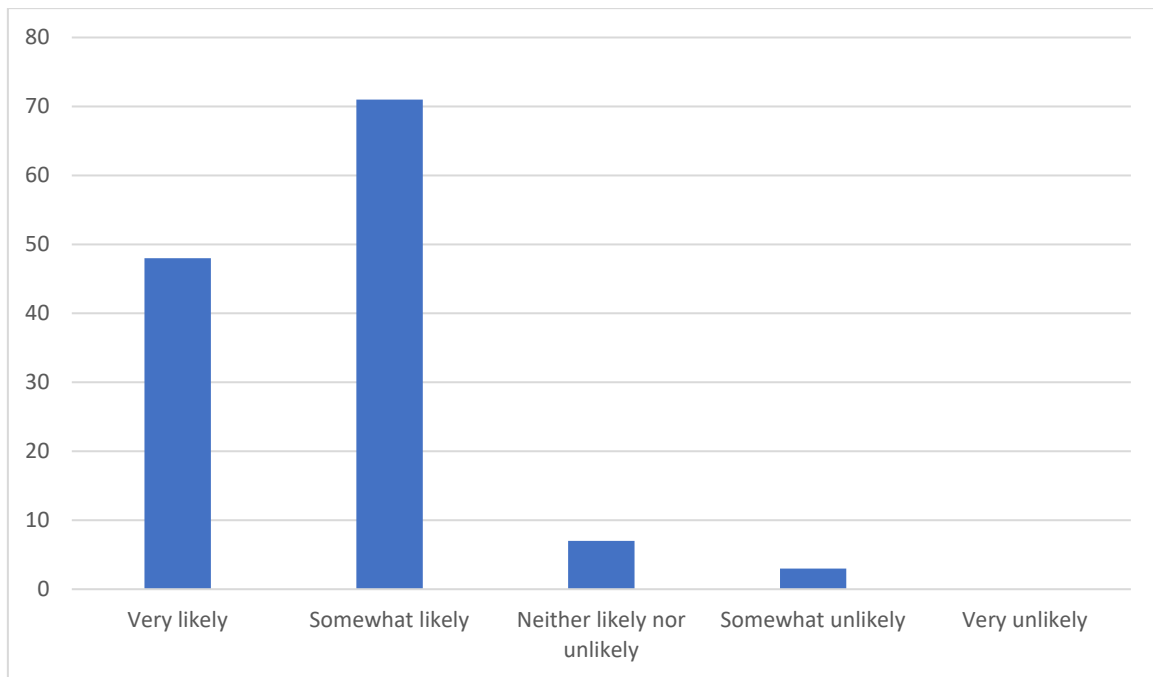
Very likely	48	28%
Somewhat likely	71	43%
Neither likely nor unlikely	39	23%
Somewhat unlikely	7	4%
Very unlikely	3	2%
TOTAL	168	100%

INTERPRETATION:

From the above table, it is clear that 28 % fell very likely, 43% fell somewhat likely, 23% feel Neither likely nor unlikely, and remaining 4% and 2% feel somewhat and very unlikely respectively.

Chart 4.2.18

Chart representing likeliness to prefer discounts while purchasing a laptop



INFERENCE:

Majority (43%) of the respondents are somewhat likely to prefer discounts while purchasing a laptop.

Table 4.2.19

Q. Would you be willing to buy a laptop that costs 50,000 INR with a discount price of 3000 INR (final price 47,000 INR) or a laptop that costs 50,000 INR that comes with a Free Backpack that costs 5000 INR

