

A STUDY ON USER PERCEPTION ON BRANDED LAPTOP ON E-COMMERCE AT CHENNAI

¹Suresh V, ²A.R. Shanmuga Priya, ³Dr. V.M. Ponniah

¹(Ph. D-CB-JUL2013-0660) Research Scholar (Asst. prof., SRM University),

² Assistant professor, SRM University

³Dean, Faculty of Management, SRM University

Abstract: A perceptual mapping positioned all dimensions of factors influencing customers to online purchasing of the branded laptop, such as Core technical features, Price and Payment Conditions, Post Purchase Services, Connectivity and Mobility Feature, Value Added Features and Physical Appearance considered as high with respect to online buying of branded laptop. The respective items for all six constructs are of the same weightage (surprisingly) Henceforth in all six perceptual mapping the expected and actual both contributes high level of agreement. This is may be experientially produced the products of branded laptops in the long run, sustained improvement, upgrading to latest technology in all the factors influencing to online purchasing of branded laptop. The marketers follow the marketing strategies are very good and the factors are influencing to online purchasing of branded laptop for customers' satisfaction. Customers prefer a brands from the product category for fulfilling their needs and wants. From the theories of consumer behaviour, consumer behaviour is a formation of the individual's perception. The e-commerce has the more possibilities for both businesses and consumers. Developing more opportunities for generating the revenues and technological advancements for businesses. The customers has more options, business practices and good decision-making. The main purpose of the study is to examine on users' perception of branded laptop on e-commerce in Chennai. Descriptive research design was employed. Chennai city of Tamil Nadu was selected for sampling framework. The study focused on FlipKart and Snapdeal. Customers use laptop as a personal computer and customers as sampling unit were studied. Primary data were collected using survey method by pre-tested questionnaire with a total sample size of 824 respondents.

Keywords: customer perception, Branded laptops and E-Commerce

I. INTRODUCTION

A laptop combines the components of inputs and outputs. It includes the display screen, small speakers, a keyboard, pointing devices (touchpad or track pad), a processor, and memory into a single unit, integrated webcams, built-in microphones and touch screens. Laptops can be charged (powered) by mostly an external power supply of an Alternating Current (AC) adapter or an internal battery. Hardware specifications, such as the processor speed and memory capacity are varied based on types, makes, models and price points. Design elements, form factor (size and shape of a piece of computer hardware) and construction can be varied based on models used. The low production cost of laptops with solar charging and semi-flexible components (some laptop computers) from the one laptop per child organization. The Portable Computers were later developed into modern laptops for specialized field applications for special niche market. For examples of rugged notebooks of specialized models of laptops used in construction, military applications, accountants, and for travelling sales representatives. In India e-commerce industry has few big players and major sales contributions this tremendously increase the market share of few players such as Flipkart, Snapdeal and Amazon. In Indian e-commerce is established with the number of startups with traditional players but this is not a good sign in e-commerce market. The e-commerce market is in infant stage and do not follow the uniformity of processes or services or delivery system in India.

Chanchani, M. (2016) In 2015 Indian e-commerce market shared the top market leaders totally like as Flipkart 45% and Snapdeal 26%. Flipkart's major sales are electronics and its appliances in E-Commerce market. Snapdeal's is an organisation to provide contribution on electronics and appliances and fashionable products in E-Commerce market. The e-commerce market share is \$6 billion in 2015 and expected to be raised at \$100 billion in 2020.

