

A STUDY ON CONSUMER SATISFACTION TOWARDS LENOVA LAPTOP AT TINKAS PVT. LTD

Padmanabhan.K¹ & Dr. Chandramouli.S^{*2}

II MBA Department of management studies, School of Management Studies,

Vels Institute of Science Technology and Advanced Studies (VISTAS), Pallavaram, Chennai¹

Associate Professor, Department of Management Studies, School of Management Studies,

Vels Institute of Science Technology and Advanced Studies (VISTAS), Pallavaram, Chennai²

**Corresponding Author*

Abstract: In today's highly competitive consumer technology market, customer satisfaction serves as a crucial indicator of brand performance and long-term success. This project explores consumer satisfaction with Lenovo laptops at TINKAS Industries Pvt. Ltd., a leading IT infrastructure provider based in Chennai. The primary aim of the study is to evaluate how Lenovo laptops meet consumer expectations in terms of performance, price, features, service quality, and overall value.

Through a structured questionnaire and a sample size of 100 respondents, the study investigates key factors such as product awareness, buying behavior, usage purposes (e.g., professional, gaming, or educational), preferred payment modes, and the problems users face while using Lenovo laptops. The research also analyzes the influence of offers, advertisements, and after-sales service on consumer satisfaction levels.

Findings reveal that the majority of users are young (15–25 years), brand-aware, and prefer to purchase laptops from physical showrooms. Most respondents are satisfied with the service provided and believe Lenovo laptops fulfill their requirements. However, issues like slow processing speed and display problems were frequently reported. Price and availability emerged as the strongest drivers behind purchase decisions, while marketing efforts—especially advertisements—were seen as areas needing improvement.

Overall, this project highlights the significance of consistent product performance, competitive pricing, and strong customer support in ensuring high satisfaction levels. It concludes that companies like Lenovo and its distribution partners must continuously innovate, improve service delivery, and align with evolving consumer expectations to maintain brand loyalty and market relevance.

Keywords: Consumer satisfaction, Lenovo laptops, TINKAS Pvt. Ltd., buying behavior, service quality, brand awareness, product performance, user experience.

I. INTRODUCTION

In today's technology-driven marketplace, consumer satisfaction has emerged as a crucial metric for evaluating a company's success and sustainability. As competition intensifies, especially in the laptop industry, understanding how well a product aligns with consumer expectations is essential for companies to maintain brand loyalty and market relevance. This is particularly important for companies like TINKAS Industries Pvt. Ltd., a reputed IT infrastructure provider, which distributes Lenovo laptops. Assessing consumer satisfaction towards Lenovo laptops will provide valuable insights to help improve customer experience, support strategic decision-making, and enhance the brand's competitiveness.

Consumer satisfaction in the laptop industry is influenced by multiple factors, with product performance being one of the most significant. Consumers expect laptops to offer high-quality hardware, including powerful processors, durable components, and excellent overall performance. Lenovo is well-regarded for producing laptops that meet these expectations, providing reliable devices for both personal and professional use. Additionally, battery life plays a pivotal role in satisfaction. In today's fast-paced world, consumers expect their devices to support extended usage without frequent recharging, and Lenovo's ability to meet this demand is key to maintaining satisfaction.

Service quality also contributes to consumer satisfaction. After-sales support, such as timely repairs, warranties, and customer service channels, is critical in maintaining positive relationships with customers. Lenovo's efficient customer support system ensures that consumers can easily resolve issues with their laptops, which directly impacts satisfaction. Furthermore, the availability of technical support for troubleshooting, software installation, and product upgrades adds to the overall customer experience.

Pricing is another crucial factor that influences consumer satisfaction. While Lenovo laptops may not always be the least expensive option, consumers tend to evaluate the value for money based on product quality and performance. Competitive pricing strategies, offering the right balance between cost and features, are essential for attracting customers. Moreover, offering different configurations and pricing options based on consumer needs (such as for students, professionals, or gamers) can enhance satisfaction by catering to specific market segments.

Consumer preferences, too, play a significant role in shaping satisfaction. In a highly competitive market, customers expect customization options that allow them to tailor their laptops according to their needs, such as improved graphics for gaming or additional storage for professionals. Lenovo's ability to meet these preferences by providing a range of configurations and upgrades can improve consumer satisfaction. Additionally, a strong brand image and reputation for quality, which Lenovo has built over the years, heavily influence consumer choices. Consumers often feel more confident purchasing from brands they trust, and Lenovo's long-standing commitment to innovation and product quality strengthens its position in the market.

This study aims to evaluate the key factors influencing consumer satisfaction towards Lenovo laptops sold by TINKAS Industries Pvt. Ltd. By analyzing product performance, service quality, pricing, and consumer preferences, the research will uncover insights that can help improve customer experience. Furthermore, by understanding areas that need improvement, such as slower customer service or product limitations, TINKAS Industries can make strategic changes to better meet consumer expectations.

