

A STUDY ON CUSTOMER ANALYSIS WITH SPECIAL REFERENCE TO LENOVO LAPTOPS

**Mrs. S. Manjula*¹, DR. N. Anupama*², Dr. K. Naga Sumalatha*³, J. Geethika Naidu*⁴,
M.N.S. Thrisha*⁵, K. Vennela*⁶**

*^{1,2,3}Assistant Professor, Maris Stella College (Autonomous), Vijayawada, AP, India.

*^{4,5,6}Scholars, Maris Stella College (Autonomous), Vijayawada, AP, India.

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ABSTRACT

Today technology has brought the world in own hands human being very much to the complicated work in easier. Gradually the invention and discoveries are made from time to time has head us to a comfortable world. One such significant is the laptop. This study was carried out with the objective of analysis customer satisfaction of Lenovo laptop with special reference to in Vijayawada town. The sample space of the study was conducted to in Vijayawada town with 100 respondents. By using simple random sampling technique and through virtual questionnaire to collect the data from the despondence. The tools used for the study was simple percentage analysis and pie charts. It was found that majority of the customers are satisfied with the Lenovo laptop.

Keywords: Technology, Customer Satisfaction, Invention, Lenovo, Simple Percentage.

I. INTRODUCTION

Lenovo Group Ltd. Is a Chinese multinational computer technology company with headquarters in Beijing, China, and Morrisville, United States? It designs, develops, manufactures and sells personal computers, tablet computers, Smartphone, workstations, servers, electronic storage devices, IT management software and smart televisions. In 2014, Lenovo was the world's largest personal computer vendor by unit sales. It markets the ThinkPad line of notebook computers and the Think Centre line of desktops.

A laptop is a small device which brings down the world on a small device which brings down the world on to your lap. It is often a small private laptop computer which has its unique design of enabling the user to use it while traveling. It occupies the place of a person's lap and hence the name give laptop. The laptop is not too heavy and is built very light as it has to be carried to long has distances. It is a mini replica of a computer and also has components similar to that of a computer. A display screen, a keyboard, a pointing, and a battery are the main important components of a laptop. The battery of the laptop can be recharged using the AC adapter. Once fully recharged, the power stored in the battery can help the laptop function for three to five hours. This battery life had a major impact of the energy management of the computer and also the configuration. The keyboard and the display screen cost. This study is focusing on customer satisfaction in Lenovo laptops.

II. LITERATURE REVIEW

1. T. Porkodi, Dr. M. Sivakumar, V. Rengarajan & V. Vijayanand, Dr. T. V. Ambuli, S. Saravanan (2018), in their study "A study on consumer preference towards laptops in tiruchirapalli district", briefed that The present study attempted to explore the demographic factors that influence the decisions of the customers on purchase of the laptops, the selection and satisfaction of the same in Tiruchirappalli. The study concludes that demographic factors such as age, income, gender and education are having significant role in the product selection. Shopper groups mainly vary in choosing a product based on their significance for patronage factors of a shop or dealer. Consumers first choose the equipment and then move in to particular aspects where they can save time, money and effort. Hence, retaining customer allegiance to a particular sale condition is posed as a major task. To conclude, the Indian consumers are more concern about service quality, convenience, product quality and availability of new products. Thus, the study provides some insights on factors that could be important in managing customer satisfaction. First, the dealers need to enhance product quality and store convenience to improve customer affinity. Second, they must assure

quality and availability of new products to enhance customer satisfaction for a long tenure of the business trends.

2. Afrin, F., Khan, F., & Islam, R. (2015) Reported that the users demand reduced due to inferior quality and the customer's complaint about web-cam, Wi-Fi, battery, and other technical supports.
3. Dr. Reeta Arora , Dr. Asha Chawla (2014) in their study "Mapping of consumer perceptions for laptops: a case study", highlighted that the Majority of consumers preferred to purchase a brand of their own choice from local dealers and showrooms after going through information available from reference groups like friends, relatives, dealers etc. Features of laptops were considered the most important factor while purchasing laptop. Overall, laptop features had been ranked 1 followed by the price as far as satisfaction level regarding laptop. A large number of consumers were brand loyal regarding new purchase of laptop but a majority of consumers were in favor of moving to new brand for their future purchase of a laptop

SCOPE OF THE STUDY

- The main objective of the study is to customer satisfaction of the Lenovo laptops.
- Scope of the study is confirmed to customer satisfaction of Lenovo laptops
- The Researchers desired that the result of the study will provide the valuable information about the Lenovo laptops towards its use to the Society at Large.
- Consumer Satisfaction toward the Lenovo laptops and implement the changes accordingly.

NEED OF THE STUDY

- To know the Customers, Review regarding the Lenovo Laptops in the Market.
- To know about developmental strategies with regards to decision making for buying a LENOVO laptop.
- To know the Customers, Review on Lenovo laptop.
- Understanding the customers buying behavior towards the Lenovo laptops.

