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A Study on Customer Satisfaction on MacBook at Coimbatore City

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ABSTRACT: Customer satisfaction plays a crucial role in determining the success of any product in the market. This study aims to analyze customer satisfaction levels regarding MacBook usage in Coimbatore City. The research focuses on key factors such as product performance, design, brand perception, pricing, after-sales service, and customer loyalty. A structured questionnaire was used to collect data from MacBook users in Coimbatore through surveys and interviews. The findings reveal the primary factors influencing customer satisfaction and highlight areas for improvement. This study provides valuable insights for Apple and other stakeholders to enhance customer experience and market penetration in the region.

I. INTRODUCTION OF STUDY

Apple MacBook laptops are some of the most well-known and widely used portable computing devices in the world. Combining sleek aesthetics with powerful performance and innovative technology, MacBooks have become synonymous with productivity, creativity, and premium quality. Since their inception in 2006, these laptops have continually set benchmarks for the industry, and today, they remain a dominant player in the laptop market. Whether it's for personal use, professional tasks, or creative endeavors, Apple's MacBook lineup offers a wide range of features and specifications to cater to various needs, establishing itself as one of the leading choices for consumers and professionals alike.

II. STATEMENT OF PROBLEM

The increasing demand for premium laptops has led to a growing consumer base for Apple's MacBook series in Coimbatore City. However, while MacBooks are known for their superior design, performance, and brand value, their high cost, limited customization, and software compatibility issues may affect consumer satisfaction. Additionally, factors such as after-sales service, battery performance, macOS usability, and pricing strategy play a crucial role in determining whether MacBook users in Coimbatore feel justified in their purchase.

OBJECTIVES

- To understand consumer satisfaction regarding the usability of macOS, keyboard, trackpad, and other user interface features of the MacBook.
- To offer suggestions in the light findings.

III. SCOPE OF THE STUDY

This study focuses on analyzing consumer satisfaction in purchasing MacBooks in Coimbatore city. With the increasing popularity of Apple products, particularly among students, professionals, and business users, understanding the factors influencing their satisfaction is crucial. The research aims to examine various aspects such as product quality, pricing, purchasing experience, brand perception, and after-sales service.



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SIGNIFICANCE OF THE STUDY

The study on customer satisfaction regarding MacBook usage in Coimbatore City holds significant importance for various stakeholders, including Apple, retailers, tech enthusiasts, and potential customers.

LIMITATIONS OF STUDY:

The study is confined to Coimbatore City, limiting its geographical scope and making the findings less representative of consumer experiences in other regions. As a result, the conclusions drawn may not be generalizable to broader markets with different economic conditions and consumer behaviors. Additionally, the research relies on a selected group of MacBook users, which may not fully capture the diverse opinions of all consumers in Coimbatore. Variations in responses may arise due to demographic differences, personal preferences, and individual brand experiences, potentially affecting the overall accuracy and applicability of the study's findings.

IV. RESEARCH DESIGN

The research design for this study on customer satisfaction with MacBook in Coimbatore City follows a descriptive research design, as it aims to assess satisfaction levels and identify key influencing factors. A quantitative research approach is adopted, using structured questionnaires to collect numerical data, while qualitative insights may supplement the findings. The study relies on both primary and secondary data, where primary data is gathered through surveys conducted with MacBook users in Coimbatore, and secondary data is obtained from research papers, industry reports, and official Apple resources. The target population consists of MacBook users in Coimbatore, and a non-probability convenience sampling method is used to select 150-300 respondents. A structured questionnaire is used as the research instrument, covering demographic details, usage patterns, and satisfaction factors such as performance, battery life, price, design, and after-sales service, measured on a Likert scale .

AREA OF THE STUDY

This research is being done with the customers of MacBook Laptop, at coimbatore city.

V. TOOLS USED FOR ANALYSIS

SIMPLE PERCENTAGE ANALYSIS

Percentage refers to a special kind of ratio. Percentages are used in making comparison between two or more series data. Percentages are used to describe relationship, since the percentage reduces everything to a common base and thereby allows meaningful comparisons to be made.

No. of. responses = number of respondents/total number of respondents X 100

CHI-SQUARE TEST ANALYSIS

The **Chi-Square test (χ^2 test)** is a statistical method used to determine if there is a significant association between two categorical variables. It helps researchers analyze whether observed data differs from expected data due to chance or if there is a meaningful relationship.

VI. REVIEW OF LITERATURE

Patel, N., & Sharma, V. (2024)¹ study explores the factors contributing to consumer loyalty and repeat purchases among MacBook users. Patel and Sharma (2024) focus on how initial satisfaction with MacBook purchases leads to stronger brand loyalty and increases the likelihood of repeat buying behavior. This study concludes that initial satisfaction with MacBook purchases significantly impacts brand loyalty and repeat buying behavior. A combination of product quality, brand trust, after-sales service, and perceived value fosters long-term consumer commitment to Apple's MacBook lineup.