Additionally, the study will gather consumer feedback through surveys or interviews, which will provide valuable insights into the overall customer experience. It will also benchmark Lenovo's products and services against those of its competitors to identify areas where Lenovo excels and where it may need to enhance its offerings. Understanding these aspects will help TINKAS Industries and Lenovo develop strategies for improving customer retention, increasing market share, and refining product development.

STATEMENT OF THE PROBLEM

In today's competitive laptop market, consumer expectations are rapidly evolving, and brands must consistently deliver value to maintain customer satisfaction and loyalty. Despite Lenovo's strong market presence and technological advancements, there are rising concerns regarding issues like performance consistency, service quality, and feature satisfaction among users. At TINKAS Pvt. Ltd., where Lenovo laptops are widely marketed and sold, it becomes essential to identify whether these products truly meet customer expectations. This study seeks to investigate the key factors influencing consumer satisfaction and uncover areas that require improvement to enhance the overall customer experience with Lenovo laptops.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

To study of consumer satisfaction towards Lenovo laptop at TINKAS PVT LTD.

SECONDARY OBJECTIVE

1. To determine the consumer satisfaction with regards to price and technology.
2. To know the nature of usage to the consumer.
3. To determine the level of attachment of consumer with the company.

II. REVIEW OF LITERATURE

Consumer satisfaction has long been a key focus in marketing and consumer behavior research. Jarvenpaa et al. (2000) emphasized that consumer trust, influenced by a company's reputation and perceived size, plays a critical role in shaping attitudes and purchase intentions. Straub and Watson (2001) highlighted the importance of capturing customer preferences and emotional responses, especially in online shopping environments. Chatterjee (2001) discussed the impact of electronic word-of-mouth (eWOM), which allows customers to influence others' perceptions without any social ties, thus significantly affecting satisfaction.

Agarwal and Venkatesh (2002) focused on usability and found that ease of use, user engagement, and product design are essential in driving consumer satisfaction. Shergill and Chen (2005) identified four key satisfaction drivers in online purchases: website reliability, design, customer service, and privacy. Similarly, Schappe and Belanger (2005) emphasized privacy, product quality, and convenience as critical components of consumer satisfaction.

Delarosa (2003) and Hanlon & Kelly (2005) also highlighted the growing role of independent platforms and customer feedback in building brand perception and loyalty. These studies collectively reveal that customer satisfaction is influenced by both tangible factors like product quality and price, and intangible factors like trust, service, and emotional engagement.

III. RESEARCH METHODOLOGY

RESEARCH DESIGN

A research design is the plan, structure and strategy of investigation, to obtain the answers to the research questions. It includes the details of how the data will be collected, what instruments will be used to collect the data and the methods by which the data will be analysed.

SAMPLING TECHNIQUES

TARGET RESPONDENTS: The study is targeted to permanent employees of TINKAS PVT Ltd working in India.

SAMPLING METHOD:

Sampling Method Convenience technique was used in this study to ensure that the respondents were adequately distributed to represent various sectors. Non-probability sampling It does not rely on randomization. This technique is more reliant on the researcher's ability to select elements for a sample. Outcome of sampling might be biased and makes difficult for all the elements of population to be a part of the sample equally. This type of sampling is also known as non-random sampling. Convenience sampling Convenience sampling is a non-probability sampling technique where samples are selected from the population only because they are conveniently available to researcher. These samples are 104 selected only because they are easy to recruit and researcher did not consider selecting sample that represents the entire population.

SAMPLE SIZE:

A sample size of 100 respondents has been considered for this study. This sample has only from the consumer of Lenovo laptop.

DATA COLLECTION METHOD:

Primary data is a type of information that is obtained directly from first-hand sources by means of surveys, observation or experimentation. It is the data that has not been previously published and is derived from a new or original research study and collected at the source. This questionnaire consists of close-ended questions

DATA ANALYSIS TOOLS:

All the data collected were coded and entered into MS-Excel and the analysis was done using SPSS. The software was used to conduct the required descriptive tests, correlation and regression tests successfully.

IV. RESULTS

DATA ANALYSIS AND INTERPRETATION

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
TOTGI	103	6	14	9.05	1.795
TOTPF AE	103	3	10	6.03	1.729
Valid N (listwise)	103				

- ☐ The average score for TOTGI is **9.05** and for TOTPF AE is **6.03**, indicating that participants generally scored moderately on both measures.
- ☐ The data shows **moderate variation** among the 103 participants, with standard deviations of **1.795** (TOTGI) and **1.729** (TOTPF AE), and **no missing values**, ensuring complete data analysis.

Correlations

		TOTGI	TOTPFAE
TOTGI	Pearson Correlation	1	.037
	Sig. (2-tailed)		.707
	N	103	103
TOTPFAE	Pearson Correlation	.037	1
	Sig. (2-tailed)	.707	
	N	103	103

INTERPRETATION:

Weak Correlation: The Pearson correlation coefficient between TOTGI and TOTPFAE is **0.037**, which indicates a **very weak positive linear relationship**. Essentially, changes in one variable have almost no linear association with changes in the other.

