

A MAJOR PROJECT REPORT ON  
**“Comparative analysis of Flagship laptops over top brands on online marketing”**

Submitted in partial fulfillment of the requirements for the award of

**Bachelor of Business Administration**

By

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**MARCH 2021**



# SATHYABAMA UNIVERSITY

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## SCHOOL OF MANAGEMENT STUDIES

### BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of Rufus s (38280077) who carried out the project entitled “A Study on comparative analysis of flagship laptops over top brands on online marketing ” under our supervision from January 2021 to March 2021.

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## **DECLARATION**

I **Rufus s** (Reg.No. 38280077) hereby declare that the Project Report entitled **“A Study on comparative analysis of flagship laptops over top brands on online marketing”** Done by me under the guidance of Ms.M.Sivapriya, M.Com. M.Phil., PGDCA at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial fulfilment of the award of Bachelor of Business Administration degree.

**DATE:**

**Rufus S**

**PLACE:Chennai**

## **ACKNOWLEDGEMENT**

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. G. Bhuvaneswari M.B.A., Ph.D., Dean – School of Management Studies** and **Dr. A. Palani M.Com., M.Phil., M.B.A., Ph.D.,** Head of the Department, Dept. of Management Studies for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Ms.M.Sivapriya, M.Com. M.Phil., PGDCA** her **guidance**, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching Non-teaching staff members of the Department of Business Administration who were helpful in many ways for the completion of the project.

**RUFUS S**

## ABSTARCT

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 flagship laptops among the people in Chennai. It also identifies the major features which a people looks in flagship laptops .** This research study area is suitable to find out the laptops brand preference. The customers of **Dell, Hp, Asus, Apple laptop** brands in Chennai are samples selected for this study. A sample of 150 respondents was selected. The study covered a period is three months from January 2021-MAR2021.

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## **Chapter 1**

### **Introduction**

#### **1.1 Introduction**

To sell a product it is must to make healthy relationship customers and for this it is important to know the behavior of consumers. How they satisfy? What are the expectations of consumers?

This project is undertaken to know the customer behavior and factor influencing purchase intension for Asus , Hp , Apple and Dell laptops .

The present is the era of customers. Customers are more knowledgeable than ever before and because the customer is more knowledgeable ,companies must be faster , more agile and more creative than few years ago.

So companies should strive to enhance customer satisfaction through knowing their expectations regarding products .

Laptops are an integral part of today's student's study kit. with a number of brands available in the market,

Each trying to differentiate itself from the other in terms of features, style, etc and trying to entice the buyer attractive offers, the decision of purchasing the laptop has become a gruesome exercise for the customers. The very nature of the product encourages the prospective buyer to go through all the stages of a typical buying process. That is the reason that I have taken up to study the consumer buying preference for laptop buying,

A Comparative Analysis of flagship laptops over Hp, Dell, Asus and Apple on online markets

## 1.2 INDUSTRY PROFILE

The laptop computers are made for increasing the convenience of users. The laptop computer is portable equipment. The laptop computers are portable due to lightweight. They have many features when they are compared with desktop computers. Laptop computers are operated using built in batteries. These batteries are made for long life. The laptop computer has a built in touch pad so that it can be operated without a mouse. The key board and monitor have also been built in so that the equipment facilitates all functions.

The laptop computers are smaller and energy efficient. The parts used to make them are expensive. The facilities provided in a laptop computer are similar to that of a desktop computer. Different versions of laptops are available in the market with large screens, high capacity graphic cards etc. The specialty in laptop computers includes light weight and lower energy consumption. Also they are less noisy and easy to handle. Similar to desktop computers the laptop computers include mother board, processor, hard disk, memory, graphic card, keyboard, mouse and display device.

The major benefits of a laptop computer are that it is lighter in weight and can be used while travelling. The disadvantage of a laptop computer is that it does not support for expansion upgrade.

The laptop computers are equipped with built in wireless network cards. It facilitates users to connect to the internet without a cable.

## History of laptops

At one time a full-fledged computer that could fit into a single room was viewed as a pipe dream but a similar concept to the contemporary laptop was envisioned all the way back in 1968 by computer scientist Alan Kay.

When he conceived of the Dynabook a gadget that bore a passing resemblance to a modern eReader but was perhaps surprisingly intended as an educational tool for kids. Now the Dynabook was never manufactured but portable computing didn't take long to become a reality .

Arguably, the first ever portable computer for the general public was the IBM 5100. It hit the market in 1975. It essentially looked like an entire old-school desktop computer except with a tiny 5-inch display capable of displaying a whopping 1,024 characters at 53 pounds or 24 kilograms. It wasn't exactly a backpack friendly though but it did come with a carrying case.

It was hailed as an engineering marvel at the time because packing all those components into one portable box. The price of the laptop was only \$9,000 which is equivalent to about \$41,000 today.

The continued heed tiny CRT and a heavy case trend at its launch in 1981. the Osborne weighed twenty four 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.

We didn't see a major shift in the lightweight laptop industry until Apple rolled out the original PowerBook 100 which included their system 7 graphical OS as well as a built-in trackball.

In 1995, we saw the release of Windows 95 which was a big deal for laptop technology. Windows 95 was able to standardize many elements of laptop design because of its ability to talk to the laptops BIOS, more directly to handle functions like power management.

Obviating the need for the wide variety of bios's and drivers that were necessary on older devices making manufacturing simpler and increasing interoperability.

Another feature that's now ubiquitous on laptops is built-in Wi-Fi. It was first appeared in 1999 on the Apple iBook which was even more well known for its up interesting design. Subsequent laptops incrementally added features that we're used to today like HD screens, webcams, solid-state drives and even desktop grade graphics processing.

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 neighborhood 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.

## 1.3 Company profile

### \*Asus 1.3.1



ASUS is a Taiwan-based, multinational computer hardware and consumer electronics company that was established in 1989. Dedicated to creating products for today's and tomorrow's smart life, ASUS is the world's No. 1 motherboard and gaming brand as well as a top-three consumer notebook vendor.

ASUS became widely known in North America when it revolutionized the PC industry in 2007 with its Eee PC™. Today, the company is pioneering new mobile trends with the ASUS ZenFone™ series, and it is rapidly developing virtual and augmented reality products as well as IOT devices and robotics technologies. Most recently, ASUS introduced Zenbo, a smart home robot designed to provide assistance, entertainment, and companionship to families.

In 2015 and 2016, Fortune magazine recognized ASUS as one of the World's Most Admired Companies, and for the past four years Interbrand has ranked ASUS Taiwan's most valuable international brand. The company has more than 17,000 employees, including a world-class R&D team. Driven by innovation and committed to quality, ASUS won 4,385 awards and earned approximately US\$13.3 billion in revenue in 2016.

## History of Asus

Asus was founded in Taipei in 1989 by T.H. Tung, Ted Hsu, Wayne Hsieh and M.T. Liao,[11] all four having previously worked at Acer as hardware engineers. At this time, Taiwan had yet to establish a leading position in the computer-hardware business. Intel Corporation would supply any new processors to more established companies like IBM first, and Taiwanese companies would have to wait for approximately six months after IBM received their engineering prototypes. According to company history, Asus created a motherboard prototype for using an Intel 486, but it had to do so without access to the actual processor. When Asus approached Intel to request a processor to test it, Intel itself had a problem with its own 486 motherboard. Asus solved Intel's problem and it turned out that Asus' own motherboard worked correctly without the need for further modification. Since then, Asus was receiving Intel engineering samples ahead of its competitors.

In September 2005, Asus released the first PhysX accelerator card. In December 2005, Asus entered the LCD TV market with the TLW32001 model. In January 2006, Asus announced that it would cooperate with Lamborghini to develop the VX laptop series.

On 9 March 2006, Asus was confirmed as one of the manufacturers of the first Microsoft Origami models, together with Samsung and Founder Technology. On 8 August 2006, Asus announced a joint venture with Gigabyte Technology. On 5 June 2007, Asus announced the launch of the Eee PC at COMPUTEX Taipei. On 9 September 2007, Asus indicated support for Blu-ray, announcing the release of a BD-ROM/DVD writer PC drive, BC-1205PT. ASUS subsequently released several Blu-ray based notebooks.

