Project Report

On

A Study on CONSUMER PREFERENCE TOWARDS BUYING LAPTOPS

(A Report Submitted n Partial Fulfilment of Requirements for the Degree of Bachelor of Commerce (Hons.) n Galgotias University, Greater Noida)

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Students' Declaration

I, **Tanmay Gupta** hereby declare that the Project Work titled "**A Study on Consumer preference towards buying laptops**"(CUSTOMER'S PROSPECTIVE) s the original work done by me and submitted to Galgotias University n partial fulfilment of requirements for the award of Bachelors of Commerce Degree (H) s a record of original work done by me under the supervision of Prof. Nitin sir n School of Finance & Commerce.

Name: Tanmay Gupta

Enrolment No : 1708101078

Signature of the Student

ACKNOWLEDGEMENT

The research work requires co-operation of many people and this work s no exception. t s difficult to thank ndividually all the persons who patronized this work. being the researcher had asked for favours, borrowed deas, expressions and facts from so many that t would require one volume to give credit to all. So, want to thank all the patrons of this report. First and foremost, we would like to express our sincere and profound gratitude to **Asst. Prof. Mr Nitin Huria** who's guidance has given a proper shape to this project. Her attitude towards excellence, her helping nature and her enthusiasm has been source of constant nspiration. Her unhitching support during our work s very admirable. She s the true driving force behind this work throughout, constantly encouraging me to do my best and nspiring me to aim higher. will be failing n my duty, f do not express my ndebtedness to my Parents for generating confidence n me right from the commencement of this task to ts accomplishment. am also very thankful to all the faculty members, the whole school staff for providing me with necessary facilities and support, essential for bringing out this work n a given time. want to thank my friends who extended their cooperation and were patient at all stages of my work. Last but not the least, we are thankful to all respondents, who gave me their precious time and support to fulfil this task, without their co-operation the study would not have seen the light of the day.

TANMAY GUPTA

Certificate of the Guide

This s to certify that the Project Work titled "**A Study on Consumer preference towards buying laptops**" (CUSTOMER'S PROSPECTIVE) s a bonafide work of **TANMAY GUPTA** Enroll No:- 1708101078 carried out n partial fulfilment for the award of degree of B.Com (H):FINANCE and MARKETING (specialization) of Galgotias University under my guidance. This project work s original and not submitted earlier for the award of any degree / diploma or associateship of any other University / nstitution, n best of my knowledge and belief.

Signature of the Guide Office/Guide's seal (Name of the Guide)

Place :GREATER NOIDA

Date :7 May 2020

Certificate of the Dean

This s to certify that the Project Work titled "**A Study on CONSUMER PREFERENCE TOWARDS BUYING LAPTOPS**" (CUSTOMER'S PROSPECTIVE) s a bonafide work of **TANMAY GUPTA** Enroll No:- 1708101078 carried out n partial fulfilment for the award of degree of B.Com (H):FINANCE and MARKETING (specialization) of Galgotias University under my guidance. This project work s original and not submitted earlier for the award of any degree / diploma or associateship of any other University / nstitution, n best of my knowledge and belief.

Signature of the Dean (Name of the Dean)

Place :GREATER NOIDA

Date :7 MAy 2020

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List of Graph's

Abstract

This project gives a context study of the topic CONSUMER PREFRENCE TOWARDS BUYING LAPTOP. t starts with the demonstrate of the definition of thr consumer behaviour and model of consumer behaviour.Following with the llustration of different factors that nfluence the consumer behaviour along with the buying decision process n order to understand the essence of consumer behaviour ending with the emphasis will be on the brand field.

OBJECTIVES OF THE STUDY

The objectives of this particular study are:-

1. To know the preferences of differe nt types of branded laptops by the

people n Gr. Noida.

2. To study on which are important in choosing brand of laptop.

3. To know the satisfaction which different laptop brands can give.

4. To dentify the perception of consumers towards the laptop positioning strategy.

5. To know the consumer preference towards laptop n the present era.

RESEARCH METHODOLOGY

- Methodology s very mportant part of the project. Though the objective s set but f the methodology used s not correct the data nterpreted will be misleading. So t s very much necessary that precautions should be taken while deciding the methodology to be used for the collection and analysis of data.

- This project s prepared with the help of theoretical knowledge as well as practical knowledge & a crumb of advises & suggestions from my mentor. The theoretical part s taken from various books & nternet available on this subject.

Research Design

- Descriptive

- Descriptive s selected because

1. Variables have been dentified.
2. I wanted to describe the characteristic of variables.

Sample Size

- 100 Respondents

Sample Design

- Non probability Convenience (because) :
  - Population s finite.
  - Source list s not available.

Collection of Data

The reliability of the result depends upon the data collection to conduct a purposeful research. The market researchers need various type of nformation regarding market, product and marketing policies. The basic means of obtaining primary data s communicating with the various customers. Communicating nvolves questioning to the customers to secure the desired nformation using the data collecting technique called questionnaire. The question will be asked n the writing. This technique was very useful for collecting data regarding perception of the researcher.

Data Types

There are two types of data:

- Primary data
- Secondary data

    Both primary & secondary data has been collected for the study, both play vital role at the time of analysis to give a suitable recommendation to the existing problems, primary data played a major role, also secondary data s necessary to give proper support to primary data.

    n the market research conducted, have gathered Primary data from different sources like questionnaires and surveys & Secondary data source is internet and print media.

Survey Method

Survey s a systematic gathering of data from the respondents through the Questionnaire. This s the most widely used method for the research. Two opinions are available to the person conducting the market research either he surveys the entire universe or a part of the universe and draws conclusions about the whole universe on the basis the nformation obtained on studying a part of t. n survey two methods are used one s questionnaire method and another s nterview method.

Research Objective

Primary objective

➤ A study on Student's Buying Behavior towards laptops.

Secondary objective

➤ To know the preference of students while purchasing of laptops.

➤ To know the perception of students towards laptops.

➤ To study the buying pattern of students while purchasing of laptops.

Scope of the study

➤ This report s limited to survey area n Gr. Noida about consumer preferences towards buying laptops among youth.

CHAPTER-2

COMPANY PROFILE

"The laptop computers are made for ncreasing the convenience of users. The laptop computer s portable equipment. The laptop computers are portable due to light weight. They have many features when they are compared with desktop computers. Laptop computers are operated using built n batteries. These batteries are made for long life. The laptop computer has a built n touch pad so that t can be operated without a mouse. The key board and monitor have also been built n, 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 n a laptop computer are similar to that of a desktop computer. Different versions of laptops are available n the market with large screens, high capacity graphic cards etc. The specialty n laptop computers ncludes light weight and lower energy consumption. Also they are less noisy and easy to handle. Similar to desktop computers the laptop computers nclude mother board, processor, hard disk, memory, graphic card, keyboard, mouse and display device. The major benefits of a laptop computer are that t s lighter n weight and can be used while travelling. The disadvantage of a laptop computer s that t does not support for expansion or upgrade. The laptop computers are equipped with built n wireless network cards. t facilitates users to connect to the nternet without a cable.

