



## A study on brand perception towards Dell Laptops among college students with special reference to Coimbatore city

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### Abstract

DELL computer was founded by Michael Dell in 1984. Dell computer is the one which was used by the customers all around the world. It was available in all the stores. The more and most of the laptops work on similar operating system. The Dell company should be stable with all of the devices. Brand awareness and preferences of the customers should aware by the company. Dell also focused on advertisement and consumer pattern of Dell consumers. Dell computer produced the first computer design called-the "Turbo PC", and in 1987 Dell corporation began expanding globally. In 1990, Dell sold its products indirectly through warehouse clubs. Dell declared that it build a new assembly-plant neat Winston Salem, North Carolina, Dell provides Information technology and global products and services over wide range of customers.

**Keywords:** Dell Laptops, brand perception, Information technology

### Introduction

The majority of modern laptops work on similar operating system. In laptops there are many brand are usually protected from use by others by securing a trade mark or service mark from an authorized agency usually government agency. Before applying for a trademark or service mark you need to establish that someone else has not already obtained one for your name. A brand name can created and stand for loyalty, trust, faith, premium or mass market appeal, depending on how the brand is marketed, advertised and promoted. A brand differentiates a product from similar other products and enables it to charge a higher premium, in return for a clear identity and greater faith in its function. A brand is also likely to survive longer than just an undifferentiated product. Laptop once considered a luxury has now become an important gadget in the present era of technology rich world. Laptops are not only handy, but packed with features that are designed for portability and convenience. When compared to desktop tower computers, laptops are smaller, weigh less, have fewer components and consume less power. despite this, laptops a great choice for college students and busy professional who travel often. In that we can see about the dell laptops. Consumer is the principal a prior of business.

### Objectives of the study

- To find out the consumer preferences on DELL Laptops.
- To study the factors which influencing the consumers to buy DELL Laptops
- To know the level of satisfaction towards DELL Laptop.

### Scope of the study

In order to achieve steady growth in this highly competitive market, the companies should be aware of these competitors. This study will provide an overall view of

brand awareness and consumer buying behavior and market study of laptops. This study can be viewed from qualitative as well as quantitative nature, since it tries to know the opinions, views and suggestions of consumer and what can be done to improve the consumer buying behavior and the preference on buying the laptops. This study is an attempt to study about consumer buying behavior and preferences towards DELL Laptop in Coimbatore city.

### Statement of the problem

Lack of work flexibility, high work pressure and longer working hours are stressing out of many IT sectors, reducing their job performance and productivity as well as causing broken homes. These have resulted poor employee input and performance at their job place, because an employee who finds it difficult tasks at his or her family life.

### Limitations of study

- The study is limited to 50 responses.
- The study has been conducted in Coimbatore city.
- Some of the respondents were reluctant to share information.
- The result fully depends on the information given by the respondents which may be biased.

### Research methodology

The research aims to study the work life balance of IT professional among the women employee in the Coimbatore district of Tamil Nadu. The primary data was collected by the investigators by using the questionnaire method for the purpose of the study 50samples were selected in the 6 IT Companies. The collected data has been analysed and interpreted by using simple percentage method and chi-square method.

**Method of data collection**

**The data collected for this study is Primary data:** The primary data are those which are called fresh from google forms for primary

**Secondary data:** Secondary data is a data collected from the internet, books, etc.

**Area of study:** The area of study is through Coimbatore city.

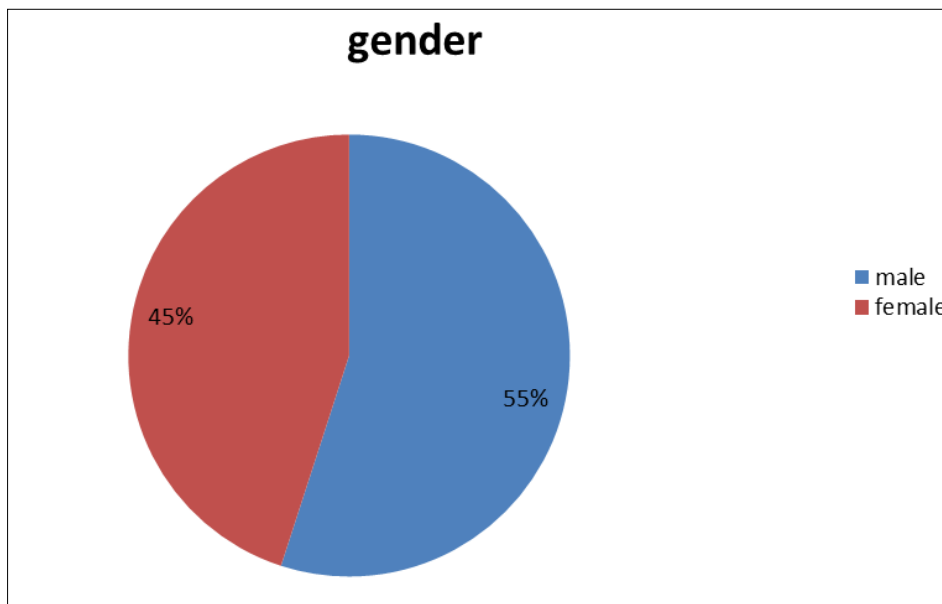
**Sample size:** Nearly 50 respondents from Coimbatore city were selected.