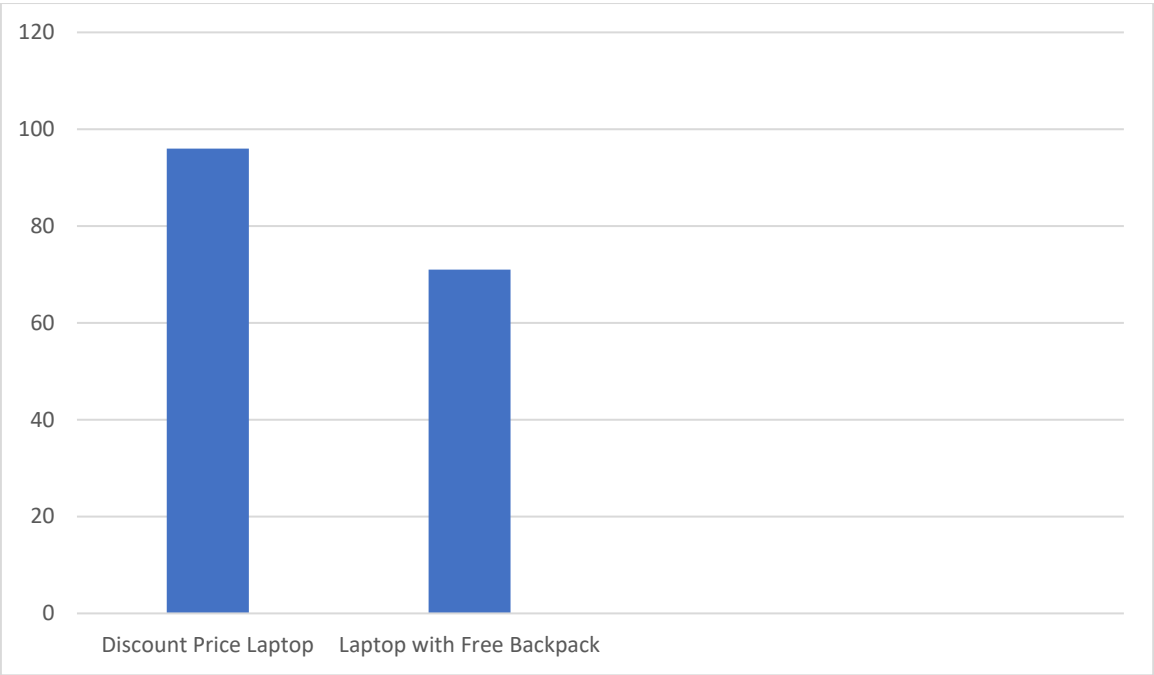
ANSWER	NO. OF RESPONDENTS	PERCENTAGE
Discount Price Laptop	97	57%
Laptop with Free Backpack	71	43%
TOTAL	168	100%

INTERPRETATION:

From the above table, it is clear that 57% of the respondents prefer discount, while the remaining 43% prefer free backpack.

Chart 4.2.19

Chart representing discount vs goodies



INFERENCE:

Majority (57%) of the respondents prefer discount price.

Table.4.2.20

Q. You would be willing to spend extra on

ANSWER	NO. OF RESPONDENTS	PERCENTAGE
Graphic Memory	33	20%
RAM	59	35%
Processor	60	36%
Other Accessories	16	9%

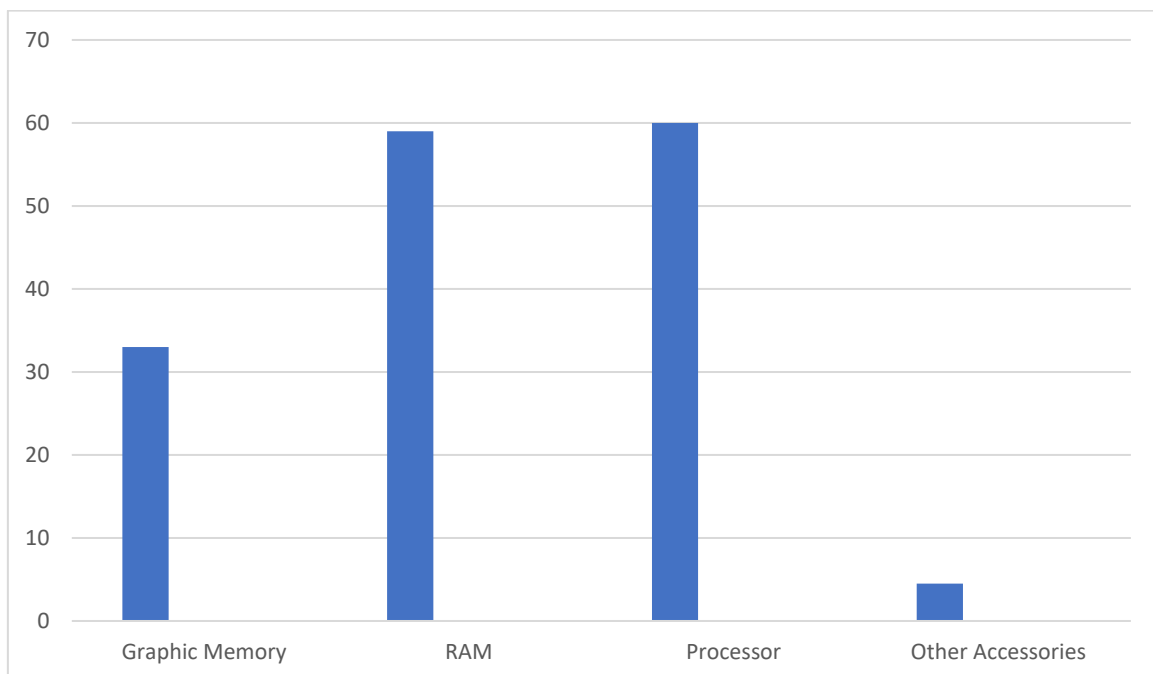
TOTAL	168	100%
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INTERPRETATION:

From the above table, it is interpreted that 20% of the respondents would be willing to spend on Graphic memory, 35% on ram, 36% on processor, and 9% on other accessories.

Chart 4.2.20

Chart representing willingness to spend extra money



INFERENCE:

Majority (36%) of the respondents are willing to spend on processor.