Processor, graphics and memory Processor (CPU)

The processor, usually ntel or AMD, s the main brain of your computer and has the biggest effect on how your laptop will run.

Most are at least dual-core - two processors on one chip sharing the workload. Some ntel's processors use 'Hyper-threading', boosting the dual core processor to act like a quad-core one.

Processor clock speed (in GHz) has some mpact on performance - the higher the figure, the faster the computer.

If you're looking for a high-performance laptop, or something that'll last you for a good few years, go for a faster processor.

Memory (Ram)

Ram (random access memory) s your laptop's short-term memory, storing nformation while you're using the laptop (the hard drive s used for long-term file storage).

The amount of Ram your laptop has determines how many tasks t can accomplish simultaneously.

Aim for as much Ram as you can afford – deally at least 4GB to make t easier to rip music while you're surfing the net, updating your security software, and sending and receiving emails.

With some laptops you can add more Ram later, but t's more complicated than adding Ram to a desktop PC.

Graphics card

Laptops come with either ntegrated or dedicated graphics.

Laptops with ntegrated graphics use a chunk of the laptop's memory (Ram). This s fine f you're just planning to do basic, everyday tasks, but f you want to play games or use videoediting software, for example, t's best to go for a laptop with a separate graphics card, freeing up your Ram.

Expect to pay more for a laptop with a dedicated graphics card.

Laptop storage

Hard disk drive (HDD)
The hard disk provides memory for long-term data storage – measured n gigabytes (GB).

It stores the operating system and applications (programs) as well as files ncluding music, photos and documents.

We recommend a minimum of 500GB hard disk space - storing video, high-resolution photos, music and software uses up a lot of space.

If n doubt, go for more hard drive space f you can afford t.

Solid state drive (SDD)

Solid state drives work like hard drives. There are no moving parts – so they don't' get as hot and should help produce faster start-up times and processing, and also extend battery life.

The downside s t doesn't offer as much space as a hard disk drive.

Many premium laptops, such as ultra-books have a solid state drive (the most common size s 128GB) , or a hybrid of SSD and hard disk storage.

Hybrids often take the form of a 16GB solid state cache to boost loading speeds while keeping the larger storage capacity with the normal hard drive. n this case you can't save files to the SSD.

Optical drive

Some laptops come with a CD/DVD drive. All but the cheapest models nclude DVD burners as well as CD burners, so you can save to CD or DVD. A DVD burner s useful for making your own videos and backing up large amounts of data -

DVDs hold much more data than CDs.

Higher-end laptops nclude a Blu-ray drive so you can watch high-definition (HD) films on the move. Slot-load drives are preferable to tray-mounted drives, as they're less prone to breakage on the move.

Many ultra-book, or ultra slim, laptops don't have a disk drive, so they're slimmer and lighter. With these laptops you may want to consider getting an external drive or cloud storage for backing up.

USB, HDMI and memory card

USB s the most common type of connection. You'll usually get two or three USB ports on a laptop so you can connect peripherals such as a mouse or external hard drive and save to a USB stick.

They may be USB 2 or the faster USB 3 ports, or a mix of the two.

An HDMI output lets you hook your laptop up to a TV.

Some laptops also have memory card slots, making t easy to get photos off of your camera's memory card.

Wi-Fi and Gigabit Ethernet

Most laptops nclude a port for connecting to the nternet, either a wired 100Mbps or a faster gigabit Ethernet connection.

Most laptops will now use the latest 802.11n wireless protocol.

Laptop screen

A 15-inch screen s the average size for a laptop. A desktop replacement-type laptop might come with a 17-inch display, while ultra-portables might go as low as the 11-inch mark. You will find options n between too. f you're planning to use your laptop on the move, t might be worth considering a matte screen. Glossy displays tend to suffer from reflections. Touch screens are becoming the norm with Windows 8 laptops, certainly on mid and high-end models.
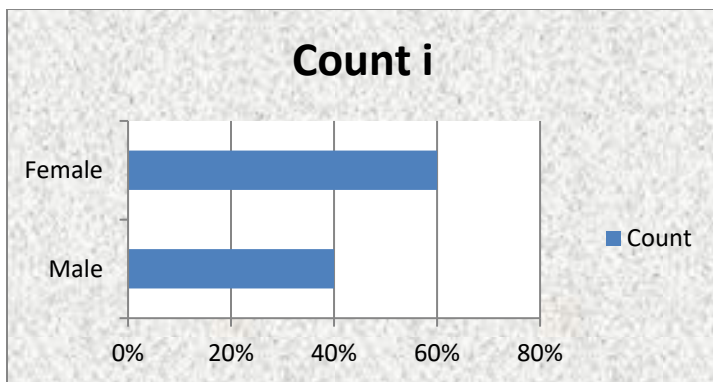
Keyboard

A laptop's keyboard s smaller than a desktop computer's - keys are closer together, and may" also be smaller.

CHAPTER-III

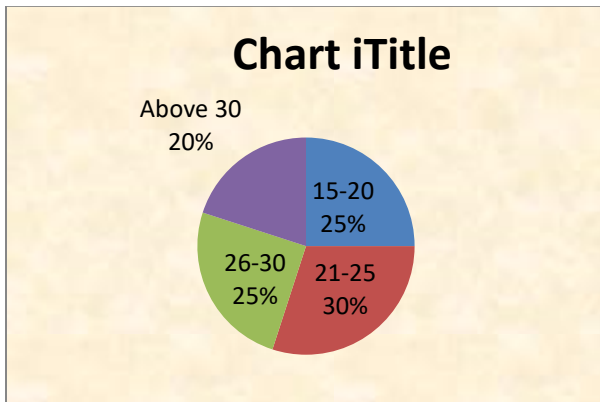**Q1. Place a tick to ndicate your sex:**

Options	1	2
Content	Male	Female
Count	40%	60%

Count i

Female	
Male	

0%   20%   40%   60%   80%

■ Count

➢ As per the graph above,

the 60% of the population are females and 40% are the males.

Q2. n which age group do you fall?

Options	1	2	3	4
				Above
Content	15-20	21-25	26-30	30
Count	25	30	25	20

## Chart iTitle

Above 30
20%

15-20
25%

26-30
25%

21-25
30%

➢ As per the above graph,

the 25% of the population falls n 15-20 age group, 30% of the population s falling n 21-25 age group, 25% of the respondents are between the age of 26-30 & 20% of the population s falling n Above 30 age group.

Q3. What s your ncome?

