



# A STUDY ON ADVERTISING STRATEGIES OF SAMSUNG ELECTRONICS WITH REFERENCE TO LED TELEVISION

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## -----ABSTRACT-----

*The importance of this study is to examine the customers level of satisfaction towards Samsung LED TV Network in Coimbatore city. It also tried to find out the factors which influence the users and the customer expectation towards Samsung LED TV Network. The data has been collected by survey methods through questionnaire with 130 respondents. Tools used in this project were simple percentage analysis and likert scale analysis. On the basis of the study, it is found that customers are satisfied with the network coverage and its connectivity. The only thing that customer expects is its offers and schemes. These are some findings of the study. Most of the customer suggestion is to improve the speed of the network and also to reconstruct its tariff plans to maintain its competitive level. Thus, the study concluded that customers are satisfied with the Samsung LED TV Network and also it recommended to focus on promotional measure to enhance their service*

**KEY WORDS:** Customer satisfaction, Customer expectations, Samsung LED TV

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## 1. INTRODUCTION

Television is an inescapable part of modern culture. We depend on TV for entertainment, news, education, culture, weather, sports—and even music, since the advent of music videos. With the recent explosion in satellite and digital specialty channels, we now have access to a plethora of both good quality and inappropriate TV content. In this crowded television environment, the key for parents is to search out high quality TV programs for their kids, and whenever possible, enjoy them together as a family.

## 2. STATEMENT OF PROBLEM

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## 3. OBJECTIVES OF STUDY

- To study of impact or the effect of advertisement on consumer attitude.
- The brand recall of SAMSUNG
- To find out the existing level of satisfaction of SAMSUNG television users.
- To find out the various expectations and preferences among the customers of SAMSUNG.
- To find the perception on the various expectations among the customers on certain selected factors



#### 4. RESEARCH METHODOLOGY DATA COLLECTION

**Primary data:** Primary data is that which is collected for the first time. It is original data for the purpose of collection of primary data.

**Secondary data:** It is collected from various articles, journals and websites.

#### 5. TOOLS

The statistical tools used for analysis of the study are,

- Simple percentage analysis.
- Likert's scale.

#### 6. REVIEW OF LITERATURE

**Raju kalara (2018):** An Empirical Study, which explains that the economic, social and political changes after independence in 1991, have created new business opportunities and forces not only for local entrepreneurs, but also for international marketers of goods and services. Economical, political and social changes influenced the values and life styles of consumers. Rising competition, consumer's purchasing power, and new technological opportunities make enterprises become more market and consumer oriented. It was recognized that the results of this research will be useful not only for national firms but also for international companies

**Abbas Rezazadah Karsalari (2017):** explains that consumer behavior is a complex, dynamic, multidimensional process, and all marketing decisions are based on assumptions about consumer behavior. The people consume things of daily use, and buy these products according to their needs, preferences and buying power. These can be consumable goods, durable goods, specialty goods or, industrial goods. Involvement can be viewed as the motivation to process information. To the degree that there is a perceived linkage between a consumers needs, goals, or values, and product knowledge, the consumer will be motivated to pay attention to product information..

#### 7. TABLE

##### • SIMPLE PERCENTAGE ANALYSIS

Table Showing Gender Group of the Respondents

S.No.	Gender	No. Of Respondents	Percentage
1	Male	66	60
2	Female	44	40
	<b>Total</b>	110	100

#### INTERPRETATION

From the above table it shows that 60% of the respondents are Male and 40% of the respondents are female

**Majority (60%) of the respondents are belongs to male**

Table Showing Advertisement of Samsung Led Tv

S.No	Advertisement	No. Of Respondents	Percentage
1	Television	75	68.18
2	Magazine	18	16.36
3	Radio	3	2.7
4	News paper	14	12.7
	<b>Total</b>	110	100



### INTERPRETATION

The above table shows that 67% of the respondents seen in television, 17% of the respondents seen in magazine, 2% of the respondents seen in radio, 14% of the respondents seen in news paper SAMSUNG LED TV  
**Majority 67% of the respondents seen in television of SAMSUNG LED TV**

**LIKERT SCALE ANALYSIS**  
**Table Showing Satisfaction On Samsung Led Tv Prices**

S.No	Particulars	No. Of Respondents (F)	Likert Scale Value (X)	Fx
1	Highly Satisfied	25	5	125
2	Satisfied	43	4	172
3	Neutral	35	3	105
4	Dissatisfied	3	2	6
5	Highly dissatisfied	4	1	4
	<b>Total</b>	110	15	412

**Fx**

$$\text{Liker scale} = \frac{\text{Total number of respondents}}{\text{Total number of respondents}}$$

$$= \frac{412}{110}$$

$$= 3.74$$

### INTERPRETATION

Likert scale value is 3.74 which is greater than the mid value (3) which shows that respondents are satisfied with SAMSUNG LED TV prices

### 8. SUGGESTION

- As most of the samsung buyers are in the age group less than 30, they expect the product to be stylish, so overall style can be improved
- samsung can be improved by providing additional features. These must be included qas all the competitor products have these features.
- samsung can be refined so it offers better power consumption.

### 9. CONCLUSION

The TV/LED market in India is booming with people going for various models with performance and style coupled. The samsung offers the best compromise between performance and model efficiently, while looking stylish, so this segment in particular is witnessing high growth. It is found out from this research that most of the LED TV buyers are employees. They expect the TV/LED to be stylish with different intents, the result from this research also reiterates the same factors, as most of the respondents want more features

### 10. REFFERENCE

#### BOOKS

1. C.R. Kothari., *Research Methodology*, 2<sup>nd</sup> ed, New Age International Publishers, India, 2004.
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#### WEBSITES

1. [www.google.com](http://www.google.com)
2. [www.samsung.in](http://www.samsung.in)