In January 2008, Asus began a major restructuring of its operations, splitting into three independent companies: Asus (focused on applied first-party branded computers and electronics); Pegatron (focused on OEM manufacturing of motherboards and components); and Unihan Corporation (focused on non-PC manufacturing such as cases and molding). In the process of the restructuring, a highly criticized pension-plan restructuring effectively zeroed out the existing pension balances. The company paid out all contributions previously made by employees.

On 9 December 2008, the Open Handset Alliance announced that Asus had become one of 14 new members of the organization. These "new members will either deploy compatible Android devices, contribute significant code to the Android Open Source Project, or support the ecosystem through products and services that will accelerate the availability of Android-based devices."

On 1 June 2010, Asus spun off Pegatron Corp.

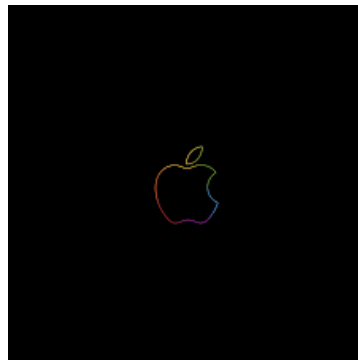
In October 2010, Asus and Garmin announced that they would be ending their smartphone partnership as a result of Garmin deciding to exit the product category. The

two companies had produced six Garmin-ASUS branded smartphones over the prior two years.

In December 2010, Asus launched the world's thinnest notebook, the Asus U36, with Intel processor voltage standard (not low voltage) Intel Core i3 or i5 with a thickness of only 19 mm.

In January 2013, Asus officially ended production of its Eee PC series due to declining sales caused by consumers increasingly switching to tablets and Ultrabooks.

### **\*Apple INC. 1.3.2**



Apple Inc. is an American multinational technology company headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, and online services. It is considered one of the Big Five companies in the U.S. information technology industry, along with Amazon, Google, Microsoft, and Facebook. Its hardware products include the iPhone smartphone, the iPad tablet computer, the Mac personal computer, the iPod portable media player, the Apple Watch smartwatch, the Apple TV digital media player, the AirPods wireless earbuds, the AirPods Max headphones, and the HomePod smart speaker line. Apple's software includes iOS, iPadOS, macOS, watchOS, and tv OS operating systems, the iTunes media player, the Safari web browser, the Shazam music identifier, and the iLife and iWork creativity and productivity suites, as well as professional applications like Final Cut Pro X, Logic Pro, and Xcode. Its online services include the iTunes Store, the iOS App Store, Mac App Store, Apple Arcade, Apple Music, Apple TV+, Apple Fitness+, iMessage, and iCloud. Other services include Apple Store, Genius Bar, AppleCare, Apple Pay, Apple Pay Cash, and Apple Card.

## History of APPLE

Apple was founded by Steve Jobs, Steve Wozniak, and Ronald Wayne in April 1976 to develop and sell Wozniak's Apple I personal computer, though Wayne sold his share back to Jobs and Wozniak within 12 days. It was incorporated as Apple Computer, Inc., in January 1977, and sales of its computers, including the Apple II, grew quickly.

Jobs and Wozniak hired a staff of computer designers and had a production line starting in Jobs' garage. Apple went public in 1980 to instant financial success. Over the next few years, Apple shipped new computers featuring innovative graphical user interfaces, such as the original Macintosh in 1984, and Apple's marketing advertisements for its products received widespread critical acclaim. However, the high price of its products and limited application library caused problems, as did power struggles between executives. In 1985, Wozniak departed Apple amicably and remained an honorary employee, while Jobs resigned to found NeXT, taking some Apple co-workers with him.

As the market for personal computers expanded and evolved through the 1990s, Apple lost considerable market share to the lower-priced duopoly of Microsoft Windows on Intel PC clones. The board recruited CEO Gil Amelio to what would be a 500-day attempt to rehabilitate the financially troubled company—reshaping it with layoffs, executive restructuring, and product focus. He led Apple to buy NeXT in 1997, solving a failed operating system strategy and bringing Jobs back.

Jobs regained leadership status, becoming CEO in September 1997. Apple swiftly returned to profitability under the revitalizing "Think different" campaign, rebuilding Apple's status by launching the iMac and iPod, opening a retail chain of Apple Stores in 2001, and acquiring numerous companies to broaden the software portfolio. The company was renamed to Apple Inc. in 2007, reflecting a focus toward consumer electronics, and launched the iPhone to critical acclaim and financial success. In August 2011, Jobs resigned as CEO due to health complications, and Tim Cook became the new CEO. Two months later, Jobs died, marking the end of an era for the company. In June 2019, Jony Ive, Apple's CDO, left the company to start his own firm, but stated he would work with Apple as its primary client.

Apple's worldwide annual revenue totaled \$274.5 billion for the 2020 fiscal year. Apple is the world's largest technology company by revenue and one of the world's most valuable companies. Apple is the world's 4th-largest PC vendor by unit sales as of January 2021. It is also the world's fourth-largest smartphone manufacturer. In August 2018, Apple became the first publicly traded U.S. company to be valued at over \$1 trillion and just two years later, in August 2020 became the first \$2 trillion U.S. company. Apple employs 147,000 full-time employees and maintains 510 retail stores in 25 countries as of 2020. It operates the iTunes Store, which is the world's largest music retailer. As of January 2020, more than 1.5 billion Apple products are actively in use worldwide. The company also has a high level of brand loyalty and is ranked as the world's most valuable brand. However, Apple receives significant criticism regarding the labor practices of its contractors, its environmental practices and unethical business practices, including anti-competitive behavior, as well as the origins of source materials.

### 1.3.3 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 signaling. It's easy to see why young Bill Hewlett and Dave Packard were drawn to study electrical engineering at Stanford University.

**•1934**

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

**•1938**

- Bill and Dave work part-time building devices in a Palo Alto garage.
- With only \$538 in capital, they invent the “HP Model 200A”, an oscillator used to test sound equipment.
- The Walt Disney Company buys 8 HP oscillators to prepare movie theaters to screen *Fantasia*.

**•1939**

- 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**

- HP moves into rented facilities in Palo Alto.

**•1942**

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

- The business incorporates on August 18.
- 

## The 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**

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

- 1957**

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

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

- 1963**

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

- 1964**

- 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**

- 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**

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

- 1974**

- HP introduces the world’s first programmable pocket calculator.

- 1977**

- 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**

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

- 1983**

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

- 1984**

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

- 1991**

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

- 1994**

- 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**

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

- **2004**

- 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**

- HP achieves its goal of recycling 1 billion pounds of hardware.
- The original HP garage in Palo Alto is listed in the National Register of Historic Places as "The Birthplace of Silicon Valley."

- **2010**

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

- **2016**

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

- **2018**

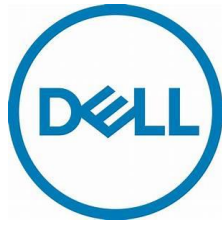
- HP debuts a sophisticated 3D metal printer, the HP Metal Jet.

## Today and Beyond

- **2019**

- 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!



#### 1.3.4 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.[4] 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 catalogs. 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.

## **1.4 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 satisfaction and changing trends of the customer choice.

## **1.5 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.
4. Customer experience is how customers engage with company and brand throughout the entire arc of being a customer.

## **1.6 OBJECTIVES**

- To identify various factor which affect customer buying preference .
- To Determine those factors which influence the buying preference of customer towards laptop the most.
- To compare the the buying preference level of the customers towards Hp , Dell,Asus and Apple Flagship laptops.

## **1.7 Limitations of the study**

1. The analysis of the present study has been carried out based on the information has collected from the flagship 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 150 numbers of respondents were considered.
4. The result fully depends on the information given by the respondents which may be based.

## 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, analyzing 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 flagship laptops on top brands.

#### 2.2 List of Reviews

**T. Porkodi (2018)** has taken the problem that the consumers are satisfied or dissatisfied with the sales, services and supply of the laptops and other accessories for their continuous usage. In the study the researcher is to find out the satisfaction of the consumers towards the charges, the quality, the provisions and the level of consumer satisfaction towards the laptops for their official as well as the personal use. They are suggested to go for the right agency of the specific company for availing the services continuously

**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.

**Dr. S. Namasivayam (2016)** identified that the development of laptop industry mainly depends on customer satisfaction. The researcher can identified the factors and the preference of the respondents while purchasing laptops and know the level of satisfaction towards branded laptops. The researcher suggested that the companies should use multiple marketing channels to create brand awareness through TV media, Newspaper and Magazines.

