

Consumer perception towards IBM PC's in Bangalore City

In BINARY SYSTEM PVT LTD, Bangalore

Gururaj p chapparbandi

ABSTRACT:

The information handling is very important to everybody, whether he is an individual or a organization. It should be handled very carefully and accurately. To handle information at all levels computer are the main tools to process, store and can be done everything through computers. Individual uses computer to store the data to maintain some sort of confidentiality. Business firms use computers to process information at all the levels to do work faster and accurately. It is reducing the burden of manpower in the organizations. Customer is a king in any business organization. Everything happens at his wish and will. He has wide range of expectations about any product. He will be satisfied, if all his expectations are met. This paper deals with consumer perception on pc's and it consider all the factors which are connected with perception factor.

Key words: solution partnership centre(SPC), computing –tabulating-recording company(C-T-R), local area network(LAN), wide area network(WAN)

INTRODUCTION:

The consumer electronic industry comprises of the production and sale of personal computers include desktops and note books or think pads and things related to IT and television sets, audio players, refrigerators, washing machines, and vacuum cleaners etc.

The industry, which is voluminous in India, has a tremendous long term potential with the increasing consumers needs, expectations, preference, and demand for desk tops and note books or think pads.

In this competitive era, the need of computers to mankind is very much necessary, where in the usage of computers is growing rapidly, now the paradigm shift has taken place, before only main frame computers were there now the improvement in the field of technology has given immense pleasure in using the computers.

Scope of the study:

This study reveals insights about the awareness and interest of the customers towards IBM computers and also helps in understanding some promotional activity. It also helps them to get potential customers for buying the computers.

Objective of the study:

1. To know the brand value of IBM.
2. To know the awareness of the IBM computers.
3. To know the consumer perception regarding the computers of IBM.
4. To know the factors that guide the customers while buying computers.
5. To know the brand preference while buying a computers.
6. To know the executive approach towards the computers.
7. To know the after services sales of IBM pc's.

Sampling plan:

A database of 100 customers were taken and sample selected randomly.

Data collection:

Primary data: collected by asking questions to customers.

Secondary data: collected from various websites, newspaper, articles and journals.

Limitation :

1. Time itself is a limitation
2. Sample is only of 100 customers
3. Study was limited to the Bangalore City.
4. Conclusion drawn cannot be generalized .

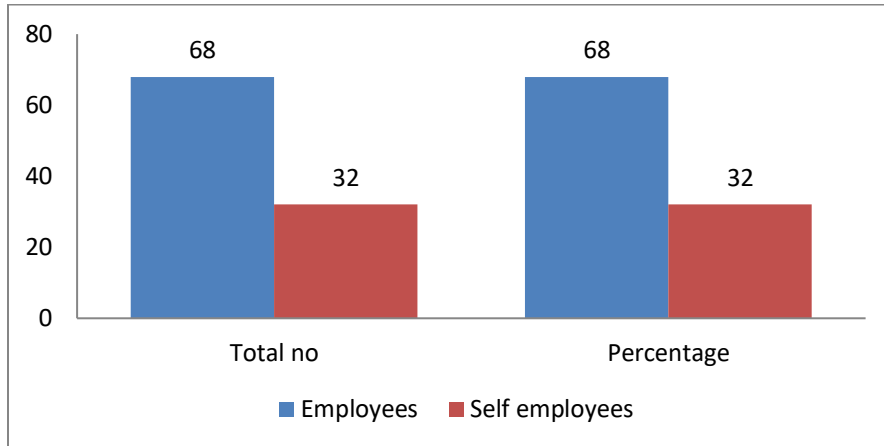
Data analysis:

1. Showing the occupation of the respondents.

Occupation	Total no	Percentage
Employees	68	68
Self employees	32	32
Total	100	100%

From the above table its clear that majority of the respondents are employees which clearly shows that employees have the affordability to buy the computers and self employed include

