

## A study on brand awareness and consumer buying behaviour towards laptops with reference to Coimbatore city

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### Abstract

Brand awareness is a customers' ability to recognize the brand, the logo and the advertisements. It helps the customers to understand the product or service category belongs and what products and services sell under the brand name. This study is to find the important attributes increasing brand awareness for laptops in Coimbatore city and to do a research about brand awareness; the main objective of the study is to identify the factors and the preference of the respondents while purchasing laptops. The statistical tools like simple percentage, weighted average, ranking analysis were applied to realize the objective of the study. The result divulges majority of the respondents are Familiar with laptops. Latest technology is the factor which influence while purchasing a laptop has been ranked as First. The entire study shows that Laptop usage is very much popular in between the respondents whether their residential status is urban and rural.

**Keywords:** Marketing, Brand, Laptops, Coimbatore.

### Introduction

Today the primary capital of many businesses is their brands. For decades the value of a company was measured in terms of its real estate, then tangible assets, plants and equipment's. However it has recently been recognized that company's real value lies outside business itself, in the minds of potential buyers or consumers. Brands are usually protected from use by others by securing a trademark or service mark from an authorized agency, usually a government agency. Before applying for a trademark or service mark, you need to establish that someone else hasn't already obtained one for your name.

A brand name can create and stand for loyalty, trust, faith, premium ness 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 make them way ahead of the traditional computers.

Laptops are fully functional computers that are designed for portability and convenience. When compared to a desktop tower computer, laptops are smaller, weigh less, have fewer components and consume less power. Despite this, laptops can often match the performance and price of comparable desktops. This makes laptops a great choice for college students and busy professionals who travel often.

### Statement of the Problem

Due to the increasing globalization and homogenization of consumers' preferences in the world, global branding has become more widespread. That is why it is important to be aware of the cultural obstacles in marketing of the brand.

Now-a-days, the consumers are more dynamic. Their taste, needs and preference can be changing as per current scenario. Hence the development of laptop industry mainly depends on the customer satisfaction.

This study is undertaken to find the important attributes increasing brand awareness for laptop brands in Coimbatore city and to do a research about brand awareness; to see to what extent brand awareness matters when purchasing for the first time in an unfamiliar culture. In depth, it gives insights to the marketer about the type of customers using their brands and few major considerations.

### Objectives of the Study

1. To evaluate the demographic factors of the respondents.
2. To find brand awareness for branded laptops in consumer mind.
3. To identify the factors and the preference of the respondents while purchasing laptops.
4. To know the level of satisfaction towards branded laptops.
5. To offer suggestions and recommendations.

### Scope of the Study

In order to achieve steady growth in this highly competitive market, the companies should be aware of its competitors.

This study will provide an overall view of brand awareness and consumer buying behaviour 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 behaviour.

**Research Methodology**

❖ **Research Design & Sources of Data:** This study is descriptive in nature. It is based on both primary and secondary data. The primary data was collected by using well-structured Questionnaire from 250 respondents residing in and around Coimbatore city by using the convenient sampling method. For the theoretical aspects secondary data were collected from books, journals and downloaded from websites. The study was conducted for a period of six months from June – November 2015.

❖ **Tools Used for the Study:** The collected data were processed both manually and with the help of SPSS. The following tools were used for the study:

1. Simple Percentage analysis,
2. Ranking analysis and
3. Weighted Average.

**Limitations of the Study**

- The study was restricted to Coimbatore city.
- Due to the time constraint, sample size was restricted to limited respondents.
- The study includes both the active and irregular respondents.
- Data depends upon the respondent’s view which could be bias in nature.

**Review of Literature**

Farquhar, (1989) <sup>[1]</sup> considers that building a strong brand within consumers’ minds means creating a positive brand evaluation, an accessible brand attitude, and a consistent brand image, the accessible brand attitude actually referring to what the others term as awareness.

Keller, (1993) <sup>[2]</sup> Brand awareness is the first and prerequisite dimension of the entire brand knowledge system in consumers’ minds, reflecting their ability to identify the brand under different conditions: the likelihood that a brand name will come to mind and the ease with which it does so.