Table 4.2.21

Q. What is the minimum warranty duration that you expect when buying a laptop?(in years)

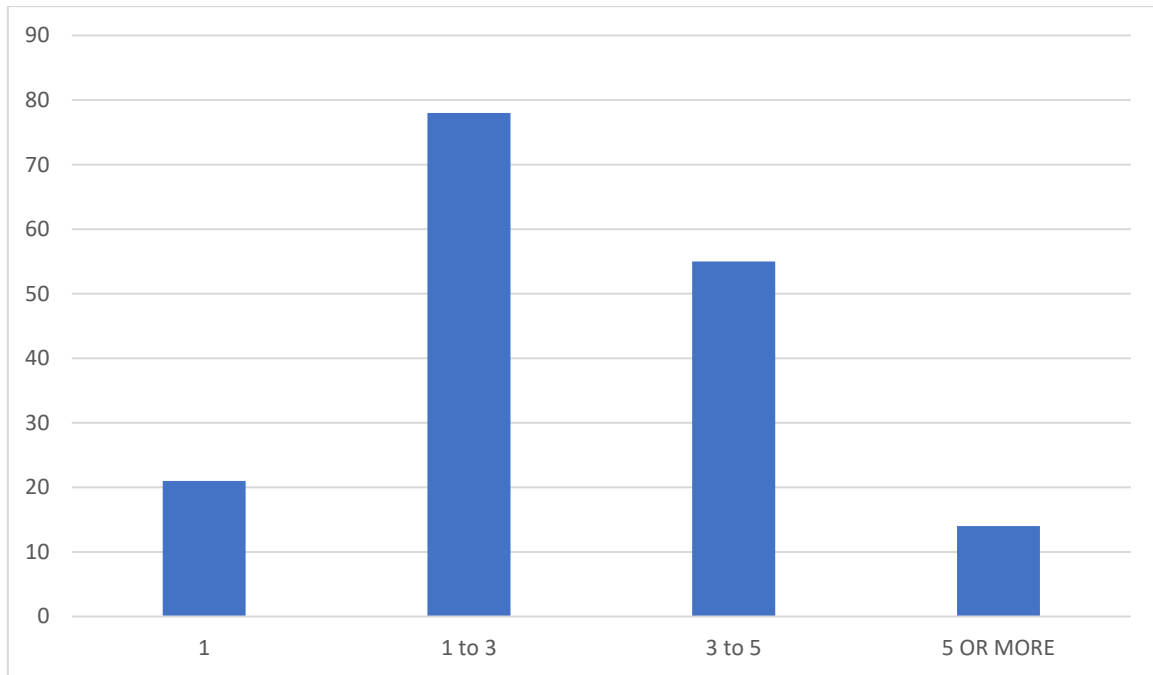
ANSWER	NO. OF RESPONDENTS	PERCENTAGE
1	21	13%
1-3	78	46%
3-5	55	33%
5 OR MORE	14	8%
TOTAL	168	100%

INTERPRETATION:

It is clear that, 13% prefer 1 year warranty, 46 % prefer 1-3 years warranty, 33% prefer 3-5 years and 8% prefer 5 or more years of warranty.

Chart 4.2.21

Chart representing minimum warranty expectation



INFERENCE:

Majority (46%) of the respondents prefer 1-3 years of warranty

Table 4.2.22

Q. Do you prefer buying a laptop in Online platform of a Walk-In store

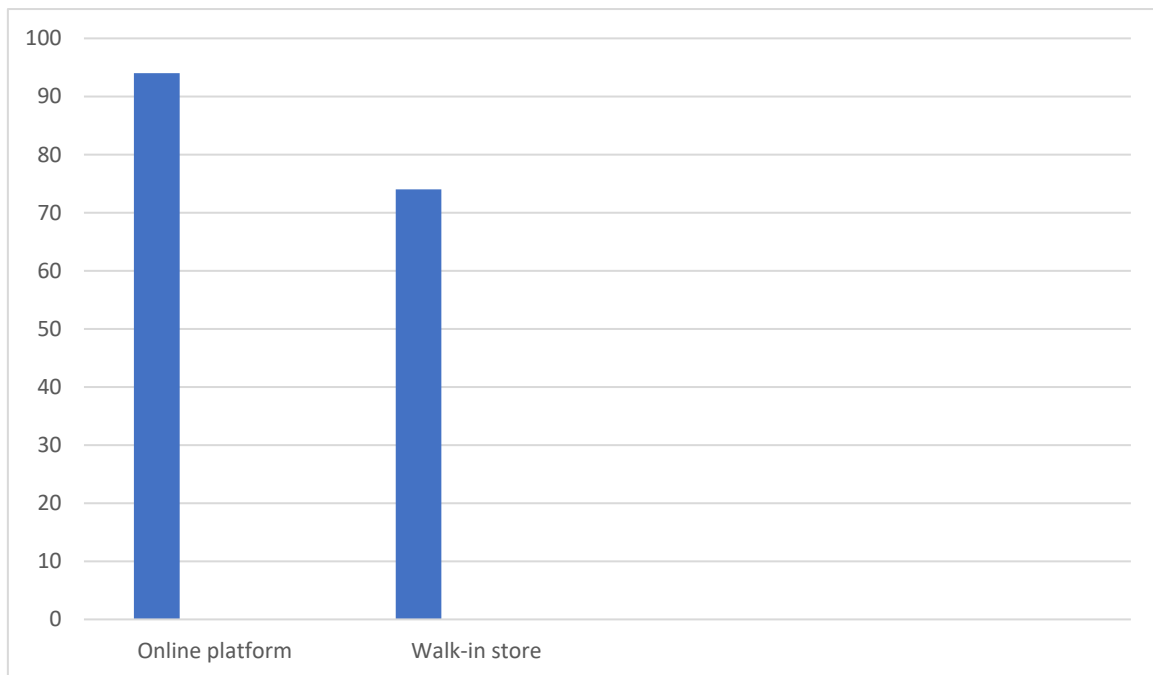
ANSWER	NO. OF RESPONDENTS	PERCENTAGE
Online platform	94	55%
Walk-in store	74	45%
TOTAL	168	100%