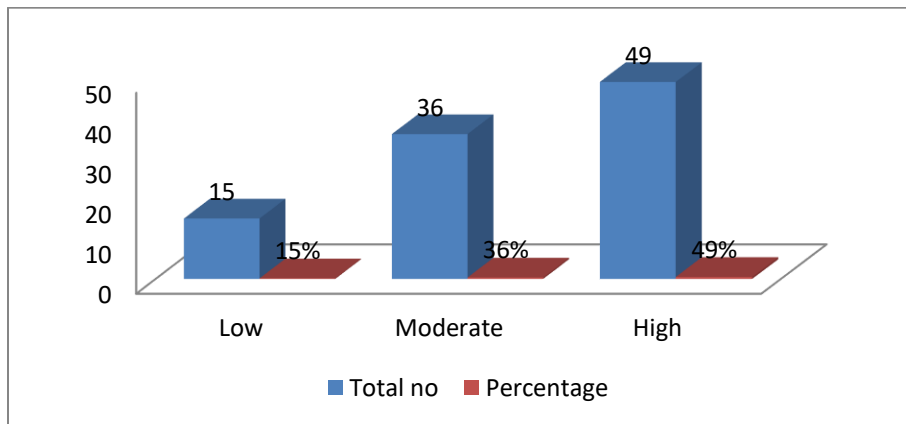
business persons and others. The percentage showing that the self employees are showing less inclination towards the IBM pc.



2. Showing the consumer perception about the price of pc charged by IBM when compared to other multinationals:

Price of pc	Total no	Percentage
Low	15	15%
Moderate	36	36%
High	49	49%
Total	100	100%

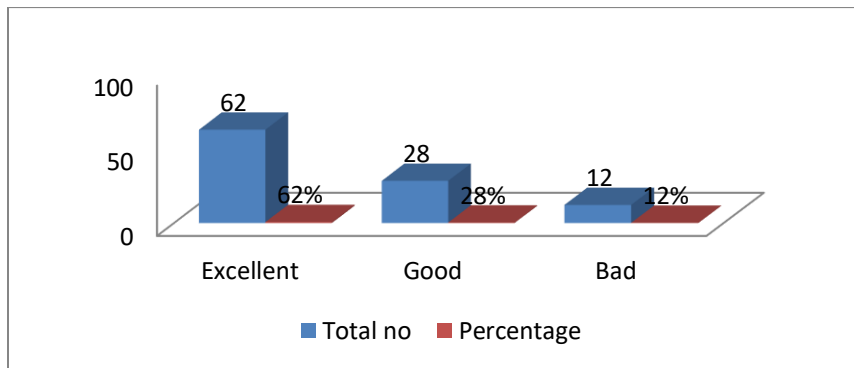
It is clear that 49% of customers feel that price charged by IBM for pc is high, 36% is showing that moderate, and only 15% is showing that it is rated low.



3. Showing the details regarding the quality of pc when compared to others:

Quality of pc	Total no	Percentage
Excellent	62	62%
Good	28	28%
Bad	12	12%
Total	100	100%

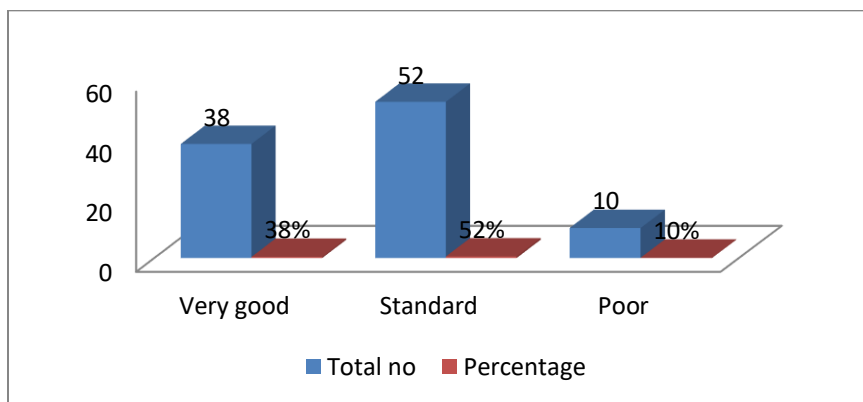
From the above table we can understand that 68% of the respondents have rated the quality of IBM is excellent, 28% good and 12% bad.