**Sultan. M. F et.al. (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.

**Sunil Kumar Dhal (2015)** can study the customer attitude and perception while purchasing a laptop. The researcher can identified 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.

**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.

**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 behavior 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.

**Hariprasad and Philip (2008)**

did a comparative study on the laptop preference with competitive brands. The study also aims at studying the various determinants of choosing a particular brand of laptop in comparison with various other brands available in the market. The study concludes that consumer generally give preference for the performance of the system as it's a high involvement product.

**Rockman (2007)**

States that laptop is changing the attitude of the student and they consider laptop as a personal environment for learning. Pride of ownership and more individualized approach of learning are two benefits for students in schools. Students in laptop pro-grams often have a greater level of autonomy, independence and responsibility rather than they ever had before

**Nasir (2006)**

found that companies should understand the consumer preferences and values residing in them and should develop strategies accordingly to increase customer satisfaction loyalty and retention. These can also strengthening their competitive position. They should also understand the consumer purchase decision of various product markets.

**Park (2006)**

in his article says that students preferred Dell and HP initially due to their reasonable pricing and good choices available within the brands. But these days' apples are equally affordable and they now use Intel's Duo core chips like Dell and HP and many are going for apple

**Dede (2005)**

proposes that advances in IT are reshaping students learning styles and new generations of students are developing neomillennial learning styles through immersion in virtual environments and augmented realities. The neomillennial learning style is characterized by social constructivist and experiential learning

**Hoskins (2005)**

in his article “how to choose the best student laptop” states that the preference for laptops are being replaced by notebook and this has become the emerging trend due to various reasons like less price, affordability, portability etc. Another reason for these preferences for laptops and notebooks is the internet, which acts as the 2nd teacher with a collective knowledge on this planet. Even parents consider this as a perfect learning for students. There are various determinants on which they go for a laptop. Those factors are like portability, convenience, tough, powerfulness, affordability, size, sturdy, connections, technical specs, battery life, price and laptop security.

**Punyatoya, P. (2002)** This article presents a brief literature review of the concept of brand personality and its relationship to consumer brand preference and purchase intention.

**Pullman, Moore and Wardell (2002)**

in their study said that it's impossible to remain cost competitive and offer every feature desired by customers.

**Green and Krieger (1997)**

suggest that use of conjoint analysis technique for the detection of competitive actions and reactions in the case of introducing new products or services, extensions through the analysis of consumer's preferences and perceptions.

**Green and Sreenivasan (1978)**

said that the conjoint technique was initially used to study the consumer purchase decisions in early 1970's and Louviere (1994) also stated that some aspects of this analysis is still being developed and regarded this technique as “mature research technique

## **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. Point the way forward for further research!

## **Chapter – 3**

### **Research Methodology**

#### **3.1 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.

#### **3.2 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.

#### **3.3 STRUCTURE OF QUESTIONNAIRE**

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent 's opinions about customer's preference.

### **3.4 Sampling Technique**

#### **Convenience sampling method**

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.

### **3.5 Period of study**

The duration of study is from January 2021 to March 2021 which is three months of study.

## CHAPTER - 4

### DATA ANALYSIS AND INTERPRETATION

#### 4.1 Percentage Analysis table

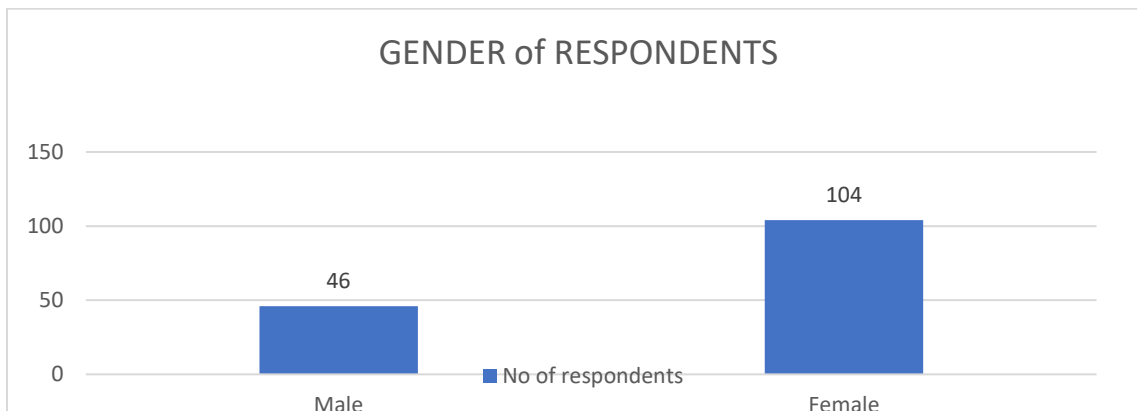
| Gender | NO. of Respondents | Percentage |
|--------|--------------------|------------|
| MALE   | 46                 | 30.7%      |
| FEMALE | 104                | 69.3%      |
| TOTAL  | 150                |            |

##### 4.1.1

TABLE: Gender of the respondents

Source : Primary Data

CHART: Gender of the respondents



#### Interpretation

From the above table it is interpreted that the number of male respondents is 46 which is 30.7% and the number of female respondents is 104 which is 69.3%

#### Inference

Majority (69.3 %) respondents are Female.

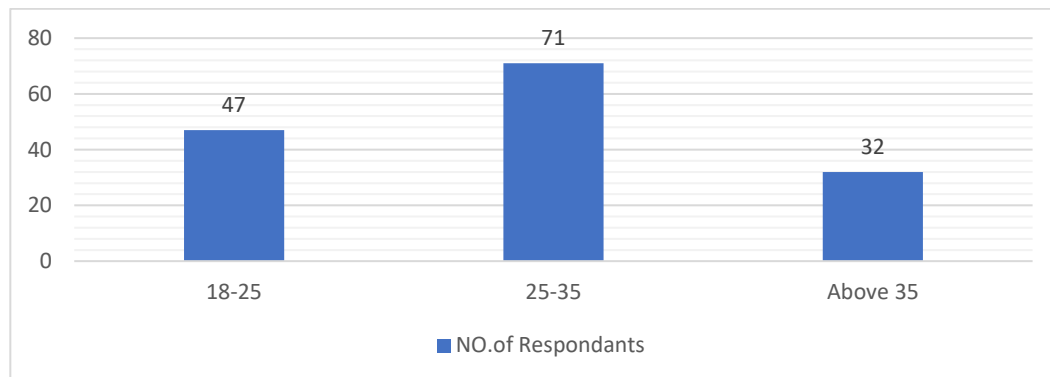
#### 4.1.2

Table : Age of the respondents

| AGE      | NO. of Respondents | Percentage |
|----------|--------------------|------------|
| 18 to 25 | 47                 | 31.3%      |
| 25to35   | 71                 | 47.3%      |
| Above 35 | 32                 | 21.3%      |

Source: primary data

Chart: Age of the respondents



#### Interpretation

From the above table it is interpreted that the no. of respondents aged between 18 -25 is 47(31.3%) , 25-35 is 71(47.3%) , Above 25 is 32(21.3%).

#### Inference

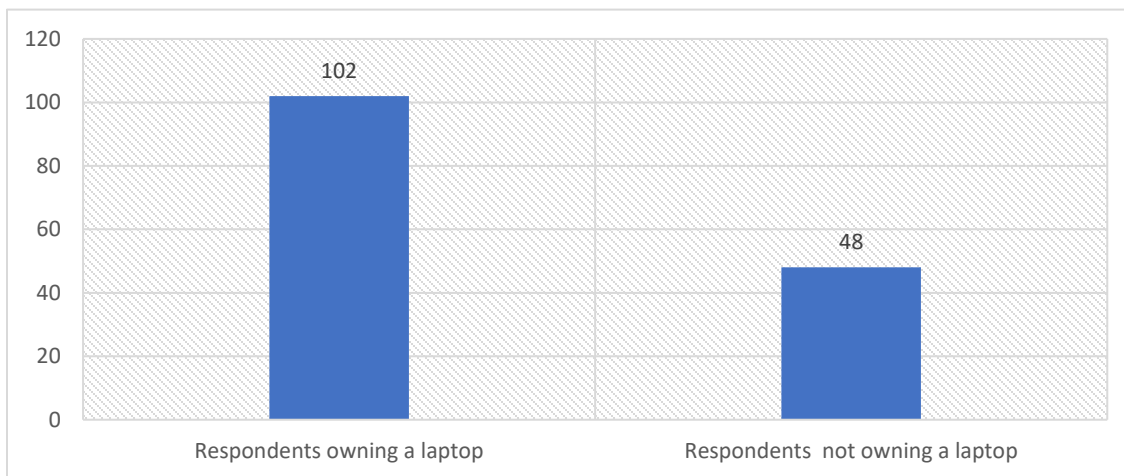
Majority 47.3 % respondents are aged between 25 to 35

### 4.1.3

Table: No. of Respondents owning a Laptop currently

|                                      | NO. of Respondents | Percentage |
|--------------------------------------|--------------------|------------|
| Respondents owning a laptop          | 102                | 68%        |
| Respondents who doesn't own a laptop | 48                 | 32%        |

Chart: No. of Respondents owning a Laptop currently



#### Interpretation:

From the above table it is interpreted that the no. of respondents who currently own a laptop is 102 (68%) and no. of respondents who don't own a laptop is 48(32%).