INTERPRETATION:

It is clear that 55% prefer online platform while 45% prefer Walk-in store.

Chart 4.2.22

Chart representing preference of buying laptop



INFERENCE:

Majority (55%) of the respondents prefer online platform.

Table 4.2.23

Q. In which online platform are you more likely to purchase from

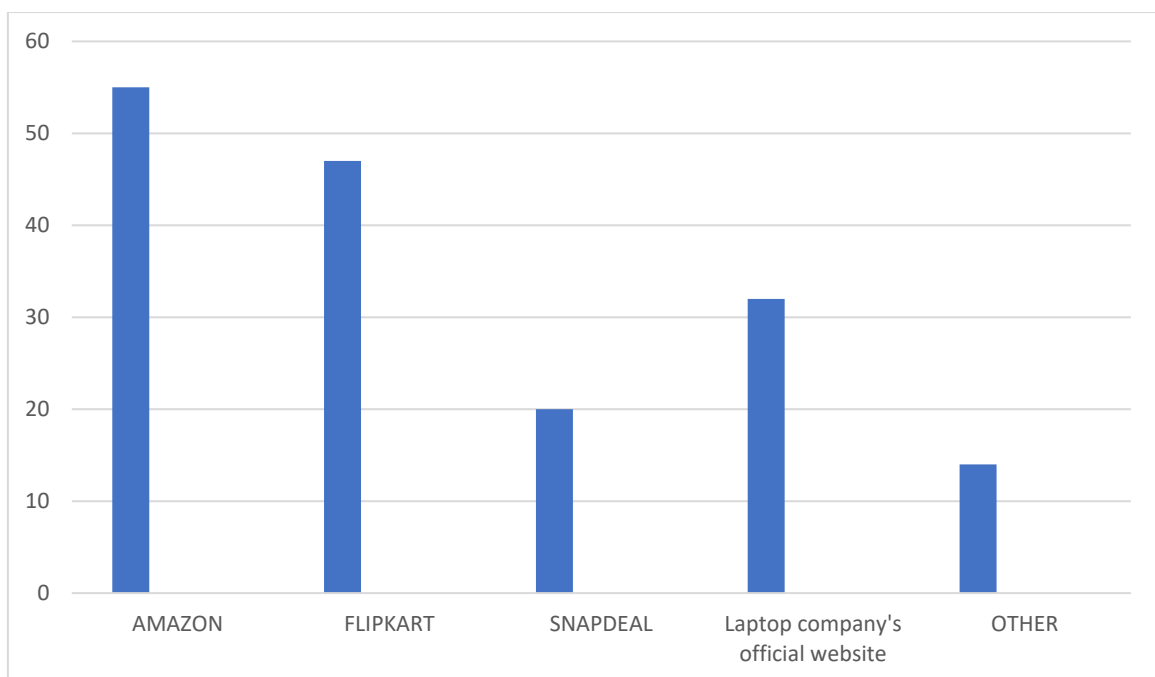
ANSWER	NO. OF RESPONDENTS	PERCENTAGE
AMAZON	55	33%
FLIPKART	47	28%
SNAPDEAL	20	12%
Laptop company's official website	32	19%
OTHER	14	8%
TOTAL	168	100%

INTERPRETATION:

It is interpreted that 33% prefer amazon, 28% prefer flipkart, 12% prefer snapdeal, 19% prefer Laptop company's official website, and 8% prefer other mode of online platform.

Chart 4.2.23

Chart representing likeliness of online platforms to purchase from



INFERENCE:

Majority (33%) of the respondents prefer amazon as the most likely online platform.