4. Table showing the performance of IBM PC's when compared to others:

Performance of IBM PC's	Total no	Percentage
Very good	38	38%
Standard	52	52%
Poor	10	10%
Total	100	100%

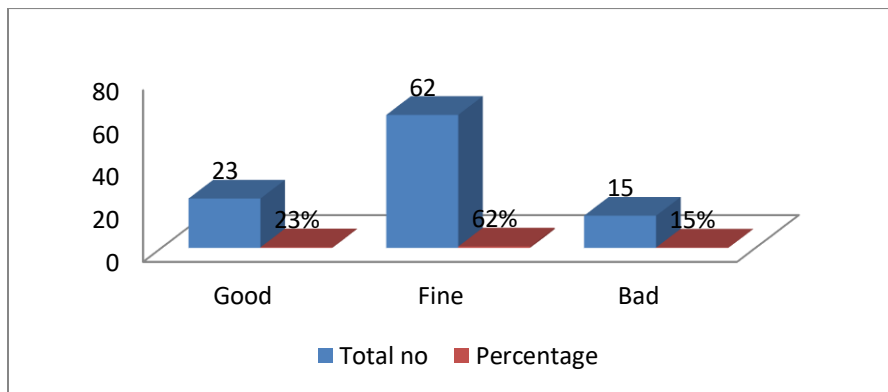
It is very clear from the above graph and table that the performance of IBM PC's is very good for 38 respondents and 52% of them are rated standard and only 10% of the respondents have given poor performance.



5. Table showing details of executive approach who are using IBM laptops and PC's.

Executive approach	Total no	Percentage
Good	23	23%
Fine	62	62%
Bad	15	15%
Total	100	100%

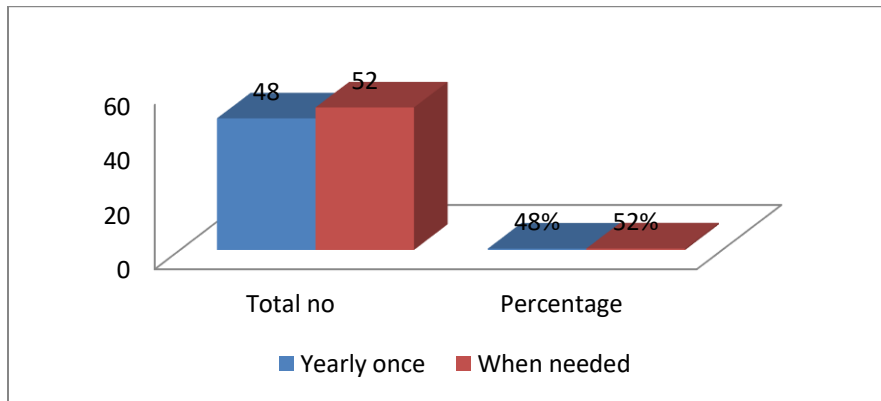
From the above table shows that executive who are using IBM laptops and PC's ,23% of them have rated as good, 62% of them said fine, and only 15% have said poor.



6. Table showing the customers who up grade their systems and processor of IBM PC's.

Customer up gradation	Total no	Percentage
Yearly once	48	48%
When needed	52	52%
Total	100	100%

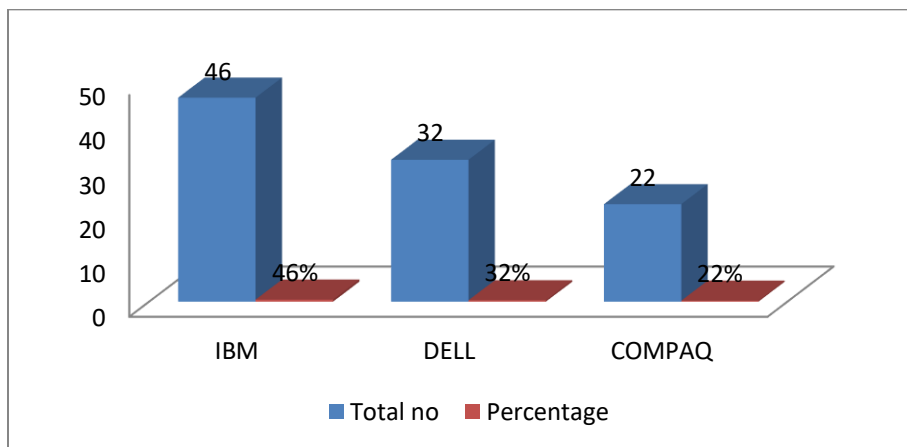
It is clear that 52% of users of IBM PC's and laptops upgrade their system and processor whenever need arises and 48% of them are respondents yearly once they go for change of the system.