Options	1	2	3	4
	Below 1000	1000-10000	10000-50000	Above 50000
Content				
Count	25	34	27	14

Chart iTitle

Below 1000 ■ 1000-10000 ■ 10000-50000 ■ Above 50000
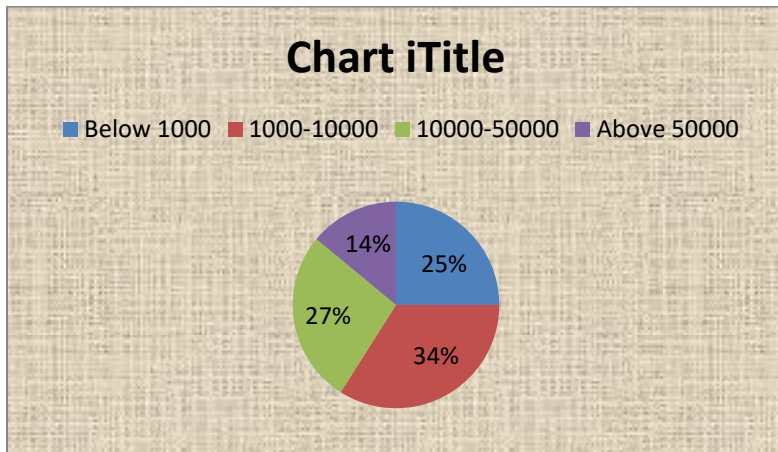
> As per the graph above,

25% of the population's ncome falls Below 1000, 34% of the population have ncome between 1000-10000, 27% of the population have ncome between 10000-50000 whereas 14% of the population's ncome falls above 50000.

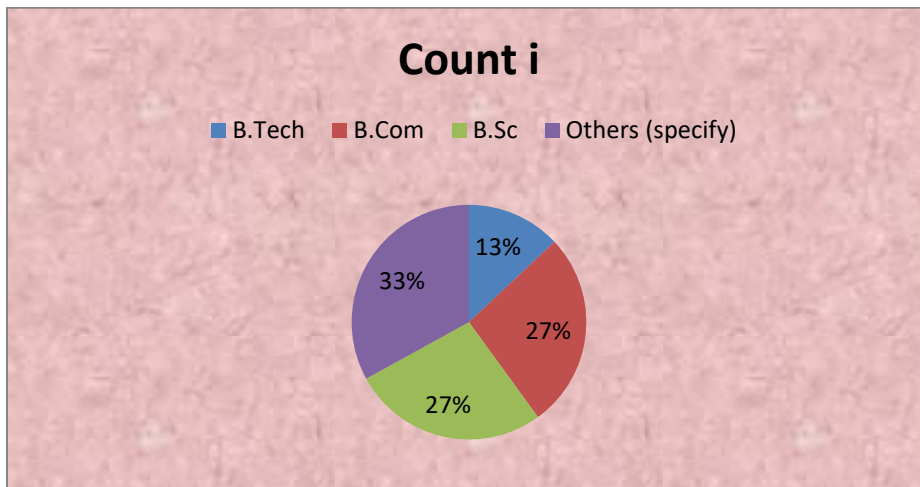| Options	1	2	3	4	5
Content	Govt. Employees	Pvt. Employees	Self-employeed	Student	Others
Count	10	16	22	34	18
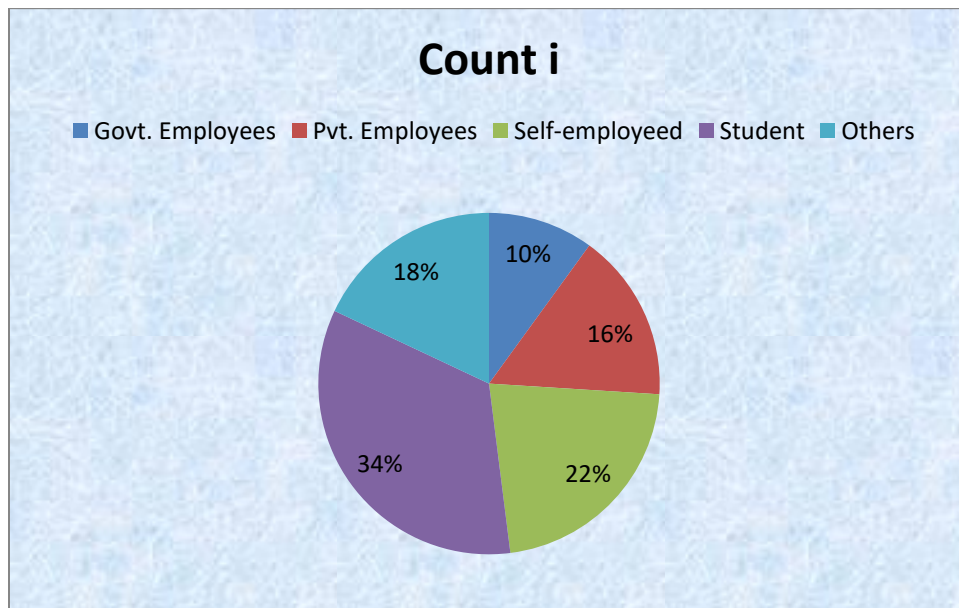
➤ As per the above graph,

10% of the respondents are Govt. Employees, 16% of the respondents are Pvt. Employees, 22% of the respondents are self-employed, 34% of the respondents are students & 18% of the respondents are from other occupation other than these.

Q5. ndicate your educational qualification:

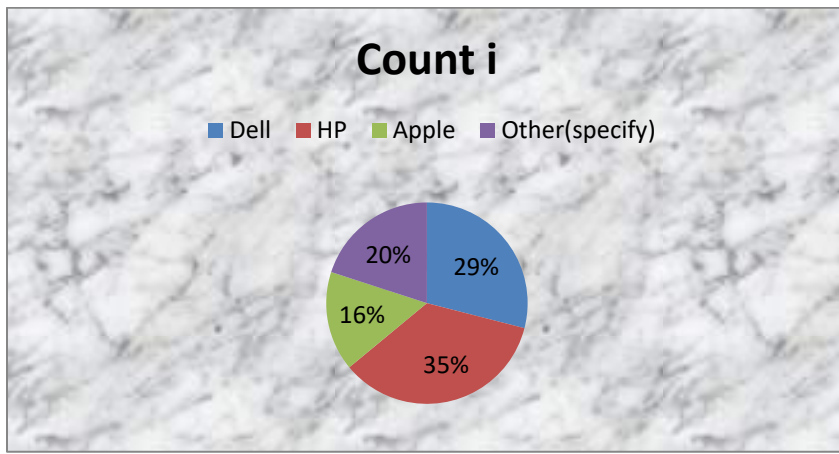| Options	1	2	3	4
Content	B.Tech	B.Com	B.Sc	Others (specify)
Count	13	27	27	33

➤ As per the graph above,

13% of the students are from B.Tech, 27% from B.Com, 27% from B.Sc & 33% are from other courses.