□ **Not Statistically Significant:** The **p-value (Sig. 2-tailed)** is **0.707**, which is **much greater than 0.05**. This means the correlation is **not statistically significant**, and we cannot conclude that a meaningful relationship exists between TOTGI and TOTPFAE in the population.

Regression

Model Summary

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.001 ^a	.000	-.010	.427

a. Predictors: (Constant), Gender

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	.000	1	.000	.000	.993 ^b
Residual	18.408	101	.182		
Total	18.408	102			

a. Dependent Variable: Doesthele2volaptopreachedyourrequirment

b. Predictors: (Constant), Gender

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.234	.128		9.640	.000
	Gender	-.001	.085	-.001	-.009	.993

a. Dependent Variable: Doesthele2volaptopreachedyourrequirment

INTERPRETATION:

The regression analysis was conducted to determine whether gender has any impact on users' responses to whether the Level 2 laptop meets their requirements. The results show that gender is not a significant predictor. The R Square value is 0.000, indicating that gender explains none of the variation in the dependent variable. Additionally, the adjusted R Square is negative (-0.010), suggesting that including gender in the model does not improve the prediction at all. The ANOVA test further confirms this, with an F-value of 0.000 and a significance level (p-value) of 0.993, showing that the model is not statistically significant. The coefficient for gender is -0.001, and this effect is negligible with a very high p-value of 0.993, indicating no statistically significant relationship. Overall, the analysis concludes that gender does not influence whether users feel the Level 2 laptop meets their requirements.

V. FINDINGS

1. **Young Demographic Dominance:** The majority of respondents (48.5%) fall within the 15–25 age group, indicating a younger user base, primarily students and early-career professionals.

2. High Brand Awareness: 81.6% of respondents are aware of Lenovo laptops, showing strong market visibility.
3. Showroom Preference: 66% of consumers prefer purchasing laptops through physical showrooms rather than online platforms.
4. Primary Usage: Lenovo laptops are used almost equally for professional (30.1%), gaming (29.1%), and educational (25.2%) purposes.
5. Customer Satisfaction: 67% of respondents are either satisfied or highly satisfied with showroom service.
6. Performance Issues: Slow processor (33%), display issues (30.1%), and battery life (24.3%) were the most commonly reported problems.
7. Purchase Drivers: Cost (41.7%) and availability (35.9%) are the key factors influencing purchasing decisions over brand image.
8. Durability Expectation: 41.7% of users expect their laptops to last 2–3 years.
9. Payment Preferences: Cash is the most preferred payment method (40.8%), followed by credit card (30.1%).
10. Marketing Insight: 81.6% believe Lenovo needs more advertisement in their region, showing potential for better outreach.
11. Offer Influence: 63.1% of users are influenced by promotional offers from TINKAS.

VI. SUGGESTION

1. Enhance After-Sales Service :Provide quicker support and ensure better customer service to improve overall satisfaction.
2. Improve Product Performance :Address common complaints such as slow processors, battery life, and display quality through better hardware configurations.
3. Focus on Youth-Oriented Marketing :Since a large portion of users are aged 15–25, create campaigns that appeal to students and young professionals.
4. Increase Advertisement Reach :Expand marketing efforts, especially in regions where consumers feel Lenovo lacks visibility.
5. Strengthen Online Presence :Encourage online sales with attractive offers and easy return/exchange policies to convert showroom buyers into e-commerce customers.
6. Offer More Customization Options :Provide users the flexibility to choose configurations based on their specific needs (e.g., gaming, educational, professional).
7. Introduce Loyalty and Referral Programs :Implement reward-based programs to retain existing customers and attract new ones through referrals.
8. Improve Promotional Offers :Provide
9. seasonal discounts, EMI options, and bundled packages to attract price-sensitive buyers.
10. Regular Feedback Collection :Conduct regular surveys to understand changing customer needs and identify new improvement areas.
11. Train Showroom Staff :Ensure employees are well-trained to assist customers effectively, improving in-store experience and satisfaction.

VII. CONCLUSION

Consumer satisfaction plays a crucial role in the success and sustainability of any brand, especially in the highly competitive laptop market. This study on Lenovo laptops at TINKAS Pvt. Ltd. highlights that while the brand enjoys strong awareness and a diverse user base, there are specific areas that require attention to maintain and enhance customer loyalty. Most users are young, technologically aware, and driven by performance, affordability, and service quality. The findings reveal that although a majority of users are satisfied with the product and showroom service, recurring issues such as slow processing, display problems, and battery life need to be addressed. Moreover, marketing efforts appear insufficient in some regions, suggesting the need for stronger brand communication. Overall, Lenovo has successfully positioned itself as a preferred brand among users, but continuous improvements in product quality, customer engagement, and after-sales service are essential to retain consumer trust and stay ahead in a dynamic market.

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