II. REVIEW OF LITERATURE

According to Dr. V. Aslihan Nasır, Sema Yoruker, Figen Güneş and Yeliz Ozdemir(2015) The NDP group's PC World reported that U.S. retailers made more revenue by selling laptop/notebook computers than desktops. This research identified the factors influencing consumers' laptop purchases among three consumer groups (i.stayers, ii.satisfied switchers, iii. dissatisfied switchers) . This study results are identifies the seven important factors that influence consumers to buy laptop i)core technical features ii) post purchase services iii) price and payment conditions iv) peripheral specifications v) physical appearance vi)value added features vii) connectivity and mobility. Tampi, Y. A., Pangemanan, S. S., & Tumewu, F. J. (2016) Conducted the survey among 50 respondent about people experience on the usage of the three laptops(HP, ASUS, TOSHIBA). Laptop brings more revolution in peoples' daily life ,such as increased the peoples' standard of living and it is mainly used on business, science, education, medical sector, transportation and so on. In this research the Analytical Hierarchy Process (AHP) is used to compare each laptop brand based on the following criteria; value added features, peripheral specifications, core technical features, physical appearance and price and payment conditions. The results shows that Peripheral Specification are the most important criteria, followed by Core Technical Features , Value Added Features , Price and Payment Condition and lastly Physical Appearance and the respondent that they have an experience with the three branded laptops. Dr. A C Brahmabhatt, Sejal Acharya 2015) The study conducted as the survey among 232 respondent from Ahmedabad and Gandhinagar about the booming of Laptop in India. The study states, consumers' desires and expectations are moving towards the advancements. So it is very difficult for the laptop manufacturers to survey in the market, even they don't understand the changing needs of the consumers. The study revealed the factors to influence the consumers' buying decisions of branded laptops such as technical specifications, Outlook of the product, purchase convenience and Affordability. Brahmabhatt, A. C., & Acharya, S. (2016). Mentioned that Laptop is a high finance involvement product so the target consumers' considered the product features, promotional offers, price, after sales services, guarantee or warranty conditions and etc. These are the factors important for the manufacturer to know the exact customer requirements, consequently increased offers and lucrative schemes does not support the larger customer base or a larger market share. The manufacturers has to know the customers' perceptions about the company, i.e. company's image in customers' mind, and attempt to match the requirements with the image. This study understand the consumer behaviour to influences the buying decision process on laptops. This study suggested laptop companies to implement the strategies to increase the market share and consumer awareness in the market for the product. Hoque, I., Fouji, M. H., & Balo, B. K. (2014) Stated the understanding factors to high-tech product like laptop. On purchasing this type of complex products, customers analyze lot of information at earliest and as much as possible before taking the final decision of purchase. This type behaviour means complex buying-behaviour. The complex buying-behaviour are very important and varies for different brand on comparing features and prices of different brands. Hoque, I., Fouji, M. H., & Balo, B. K. (2014) Mentioned that Organizing laptop fairs at every year in Bangladesh, that shows how laptop/notebook's usability is increasing in a rapid pace. Before 2-3 years, laptop was assumed as a luxury item by most of the people because of high price on product and associated with their income. Price is the very important factors for purchasing a branded laptop in Bangladesh. Prices of notebooks may be vary based on brands and models, Price ranges from \$ 36000 to \$ 155,000. But an average laptop is priced \$ 50,000 to 70,000. Hernández, B., Jiménez, J., & Martín, M. J. (2010) Analyzed the perceptions of customers to purchase over the Internet and effect of e-purchasing experience. We differentiate between two groups: (1) potential e-customers means who are making their first e-purchase, and (2) the experienced e-customers, who have made more than one e-purchase and continuous e-purchase. The perceptions was different from first time online purchase than continuous experience the repurchasing behaviour. The results found at the customer behaviour and perceptions are not the same for first time online purchase and experienced e-purchases. The perceptions of e-commerce changed on purchasing experience that influence to internet experience is stable for all users. G.R.Shalini, K.S.HemaMalini 2015) Stated the E-trust is the main factor for E-commerce. The feeling of trust means re-assured the company will take care of the users' or consumers' interests and protect them in all aspects. Trust is a form of meta-

guarantee, that is beyond a product guarantee for the online shopping experience. The trust is very important because major consumers' credit card security problem or privacy could be damage to a company's reputation. To handle this type of issues, firms are enhancing e-trust strategies are explicit policies of credit card security and privacy issues are maintained. Nowak, K. L., & Biocca, F. (2003) Investigated the intention of consumer participation on social commerce through the presence of their role related to stimulus-organism-response(presence and affect/cognition). The social presence, telepresence, usefulness and enjoyment variables on affect and cognition. This analysis indicated the social presence and telepresence as a mediator played the roles between stimuli (interactivity and vividness(clearness)) and the sequent internal states (usefulness and enjoyment). Additionally the usefulness and enjoyment positively impact the consumer participation intention on social commerce. Darley, W. K., Blankson, C., & Luethge, D. J. (2010) This study stated the online consumer behavior and decision-making processes, the more number of studies reviewed the relationship between the external factors and components of the decision-making process. Xiao, B., & Benbasat, I. (2007). The online shoppers in India will finally reduce the direct cash transaction, improves credit card penetration and increase cash on delivery for e-commerce market. The Indian markets are very big markets in Asia-Pacific so global players are investing in India that leads to market potential and commit to markets for many years. Brands are major role to each market and most brands are following one-region, one-strategy approach in the Asia-Pacific market.