Q6. Which brand of laptop are you currently using?

Options	1	2	3	4
Content	Dell	HP	Apple	Other(specify)
Count	29	35	16	20

Count i

Dell   HP   Apple   Other(specify)

20%   29%

16%

35%

> ➢ As per the graph,
>
> 29% of the population s using Dell, 35% of the population s using HP, Apple s used by only 16% of the population & the other brands of laptops are used by 20% people.

*Q7. What s the next brand of laptop you would like to prefer?*

Options	1	2	3	4
Content	Apple	Dell	HP	Other(specify)
Count	41	25	23	11

Count i

Apple ■ Dell ■ HP ■ Other(specify)

11%
41%
23%
25%
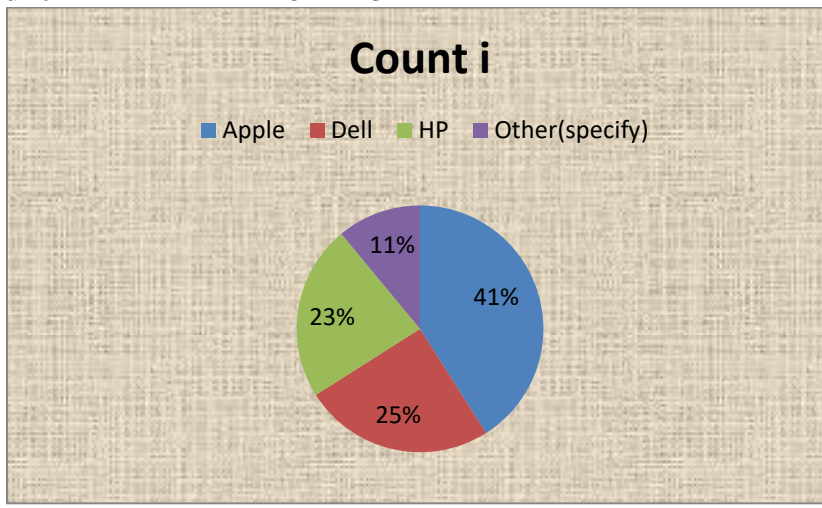
➢ As per the above study,

41% of the population s keen to use Apple, 25% of population will prefer to use Dell, 23% of population will prefer HP & the rest 11% of population will go for other brands.

*Q8. Rank your current laptop on the basis of brand mage:*

Options	1	2	3	4
Content	Below 5	6-7	8-9	10
Count	4	33	40	23
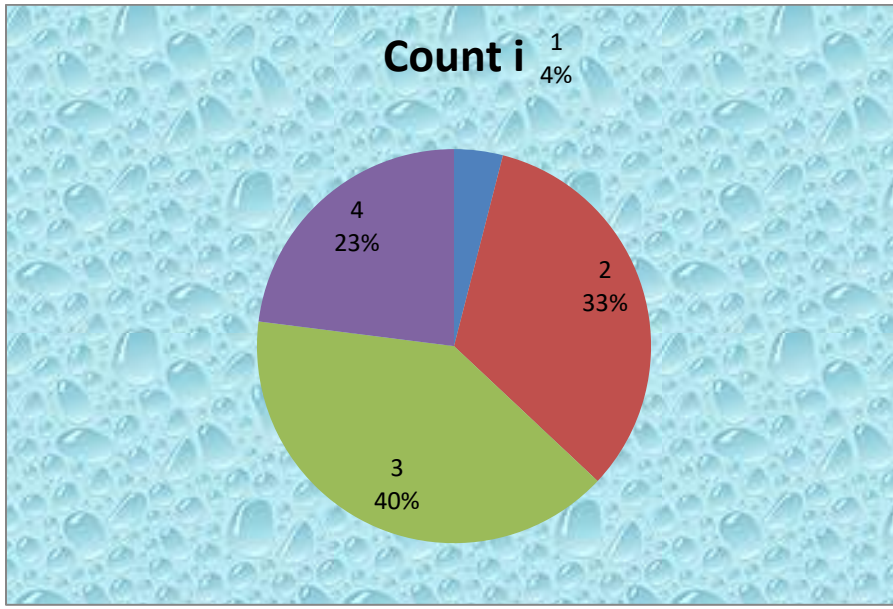
➢ As per the graph above,

4% of the population rate their lappy Below 5 on brand mage basis, 33% of the population rate between 6-7, 40% of the population rate their lappy between 8-9 whereas 23% of the population rate 10.

Q9. Reasons for choosing laptops over computers:

Options	1	2	3	4
Content	Energy saver	Space	Portable	Environmental Benefits
Count	6	0	91	3
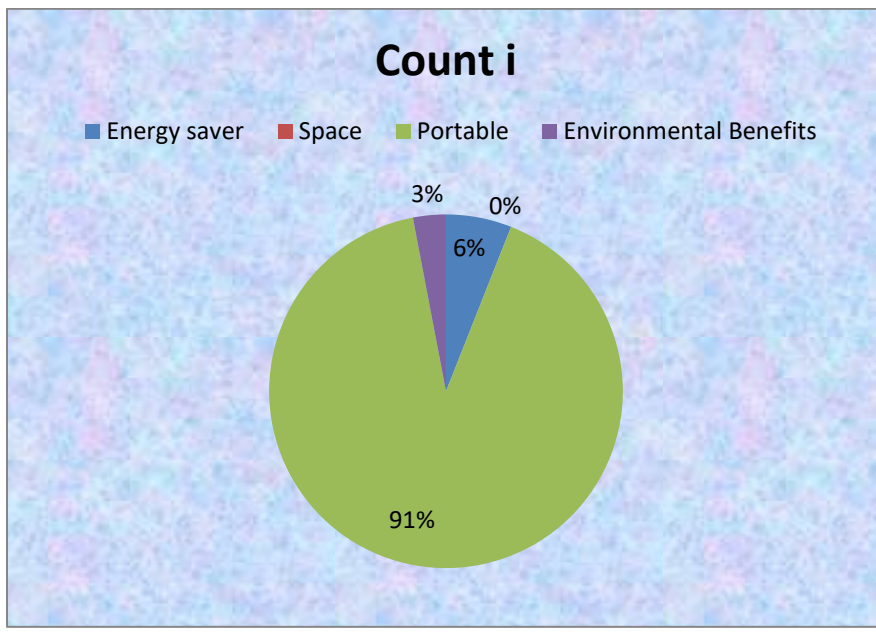
➢ As per the graph above,

6% of the respondents choose laptops over computer as they are energy saver,91% of the respondents choose them as they are portable & 3% people choose them due to environmental benefits.

