

CONSUMER BRAND PREFERENCE OF LAPTOPS IN MADURAI DISTRICT

Dr.K.Uma

Assistant Professor, Department of Commerce, Madurai Kamaraj University

Abstract

Branding not only gives separate identity and easy recognition to the product but it also creates special brand preference and brand loyalty. Branding is a powerful instrument of demand creation and demand retention. Selective demand for a company's brand rather than a product; the degree to which consumers prefer one brand over another. In an attempt to build brand preference advertising, the advertising must persuade a target audience to consider the advantages of a brand, often by building its reputation as a long-established and trusted name in the industry. If the advertising is successful, the target customer will choose the brand over other brands in any category. With this background, the researcher made an attempt to analyse the brand preference of laptops.

Keywords: Brand preference, laptops

Introduction

Technology has taken a dramatic turn over recent past and laptop manufacturing companies have gone beyond imagination when it comes to build complete notebook full of features. Now laptops are good enough for complete office work load, heavy computing processing power for engineering needs and advance uses, graphical usage or even entertainment purposes. You name your requirements and you will see every brand of laptops meeting those needs. The competition between computer manufacturers wasn't as fierce as today. Now with the innovation in the technology, there are so many manufacturers who can offer computers with very similar features and quality that it is harder and harder to pick the best computer. They tend to our best one another because it's how they survive in the market. They compete in terms of price, features, performance, design, tech support, value, and software. It's always quality over price.

With endless innovation of laptop computers year after year it contributes to countless amount options and variety to choose from which making it hard for the consumer to pick the right brand for us. Researcher will leave five of the best brand of laptops today:

1. Apple

Computers designed by Apple, such as Macs, are very easy to use, portable, powerful, efficient, and they look very cool. Apple's computers are less vulnerable to viruses and you don't have to reformat them. Consumer can take them whenever they go because they are very small, thin, and relatively light. Also, their beautiful design and

perception of high quality will make the consumer look cool and fashionable. It's the student's number one choice in the US.

2. Sony

Expensive but another trusted brand is Sony. Its VAIO series are very popular in terms of assorted designs, premium features and performance. The brand is known for its durability as well as sturdy designs. Sony is globally recognized for its distinctive personality and the high end products.

3. DELL

Dell, Incorporated is a computer hardware manufacturer and distributor. The company is one of the world's largest computer distributors in terms of both quantity of unit's sold and gross income, and one of the United States' largest corporations.

HP/COMPAQ

No matter what the customer's social income, taste and preference, there is always HP laptops available for the customers. Despite the competitions in the market today HP remains the pioneering computer manufactures of best laptops in the world.

ACER

Acer, established in 1976, and with its headquarters in Taipei, Taiwan, has grown into one of the top five computer manufacturers in the world, and its laptops are the best selling brand in Western Europe. Its successful Travel mate, and Aspire, ranges, amongst others, are renowned for their innovation, reliability and affordability.

This study deals with the analysis of brand preference of laptops. The study of brand preference of laptops is largely influenced by a number of factors such as Advertisement, Price, Quality, Performance, After-sales service, and so on. These factors play a vital role in the decision making process and in the brand preference. Hence an attempt is made to analyse the brand preference of laptops. For that purpose the researcher made the following objectives.

Objectives of the Study

1. To identify the brand preference of laptops
2. To evaluate the reasons for choosing the brand

Methods of Sampling

The sampling method used in this study is convenient sampling method. The data were collected from the various parts of the Madurai District. Further the choice of the sample is left entirely to the convenient of the researcher. The sample study was confined to Madurai district 50 respondents were selected on the basis of convenient sampling and the sample is selected from the respondents of laptop users.

Users Preference of Brand Laptop

The table reveals the users preference of brand laptop by the respondents.

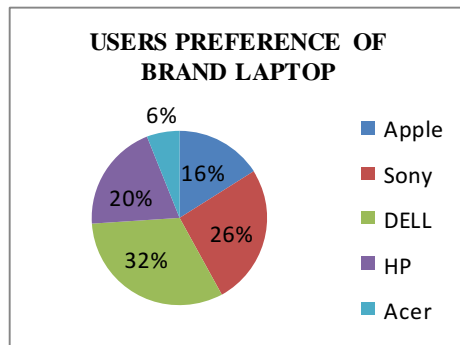
Table 1 Users Preference of Brand Laptop

Particular	Number of Respondent	Percentage Analysis
Apple	8	16
Sony	13	26
DELL	16	32
HP	10	20
Acer	3	6
Total	50	100

Sources: Primary Data

The table 1 shows that 32 per cent that is majority of the respondents are prefer to buy only the DELL laptops. And 26 per cent of the respondents induce to buy the SONY brand laptops. And next to that 20 per cent of HP laptops are preferable 16 per cent of the

respondents preferred APPLE and only 6 per cent of the respondents prefer ACER. This table finally shows that the DELL laptops are more user friendly among the students and then this brand was preferred for the fashion purpose also.



Factors Influencing Brand Preference

There are a number of factors that have been found to affect the choice of a brand. The major factor influencing the brand preference of laptops are usage, price, maintenance, cost, necessity and mode of payment and the like. In this part an attempt is made to analyse the factors influencing brand preference of laptops.