Table. 4.2.24

Q. Following questions are to be answered based on these 4 laptops. Which laptop among these 4 are you more likely to buy

ANSWER	NO. OF RESPONDENTS	PRCENTAGE

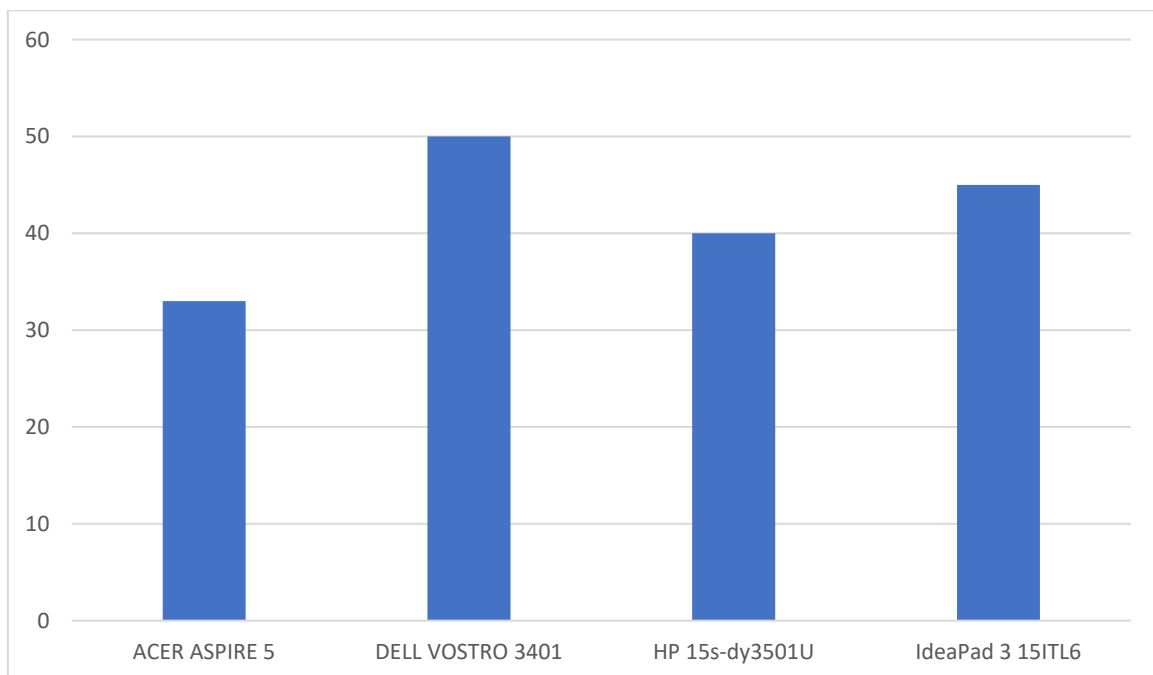
ACER ASPIRE 5	33	20%
DELL VOSTRO 3401	50	30%
HP 15s-dy3501U	40	24%
IdeaPad 3 15ITL6	45	26%
TOTAL	168	100%

INTERPRETATION:

From the above table, it is clear that 20% are most likely to buy Acer, 30% prefer Dell, 24% prefer Hp, and the remaining 26% prefer Lenovo.

Chart 4.2.24

Chart representing most likeliness to buy the laptop brand



INFERENCE:

Majority (30%) of the respondents are more likely to buy Dell.

Table 4.2.25

Q. How much are you satisfied about the pricing of these laptops.

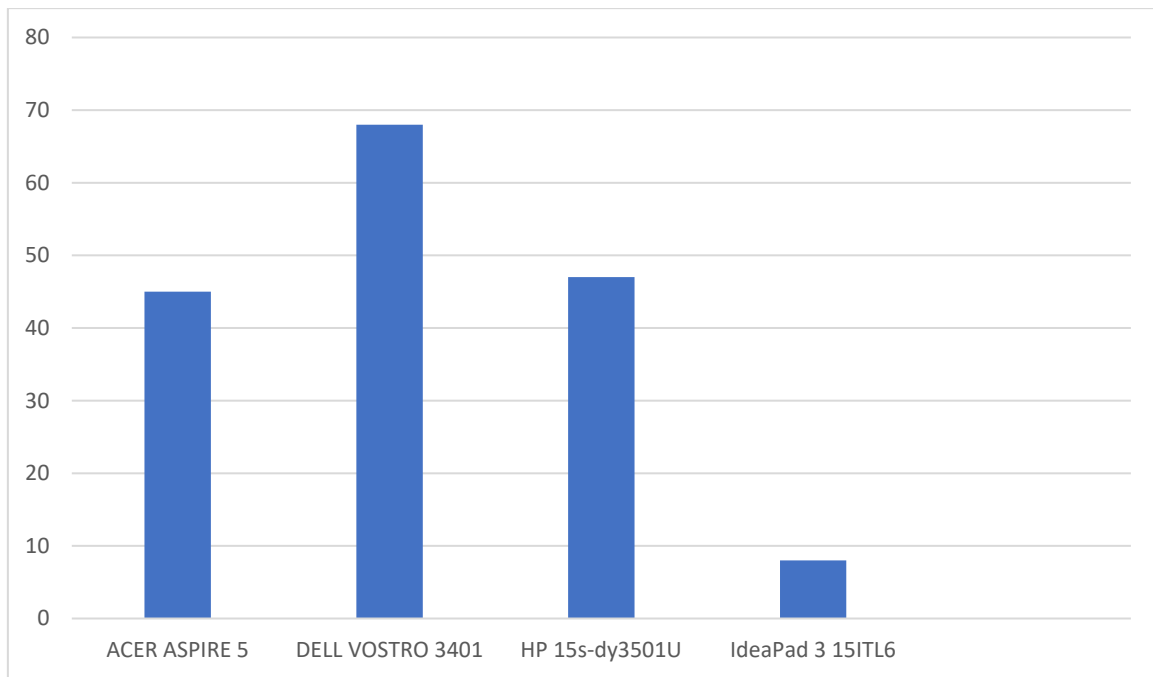
ANSWER	NO. OF RESPONDENTS	PRCENTAGE
ACER ASPIRE 5	45	27%
DELL VOSTRO 3401	68	41%
HP 15s-dy3501U	47	28%
IdeaPad 3 15ITL6	8	4%
TOTAL	168	100%