Q10. Colour of laptop you prefer:

Options	1	2	3	4
Content	Black	Pink	White	Silver
Count	46	7	4	43

Count i

Black Pink White Silver

43% 46%

7%

4%
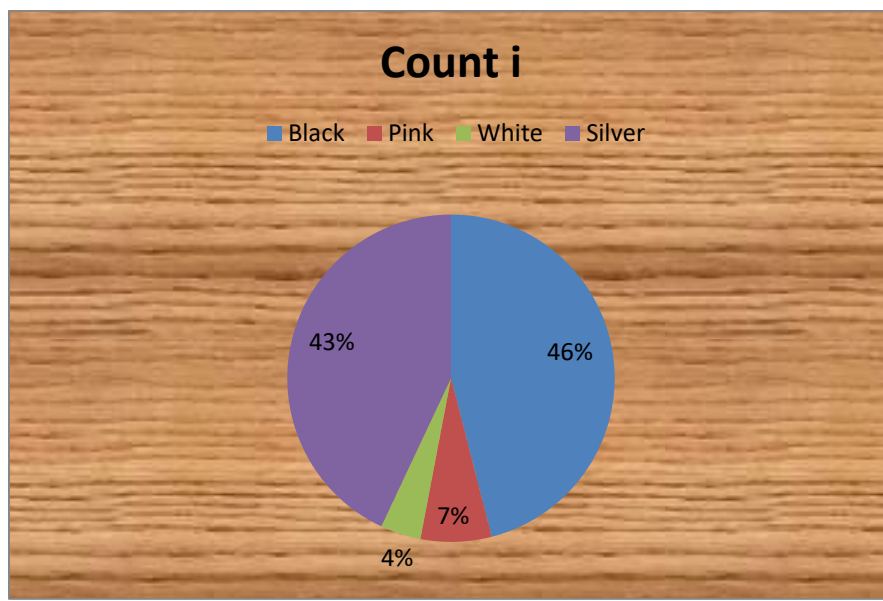
➢ As per the graph above,

46% people prefer black colour of the laptops, 7% prefer pink colour, 4% prefer white colour whereas 43% people prefer silver colour laptops.

Q11. *ndicate your agreement on*
the statement that utility matters
and not the looks of the product:

Options	1	2	3	4
	Strongly agree	Moderately agree	Neither agree nor disagree	Strongly disagree
Content				
Count	78	14	5	3

Count i

- Strongly agree
- Moderately agree
- Neither agree nor disagree
- Strongly disagree

5% 3%

14%

78%
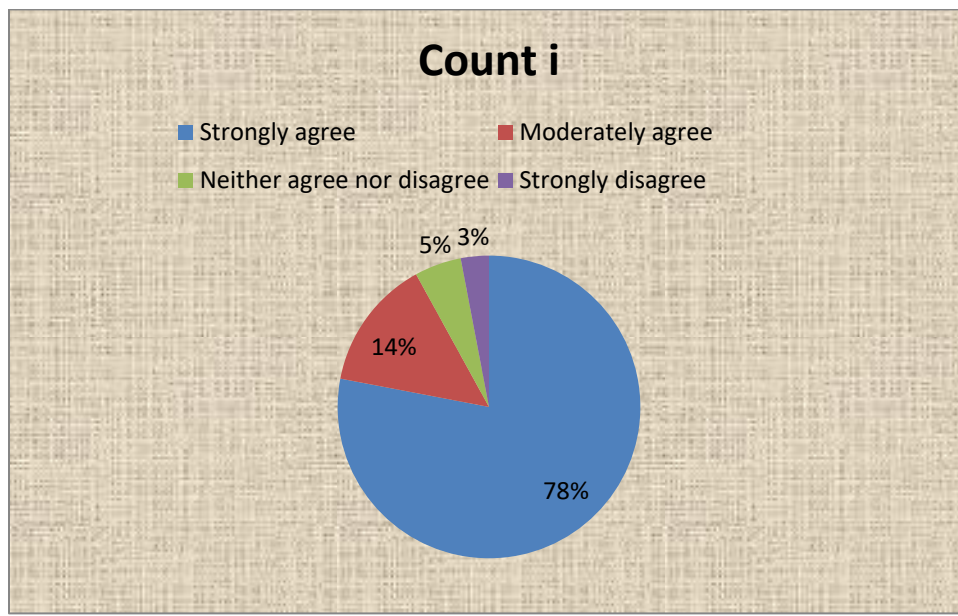
➢ As per the graph above,

78% of the people strongly agree that utility matters and not the looks of the product, 14% people moderately agrees to this, 5% neither agree nor disagree & 3% people strongly disagree with the above statement.

*Q12. How likely do you rate the pricing of the laptops?*

Options	1	2	3	4
Content	High Priced	Low Priced	Equilibrium/Fairly Priced	No Opinion
Count	49	0	42	9

Count i

High Priced   Low Priced   Equilibrium/Fairly Priced   No Opinion

9%

49%

42%

0%
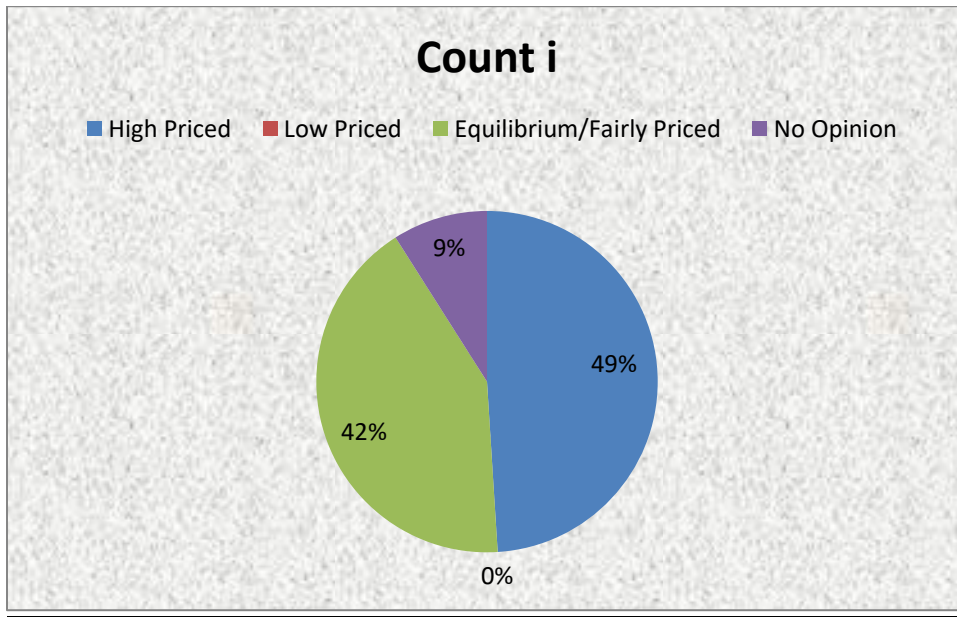
➢ As per the graph above,

49% of the respondents find the price of lappy high, 42% of the respondents find ts price fair whereas 9% have no opinion regarding the price of laptops.