Rinal B Shah, (2012) <sup>[3]</sup> it was found that perceived quality and brand loyalty had a significant positive direct effect on brand equity in purchases of laptops. It had the strongest impact which indicated the essential role of development of perceived quality and brand loyalty in minds of customers to build brand equity for laptop brands.

While exploring how consumers’ psychological factors (Motivation, perception, and attitude) are associated with brand equity (brand loyalty, brand association, perceived quality, and brand awareness) of laptop, Wahida Farzana, (2012) <sup>[4]</sup> found that consumers’ motivation to use laptop and brand association criteria work separately.

According to Vijay R. Kulkarni, (2013) <sup>[5]</sup> Brand & Features, Price, Visibility & Service Center, Reliability & Responsiveness, Warranty, Guarantee & after Sales Service, are the factors which impact the buying behavior of the post graduates students in making purchases of laptops.

**Analysis and Results**

❖ **Percentage Analysis**

**Table 1:** Demographic Variables of the Respondents

Factors	Options	No. of Respondents	Percentage (%)
Gender	Male	150	60
	Female	100	40
Age	Up to 25 yrs.	168	67
	26 - 35 yrs.	54	22
	36 - 45 yrs.	16	6
	Above 45 yrs.	12	5
Marital Status	Married	55	22
	Un married	195	78
Educational Qualification	HSC	3	1
	Diploma	7	3
	Under Graduate	158	63
	Post Graduate	82	33
Occupational Status	Student	165	66
	Salaried Person	45	18
	Business	32	13
	Profession	8	3
Monthly Income level	No Income	165	66
	Up to Rs.10,000	15	6
	Rs.10,001 – Rs.20,000	16	6
	Rs.20,001 – Rs.30,000	36	14
	Above Rs.30,000	18	8
Nature of Family	Nuclear family	213	85
	Joint family	37	15
Members in the Family	Two	8	3
	Three	64	26
	Four	120	48
	Above Four	58	23

**Table 2:** Respondents behaviour towards Brand Awareness of the Laptops

Factors	Options	No. of Respondents	Percentage (%)
Laptop Users	Yes	250	100
	No	0	0
Familiarity	Extremely Familiar	54	22
	Very Familiar	103	41
	Moderately Familiar	68	27
	Slightly Familiar	25	10
	Not at all Familiar	0	0
	Source of Awareness Level	TV Media	13
Source of Awareness Level	Newspaper & Magazines	50	20
	Online	145	58
	Friends & Relatives	42	17
	TV Media	13	5
	Brand Preference	Yes	250
Brands	No	0	0
	Acer	39	15
	Apple	3	1
	Dell	80	32
	Samsung	7	3
	HP	27	11
	Lenovo	20	8
	Sony	22	9
	Toshiba	17	7
	Others	35	14
Source of Advertisements	Billboards	32	13
	Newspapers & Magazines	8	3
	Online	150	60
	Public Transportation	5	2
	TV	55	22
	Never Seen	0	0

**Table 3:** Factors Influencing and Preference while Purchasing Laptops

Factors	Options	No. of Respondents	Percentage (%)
Choice of Getting Laptops	Respective Showrooms	205	82
	Retail Shop	45	18
Basis of Online Shopping	Yes	52	21
	No	198	79
Brand which Matches the Lifestyle	Yes, Always	63	25
	Sometimes	145	58
	Occasionally	42	17
Future Purchase	Yes	152	61
	No	98	39
Recommendation to their Friends	Yes, Always	105	42
	Sometimes	93	37
	Occasionally	52	21
Brand which fulfills Present Requirements	Strongly Agree	78	31
	Agree	118	47
	Neutral	32	13
	Disagree	16	7
	Strongly Disagree	6	2

**Table 4:** Respondents behaviour among Level of Satisfaction towards Branded Laptops

Factors	Options	No. of Respondents	Percentage (%)
Basis of Service	Highly Satisfied	42	17
	Satisfied	136	54
	Neutral	48	19
	Dissatisfied	12	5
	Highly Dissatisfied	12	5
Basis of Sectors	Service	100	40
	Design	45	18
	Availability	2	1
	Speed	35	14
	Functions	65	26
Level of Satisfaction	Appearance	3	1
	Highly Satisfied	57	23
	Satisfied	145	58
	Neutral	32	13
	Dissatisfied	10	4
	Highly Dissatisfied	6	2