INTERPRETATION:

From the above table, it is interpreted that 27% prefer Acer, 41% prefer Dell, 28% prefer Hp, and the rest prefer Lenovo.

Chart 4.2.25

Chart representing price satisfaction



INFERENCE:

Majority (41%) prefer Dell about the pricing of the laptops.

Table 4.2.26

Q. Which laptop would you prioritize to buy if there was an option for price negotiation.

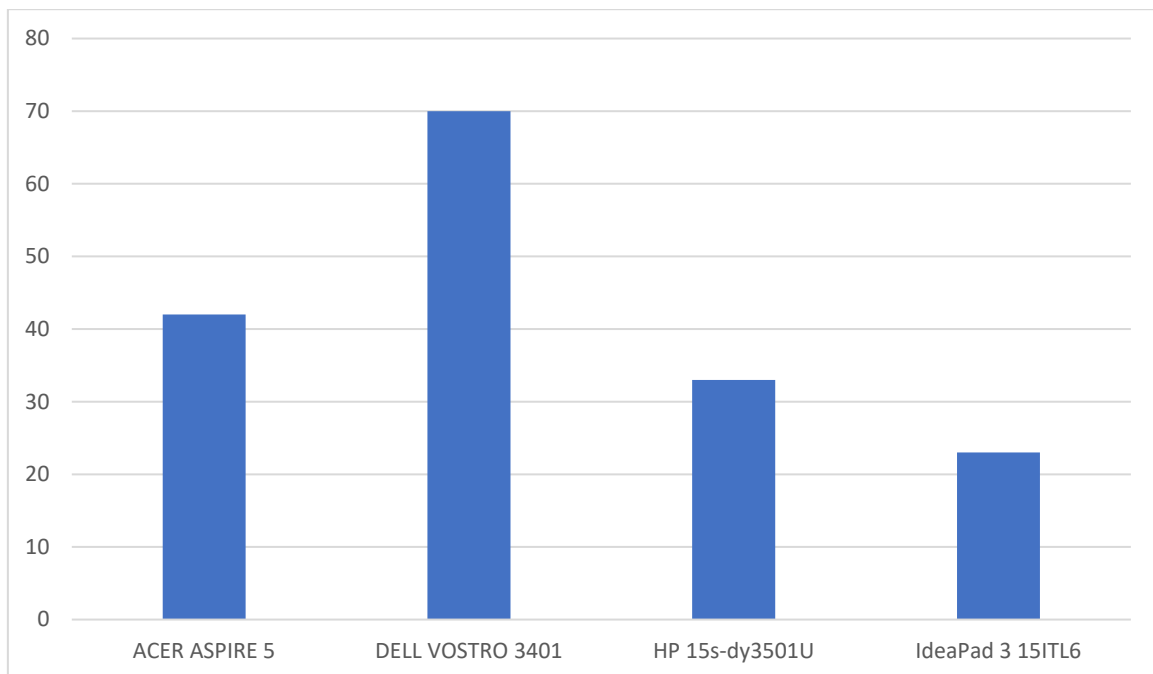
ANSWER	NO. OF RESPONDENTS	PERCENTAGE
ACER ASPIRE 5	42	25%
DELL VOSTRO 3401	70	42%
HP 15s-dy3501U	33	20%
IdeaPad 3 15ITL6	23	13%
TOTAL	168	100%

INTERPRETATION:

It is interpreted that 25 % prefer Acer, 42% prefer dell, 20% prefer Hp and 13 % prefer Lenovo.