*Q13. How do you like the quality of product on the basis of usage?*

Options	1	2	3	4
Content	Very Good	Good	Unsatisfactory	Satisfactory
Count	33	44	0	23
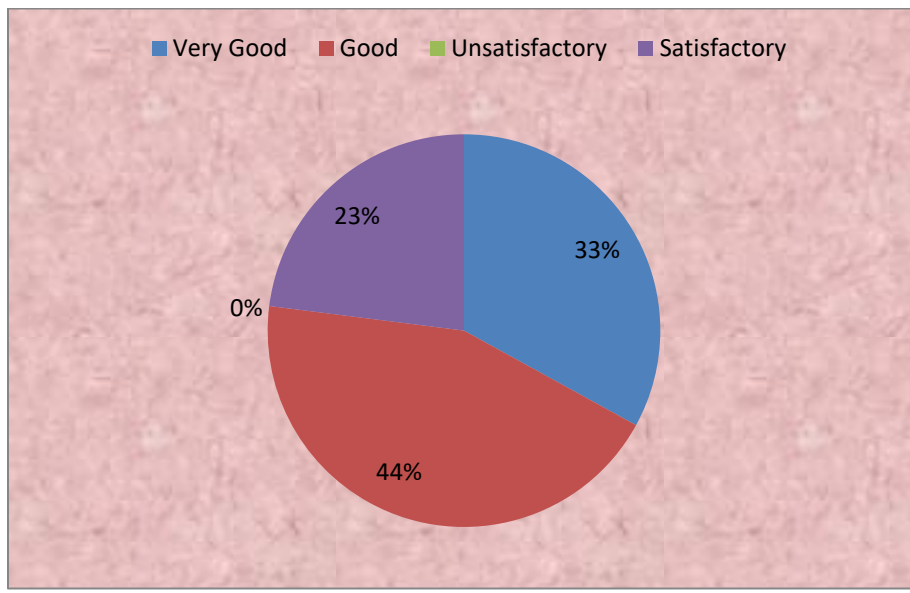
- ➤ As per the above graph,

  33% of the respondents rate their product Very Good on the basis of usage, 44% of the

  respondents rate Good & 23% rate Satisfactory on usage basis.

Q14. Major Weakness of Laptops?

Options	1	2	3	4
	High		Smaller Screen &	Less
Content	Prices	Less Advertisement	keyboard	Memory
Count	16	30	30	24

Count i

- ■ High Prices
- ■ Less Advertisement
- ■ Smaller Screen & keyboard
- ■ Less Memory

16%

24%

30%

30%
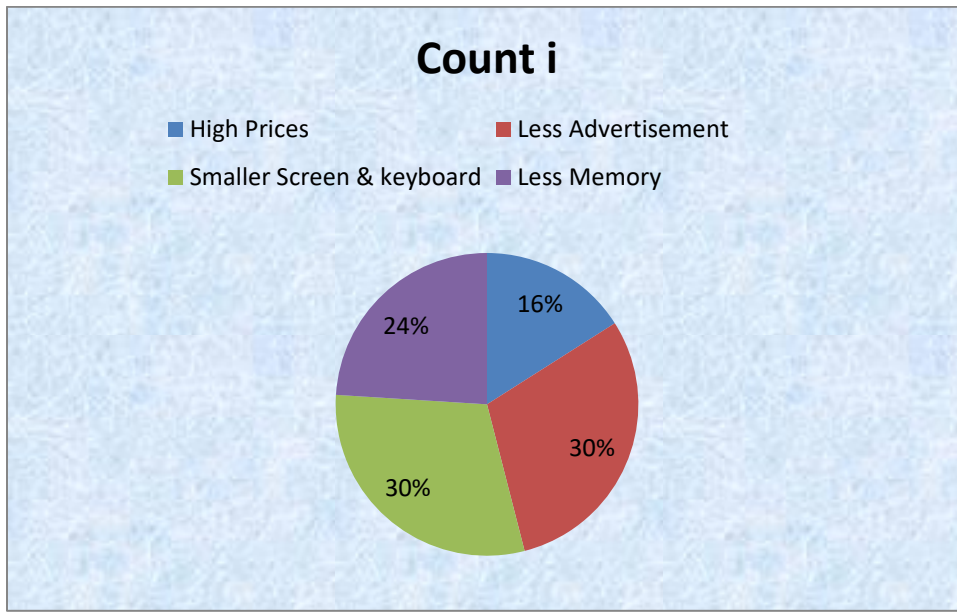
➢ As per the above graph,

16% of the respondents consider high price as the weakness of the laptop, 30% of the

respondents consider less advertisement and smaller screen & keyboard as the weakness

whereas 24% consider less memory as the weakness.

15. Would you prefer online purchase of laptops?

Options	1	2
Content	Yes	No
Count	6%	94%

Count i
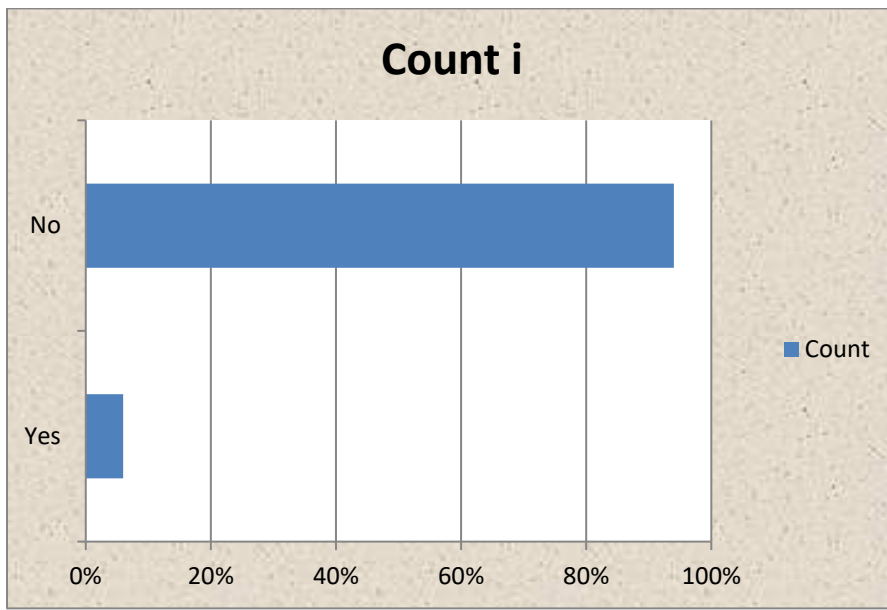
➢ As per the graph above,

6% of the respondents would prefer online purchase of laptops while 94% of the

respondents would not prefer online purchase.