**Tools used for analysis:** Data analysis tools are simple percentage and chi-square.

**Data analysis**

**Table 1:** Gender of The Respondents

Gender	Respondents	%
Male	20	40%
Female	30	60%
Total	50	100%



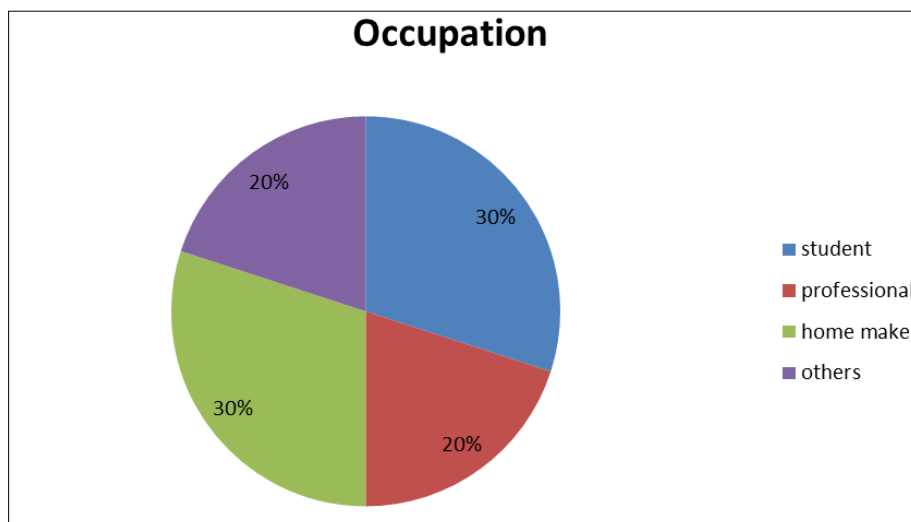
**Fig 1**

**Interpretation**

The majority (55%) of the respondents are female.

**Table 2:** Occupation of the respondents

Occupation	Respondents	%
Student	15	30%
Professional	10	20%
Home maker	15	30%
Others	10	20%
Total	50	100%



**Fig 2**

**Interpretation**

The majority (30%) of the respondents are choosing home maker.

**Chi-Square analysis**

Chi-square analysis formula:  $\chi^2 = \sum (O_i - E_i)^2 / E_i$   
 Degree of freedom:  $= (r-1) (c-1)$

**H1:** There is relationship between the occupation of the frequency of Dell laptops.

**Table 3**

Variable	Highly satisfied	Satisfied	Neutral	Disagree	Grand Total
Price	8	5	3	0	16
Brand image	9	5	4	0	18
Features/configuration/style	4	3	2	0	9
Audio/video quality	4	2	1	0	7
Convenience of service	25	15	100	0	50

**Table 4:** Chi-square

O	E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> / E
8	8	0	0
5	4.8	0.04	0.008
3	3.2	0.04	0.012
9	9	0	0
5	5.4	0.16	0.029
4	3.6	0.16	0.044
4	4.5	0.25	0.055
3	2.7	0.09	0.033
2	1.8	0.04	0.022
4	0.56	11.83	21.121
2	2.1	0.01	0.044
1	0.14	0.73	52.11
		Total	26.537

(Source: primary data)  
 Significance level: 0.05

**Result**

The calculated chi-square value is (32.79) higher than the (7.815) table value. Hence the null hypothesis is accepted (H0).

**Findings**

- The majority (55.7%) of the respondents are female.
- It was found that the majority (67.2%) of the respondents are urban.
- The majority (32.9%) of the respondents are joint family.
- The majority (49.8%) of the respondents are chosen UG.
- It was found that the majority (55.6%) of the respondents are above 45.
- The majority (48.7%) of the respondents are choosing Rs.10,000-20,000 level of income.
- The majority (82.6%) of the respondents are good in dell laptops is configurations.
- It was found that the majority (52.6%) of the respondents are quality look in dell.
- The majority (45%) of the respondents are above 4 family members.
- The majority (52.6%) of the respondents are chosen friends to know about dell laptops.
- The majority (66%) of the respondents are yes aware of dell.
- It was found about that the majority (32.6%) of the respondents are personal purpose of purchasing of laptops.

**Suggestions**

From the analysis, while purchasing the laptops the first preference of the customers are quality of the product. So,

the company should highly concentrate on the quality of the product.

The factors which influence the customers is buying decision is through advertisement buying decision is through advertisement. So, the company has to spend or give a good and quality advertisement.

**Conclusion**

Customers choose the products where they can save time, money and effort, then finally move to the particular aspects of the Dell. These study is based on the demographic factors such as age, income, gender, and education, it plays essential role in the product selection. Customers mainly vary in choosing a product based on their significance for patronage factors of dealer. Nowadays, customers are more concern about service, quality and availability of new products. To improve the customer affinity dealer must aware about the product quality and store convenience. For a long tenure of the business trends, the dealer must give assurance to the quality and availability of new products. Dealer should satisfy the customers by giving good product to increase the sales and profit.

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