

A Study on User Preference of Pen drive in Dindigul City

Dr. TNR. Kavitha, Mr. R. Seenipandi

M.Com, M.Phils M.B.A., P. G. D. C. A., Ph.D., Faculty Department of Management Studies, Erode Sengunthar Engineering College, Erode 638057, Tamil Nadu, India.

II-MBA Students, Erode Sengunthar Engineering College, Thudupathi, Erode.

ABSTRACT: *The present study is based on the awareness of Pen drive among the customers. A sample survey of 50 respondents was undertaken to find out the awareness of Pen drive in Dindigul city. The study mainly concentrated on general price level, quality about Pen drive, overall satisfaction about Pen drive, general awareness, and consumer preferences of Pen drive.*

I. Introduction

The fastest changing high technological world all works are done by computerized. There is so many technological equipment are using to finishing their work. In that equipment pen drive is one of the most usable and helpful to all work.

Mostly this pen drive used for all software and hardware companies are using. We can save any of files, company details, in this pen drive. So all type of college students, IT working peoples, business peoples and organizations are saving their files and they work out it.

There are so many brands and company pen drives are selling in the market. But the Trek Company was sold pen drive in first. There are so many designs are produced. In pen drive there are so many types of memory capacity pen drive available.

II. REVIEW OF LITERATURE

John 2008 in his Study analyzed that it is the youth which is the real growth driver of the technology industry in India. Considering this fact the paper is an attempt to gives as naps hot of how frequently young people use their pen drives for several embodied functions of the pen drive. Data was collected from a sample of 200 peoples aged between 20 and 29. The study sheds light on how gender, influence the usage pattern of this device. Findings of the study would be helpful for the pen drive manufacturers to formulate marketing segments.

Ragul 2008 in his study titled “ A Study of pen drive usage among the post graduates students” analyzed that it is important for Pen drive carriers, develops, equipments manufacturers as well as parents and young people alike that the key characteristics of Pen drive technology is well understood. So that the risks associated with its potentially damaging or disruptive aspects can be mitigated. This paper has tried to compare the usage difference by gender with respect to the difference manufacturing companies.

III.

Research methodology

Research design: A plan of proposed study prepared by a researcher stating the research activities to be performed in his proposed study before the under takes his research work is called a research design.

Definition of Research design:

“A research design is the logical and systematic planning and directing a piece of research.”

-Pauline V. Young

Survey method:

Survey is a ‘fact finding’ study. Under this method of research the researcher is interested I knowing something about the whole population. But rarely does he do it. He studies only samples drawn from population. The data are collected directly from the sample by interviewing or mailing questionnaires at particular period of time.

Sources of data:

Data refers to the facts, figures, or information collected for a specific purpose.

There are two types of data, namely,

- Primary Data
- Secondary Data

Primary data:

Primary data are those which are new and original in nature and first hand information generated to achieve the purpose of the research.

Secondary data:

Secondary data are those data which are not new and original in nature. These data are obtained from published or unpublished sources.

IV. OBJECTIVE

1. Level of satisfaction with regard to price, quality, battery life, menu options, advertisement, colors, design and models.
2. To find out the Design of Pen drive.

TABLES: GENTER WISE CLASSIFICATION

S.NO	Particulars	No of Respondents	Percentage of Respondents
1	Male	35	70%
2	Female	15	30%
	TOTAL	50	100

WHISH BRAND OF PENDRIVE ARE YOU USING

S.NO	Particulars	No of Respondents	Percentage of Respondents
1	Transcend	14	28%
2	San Disk	15	30%
3	Kingston	3	6%
4	Sony	17	34%
5	Others	1	2%
	TOTAL	50	100

INTERPRETATION

- Majority Respondents highly interest 34% percent are using sony During the study conducted
- Majority Respondents Business Men 70% During the study conducted.

CHI-SQUARE gender of responded

	Observed N	Expected N	Residual
Male	28	25.0	3.0
Female	22	25.0	-3.0
Total	50		

Pen drive of responded

	Observed N	Expected N	Residual
transcend	10	10.0	.0
san disk	8	10.0	-2.0
Kingston	4	10.0	-6.0
Sony	26	10.0	16.0
Others	2	10.0	-8.0
Total	50		

Test Statistics

	gender of responded	pendrive of responded
Chi-Square	.720 ^a	36.000 ^b
Df	1	4
Asymp. Sig.	.396	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.0.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 10.0.

V. HYPHOTHESIS

Ho is accepted, there is no relationship between gender and brand.

VI. FINDINGS

Gender:

Majority of Seventy nine per cent of the respondents are 'Male'. Female up to 25 years

Brand Using:

Majority Thirty eight per cent of the respondents using 'SONY' pen drive.

Purpose:

Majority Forty per cent of the respondents are using 'education purpose' only.

VII. SUGGESTIONS

- The company may try to reduce the prices.
- The company may go for new models and offers to the students.
- The company can improve the product awareness of our country.
- The company to improve the Advertisement strategy.

VIII. CONCLUSION

In the conclude note of my research I am confident to say that the study gave an opportunity to analyze various factors regarding customer satisfaction.

The sample size is very low so it is very difficult concluding it by saying that it is the view of whole population. So the research is useful to know about customer satisfaction on **PENDRIVE**