Q16. State whether "The battery backup of a laptop depends on the usage and not on the brand".
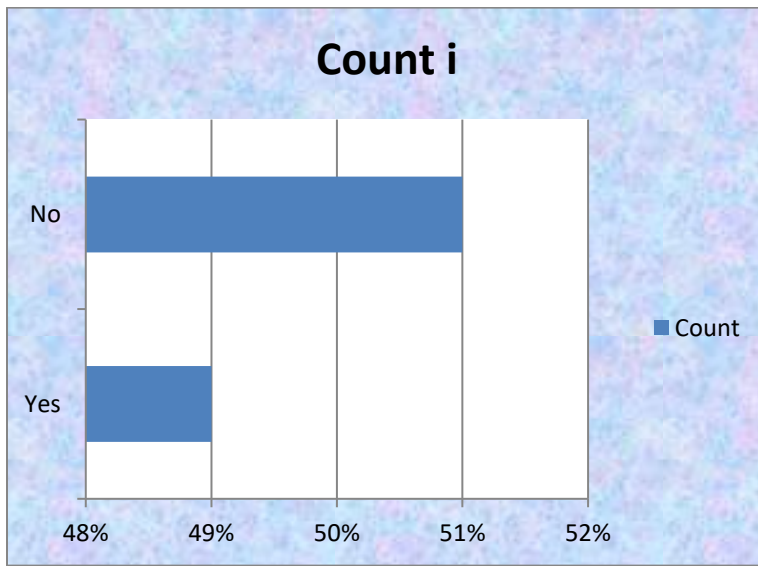
Options	1	2	3	4
Content	Strongly agree	Neither agree nor disagree	Strongly disagree	None of these
Count	85	10	5	0
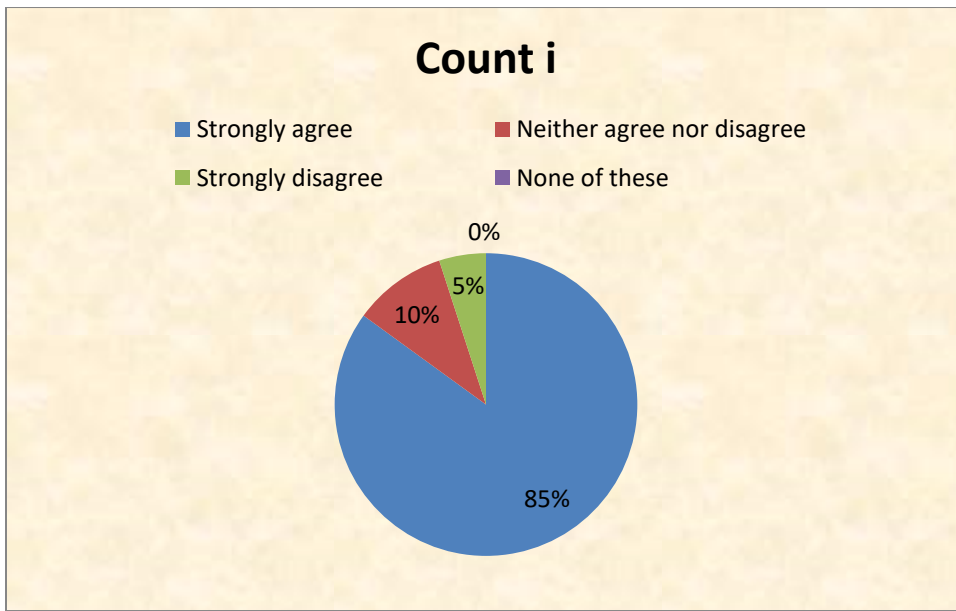
> ➤ As per the graph above,
>
> 85% of the respondents strongly agree that the battery backup of the laptops depend upon the usage and not on the brand, 10% neither agree nor disagree with this statement whereas 5% of the respondents strongly disagrees with this statement.

Q17. s the data kept n your laptop always secure?

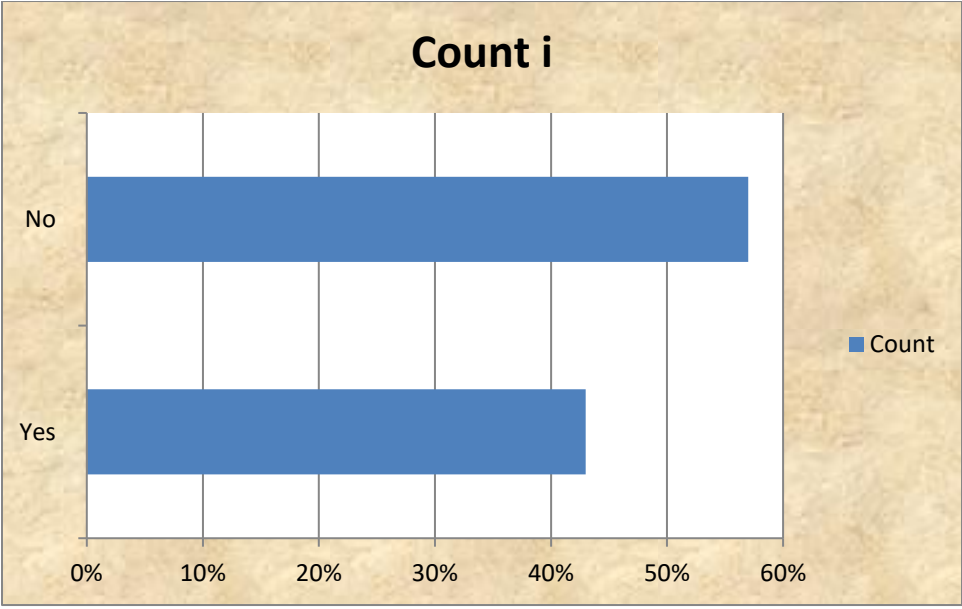| Options	1	2
Content	Yes	No
Count	49%	51%

Count i

➢ As per the graph above

➢ 49% of the respondents think that the data kept n laptop s always secure whereas 51% of the population thinks that the data s not always secure.

Q18. Do you use laptop for entertainment more than for any other purpose?