III. RESEARCH OBJECTIVES

1. To assess the significant differences between expectations and perceptions of customers buying branded laptops online.
2. To study on user perception on e-commerce

IV. RESEARCH METHODOLOGY

In this study Descriptive research design has adopted by random sampling techniques with sample size as 824. Method of data collection The data collected for the study includes both primary and secondary data in order to attain the objectives of the study. The primary data is collected by using questionnaire. Apart from this information secondary sources are collected from the newspapers, magazines, journals and books.

V. ANALYSIS AND INTERPRETATIONS

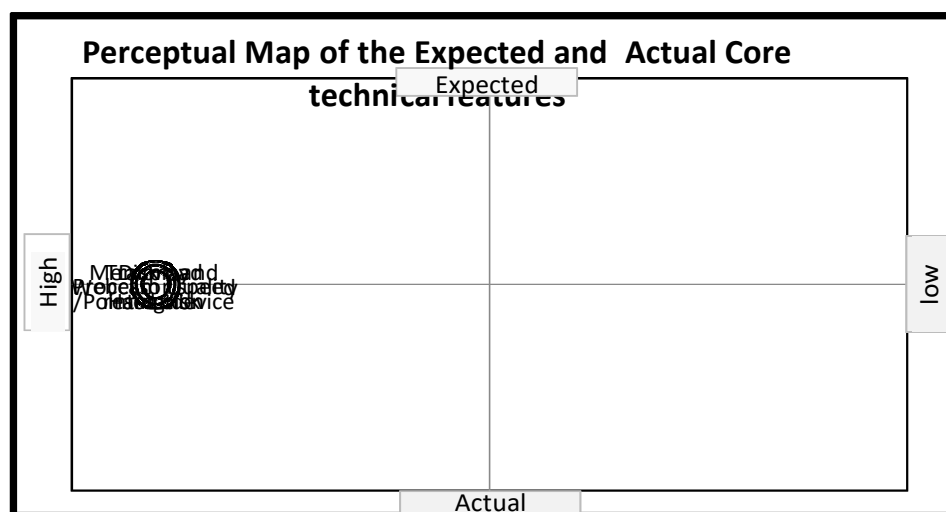


Figure 1 : Perceptual Mapping for Actual and Expected of Core technical features of branded laptops

Ist Quadrants: Expected High and Actual high

The branded laptops, all core technical features of Processor speed and type, Memory and hard disk, Display resolution, Trackpad /pointing Device and Webcam Quality was positioned in the first quadrant where both the actual and expected were considered as high with respect to customers. This is may be experientially produced the products of branded laptops in the long run, sustained improvement, upgrading to latest technology in core technical features in branded laptops. The marketers follow the marketing strategies this helps to produce the core technical features of branded laptops for customers' satisfaction.