7. Table showing the brand preference comparing to the other brands

Brand	Total no	Percentage
IBM	46	46%
DELL	32	32%
COMPAQ	22	22%
Total	100	100%

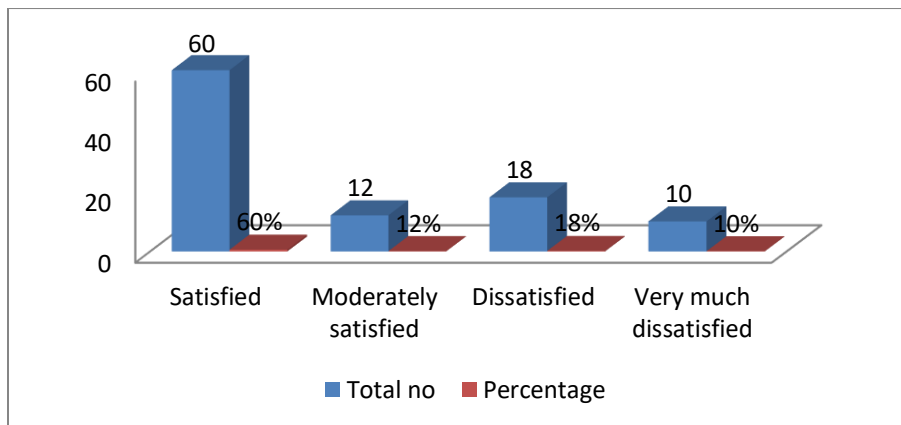
Form the above table it is clear that the brand IBM is superior when compared to other brands. 46% respondents have purchased IBM laptops and desktops, Dell is 32% and Compaq is 22%. The reason why people prefer IBM is its technology leader and created that reputation in the globe market and gained that brand loyal customers around the globe.



8. Table showing the details of the total satisfaction level of customers towards the IBM PC's.

Satisfaction level	Total no	Percentage
Satisfied	60	60%
Moderately satisfied	12	12%
Dissatisfied	18	18%
Very much dissatisfied	10	10%
Total	100	100%

It is clear that 60% of customers are satisfied with the performance and quality and brand and after sales service of the organization and 12% feel that they are moderately satisfied and 18% customers are dissatisfied and 10% are very much dissatisfied.



Findings:

1. From the study, we found that majority of the customers are employees and few are business men.
2. It is found that 49% of customers feel that price charged by IBM is high because they have genuine reason they spend lot of money on R&D. 36% feel that price is moderate and 15% of them said its low.
3. It is found that quality of IBM PC's are excellent.
4. Executive gives positive response on IBM PC's usage.
5. 62% of respondents feel that the performance is fine .
6. Most of the respondents feel that brand preference is more towards IBM.
7. Total study reveals that the total performance of the IBM PC's is very good compared to other brands of computers.

REFERENCE:

1. Pricing practices : A critical review of their effects on consumer perceptions and behavior
 1. G Ahmetoglu, A Furham P Fagan-journal of retailing and consumer 2014-elsevier.
 2. 2. the effect of plausible and exaggerated reference prices on consumer perceptions and prices search
 3. JE Urbany, WO Bearden –journal of consumer 1988 academic.oup.com
 4. 3. Consumer perceptions of comparative price advertisements
 5. AJ Della Bitta, KB Monore –journal of marketing 1981-journal.sagepub.com
 6. 4. Consumer perception of promotional activity
 7. A Krishna IS Currim RW Shoemaker –journal of marketing 1991-journals.sagepub.com
 8. 5 consumer perception and understanding of risk from food
 9. B Knox British medical bulletin 2000 academic.oup.com