#### Inference

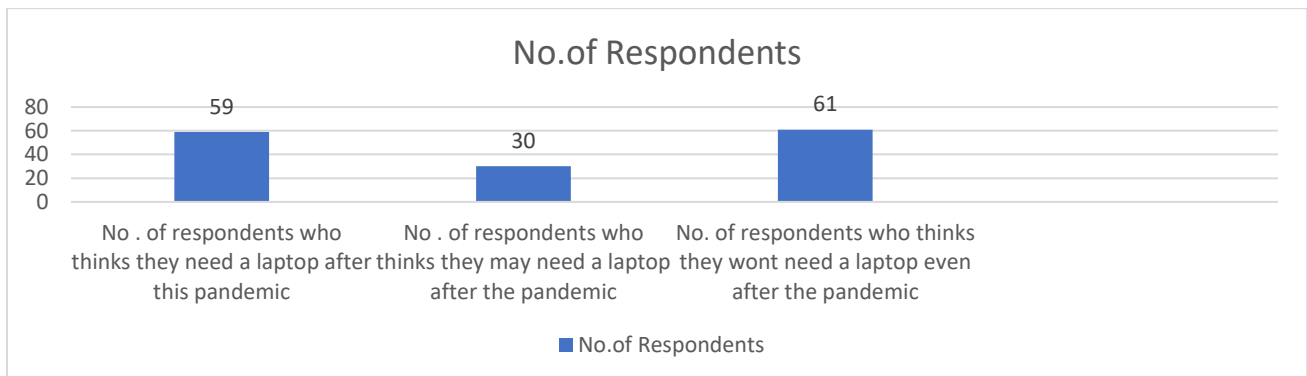
Majority 68% of the respondents own a laptop currently.

#### 4.1.4

Table: No of Respondents who think they would need a laptop after this pandemic

|                                                                               | No. of Respondents | Percentage |
|-------------------------------------------------------------------------------|--------------------|------------|
| No . of respondents who thinks they need a laptop after this pandemic         | 59                 | 39.3%      |
| No . of respondents who thinks they may need a laptop after the pandemic      | 30                 | 20%        |
| No. of respondents who thinks they wont need a laptop even after the pandemic | 61                 | 40.7%      |

Charts : No of Respondents who think they would need a laptop after this pandemic



#### Interpretation

From the above table it is interpreted that the no. of respondents Who thinks they need a laptop after the pandemic is 59(39.3%) , No. of respondents who think they may need a laptop after the pandemic is 30 (20%), No. of respondents who still think they wont need a laptop is 61(40.7%).

#### Inference:

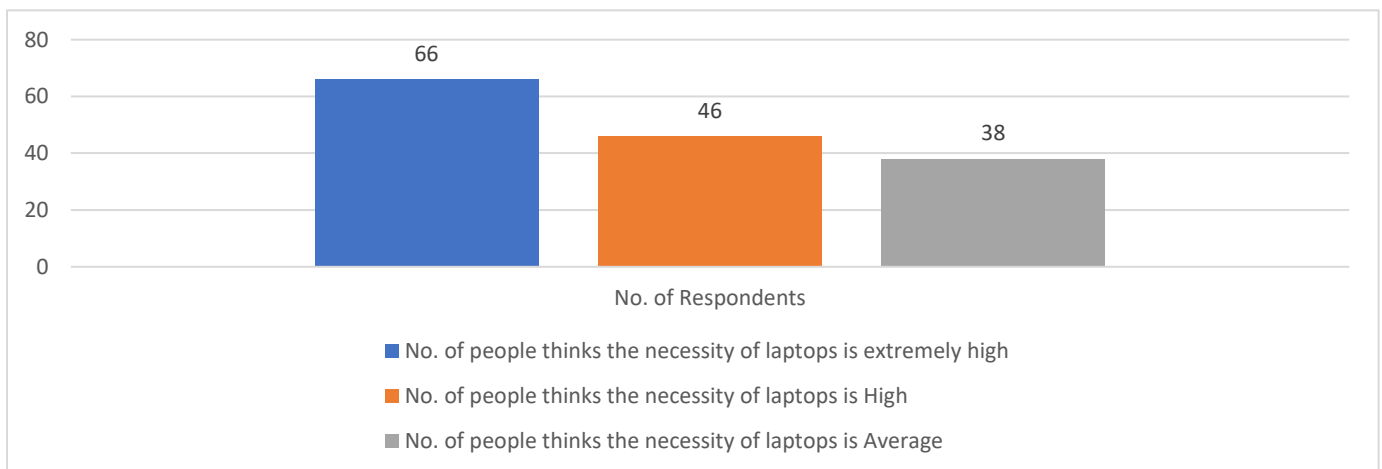
Majority 40.7% respondents they still won't need a laptop after the pandemic.

#### 4.1.5

Table: The increase in necessity of laptop after the pandemic

|                    | No. of people thinks the necessity of laptops is extremely high | No. of people thinks the necessity of laptops is High | No. of people thinks the necessity of laptops is Average |
|--------------------|-----------------------------------------------------------------|-------------------------------------------------------|----------------------------------------------------------|
| No. of Respondents | 66                                                              | 46                                                    | 38                                                       |
| Percentage         | 44%                                                             | 30.7%                                                 | 25.3%                                                    |

Chart: The increase in necessity of laptop after the pandemic



#### Interpretation

From the above table it is interpreted that the no. of respondents **thinks the necessity of laptops is extremely high is 66 (44%)**, no. of respondents **thinks the necessity of laptops is high is 46(30.7%),** no. of respondents **thinks the necessity of laptops is average is 38(25%).**

#### Inference:

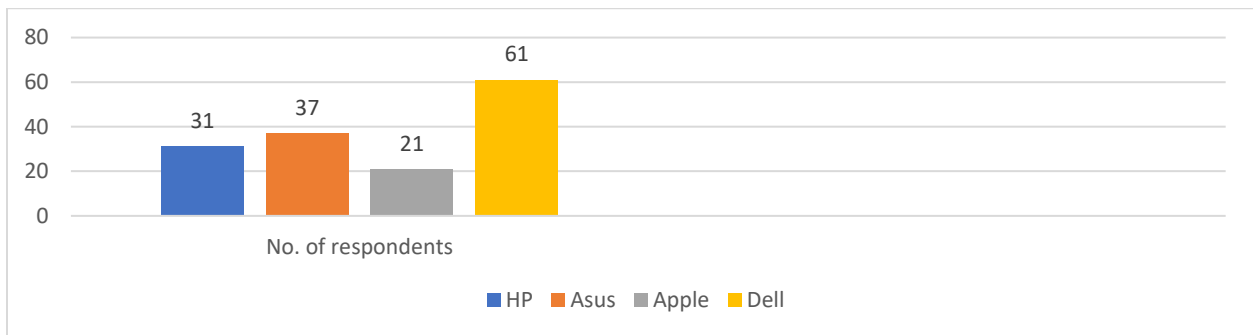
Majority of 44% of Respondents thinks the increase in necessity of laptops is extremely high .

#### 4.1.6

**Table:** The brand which has the highest demand in market according to respondents

|                    | HP    | Asus  | Apple | Dell  |
|--------------------|-------|-------|-------|-------|
| No. of respondents | 31    | 37    | 21    | 61    |
| Percentage         | 20.7% | 24.7% | 14%   | 40.7% |

**Chart:** The brand which has the highest demand in market according to respondents



#### Interpretation

From the above table it is interpreted that the no. of people selected the brand **Hp** to have the most demand in market is **31(20.7%)**, the no. of people selected the brand **Asus** to have the most demand in market is **37(24.7%)**, the no. of people selected the brand **Apple** to have the most demand in market is **21 (14%)**, the no. of people selected the brand **Dell** to have the most demand in market is **61(40.7%)**.