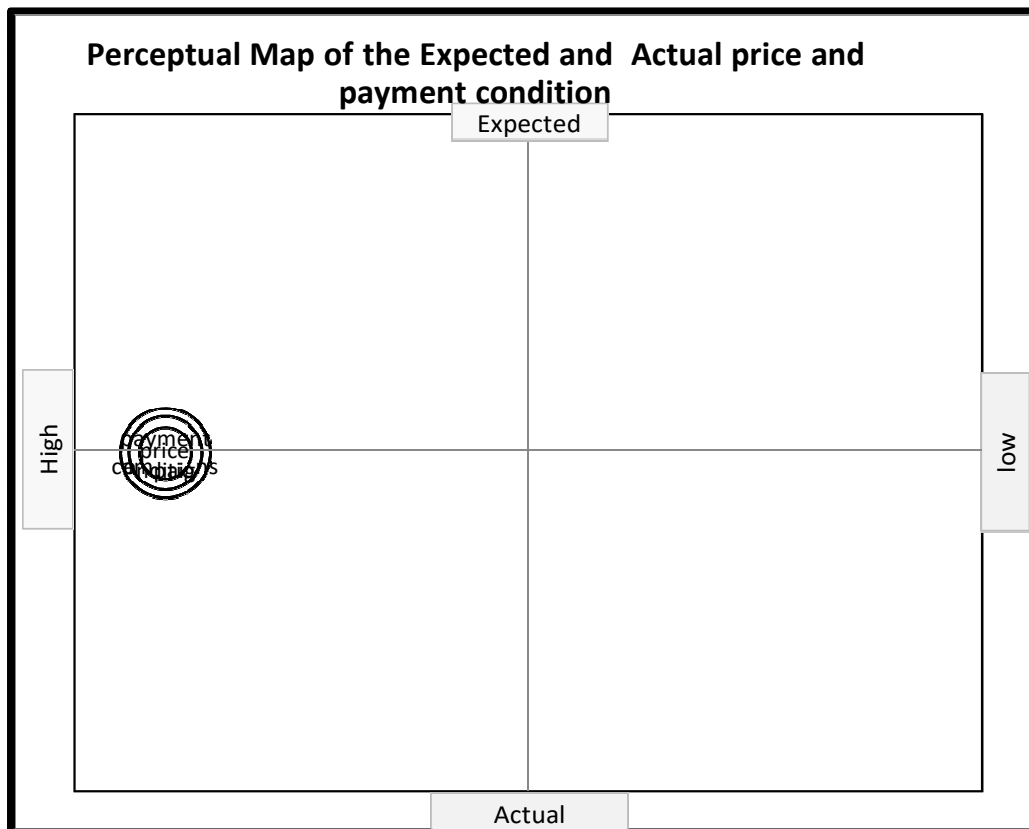


Figure 2 : Perceptual Mapping for Actual and Expected of Price and Payment Conditions factors to branded laptops

Ist Quadrants: Expected High and Actual high

The branded laptops, all Price and Payment Conditional factors of Price, Payment conditions, Payment campaigns(benefits) was positioned in the first quadrant where both the actual and expected were considered as high with respect to customers. This is may be experientially produced the products of branded laptops in the long run, sustained improvement, upgrading to latest technology in Price and Payment Conditional in branded laptops. The marketers are following the marketing strategies are very good to attract the Price and Payment Conditional of online purchasing of branded laptops for customers' satisfaction.

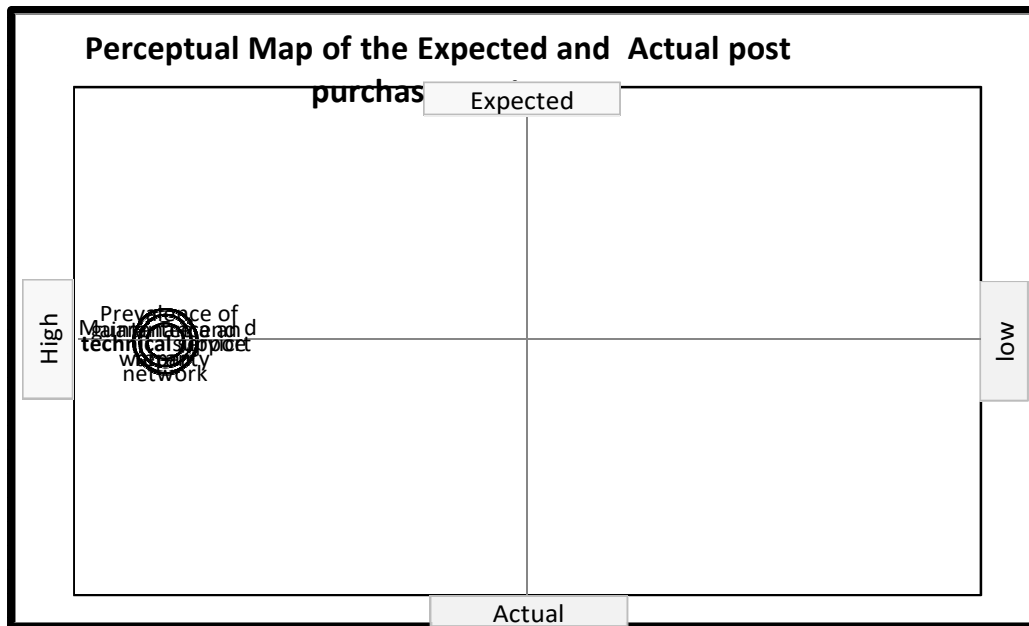


Figure 3 : Perceptual Mapping for Actual and Expected of Post Purchase Services factors to branded laptops