Percentage analysis deals with the demographic factors respondents' behaviour towards brand awareness of the laptops, factors influencing and preference while purchasing laptops and respondent's behaviour among level of satisfaction towards branded laptops. It can be inferred from the above Table 1 - Majority 60% of the respondents are Male, 67% of the respondents belongs up to 25 years, 78% of the respondents are Unmarried, 63% of the respondents are Under Graduate, 66% of the respondents are Students, 66% of the respondents belong to No income group, 85% of the respondents coming under Nuclear family, 48% of the respondents are Four members in their family, Table 2 shows that majority of the respondents - 100% the respondents are laptop users, 47% of the respondents are Familiar with laptops, 58% of the respondents awareness is through Online, 100% the respondents are preferred the well-known brand, 32% of the respondents preferred the Dell brand, 60% of the respondents have seen advertisements through Online towards their brand.

Table 3 shows that majority of the respondents - 82% of the respondents are getting laptop through Respective showrooms, 79% of the respondents do not prefer online shopping, 58% of the respondents view laptop matching their lifestyle Sometimes, 61% of the respondents will purchase the same brand of laptop in future, 42% of the respondents will Always recommend their brand to friends, 47% of the respondents Agree with the brand which fulfills present requirements.

Table 4 shows that majority of the respondents - 54% of the respondents are Satisfied with the service after the warranty period, 40% of the respondents felt that the Service sector which is to be improved, 58% of the respondents are Satisfied with their laptop brand.

## ❖ Ranking Analysis

**Table 5:** Factors which are Influencing while Purchasing Laptop

S. No.	Factors	Total Score	Rank
1	Reasonable Price	869	II
2	Warranty & Service	768	III
3	Quality	686	IV
4	Variety	543	V
5	Latest Technology	884	I

Table 5 shows that The factor “Reasonable Price” has been ranked as Second with regard to the factors which influence while purchasing a laptop with the total score of (869), “Warranty & Service” has been ranked as Third with the total score of (768), “Quality” has been ranked as Fourth with the total score of (686), “Variety” has been ranked as Fifth with the total score of (543) and “Latest technology” has been ranked as First with regard to the factors which influence while purchasing a laptop with the total score of (884).

## ❖ Weighted Average Analysis

**Table 6:** Factors with regard to Level of Satisfaction towards Branded Laptops

S. No.	Factors	$\Sigma (W_i X_i)$	$\Sigma (W_i)$	Percentage (%)	Rank
1	Audio	930	15	62	V
2	Battery Life	995	15	66.33	III
3	Design	971	15	64.73	IV
4	Display	1071	15	71.4	II
5	Keypad	914	15	60.93	VI
6	Software Support	1130	15	75.33	I

**Table 7:** Attributes which associate with Branded Laptops

S. No.	Attributes	$\Sigma (W_i X_i)$	$\Sigma (W_i)$	Percentage (%)	Rank
1	Affordable	942	15	62.8	VIII
2	Dependable	973	15	64.87	VII
3	Easy to use	1052	15	70.13	IV
4	Essential	1078	15	71.87	II
5	Fun	763	15	50.87	X
6	Modern	780	15	52	IX
7	Popular	1055	15	70.33	III
8	Power	980	15	65.33	V
9	Safe	1092	15	72.8	I
10	Stylish	948	15	63.2	VI

Table 6 shows that “Audio” has been ranked as Fifth with 62%, “Battery life” has been ranked as Third with 66.33%, “Design” has been ranked as Fourth with 64.73%, “Display” has been ranked as Second with 71.4%, “Keypad” has been ranked as Sixth with 60.93% and “Software support” has been ranked as First with 75.33%.

Table 7 shows that “Affordable” has been ranked as Eighth with 62.8%, “Dependable” has been ranked as Seventh with 64.87%, “Easy to use” has been ranked as Fourth with 70.13%, “Essential” has been ranked as Second with 71.87%, “Fun” has been ranked as Tenth with 50.87%, “Modern” has been ranked as Ninth with 52%, “Popular” has been ranked as Third with 70.33%, “Power” has been ranked as Fifth with 65.33%, “Safe” has been ranked as First with 72.8% and “Stylish” has been ranked as Sixth with 63.2%.