#### Inference :

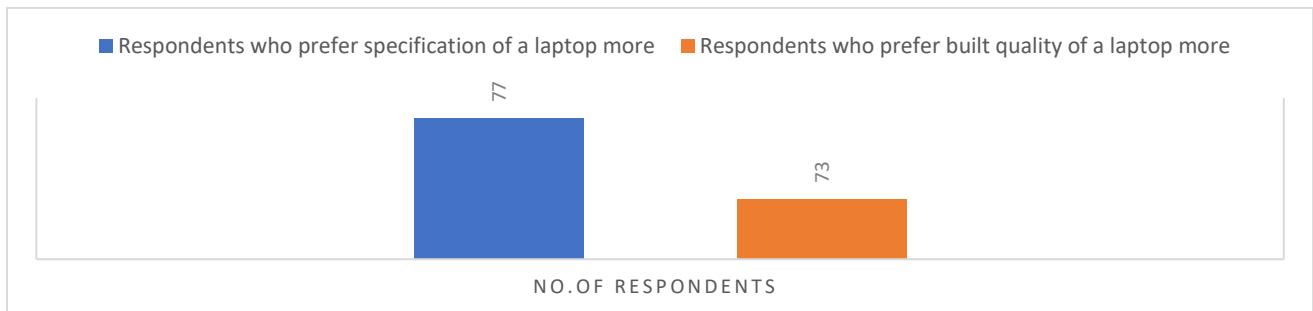
Majority 40.7% respondents selected the brand Dell to have the most demand in the market.

#### 4.1.7

Table: Which trait the respondents preferred the most among Built Quality and Specification.

|                   | Respondents who prefer specification of a laptop more | Respondents who prefer built quality of a laptop more |
|-------------------|-------------------------------------------------------|-------------------------------------------------------|
| No.of Respondents | 77                                                    | 73                                                    |
| Percentage        | 51.3                                                  | 48.7                                                  |

Chart: Which trait the respondents preferred the most among Built Quality and Specification:



#### Interpretation

From the above table it is interpreted that the no. of respondents who chose specification over built quality is 77(51.3%) . the no. of respondents who chose built quality over is specification is 73(48.7%).

#### Inference :

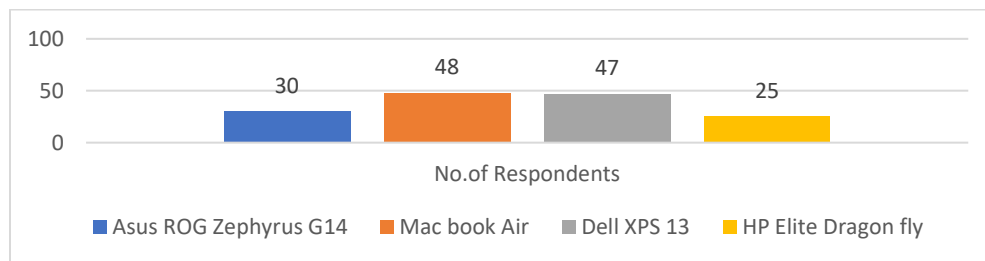
Majority of 51.3% respondents chose specification over built quality.

#### 4.1.8

Table: The Flagship Laptop Which they prefer the most among the other flagship laptop.

|                    | Asus ROG Zephyrus G14 | Mac book Air | Dell XPS 13 | HP Elite Dragon fly |
|--------------------|-----------------------|--------------|-------------|---------------------|
| No. of Respondents | 30                    | 48           | 47          | 25                  |
| Percentage         | 20%                   | 32%          | 31.3%       | 16.7%               |

Chart: The Flagship Laptop Which they prefer the most among the other flagship laptop.



#### Interpretation

From the above table it is interpreted that the no. of respondents who preferred Asus ROG Zephyrus G14 is 30(20%), Mac book Air is 48(32%), Dell XPS is 47 (31.3%), HP Elite Dragon fly is 25 (16.7%).

#### Inference

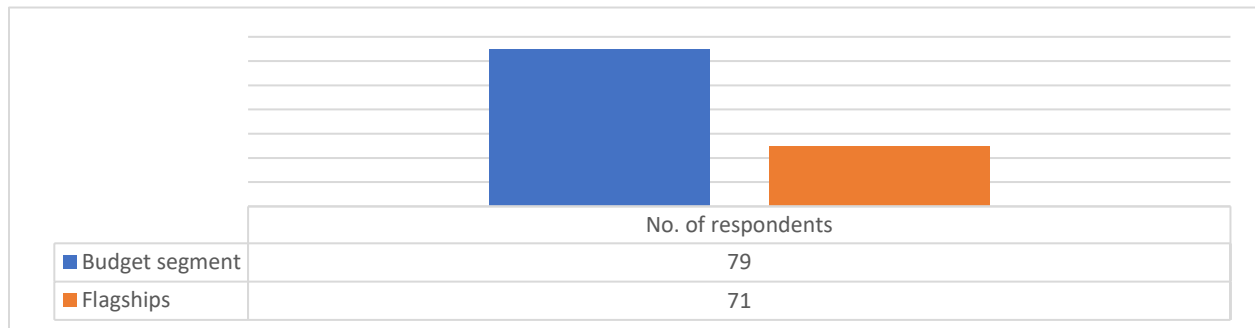
Majority 32% of respondents preferred Mac book Air the most among the other top Flagships.

#### 4.1.9

Table: which segment the brands should concentrate in future

|                   | Flagships | Budget Segment |
|-------------------|-----------|----------------|
| No.of respondents | 71        | 79             |
| Percentage        | 47.3%     | 52.7%          |

Chart: which segment the brands should concentrate in future



#### Interpretation

From the above table it is interpreted that the no. of respondents who wanted the brand to focus on flagship Segment is **71 (47.3%)**, the no. of respondents who wanted the brand to focus on Budget Segment is **79(52.7%)**.

#### Inference :

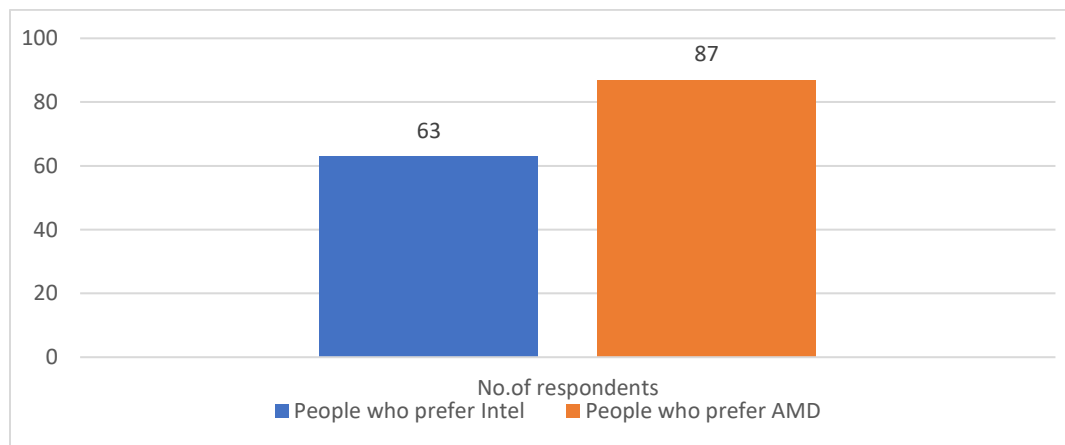
Majority 52.7% wanted the brand to focus on budget segment in future.

#### 4.1.10

Table: Which type of processor the respondents prefer the most.

|                          | People who prefer Intel | People who prefer AMD |
|--------------------------|-------------------------|-----------------------|
| <b>No.of respondents</b> | 63                      | 87                    |
| <b>Percentage</b>        | 42%                     | 58%                   |

Chart: Which type of processor the respondents prefer the most.



#### Interpretation

From the above table it is interpreted that the no. of respondents who preferred Intel processors is 63(42%) , No. of respondents who preferred AMD processors is 87(58%).