Ist Quadrants: Expected High and Actual high

The branded laptops, all Post Purchase Services factors of Prevalence of technical service network, Maintenance and repair, Guarantee and warranty conditions, and Technical support was positioned in the first quadrant where both the actual and expected were considered as high with respect to customers. This may be experientially produced the products of branded laptops in the long run, sustained improvement, upgrading to latest technology in Post Purchase Services of online purchasing of branded laptops. The marketers are following the marketing strategies to attract the customers by Post Purchase Services of online purchasing of branded laptops for customers' satisfaction.

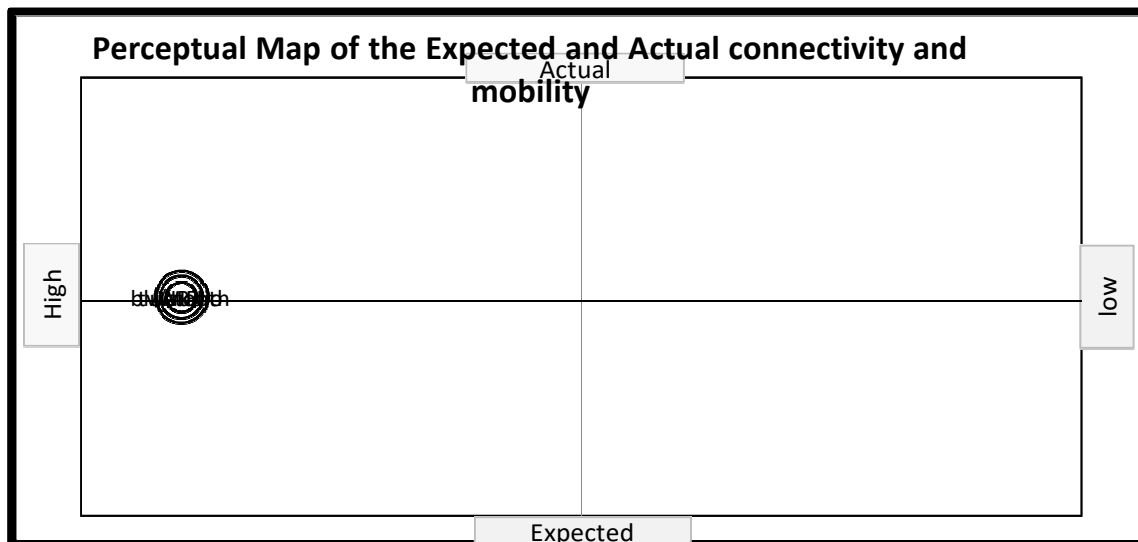


Figure 4 : Perceptual Mapping for Actual and Expected of Connectivity and Mobility features to branded laptops

Ist Quadrants: Expected High and Actual high

The branded laptops, all Connectivity and Mobility Feature factors of TV/Audio connection, Bluetooth, Infrared technology and Wireless Internet was positioned in the first quadrant where both the actual and expected were considered as high with respect to customers. This is may be experientially produced the products of branded laptops in the long run, sustained improvement, upgrading to latest technology in Connectivity and Mobility Feature of online purchasing of branded laptops for customers' satisfaction. The marketers are following the marketing strategies are very good to attract the customers by Connectivity and Mobility Feature for online purchasing of branded laptops for customers' satisfaction.