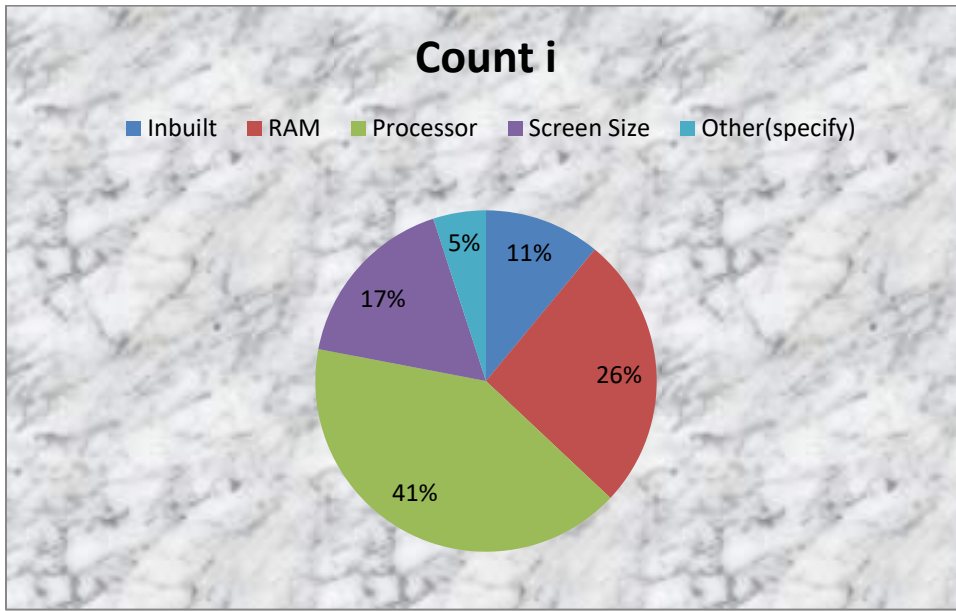| Options	1	2
Content	Yes	No
Count	43%	57%

Count i

➤ As per the graph above,

43% of the population use laptop for entertainment purpose & 57% of the population use laptop for other purpose other than entertainment.

Q19. What features do you see while buying laptops:

Options	1	2	3	4	5
Content	Inbuilt	RAM	Processor	Screen Size	Other(specify)
Count	11	26	41	17	5

Count i

➤ As per the graph,

11% of respondents prefer nbuilt while buying laptops, 26% prefer RAM, 41% prefer

Processor, 17% prefer Screen Size & 5% prefer other features.

SITUATIONAL ANALYSIS :

Situational analysis ncludes current organizational mission, ownership and management alternatives, and current goods/services category. As we have explained above the customers view towards laptops , so now we have done the SWOT analysis of Laptops.

STRENGTH

- Variety
- Range
- Different brands
- Loyal customers
- Low risk
- Good Financial Position

WEAKNESS

- Very High Prices
- Less Schemes
- Less Discounts
- Competition
- Store Makeover Expenditure

THREATS

- Entrance of New Players
- High Attrition
- Lesser Consumer Spending

OPPORTUNITIES

- Awareness about the brands
- Quality
- Youngsters
- Collaborations

FINDINGS

- 51% of the population believes that the data kept n your laptop s not always secure.
- 43% of the population use laptop for entertainment purpose.
- 41% of the population see processor as a feature while buying laptops.
- 85% of the population believes that the battery backup of a laptop depends on the usage and not on the brand.
- 94% of the population would not prefer online purchase of laptops.
- 30% of the population thinks that less advertisement and smaller screen & keyboard are the major weakness of laptops.
- 35% of the population s currently using HP brand of laptop.
- 41% of the population would like to prefer Apple as their next brand of laptop.
- 40% of the population rank their laptops between 8-9 on the basis of brand mage.
- 91% of the population choose laptops over computer due to ts portability.
- 46% of the population prefer black colour of laptop.

- 49% of the population rate the pricing of laptops as high.
- 44% of the population rate their laptops Good on the basis of usage.
- 78% of the population strongly agree that utility matters and not the looks of the product.

CHAPTER-V

CONCLUSION

"The conclusion which s generalized after the data analysis s that the sales of laptops can ncrease with the proper quality of products, availability of products whereas price, advertisements and other features are not so nfluential. The main thing which nfluence the sales volume of the product s the consumer behaviour towards the product and can say that the customer's perception towards laptop s overall good. The mage of laptops n consumer's mind s good as per the response collected of all the respondents. can say so as, the respondents use laptop for their daily work, entertainment, studies, projects, access nternet and agrees that the laptop s the essential gadget of life. So this s how the project would conclude."

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- Principles of Marketing : Philip Kotler, Prentice Hall of ndia
- Fundamentals of Marketing : William J. Stanton, McGraw Hill, New Delhi
- Methodology of Research n Social Science: Krishna Swami

ANNEXURE 1

QUESTIONNAIRE:

STUDY ON CONSUMER PREFERENCE TOWARDS BUYING LAPTOPS AMONG
YOUTH.

Name: _____

Ph. No: _____

Email d: _____

1. Place a tick to ndicate your sex :

a. Male

b. Female

2. n which age group do you fall?

a. 15-20

b. 21-25

c. 26-30

d. Above 30

3. What s your ncome?

a. Below 1000

b. 1000-10000

c. 10000-50000

d. Above 50000

4. Occupation :

a. Government employees

b. Private employees

c. Self-employed

d. Student

e. Others

5. ndicate your educational qualification:

a. B.Tech

b. B.Com

c. B.Sc

d. Other (specify):

6. Which brand of laptop are you currently using :

a. Dell

b. HP

c. Apple

d. Other (specify):

7. What s the next brand of laptop you would like to prefer?

a. Apple

b. Dell

c. HP

d. Other (specify):

8. Rank your current laptop on the basis of brand mage :

a. Below 5

b. 6-7

c. 8-9

d. 10

9. Specify the reason for choosing laptops over computer :

a.Energy Saver

b.Space

c.Portable

d.Environmental Benefits

10. Colour of laptop youth prefer :

a.Black

b.Pink

c.White

d.Silver

11. ndicate your agreement on the statement that utility matters and not the looks of the product :

a.Strongly Agree

b. Moderately Agree

c. Neither agree nor disagree

d. Strongly Disagree

12. How likely do you rate the pricing of the laptops :

a. High Priced

b. Low Priced

c. Equilibrium / Fairly Priced

d. No Opinion

13. How do you like the quality of product on basis of usage :

a. Very Good

b. Good

c. Unsatisfactory

d. Satisfactory

14. Major Weakness of Laptops :

a. High Prices

b. Less Advertisement

c. Smaller Screen and Keyboards

d. Less Memory

15. Would you prefer online purchase of laptops?

a. Yes

b. No

16. ndicate your agreement for the statement "*The battery backup of a laptop depends on the usage and not on the brand.*"

a. Strongly agree

b. Neither agree nor disagree

c. Strongly disagree

d. None of these

17. Do you feel that the data kept n your laptop s always secure?

a. Yes

b. No

18. Do you use laptop for entertainment more than for any other purpose:

a. Yes

b. No

19. What features do you see while buying laptops?

a. nbuilt

b. RAM

c. Processor

d. Screen Size

e. Others