Reyes and Martinez (2024)² study examines consumer satisfaction with MacBook purchases, particularly focusing on professionals in creative industries such as graphic design, video editing, and software development. The researchers explore how MacBooks' performance and features make them a preferred choice in these fields and how that affects overall user satisfaction. This study concludes that MacBooks remain the preferred choice for professionals in creative



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industries due to their powerful performance, software compatibility, display quality, and user experience. These factors positively impact consumer satisfaction, making MacBooks a long-term investment for creative professionals.

1.PERSONAL CHRONICLE:

PERSONAL CHRONICLE	PARTICULARS	RESPONDENTS	PERCENTAGE
Age Category	Below 18	15	11.3
	18 – 25	37	27.8
	26 – 35	33	24.8
	36 – 50	31	23.3
	Above 50	17	12.8
	Total	133	100.0
Gender	Male	71	53.4
	Female	62	46.6
	Total	133	100.0
Educational Qualification	High School or Below	19	14.3
	Undergraduate	35	26.3
	Postgraduate	39	29.3
	Doctorate	11	8.3
	Other	29	21.8
	Total	133	100.0
Occupation	Student	31	23.3
	Employee (Private)	43	32.3
	Employee (Government)	27	20.3
	Businessperson	32	24.1
	Total	133	100.0
Monthly Income	Below ₹20,000	25	18.8
	₹20,000 – ₹50,000	37	27.8
	₹50,000 – ₹1,00,000	33	24.8
	Above ₹1,00,000	38	28.6
	Total	133	100.0
Usage of Other Apple Devices	Yes	71	53.4
	No	62	46.6
	Total	133	100.0
Laptop Upgrade Frequency	Every year	9	6.8



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	Every 2 – 3 years	37	27.8
	Every 4 – 5 years	33	24.8
	Only when necessary	54	40.6
	Total	133	100.0
MacBook Hardware Failure Experience	Yes	31	23.3
	No	102	76.7
	Total	133	100.0

2.CHI-SQUARE ANALYSIS :

AGE GROUP AND MACBOOK DURABILITY COMPARED TO OTHER LAPTOPS

Crosstab					
Count					
		MacBook Durability Compared to Other Laptops			
		Much more durable	Slightly more durable	Same as other brands	Less durable
Age Category	Below 18	5	0	6	4
	18 – 25	13	9	11	4
	26 – 35	5	17	8	3
	36 – 50	15	10	4	2
	Above 50	7	3	4	3
Total		45	39	33	16
					133

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.517 ^a	12	.017
Likelihood Ratio	28.255	12	.005
Linear-by-Linear Association	2.956	1	.086
N of Valid Cases	133		

a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is 1.80.

Source: Computed from Primary data

INFERENCE:

The above table shows that the Pearson Chi-Square value is 24.517, with a significance value of 0.017, which is less than the standard significance level of 0.05. This indicates a statistically significant relationship between age group and perception of MacBook durability compared to other laptops. Since the p-value is below 0.05, the null hypothesis (H_0) is rejected.

VII. FINDINGS

- Most (27.8%) of the respondents belong to the 18–25 age category.
- Majority (53.4%) of the respondents are male.



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- Most (29.3%) of the respondents have a postgraduate degree.
- Most (32.3%) of the respondents are private employees.
- Most (28.6%) of the respondents have a monthly income above ₹1,00,000.
- Majority (53.4%) of the respondents use other Apple devices.
- Most (40.6%) of the respondents upgrade their laptops only when necessary.
- Most (32.3%) of the respondents are satisfied with their MacBook.
- Most (38.3%) of the respondents feel that their MacBook's performance partially meets their expectations.
- Most (27.8%) of the respondents use their MacBook for education or studies.
- Most (32.3%) of the respondents rate the MacBook's build quality as good.
- Most (45.9%) of the respondents find the MacBook's weight and portability very convenient.

VIII. CONCLUSION

The study on customer satisfaction with MacBook in Coimbatore City provides significant insights into user preferences, performance expectations, and areas of improvement. The findings indicate that a majority of users upgrade their laptops only when necessary, emphasizing the durability and long lifespan of MacBook devices. Additionally, a significant portion of users are satisfied with their MacBook's overall performance, yet many feel that its performance only partially meets their expectations. The study reveals that MacBook is commonly used for educational purposes, highlighting its relevance in academic settings. The build quality, weight, and portability are highly appreciated, making MacBook a preferred choice for users seeking convenience. Features such as the keyboard and trackpad receive positive feedback, further reinforcing Apple's strong reputation for premium hardware. Moreover, a majority of respondents have not experienced hardware failures, confirming that MacBook is considered highly durable compared to other laptops.

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