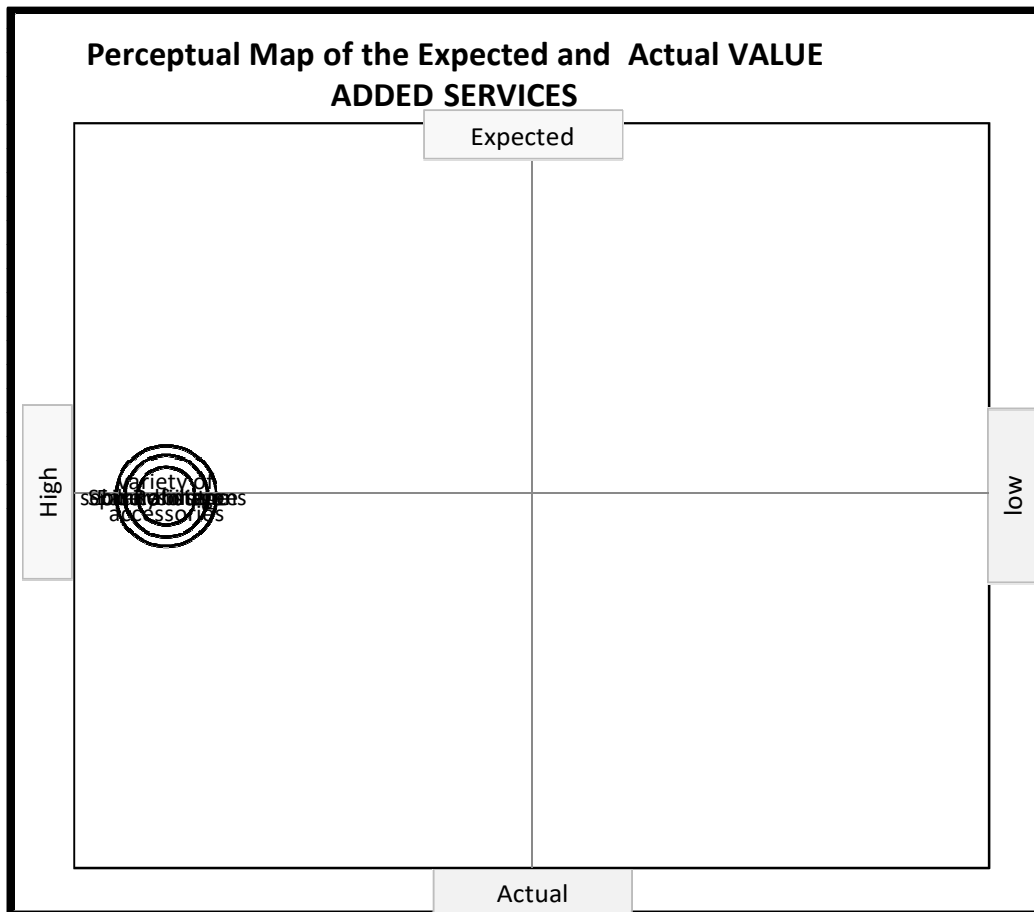


Figure 5: Perceptual Mapping for Actual and Expected of Value Added features to branded laptops

Ist Quadrants: Expected High and Actual high

The branded laptops, all Value Added Features factors, Spill resistant keyboard, Ease of usage, Durability of chassis, Brand image, Security solutions and Variety of accessories was positioned in the first quadrant where both the actual and expected were considered as high with respect to customers. This is may be experientially produced the products of branded laptops in the long run, sustained improvement, upgrading to latest technology in Value Added Features for online purchasing of branded laptops for customers' satisfaction. The marketers are following the marketing strategies are very good to attract the customers by Value Added Features for online purchasing of branded laptops for customers' satisfaction.

