



A STUDY ON CONSUMERS' SATISFACTION TOWARDS HOME APPLIANCES WITH SPECIAL REFERENCE TO LED TELEVISION IN COIMBATORE CITY

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ABSTRACT

A study on consumer satisfaction towards home appliance with special reference to LED television with in Coimbatore city is about LED television . The primary objective of the study is to find out the analysis the factors influencing the consumer in the purchase of LED Television. The primary data were collected using structure questionnaire in google form.

The secondary data was collected from related websites, books. The survey was conducted with 120 respondents by using questionnaire method this Study insist the fact that Delivering customer satisfaction is the heart of modern marketing theory.

KEYWORDS: *consumer preference and satisfaction, influencing factor and buying particular LED TV.*

INTRODUCTION

Good service and customer satisfaction are very important for companies for both small and big companies, but especially so for small companies. Today competition between companies is growing all the time is why good service is becoming more and more important. When a company manager serve its customer well enough and market them happy company can create long term customer relationship and possibly get free marketing at the same time when satisfied. Customer tell about the good service they got satisfied customer have a positive impact on the company's results and that is why it is important and interesting to investigate this impact. When measuring customer satisfaction it's possible to get useful information of the company customer and the results can be used to improve the company and its service.

OBJECTIVES OF THE STUDY

- To analysis the factors influencing the consumer in the purchase of LED Television.
- To measure the level of satisfaction of the consumer on various attributes of LED Television.
- To bring out the key findings and offer suitable suggestions to strengthen the marketing of LED Television.

SCOPE OF THE STUDY

The present study target of Coimbatore city consumers, understanding their behavior helps to identify the preference influence of their purchase decision etc.. on the purchase of particular electronic product. The insight will help the manufactures to adopt new strategies which would help not only to attract new consumer but also the maintain the loyalty of the existing consumer, as in the present competitive



scenario the consumer are prepared to choose their right product not only based on their needs but also on the basic of personal interest shown by the manufactures on them.

LIMITATIONS OF THE STUDY

- The coverage of the study is limited to coimbatore city only.
- The study being a primary one, the accuracy and reliability of data on the Information provided by the respondents.
- The taste and preference of the consumers are constantly changing.

STATEMENT OF THE PROBLEM

- A study of consumer satisfaction towards the LED Technology with reference to LED TV.
- The satisfaction level of the consumer should be analysis.
- Solutions for improving the LED TV should be analysis.

REVIEW OF LITERATURE

N.Bharathi and V.Bharathi (2019) "A Study On Consumer Behaviour Towards TV Brands Special Reference To Lg Television" This paper is an attempt to study the consumer behavior towards various television brands. The level of satisfaction of consumers varies with each brand of the products. Everyone is unique in his/her tastes and preferences. They all cannot be extraordinarily satisfied every second and all the time but they can be managed with best quality. Type of buying behavior are classified namely quality conscious, economic conscious and bargain conscious.

FORMULA

$$\text{PERCENTAGE} = \frac{\text{Number of Respondents}}{\text{Total number of respondents}} \times 100$$

TABLE NO: 1

TABLE SHOWING GENDER OF THE RESPONDENTS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1.	MALE	64	53
2	FEMALE	56	47
	TOTAL	120	100

(source : primary Data)

INTERPERTATION

It is revealed that 53 % of the respondents are male and the 47% of the respondents are female.

Tamilselvi And Gomathipriya (2019) "A Study On Customer Satisfaction Towards Lg Televisions With Special Reference To Salem City". The standard of livingalsoboost.TV manufacturing these days is also facing challenges in technological development and every day invention with new features is coming in the market and making the old tools and feature unqualified. When the led television industrialists are given a quality product at realistic price, the mass sales will be upraised significantly. The manufactures should be fulfilled the updated knowledge as well as the eco-friendly concept.

DATA ANALYSIS AND INTRPRETATION

The data collected from the samples have systematically applied and applied and presented in tables under various headings in the following pages. They were also arranged in such a way that, a detailed analysis can be made so as to present suitable interpretations for the same. The data have been analyzed using the following statistical tools.

- Percentage analysis
- Rank analysis
- Likert scale analysis

SIMPLE PERCENTAGE ANALYSIS

The percentage analysis is mainly employed to find the distribution of different categories of respondents. As the value are expressed in percentage it facilities comparison and standardization. This analysis describes the classification of the respondents failing under each category.

INFERENCE

Majority 53 % of the respondents are male in gender.

**LIKERT SCALE ANALYSIS**

A Likert scale analysis is a method of meaning attitude. Ordinal scale of responses to a question or statement. Ordered in hierarchical sequence from strongly negative to strongly positive. Used mainly in behavioural science, in likert method a person's attitude is measured by combining (adding pre averaging) their responses all items.

FORMULA

LIKERT SCALE = $\Sigma(FX)/\text{NUMBER OF RESPONDENTS}$

F = NO. OF RESPONDENTS

X = LIKERT SCALE VALUE

(FX) = TOTAL SCORE

MID VALUE:

Mid- Value indicates the middle most value of the likert scale.

