

## **Satisfaction with notebook computers – customers’ view**

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### **I. INTRODUCTION**

Computers play an increasingly significant role in our daily life and, because of their portability and convenience; notebook and subnotebook computers are flattering widely used. Consumer satisfaction is a function of perceived performance and expectation. Feelings of satisfaction arises when customers compare their perception of the performance of a product or service to their desired and expectations. If the perceived performance of equals or exceeds a consumer’s expectations then the consumer is satisfied. But is perceived performance falls short of his or her expectations then the consumers is dissatisfied decisions to defect or to patronize the products of a firm and products of a firm and dependent on a number of factors such as service, quality, relationship quality and over all service satisfaction. Every customer has certain wants and needs and a strong desire to satisfy them. To satisfy the wants they purchase certain goods under the impression that the goods would satisfy his wants. If the product satisfies him, the customer shall become the customer of the firm and also tell about the product to his friends and others. In this process, he advertises the product. This advertising improves the effectiveness of manufacturer’s advertisements and other sales efforts. Satisfaction is an important to the customer because it reflects a positive outcome from the outlay of scarce resources and / or the fulfillment of unmet needs. An analysis of the consumer satisfaction is the first and foremost requirement for the successful formulation and implementation of marketing strategies. The technology driven products such as Notebook Computers are more flat to frequent changes in customer preferences, given the changes in factors like demographics and lifestyles. These changes can develop into great business opportunities for alert marketers and threats for marketers who fail to adapt.

### **NEED FOR THE STUDY**

Technology, it seems, is everywhere these days. As computers have become more commonplace, the use of information technology has become pervasive in most everyone’s lives. A market trader has a continuous finger on the pulse of customer satisfaction. Direct contact with customers indicates what he is doing right or where he is going wrong. Such informal feedback is valuable in any company but hard to formalize and control in anything much larger than a corner shop. For this reason surveys are necessary to measure and track customer satisfaction. Developing a customer satisfaction programme is not just about carrying out a survey. Surveys provide the reading that shows where attention is required but in many respects, this is the easy part. Very often, major long lasting improvements need a fundamental transformation in the company, probably involving training of the staff, possibly involving cultural change. The result should be financially beneficial with less customer agitate, higher market shares, premium prices, stronger brands and reputation, and happier staff. However, there is a price to pay for these improvements. Costs will be incurred in the market research survey. Time will be spent working out an action plan. Training may well be required to improve the customer service. The implications of customer satisfaction surveys go far beyond the survey itself and will only be successful if fully supported by the management.

### **STATEMENT OF THE PROBLEM**

Nowadays the use of desktop and notebook computers are very popular in the workplaces. For notebook computers, its mobility provides great convenience to the users. However, due to its design characteristics (e.g. keyboard cannot be detached from the display screen), users may experience difficulties in maintaining a healthy posture when using it, and may experience musculoskeletal discomforts or other health problems after prolonged use. While the performance of mainstream desktops and notebook computer is comparable, and the cost of notebook computers has fallen less rapidly than desktops, notebook computers remain more expensive than desktop PCs at the same performance level. The upper limits of performance of notebook computers remain much lower than the highest-end desktops (especially "workstation class" machines with two processor sockets), and "bleeding-edge" features usually appear first in desktops and only then, as the underlying technology matures, are adapted to notebook computers.

**OBJECTIVES OF THE STUDY**

1. To know the satisfaction level of customers towards notebook computers in erode district.
2. To provide better ways and means for improving satisfaction of customers towards purchasing notebook computers.

**II. LITERATURE SURVEY**

Szeto et al (2002) evaluated and compared the postures and movements of the cervical and upper thoracic spine, typing performance and workstation ergonomic factors when using a notebook, desktop and subnotebook computers. The study concluded that the desktop keyboard may be a best choice of typing device than the notebook and subnotebook computers. Prolonged use of notebook and subnotebook computers may encourage a more flexed spinal posture and possibly increased spinal loading, resulting in an increased risk of musculoskeletal discomfort. Gurleen (20014) highlighted the various factors responsible for influencing the purchase decisions of customers while buying a Notebook computer in Punjab and also an effort has been made to study the customer satisfaction level towards Notebook computers in Punjab. The study concluded that there are respondents who usually trust a branded company and like to buy those Notebooks without much enquiry. The trusted brands like Samsung and Sony have an advantage over others when it comes to the brand recalling by the customers while purchasing a Notebook Computer.