OBJECTIVES OF THE STUDY

- To Study the demographic profile of the customer.
- To identify the factors influencing in choosing the Lenovo laptops.
- To find out Customers Satisfaction on Lenovo laptops.
- To find out problems faced by customers in Lenovo laptops.
- To find out suitable suggestions to improve Lenovo laptops.

III. RESEARCH METHODOLOGY

Facts information or premises systematically collected and formally presented for the purchase of the drawing interferences. May be called a Data. A methodology includes sources of data collection of data and analysis of data it seems appropriate at this juncture to explain the difference between researches Method. May be understood as all those techniques that are used for condition of research Methodology is way to systematically solve the research problem.

SOURCES OF DATA

The data were collected from both the primary and secondary sources. The primary data were collected from the sample respondents with questionnaire. Secondary data were collected from the magazines, and periodicals. Collection of data. The Study uses both the primary data and Secondary data. Collection of data is the first step in the satiation treatment of a problem. The data regarding the price, quality, Satisfaction etc., before collecting the data, pilot study was conducted and the necessary corrections were made in schedule. After identifying and designing the research problem and determining the specific information for the research can collect through Primary data and Secondary data.

PRIMARY DATA

The Primary Data it may project is collected through Virtual questionnaire.

SECONDARY DATA

Secondary data those data which are collected from some earlier research work, printed books and company websites.

SAMPLING

Sampling means where only a few units of population under study are considered for analysis is called Sampling.

SAMPLE UNIT

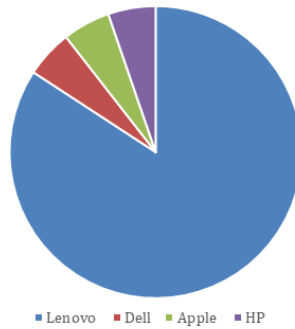
The Sample unit existing Lenovo laptop users.

SAMPLE SIZE

The Sample Size taken for the Survey is 100 respondents.

IV. DATA ANALYTICS AND INTERETATION

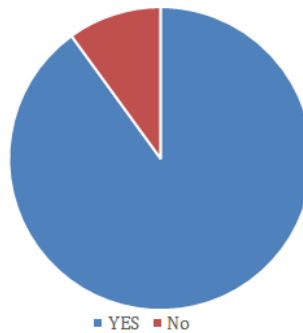
1. Which Brand of Laptop do you use?



Interpretation:

In this Survey it is found that 80% of respondents are using Lenovo Laptop, 5% are for Dell, 5% are for Apple, 5% are for HP.

2. Are you Consider Buying a LENOVO Laptop in the Future?



Interpretation:

In this Survey it is found that 90% of the respondents are willing to buy Lenovo Laptop in the future.

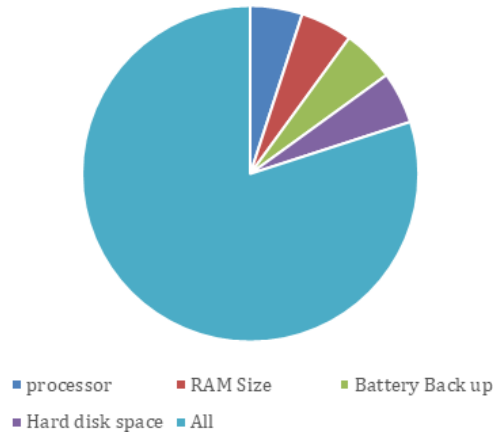
3. What do you do most on LENOVO LAPTOP?



Interpretation:

In this survey it is found that 70% of the respondents use it for Study, 10% of the users play games, 10% of them work, others 10%.

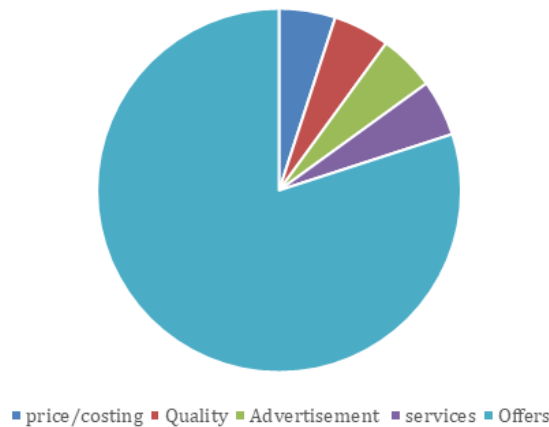
4. Which type of feature would you prefer most in a laptop?



Interpretation:

In this Survey it is found that 5% of the respondents satisfied with its processor feature, 5% for RAM Size, 5% for Battery Backup, 80% for all.

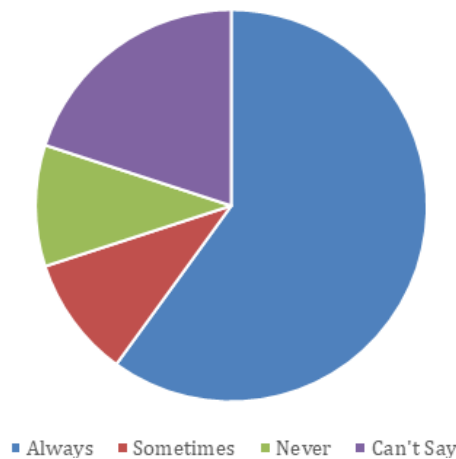
5. Which factor influences your buying?