TABLE NO: 2**TABLE SHOWING SATISFACTION TOWARDS FEATURES OF LED TELEVISION OF PICTURE QUALITY OF THE RESPONDENTS**

S.NO	PARTICULARS	NO.OF RESPONDENTS	LINKERT SCALE	TOTAL
1.	Highly satisfied	68	5	340
2.	Satisfied	44	4	176
3.	Neutral	8	3	24
4.	Dis satisfied	0	2	0
5.	Highly dissatisfied	0	1	0
	TOTAL	120		540

(source: Primary Data)

Likert scale = $\Sigma(FX)/\text{total number of respondents}$

= 540/120

= 4.5

INTERPRETATION

Likert scale value is 4.5 greater than the middle value (3), so the consumers are highly satisfied in picture quality.

between ranking of different ordinal variables or different ranking of the same variable, where a "ranking" is the assignment of the label "first", "second", "third", etc. to different observation of a particular variable. A rank analysis measures the degree of similarity between two rankings, and can be used to assess the significance of the relation between them.

RANKING ANALYSIS

A Rank analysis is any of several satisfies that measure an ordinal association. The relationship

TABLE NO: 3**TABLE SHOWING PROBLEM IN RANKING ACCORDING TO YOUR CONVENIENCE OF THE RESPONDENTS**

S.NO	FACTORS	RANK I	RANK II	RANK III	RANK IV	RANK V	TOTAL SCORE	RANK
1.	LED TV screen will go blank	59(5)	33(4)	11(3)	15(2)	2(1)	492	1
2.	Horizontal lines in LED TV-when you switch on the appliance	37(5)	50(4)	15(3)	11(2)	7(1)	459	2
3.	Your LED TV gives no sound	38(5)	30(4)	31(3)	18(2)	3(1)	442	3
4.	Audio problem	25(5)	47(4)	25(3)	19(2)	4(1)	430	5
5.	LED TV does not get connected to Wi-Fi	32(5)	40(4)	25(3)	16(2)	7(1)	434	4

(source: Primary Data)



INTERPERTATION

The Table 4.3.1 shows that the out of 120 respondents, led tv will go blank is in the rank 1, horizontal lines in led tv when you switch on the appliance is in the rank 2, your led tv gives no sound is in the rank 3, audio problem is in the rank 5, led tv does not get connected to Wi-Fi is in the rank 4.

INFERNCE

If resulted that led TV will go blank is in the rank 1 and it is problem in ranking according to your convenience.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDING

SIMPLE PERCENTAGE ANALYSIS

- ◇ Majority 53% of the respondents are male in gender.
- ◇ Majority 76% of the respondents are below 30 years in age.
- ◇ Majority 32% of the respondents are professional in occupation .
- ◇ Majority 53% of the respondents are UG&PG in education level .
- ◇ Majority the 63% of the respondents are nuclear family in family type.
- ◇ Majority 48% of the respondents are below 200000 in annual income .
- ◇ Majority 45% of the respondents are urban in area of resident.
- ◇ Majority 49% of the respondents are television in purchase decision.
- ◇ Majority 80% of the respondents are in family entertainment
- ◇ Majority 43% of the respondents are 31-40 inches in size of the screen.
- ◇ Majority 28% of the respondents are xiaomi in brand.
- ◇ Majority 53% of the respondents are Rs.30001-Rs.50000 in price range.
- ◇ Majority 55% of the respondents are cash in payment method.
- ◇ Majority 43% of the respondents are it increase my knowledge in importance.
- ◇ Majority 79% of the respondents are no in problem faced.
- ◇ Majority 23% of the respondents are free appliances in offer.

LIKERT SCALE ANALYSIS

- Likert scale value is 4.5 greater than the middle value (3), so the consumers are highly satisfied in picture quality.
- Likert scale value is 4.14 greater than the middle value (3), so the consumers are agree in sound quality.
- Likert scale value 4.01 greater than the middle value (3), so the consumer are agree in the slimness of screen
- Likert scale value is 4.08 greater than the middle value (3), so the consumers are satisfied in the size (inches).
- Likert scale value is 3.92 greater than the middle value (3), so the consumers are satisfied in the television.
- Likert scale value is 4.15 greater than the middle value (3), so the consumers are satisfied in the brand.
- Likert scale value is 3.92 greater than the middle value (3), so the consumers are satisfied in the price.
- Likert scale value is 3.74 greater than the middle value (3), so the consumers are satisfied in the after sales service.
- Likert scale value is 3.92 greater than the middle value (3), so the consumers are satisfied in the payment mode.

RANK ANALYSIS

- If resulted that led TV will go blank is in the rank 1 and it is problem in ranking according to your convenience.

SUGGESTION

- The manufacturer can give more offers to attract more number of customers.
- The customers feel that Price of LED TV is costly therefore company may reduce by eliminating waste and unnecessary expenses.
- The company should take steps to improve after service.
- Consumers are ready to pay reasonable cost to the products which has good qualities and features, so companies should make themselves ready to give the best product and satisfy the end users.
- By the study it is revealed that only very less number of customers are using LED TV. So TV company should think about it, how to increase the sales of LED TV. They should why customers are not preferred to buy LED TV. Price of the LED TV is the major factor



for stagnation in sales of LED TV among the average income class of people.

CONCLUSION

Today there are number of brands of led televisions are available in the market and they differ in price, quality, clarity etc. In the present technological era it can be said that most of the people are prefer to switch over to new models. When the led television manufacturers are given a quality product at reasonable price, the mass sales will be raised significantly. The manufactures should be implemented the updated technology as well as the ecofriendly concept.

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