Analysis the Reasons for Choosing Laptop Brand

Each and every laptop of different companies has some inbuilt features. Hence, in this study, the factors which are the reasons for choosing the brand laptops have been analyzed using Garrett's Ranking Technique. In this analysis, the respondents were asked to rank the factors which reason mainly motivated them in choosing the laptops. The rank assigned to each factor by the sample respondents has been converted into per cent position by using the following formula:

$$\text{Per cent Position} = 100(R_{ij} - 0.5) / N_{ij}$$

Where,

R_{ij}- Rank given by the jth respondent for the ith factor and

N_j- Number of factors ranked by the jth sample respondent.

Table 2 Rank the Reasons for Choosing Laptop Brand

S.No	Factors	I	II	III	IV	V	VI	VII	VIII	Total
1	Brand Status	15	7	7	7	2	7	5	-	50
2	Durability	8	10	8	4	7	7	3	3	50
3	Low Cost	5	6	2	1	4	8	8	16	50
4	Comfortable	5	7	9	9	9	3	7	1	50
5	Fashion	6	6	7	5	4	7	6	9	50
6	Memory Capacity	5	7	7	10	8	3	8	2	50
7	Warranty Period	-	3	2	11	5	10	9	10	50
8	Long Life Battery	6	4	8	3	11	5	4	9	50

Sources: Primary Data

The per cent of each rank thus obtained was converted into scores by referring to the table given by Garrett (Appendix-II).

Table 3 Calculated Garret Value

S.No	Factors	I	II	III	IV	V	VI	VII	VIII	Total
1	Brand Status	1185	469	413	371	92	280	160	-	2970
2	Durability	632	670	472	212	322	280	96	60	2744
3	Low Cost	395	402	118	53	184	320	256	320	2048
4	Comfortable	395	469	531	477	414	120	224	20	2650
5	Fashion	474	402	413	265	184	280	192	180	2390
6	Memory Capacity	395	469	413	530	368	120	256	40	2591
7	Warranty Period	-	201	118	583	230	400	288	200	2020
8	Long Life Battery	474	268	472	159	506	200	128	180	2387

Sources: Primary Data

Then the same has been multiplied with the number of respondents in each rank for each factor and the scores of all respondents for each factor have been then added

together and divided by the number of respondents experiencing that particular factor. The mean scores of each factor were thus divided by the number of respondents experiencing that particular factor. The mean scores of each factor were thus arrived at and the corresponding ranks allotted.

Table 4 Garret Score

S.No	Factors	Total Score	Mean	Rank
1	Brand Status	2970/50	59.4	1
2	Durability	2744/50	54.88	2
3	Low Cost	2048/50	40.96	7
4	Comfortable	2650/50	53	3
5	Fashion	2390/50	47.8	5
6	Memory Capacity	2591/50	51.82	4
7	Warranty Period	2020/50	40.4	8
8	Long Life Battery	2387/50	47.74	6

Sources: Primary Data

The factors which are the reasons to motivate the respondents for choosing the laptop brand and their relationships are discussed in this section. It is seen from the Table that among the various factors presented, the respondent consider brand status, durability and comfortable as the major reasons for choosing a laptop brand.

Hence first three ranks were awarded to these factors. While Ranks of 1, 2 and 3 were given in order of preference to the factors mentioned. It is also observed from the Table that in the main factor which is the reasons for the respondents to choose the laptop brand is 'brand status' because the respondents give 1st rank to the brand status. Then in order durability, comfortable, memory capacity, fashion, long life battery.

Purpose of Buying Laptop of the Respondents

The table reveals that the purpose of buying laptops of the respondents.

Table 5 Purpose of Buying Laptop of the Respondents

Particular	Number of Respondent	Per cent
Education	44	88
Work	6	12
Entertainment	-	-
Others	-	-
Total	50	100

Sources: Primary Data

Table 3.17 shows that the 88 per cent of the respondents plays a vital role bought laptops for the purpose of Education then 12per cent of the respondents use laptops for official purpose. Finally in a nutshell, 44 numbers of respondents are dominating a major role on

buying laptops for the purpose of education.

Findings

The researcher has identified the following findings:

- 32 per cent that is majority of the respondents is preferred to buy only the DELL laptops. Only 6 per cent of the respondents expect to buy ACER.
- The various factors presented, the respondent consider brand status, durability and comfortable as the major reasons for choosing a laptop brand. Hence first three ranks were awarded to these factors. While Ranks of 1, 2 and 3 were given in order of preference to the factors mentioned.
- In a nutshell, 44 of the respondents dominate a major role on buying laptops for the purpose of education

Conclusion

Most of the respondents in Madurai District are aware of many popular brands of laptops. They feel that brand name tells them something about product quality, utility, technology and the like. The manufacturer's pursuit for excellence has brought competing designs and models into the world of laptops in different brands. Their ventures in the field of advertisements have strongly influenced the consumers regarding the excellence of various brands. Thus the researcher concluded that advertisements have played a vital role in motivating the respondents of various strata.

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