## Summary of Findings

### ❖ On the application of the Percentage Analysis the following results were obtained

- Majority (60%) of the respondents are Male.
- Majority (67%) of the respondents belongs up to 25 years.
- Majority (78%) of the respondents are Unmarried.
- Majority (63%) of the respondents are Under Graduate.
- Majority (66%) of the respondents are Students.
- Majority (66%) of the respondents belong to No income group.
- Majority (85%) of the respondents coming under Nuclear family.
- 48% of the respondents are four members in their family.
- Almost all (100%) the respondents are laptop users.
- 47% of the respondents are Familiar with laptops.
- Majority (58%) of the respondent’s awareness is through Online.
- Almost all (100%) the respondents are preferred the well-known brand.
- 32% of the respondents preferred the Dell brand.
- Majority (60%) of the respondents have seen advertisements through Online towards their brand.
- Majority (82%) of the respondents are getting laptop through Respective showrooms.
- Majority (79%) of the respondents do not prefer online shopping.
- Majority (58%) of the respondents view laptop matching their lifestyle sometimes.
- Majority (61%) of the respondents will purchase the same brand of laptop in future.
- 42% of the respondents will always recommend their brand to friends.
- 47% of the respondents Agree with the brand which fulfills present requirements.
- Majority (54%) of the respondents are Satisfied with the service after the warranty period.
- 40% of the respondents felt that the Service sector which is to be improved.
- Majority (58%) of the respondents are Satisfied with their laptop brand.

### ❖ On the application of the Ranking Analysis the following results were obtained

- “Latest technology” is the factor which influence while purchasing a laptop has been ranked as First, “Reasonable Price” has been ranked as Second and “Warranty & Service” has been ranked as Third.

### ❖ On the application of the Weighted Average Analysis the following results were obtained

- “Software support” is the factor with regard to level of satisfaction towards branded laptop has been ranked as First.
- “Safe” is an attribute which associated with the level of satisfaction has been ranked as First.

## Suggestions

- 58% of the respondents’ awareness is through Online. So, it can be suggested that the companies should use

- multiple marketing channels to create Brand Awareness through TV Media, Newspapers & Magazines, etc.,
- Only 18% of the respondents were Getting Laptops through Retail Shop. So, it is suggested that the retail shop should come up with some attractive scheme to attract more & more consumer.
  - 60% of the respondents are seen advertisements through Online. So, it is suggested that proper advertisement should be given in order to remind the consumer to know about their benefits.
  - Respondents faced various problems while using laptop like Internet Speed, Battery Backup, window installation, Virus and it get hot in very short time etc., So it should be eliminated.
  - Respondents recommended various features to improve laptop quality like water proof, Laptop having Insurance coverage, Inbuilt Graphic Card, Long Battery Life, Use of renewal solar energy to increase battery life, Fully secured system from VIRUS and Running without need of Battery charging, Improve Sound System, Connectivity and security system, Make it more portable, Light Weight, More Plugs better Wi-Fi, Stylish and stronger body etc., So, it is suggested that it should be improved.
  - Some of the respondents feel that the feature “Voice Adaptability” can be introduced in laptops, so that users can enter input without the use of Keyboard and Mouse.
  - Companies should try and use low-cost pricing policies as cost-effectively as they can.

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### **Conclusion**

Brand awareness, as one of the fundamental dimensions of brand equity, is a prerequisite for the market success of laptop brands. It represents a main factor for a brand to be included in the buying decision process consideration set, as most of the consumers prefer buying laptop brand they are aware of. The entire study shows that Laptop usage is very much popular in between the respondents whether their residential status is urban and rural.

In order to create, maintain and expand own brands' choice share, companies must understand the importance of growing and leveraging brands' aided and unaided awareness and act accordingly. Marketing integrated communication must be implemented, with special emphasis on advertising and customer relationship management, which play fundamental roles in this direction.

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