#### Inference

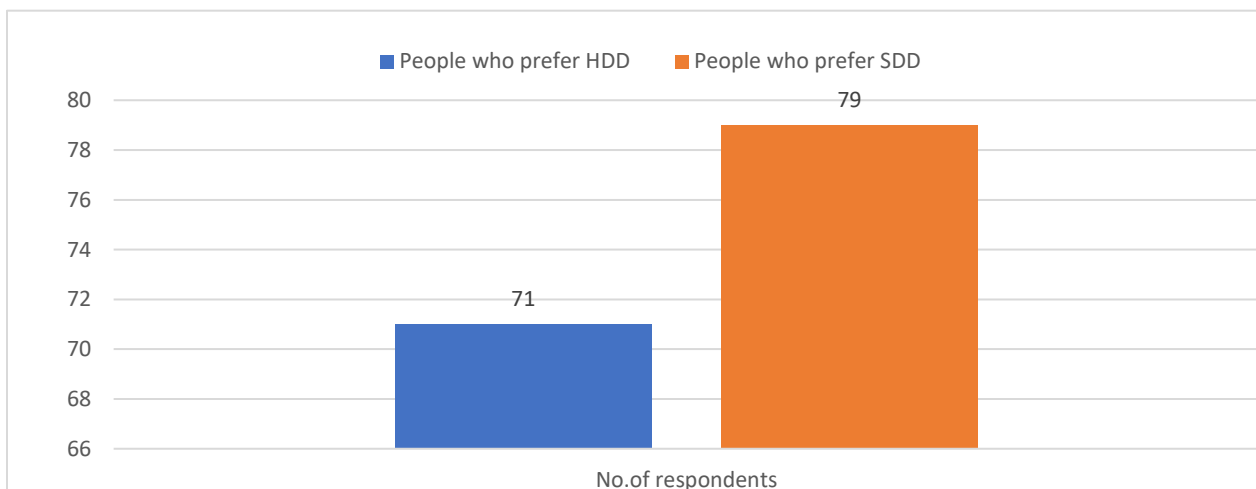
Majority 58% of the respondents preferred AMD processors.

#### 4.1.11

Table : would people choose HDD for more space or SSD for more performance .

|                          | People who prefer HDD | People who prefer SSD |
|--------------------------|-----------------------|-----------------------|
| <b>No.of respondents</b> | 71                    | 79                    |
| <b>Percentage</b>        | 47.3%                 | 52.7%                 |

Chart: would people choose HDD for more space or SSD for more performance .



#### Interpretation

From the above table it is interpreted that the no. of respondents who preferred HDD for more space is 71(47.3%), the no. of respondents who preferred SSD for more performance is 79(52.7%).

#### Inference

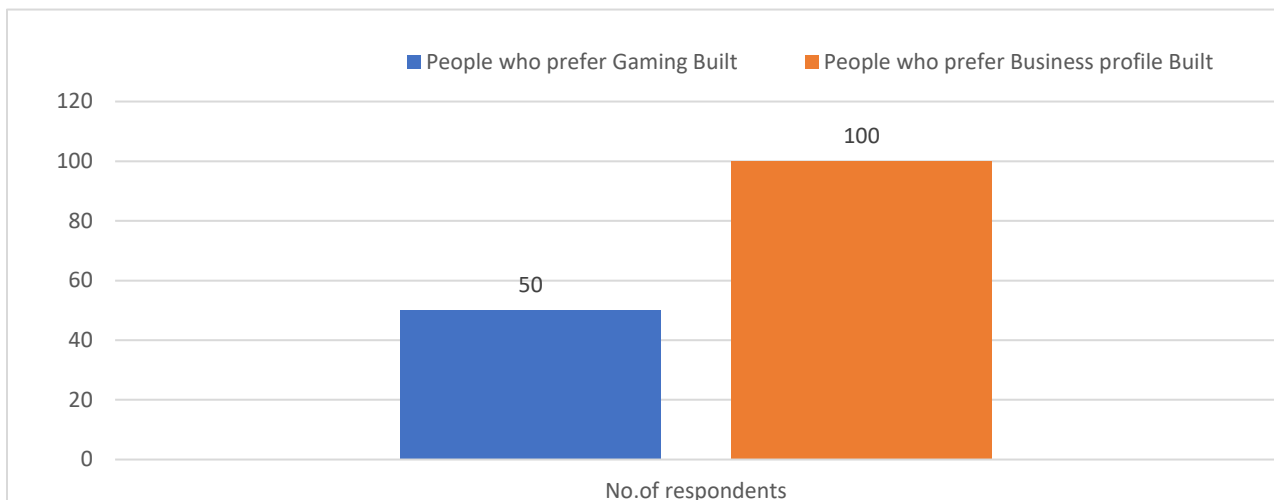
Majority 52.7% respondents preferred SSD for more performance

#### 4.1.12

Table: What type of built the respondents prefer the most

|                   | People who prefer Gaming Built | People who prefer Business profile Built |
|-------------------|--------------------------------|------------------------------------------|
| No.of respondents | 50                             | 100                                      |
| Percentage        | 33.3%                          | 66.7%                                    |

Chart: What type of built the respondents prefer the most



#### Interpretation

From the above table it is interpreted that the no. of respondents who preferred a gaming built is 50(33.3%), the no. of respondents who preferred a business profile built is 100(66.7%).

#### Inference

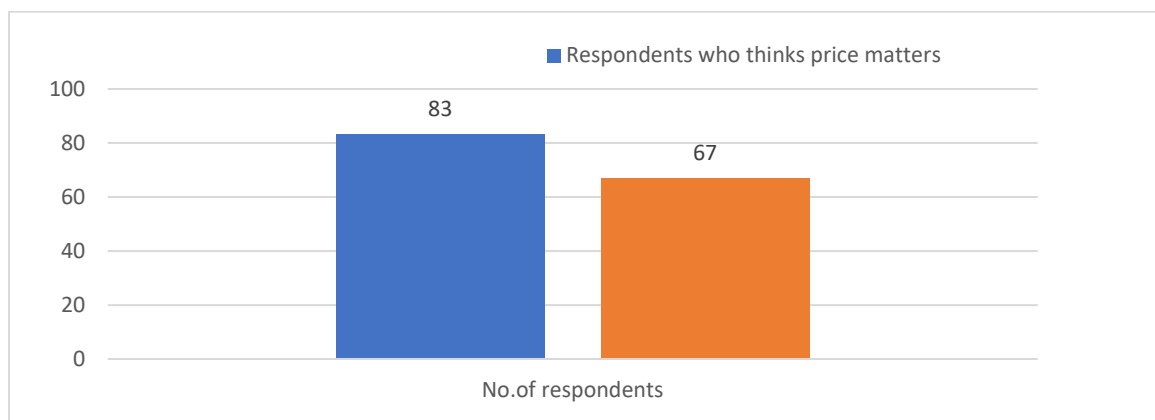
Majority of 66.7% respondents preferred a business profile built for their laptops.

#### 4.1.13

Table: Does respondents think price matters in a flagship laptop.

|                          | Respondents who thinks price matters | Respondents who thinks price does not matters |
|--------------------------|--------------------------------------|-----------------------------------------------|
| <b>No.of respondents</b> | 83                                   | 67                                            |
| <b>Percentage</b>        | 55.3%                                | 44.7%                                         |

Chart: Does respondents think price matters in a flagship laptop.