Chart 4.2.26

Chart representing buying preference with price negotiation



INFERENCE:

Majority (42%) of the respondents prefer Dell Vostro 3401 as their choice if there was price negotiation.

4.3 STATISTICAL ANALYSIS

Profile of the customer

4.3.1 Gender of the customers

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Women	75	44.6	44.6	44.6
	Men	93	55.4	55.4	100.0
	Total	168	100.0	100.0	

The table no 4.3.1 state that the 44.6% are women and 55.4% are men.

4.3.2 Age of the customers

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 and below	32	19.0	19.0	19.0
	18-25	72	42.9	42.9	61.9
	25-35	43	25.6	25.6	87.5
	35 and above	21	12.5	12.5	100.0
	Total	168	100.0	100.0	

The above table no 4.3.1 says that 19.0% are 18 and below the age, 42.9% are 18-25, 25.6% are 25-35 and 12.5% are from 35 and above.

4.3.3 Marital Status of the customers

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	108	64.3	64.3	64.3
	Married	60	35.7	35.7	100.0
	Total	168	100.0	100.0	

The above table no 4.3.3 states that 64.3% of respondents are single, and the rest are married.

4.3.4 Occupation of the customers

Occupation of the Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	54	32.1	32.1	32.1
	Employee	51	30.4	30.4	62.5
	Self Employed	43	25.6	25.6	88.1
	Household	20	11.9	11.9	100.0
	Total	168	100.0	100.0	

The above table 4.3.4 states that out of the option given 32.1% of respondents are students, 30.4% of respondents are employees, 25.6% of respondents are Self Employed, 11.9% of the respondents are doing household work.

4.3.5 Monthly Income of the customers

Monthly Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20000 or less	81	48.2	48.2	48.2
20000-40000	49	29.2	29.2	77.4
40000-60000	23	13.7	13.7	91.1
60000 or above	15	8.9	8.9	100.0
Total	168	100.0	100.0	

The above table 4.3.5 states that 48.2% of the respondents have income below or equal to 20000, 29.2% have income between 20000-40000, 40000-60000 make up 13.7% and the remaining 8.9% income of 60000 or above

4.3.6 Mean of the customer profile

Descriptive Statistics

	N	Mean
Gender	168	1.55
Age	168	2.32
Marital Status	168	1.36
Occupation of the Respondent	168	2.17
Monthly Income	168	1.83
Valid N (listwise)	168	

4.3.7. Association between the gender and age of the customer

Gender * Age Crosstabulation

Count

		Age				Total
		18 and below	18-25	25-35	35 and above	
Gender	Women	25	31	13	6	75
	Men	7	41	30	15	93
Total		32	72	43	21	168

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.398 ^a	3	.000
Likelihood Ratio	21.095	3	.000
Linear-by-Linear Association	15.827	1	.000
N of Valid Cases	168		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.38.

The table no 4.6 explains that the 25 women are under the age of 18 and below and where only 7 are men where under the age of 18-25, 25- 35 and 35 and above are higher number of men than women and there is significant difference between the gender and the age of customer($X^2=20.398$, $df=3$, $P<0.000$)

4.3.8 Association between the Gender and Marital status

Gender * Marital Status Crosstabulation

Count		Marital Status		Total
		Single	Married	
Gender	Women	58	17	75
	Men	50	43	93
Total		108	60	168

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	10.046 ^a	1	.002		
Continuity Correction ^b	9.046	1	.003		
Likelihood Ratio	10.310	1	.001		
Fisher's Exact Test				.002	.001
Linear-by-Linear Association	9.986	1	.002		
N of Valid Cases	168				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 26.79.

b. Computed only for a 2x2 table

The table no 4.7 says that the most of married men are prepares to buy laptop than the women where single men and women are average. There is significant difference between the men and women in marital status to buying laptop($\chi^2=0.002$, $df=1$, $P<0.002$).

4.3.9 Association between the Gender and occupation

Gender * Occupation of the Respondent Crosstabulation

Count		Occupation of the Respondent				Total
		Student	Employee	Self Employed	Household	
Gender	Women	31	22	11	11	75
	Men	23	29	32	9	93
Total		54	51	43	20	168

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.797 ^a	3	.013
Likelihood Ratio	11.130	3	.011
Linear-by-Linear Association	2.802	1	.094
N of Valid Cases	168		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.93.

The above table no 4.8 state that the average number of men are self-employed and employees 32 and 29 respectively where average women are prefers to buy laptop than the men. There is significant different between the gender and occupation($X^2=0.013$, $df=3$, $P<0.013$)

4.3.10 Association between the Gender and Monthly income

Gender * Monthly Income Crosstabulation

Count		Monthly Income				Total
		20000 or less	20000-40000	40000-60000	60000 or above	
Gender	Women	46	21	5	3	75
	Men	35	28	18	12	93
Total		81	49	23	15	168

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.468 ^a	3	.004
Likelihood Ratio	14.152	3	.003
Linear-by-Linear Association	12.780	1	.000
N of Valid Cases	168		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.70.