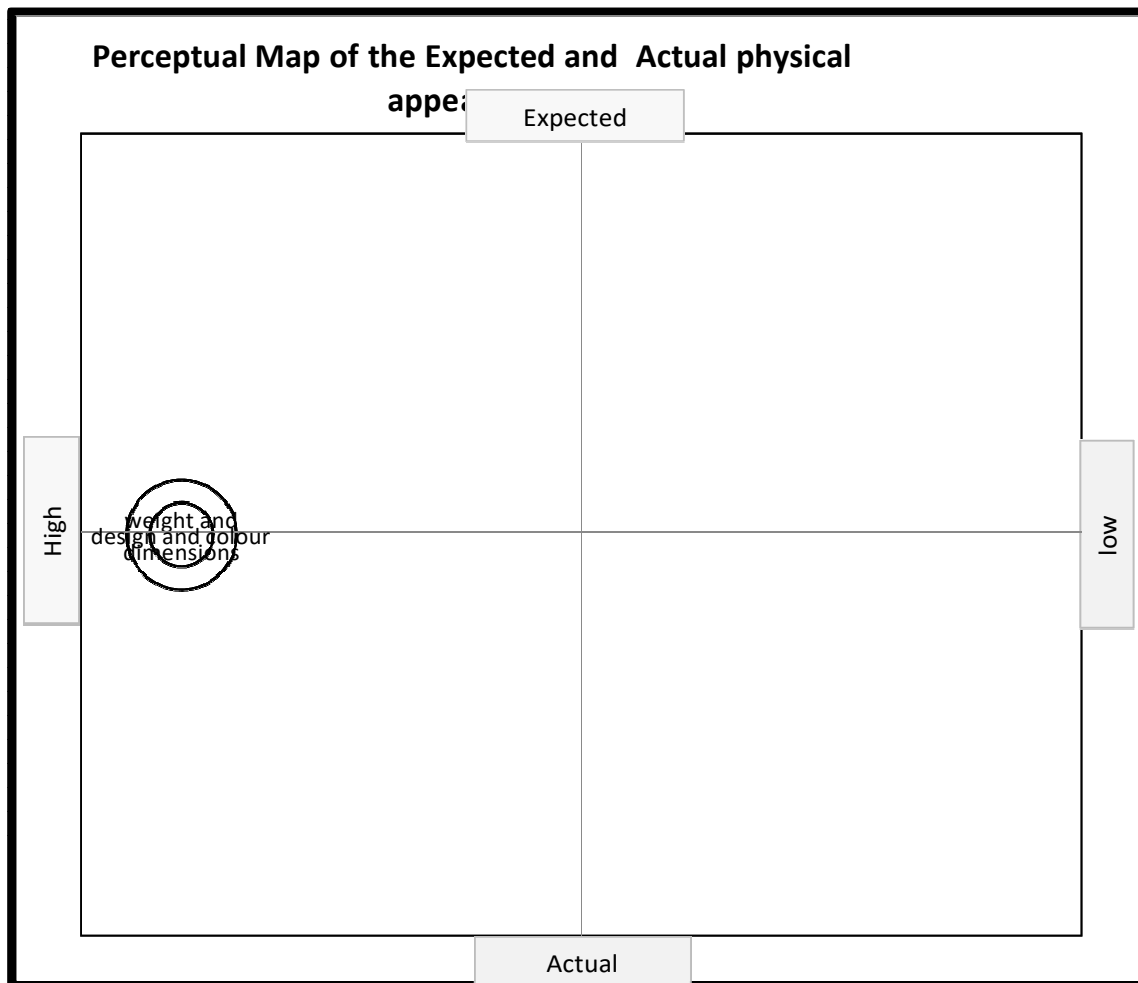


Figure 6 : Perceptual Mapping for Actual and Expected of physical appearances features to branded laptops

Ist Quadrants: Expected High and Actual high

The branded laptops, Physical Appearance all factors of Weight and dimensions and Design and color was positioned in the first quadrant where both the actual and expected were considered as high with respect to customers. This is may be experientially produced the products of branded laptops in the long run, sustained improvement, upgrading to latest technology in Physical Appearance for online purchasing of branded laptops for customers' satisfaction. The marketers are following the marketing strategies are very good to attract the customers by Physical Appearance for online purchasing of branded laptops for customers' satisfaction.

VI. LIMITATIONS OF THE STUDY

1. This study is focused mainly on purchaser of branded laptop on e-commerce.
2. The area of study is restricted in Chennai city.

VII. CONCLUSION

The customers' perception of all dimensions of factors influencing to online purchasing of the branded laptop, such as Core technical features, Price and Payment Conditions, Post Purchase Services, Connectivity and Mobility Feature, Value Added Features and Physical Appearance considered as high with respect to online buying of branded laptop. The respective items for all six constructs are of the same weightage (surprisingly) Henceforth in all six perceptual mapping the expected and actual both contributes high level of agreement. This also expresses the brand figure of few core features that will differ from them amongst their competition in marketplaces. The brand positioning that highlights the long term benefits to the company. Brands must reaches to potential customers that can shift perceptions and create a real emotional engagement. The marketing events bring positive feeling in the minds of loyal customers and purchase their products. In this new technology, businesses need to engage new types of consumers' needs and trends that proves to be vital to their business' success and survival. The consumers desire their products, services to always be better, faster, and cheaper. There are several factors and variables are considered and decided when starting an e-commerce business. The types of e-commerce, marketing strategies, correct methods and practices are followed, a business will lead in an e-commerce with much success and profitability.

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