**III. RESEARCH METHODOLOGY**

The validity of any research is based on the systematic method of data collection and analysis. The present study used both primary as well as secondary data. In this study descriptive design has been applied. Stratified random sampling method was used to collect the data from the 300 respondents in Erode District. For this purpose, field survey method was employed and direct face-to-face interview technique was used by the researcher to collect the pertinent data with the help of well structured questionnaire. For this purpose, the researcher has established a good rapport with the customers of notebook computers in Erode district. A note working feature was that all the 300 respondents have given proper answer with much zeal. The data collected have been analyzed and interpreted by applying multi-variant statistical tool i.e. multiple regression analysis. A regression is a statistical tool used to find out the relationship between two or more variables. One variable is caused by the behavior of another one. The former variable is defined as independent and the later variable is defined as the dependent. When there are two or more independent variables, the analysis that describes the relationship between the two is called multiple regression analysis. The main objective of using this technique is to predict the variability of the dependent variable based on its co-variance with all the independent variables. It is useful to predict the level of dependent phenomenon through multiple regression analysis, if the levels of independent variables are given.

**IV. DATA ANALYSIS AND INTERPRETATION**

The following analysis shows the relationship between level of satisfaction on notebook computer and eleven independent variables that were studied. It was found that among these eleven variables, three variables were closely associated with the satisfaction of customers on notebook computer. In order to measure the interdependence of independent factors and their total contribution to level of satisfaction on notebook computer, the results of the analysis were put into multiple regression analysis, and detailed results are shown in the following table.

**Table 4.34 Satisfaction With Notebook Computer (Multiple Regression Analysis)**

<b>Variables</b>	<b>B</b>	<b>Std. Error</b>	<b>T</b>	<b>P</b>
(Constant)	28.445	5.132	5.543	.000
Display resolution quality	1.096	.780	1.406	.161
Processor speed of the portable computer	-.730	1.241	-.588	.557
Memory and hard disk capacity	-.974	1.276	-.763	.446
Pricing	-.308	.693	-.444	.657
Service warranty and guarantee	-1.026	1.346	-.763	.046
Brand image	.958	.852	1.125	.262

Product quality	2.560	.661	3.873	.000
Maintenance and repair	-.517	1.021	-.507	.613
Battery backup	.311	1.304	.238	.812
Affordable	2.507	.744	3.371	.001
Physical appearance	-1.080	.726	-1.488	.138

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.344	.119	.085	10.465

The Multiple linear regression components are found statistically a good fit. It shows the three independent variables contribute on the level of satisfaction on notebook computers and statistically significant at 1% and 5% level.

The table indicates that the co-efficient of service warranty and guarantee, product quality, and affordable were significant at 1 and 5% level. It also noted that the variables such as display resolution quality, brand image, product quality, battery backup and affordable are positively associated with the level of satisfaction on notebook computers. Further, it indicates that these variables that contribute to the level of satisfaction on notebook computers are statistically significant and implying that their influence is stronger than the other variables.

The rate of increasing the level of satisfaction on notebook computers shows better results of the independent variables such as respondents' display resolution quality with 1.406, with 1.125 units change in brand image, with 3.873 units change in product quality, with 0.238 units change in battery backup and 3.371 units change in affordable.

## V. FINDINGS

From the analysis, it was found that the variables such as display resolution quality, brand image, product quality, battery backup and affordable are positively associated with the level of satisfaction of customers on notebook computers.

## VI. SUGGESTIONS

1. Most of the respondents in the study area are not purchasing the notebook computers even though they are readily available in the market. Hence, importance and awareness towards these products should be created through various Medias especially among students.
2. The price is one of the major deciding factors in purchasing notebook computer. So the product should be offered in normal price to promote sales activities.
3. Most of the respondents are satisfied with product quality and battery backup. So the marketer should mind it for retaining their customers.
4. There is a general perception among the consumers that notebook computers' life is too little than desktop computers. So, efforts must be made to overcome this perception by propaganda and publicity.
5. Some of the respondents felt that manufacturer may improve the service guarantee and warranty for notebook computers.
6. Introduction of new variety of size, design, configuration and facilities in notebook computers would be profitable it creates a stable market demand, which may be attracting new consumers without damaging the existing potential.

## VII. CONCLUSION

In the modern world, consumer taste and preferences are changing day-by-day because of rapid changing technology in the purchasing behavior on computer. Computers are one of the main tools in businesses, educational institutes, offices, homes and even in Cars. On one hand, these technologies including computers have made lives so much easy but on the other hand have created many risks for human health. The negative risks associated with the usage of these technologies are increasing with their growing demand day by day. A satisfied consumer will soon change to other product but a loyal consumer will not. The success of manufacturing depends on creation of new customers and retaining the existing customers. Several factors are influencing the customers while they purchase a computer. Hence manufactures should identify the target group

and provide products to satisfy all types of consumers. The firm has to be constant innovative and understand the consumers needs and desires.

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