The table no 4.9 says that almost every men who has monthly income 20000-40000, 40000-60000 and 60000 and above where 46 women are 20000 or less have monthly income. There is significant difference between the gender and monthly income of customer($X^2=0.004$, $df=3$, $P< 13.468$).

Hypothesis

H₁. There is significant difference between the gender and the age of customer.

H₂. There is significant difference between the men and women in marital status of customer.

H₃. There is significant different between the gender and occupation of customer.

H₄. There is significant difference between the gender and monthly income of customer.

CHAPTER 5

5.1 Findings

1. Majority (55.4%) of the respondents of my questionnaire are Female
2. Majority (42.90%) of the respondents of my questionnaire belong to the age group 18-25.
3. Majority (64.43%) of the respondents are single.
4. Majority (52.00%) of respondents are STUDENT.
5. Majority (51%) of the respondents earn less than or equal to 20000
6. Majority (68%) respondents own a laptop.
7. Majority (40%) of the respondents own a laptop and need 1.
8. Majority (60%) consider brand name while purchasing a laptop.
9. Majority (41%) of the respondents feel very likely to consider the looks of a laptop while purchasing one.
10. Majority (54%) of the respondents consider processing speed while purchasing a laptop.
11. Majority (54%) of the respondents prefer Integrated Graphic Memory.
12. Majority (57%) are comfortable with Windows OS.
13. Majority (54%) prefer SSD for more performance.
14. Majority (36%) of the respondents felt HP has highest demand in the market.
15. Majority (25%) feel their own perception is very influential.
16. Majority (48.1%) feel somewhat likely to consider advertisement while purchasing a laptop.
17. Majority (34.4%) feel HP has better customer service.

18. Majority (43%) of the respondents are somewhat likely to prefer discounts while purchasing a laptop.
19. Majority (57%) of the respondents prefer discount price.
20. Majority (36%) of the respondents are willing to spend on processor.
21. Majority (46%) of the respondents prefer 1-3 years of warranty
22. Majority (55%) of the respondents prefer online platform.
23. Majority (33%) of the respondents prefer amazon as the most likely online platform.
24. Majority (30%) of the respondents are more likely to buy Dell.
25. Majority (41%) prefer Dell about the pricing of the laptops.
26. Majority (42%) of the respondents prefer Dell Vostro 3401 as their choice if there was price negotiation.

5.2 SUGGESTIONS

The Consumers are more knowledgeable than ever before and the companies needs to work hard to get the reputation from the consumers. Since these are mid-range laptop models, consumers don't want to waste their money, so companies should provide the best product for its value.

The brand Acer should improve their customer service to improve its sale.

When you are about buy a mid-range laptop, it is important to check whether it has the optimum specialization in it for better value for money.

5.3 CONCLUSION

Though there is a vast difference in consumer's review, we cannot disagree that these four brands (Acer, Dell, Hp, Lenovo) are the top brands in the laptop industry. The consumers have more knowledge than ever before if the companies could find what the needs of the next generation are, then they could rule the laptop Industry in future too. Since there are many choices when it comes to buying a mid-range laptop, the above study will help the future consumers to choose a suitable laptop for them.

REFERENCE

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www.wikipedia.com

www.amazon.in

APPENDIX(QUESTIONNAIRE)

Demographic Profile

1. Name of the Respondent
2. Age of the Respondent
3. Gender of the respondent
4. Marital Status
5. Occupation of the Respondent
6. Monthly Income

Features of the Laptops

7. Do you own a laptop currently?
8. Do you think you need a laptop?
9. Do you consider brand name while purchasing a laptop?
10. How likely are you to consider the looks of a laptop while purchasing one?
11. Do you consider processing speed while purchasing a laptop?
12. What would be your choice in graphic memory among these?
13. Which operating system are you comfortable with?
14. Would you go with HDD for more space or SSD for more performance?

Customer Perception

15. Which brand according to you has the highest demand in market?
16. Which according to you influences you the most?
17. Do you consider Advertisement while purchasing a laptop?
18. Which brand according to you has the best customer service?
19. How likely are you to prefer discounts while purchasing a laptop?
20. Would you be willing to buy a laptop that costs 50,000 INR with a discount price of 3000 INR (final price 47,000 INR) or a laptop that costs 50,000 INR that comes with a free bag that costs 5000 INR?
21. You would be willing to spend extra on?
22. What is the minimum warranty duration that you expect when buying a laptop?
23. Do you prefer buying a laptop in online platform of a walk-in store?
24. In which online platform are you more likely to purchase from?
25. Following questions are to be answered based on these 4 laptops. Which laptop among these 4 are you more likely to buy?
26. Which among these would you be least likely to buy?
27. Which among these do you think is overpriced according to your specs?
28. If there is an option for price negotiation, which laptop would you go for?