#### Interpretation

From the above table it is interpreted that the no. of respondents who thinks price matters in a flagship laptop is 83(55.3%) , that the no. of respondents who thinks price does not matters in a flagship laptop is 67(44.7%) ,

#### Inference

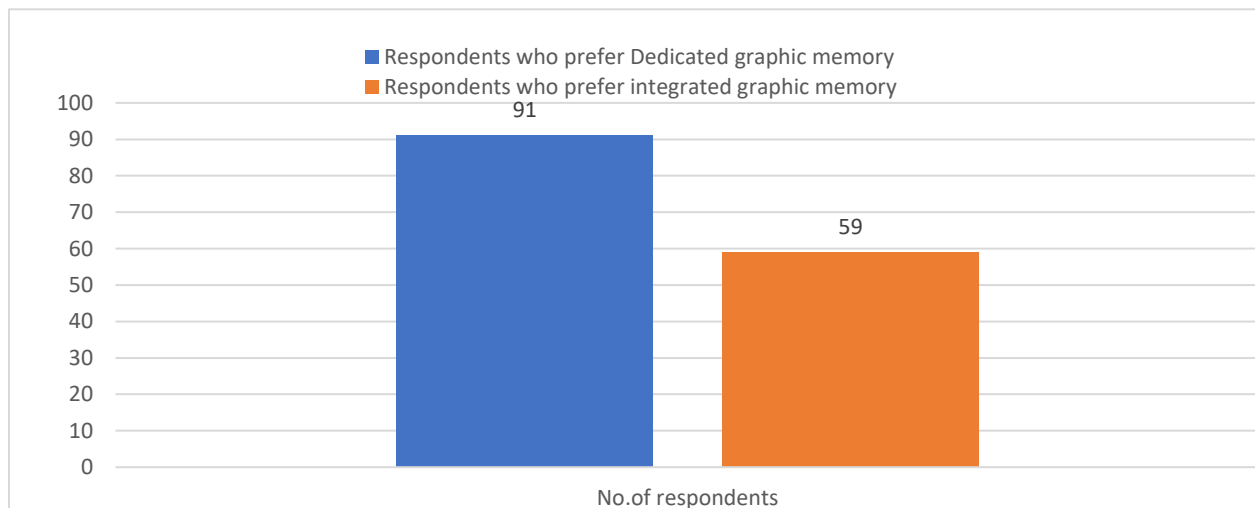
Majority 55.3% of the respondents thinks price matters even in flagship laptops.

#### 4.1.14

Table: What would be the respondent's choice in graphic memory.

|                   | Respondents who prefer Dedicated graphic memory | Respondents who prefer integrated graphic memory |
|-------------------|-------------------------------------------------|--------------------------------------------------|
| No.of respondents | 91                                              | 59                                               |
| Percentage        | 60.7%                                           | 39.3%                                            |

Chart: What would be the respondent's choice in graphic memory.



#### Interpretation

From the above table it is interpreted that the no. of respondents who preferred a Dedicated graphic memory is 91(60.7%) , the no. of respondents who preferred a Integrated graphic memory is 59(39.3%).

#### Inference

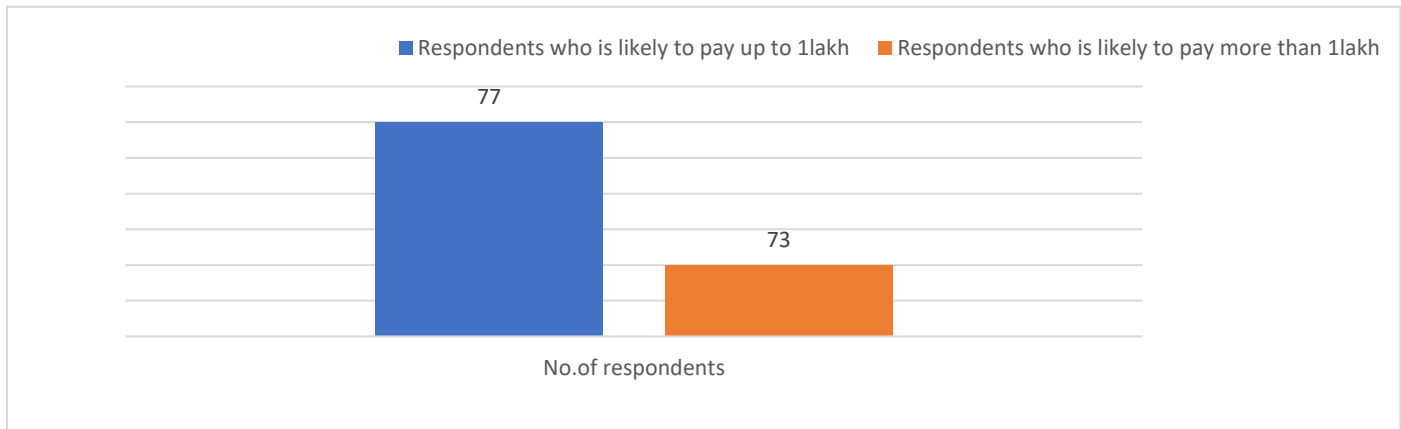
Majority 60.7% preferred to have a Dedicated graphic memory in the flagship laptop.

#### 4.1.15

Table: The maximum price the respondents ready to pay for a flagship laptop.

|                   | Respondents who is likely to pay up to 1lakh | Respondents who is likely to pay more than 1lakh |
|-------------------|----------------------------------------------|--------------------------------------------------|
| No.of respondents | 77                                           | 73                                               |
| Percentage        | 51.3%                                        | 48.7%                                            |

Chart: The maximum price the respondents ready to pay for a flagship laptop.



#### Interpretation

From the above table it is interpreted that the no. of respondents who is likely to pay up to 1lakh is 77(51.3%), the no. of respondents who us likely to pay more than 1lakh is 73(48.7%).

#### Inference

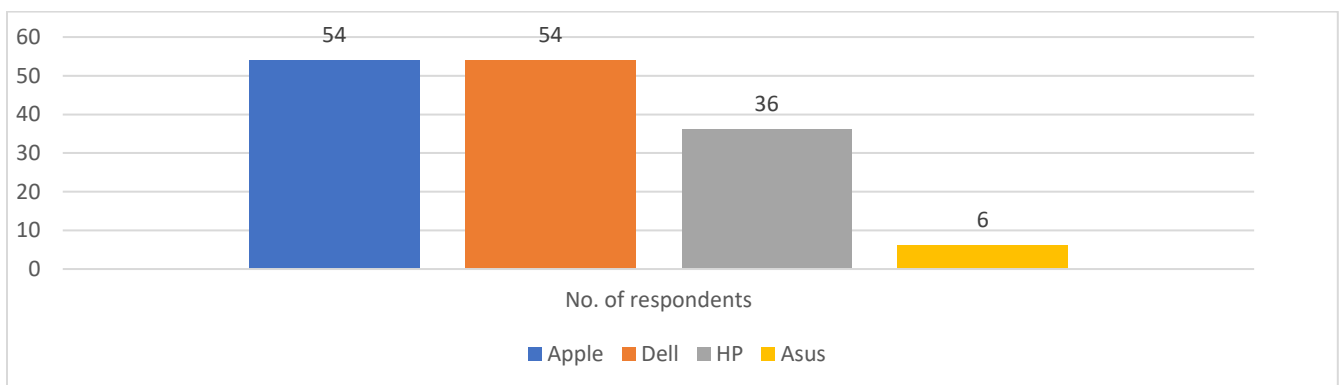
Majority (51.3%) of the respondents is likely to pay up to 1lakh for a flagship laptop.

#### 4.1.16

Table :Which brand has the best customer service according to the respondents.

|                    | Apple | Dell | HP  | Asus |
|--------------------|-------|------|-----|------|
| No. of Respondents | 54    | 54   | 36  | 6    |
| Percentage         | 36%   | 36%  | 24% | 4%   |

Chart: Which brand has the best customer service according to the respondents.



#### Interpretation

From the above table it is interpreted that the no. of respondents thinks **Apple** has the best customer service is 54(36%), the no. of respondents thinks **DELL** has the best customer service is 54(36%), the no. of respondents thinks **HP** has the best customer service is 36(24%), the no. of respondents thinks **Asus** has the best customer service is 6 (4%).

#### Inference

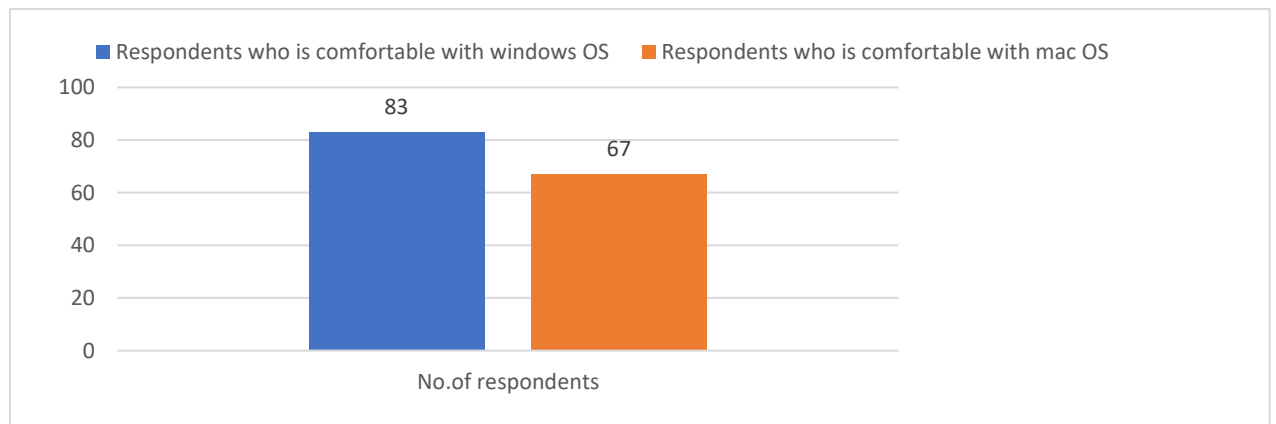
The Majority 36% respondents voted for both Apple and DELL to be the brand which provide the best customer service.