Interpretation:

In the Survey it is found that 5% of the respondents are influenced by its price , 5% of them are for Quality , 5% of them are for Advertising , 5% of the respondents are for Services , others 80%.

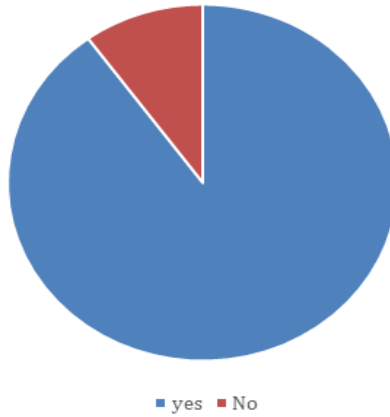
6. Do you think that you get influenced by Sales offers while buying a laptop?



Interpretation:

In this survey it is found that 60% of them are influenced by sales offers always , 10% for Sometimes , 10% for Never , 10% Can't say.

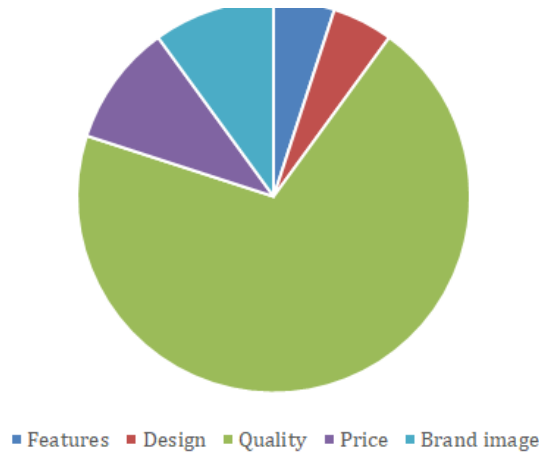
7. Are you satisfied with the Lenovo laptop you are using right now?



Interpretation:

In this survey it is found that 90% of the respondents are Still using it and 10% of them are not.

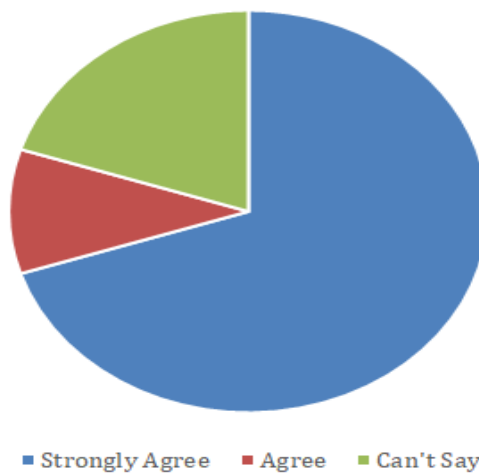
8. What do you look in Lenovo Laptops? rate accordingly



Interpretation:

In this survey it is found that most of them gives rate to its quality and remaining for its features, design, price and brand image.

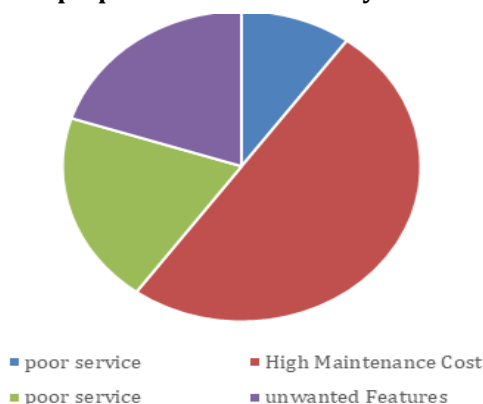
9. Does Brand Ambassador plays a Major role in your purchasing a Lenovo Laptops.



Interpretation:

In this survey it is found that 70% of the respondents Strongly agreed that they are impressed by brand ambassador , 10% of them Agree , 20% of them Can't say that Brand Ambassador plays a major role in your purchasing a Lenovo Laptops.

10. If not satisfied with the Lenovo laptops was is the cause of your dissatisfaction



Interpretation:

In this survey it is found that 50% of the respondents are dissatisfied for its High Maintenance Cost, 10% are dissatisfied for its poor service 20% of them are for Poor Service, 20% of them are for unwanted Features.

V. CONCLUSION

Lenovo has become a leading laptop brand in the market due to its focus on innovation, customer satisfaction, durability, affordability, and customer service. The company has invested heavily in research and development, and partnered with industry leaders to incorporate cutting- edge technology into their laptops. Lenovo has a strong focus on customer satisfaction and has implemented measures to ensure its laptops meet the needs of its customers. The company also prioritizes sustainability and has implemented green manufacturing practices to reduce its environmental impact. With these factors in place, Lenovo has established a reputation as one of the best laptop brands in the market.

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