#### 4.1.17

Table: Which type of operating system the respondents are comfortable with.

|                   | Respondents who is comfortable with windows OS | Respondents who is comfortable with mac OS |
|-------------------|------------------------------------------------|--------------------------------------------|
| No.of respondents | 83                                             | 67                                         |
| Percentage        | 55.3%                                          | 44.7%                                      |

Chart: Which type of operating system the respondents are comfortable with.



#### Interpretation

From the above table it is interpreted that the no. of respondents who is comfortable with Windows OS is **83(53.3%)**, no. of respondents who is comfortable with mac OS is **67(44.7%)**.

#### Inference

Majority of 53.3% of respondents are comfortable with windows OS.

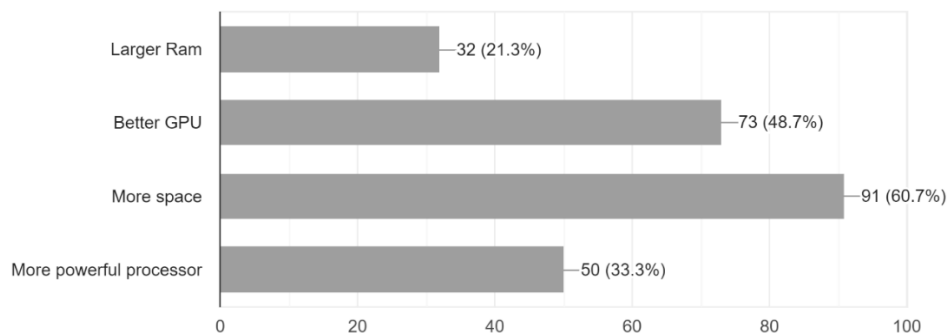
#### 4.1.18

Table: Which aspect the respondents is more likely to pay more for.

|                           | <b>Larger Ram</b> | <b>Better GPU</b> | <b>More space</b> | <b>More powerful processors</b> |     |
|---------------------------|-------------------|-------------------|-------------------|---------------------------------|-----|
| <b>No. of Respondents</b> | 32                | 73                | 91                | 50                              |     |
| <b>Percentage</b>         | 21.3%             | 48.7%             | 60.7%             | 4%                              |     |
| <b>TOTAL</b>              |                   |                   |                   |                                 | 150 |

Charts: Which aspect the respondents is more likely to pay more for.

I will be willing to spend extra for  
150 responses



#### Interpretation

From the above table it is interpreted that the % of people who is will to spend for **Larger ram is 21.3%** ,**Better GPU is 48.7%**,**More space is 60.7%**,**more powerful processor is 33.3%**.

#### Inference

Majority of 60.7% respondent are more likely to pay more for more space.

#### 4.1.19

Table: In which online platform the respondent would prefer to buy from.

|                    | Flipkart | Amazon | Brand's own official website |
|--------------------|----------|--------|------------------------------|
| No. of Respondents | 72       | 40     | 38                           |
| Percentage         | 48%      | 26.7%  | 25.3%                        |

Chart: In which online platform the respondent would prefer to buy from.



#### Interpretation

From the above table it is interpreted that the no. of respondents who prefer to Flipkart to buy from is 72(48%), the no. of respondents who prefer to amazon to buy from is 40(26.7%), the no. of respondent prefer the official brand's own website to buy from is 38(25.3%),

#### Inference

Majority of 48% preferred to buy their product through Flipkart .

## Chapter- 5

### 5.1 Findings

1. Majority (69.3 %) respondents are Female.
2. Majority 47.3 % respondents are aged between 25 to 35.
3. Majority 68% of the respondents own a laptop currently.
4. Majority 40.7% respondents they still won't need a laptop after the pandemic.
5. Majority of 44% of Respondents thinks the increase in necessity of laptops is extremely high .
6. Majority 40.7% respondents selected the brand Dell to have the most demand in the market.
7. Majority of 51.3% respondents chose specification over built quality
8. Majority 32% of respondents preferred Mac book Air the most among the other top Flagships.
9. Majority 52.7% wanted the brand to focus on budget segment in future.
10. Majority 58% of the respondents preferred AMD processors.
11. Majority 52.7% respondents preferred SSD for more performance

12. Majority of 66.7% respondents preferred a business profile built for their laptops.
13. Majority 55.3% of the respondents thinks price matters even in flagship laptops.
14. Majority 60.7% preferred to have a Dedicated graphic memory in the flagship laptop.
15. Majority (51.3%) of the respondents is likely to pay up to 1lakh for a flagship laptop.
16. The Majority 36% respondents voted for both Apple and DELL to be the brand which provide the best customer service.
17. Majority of 53.3% of respondents are comfortable with windows OS.
18. Majority of 60.7% respondent are more likely to pay more for more space.
19. Majority of 48% preferred to buy their product through Flipkart .

## 5.2 Suggestions

The Consumers are more knowledgeable than ever before the companies needs to work hard to get the reputation from the consumer. Though price does not matter in flagship products ,consumers don't wanna waste their money ,so companies should provide the best product for its value.

The brand Asus should improve their customer service in Tamil Nadu to improve its sale.

When you are about buy a flagship laptop check whether it has the latest specialization in it for better value for money.

## 5.3 Conclusion

Though there is a vast difference in consumer's review we cant disagree there four brands (Asus , Apple, DELL, HP) are the top brands in the laptop industry. The consumers has more knowledge than ever before if the companies could find what are the needs of the next generation they could rule the laptop Industry in future too. Since there are too many choices when it comes to buying a flagship laptop, the above study will help the future consumers to choose a suitable laptop for them .

## APPENDIX (Questionnaire)

1. Gender    a) Male                      b) Female
2. Age        a) 18 to 25      b)25 to 35      c)35 and above
3. Do you own a laptop currently ?  
    a) Yes                      b) No
4. Do you think you would need a laptop after this  
    a) pandemic ?  
        a. Yes  
        b. No  
        c. Maybe
5. What do you think about the increase in necessity of laptops after  
    pandemic?  
        a. Extremely high  
        b. High  
        c. Average
6. Which brand you think has the highest demand in market?  
    a. HP  
    b. Dell  
    c. ASUS  
    d. Apple
7. Which trait among this you prefer the most?  
    a. Specification  
    b. Built Quality
8. Which Flagship laptop you will choose if u are about buy one?  
    a. Asus ROG Zephyrus G14. .  
    b. MacBook Air  
    c. Dell XPS 13  
    d. HP Elite Dragonfly

9. In which segment the brands should concentrate more in future?
  - a. Flagships
  - b. Budget segment
10. Which type of processor among these two you prefer the most?
  - a. AMD
  - b. Intel
11. Would you go with HDD for more space Or SSD for more performance?
  - a. HDD
  - b. SDD
12. What type of built you prefer when choosing a flagship laptop?
  - a. Gaming
  - b. Business
13. Does price matters in a Flagship laptop?
  - a. Yes
  - b. No
14. What would be your choice in graphic memory among these?
  - a. Integrated memory card
  - b. Dedicated memory card
15. How much you will be ready to pay for a flagship laptop?
  - a. Up to 1lakh
  - b. Above 1kakh
16. Which Brand has the best customer service according to you ?
  - a. Apple
  - b. Asus
  - c. Dell
  - d. HP

17. Which Operating system you are comfortable with?

- a. Windows
- b. Mac

18. I will be willing to spend extra for?

- a. Larger ram
- b. Better GPU
- c. More space
- d. More powerful processor

19. In which online platform you would prefer to purchase the flagship laptop?

- a. Flipkart
- b. Amazon
- c. It's own official website

20. Do you have any suggestions for the Brands to have their sales hiked up?

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