



A STUDY ON CONSUMERS SATISFACTION TOWARDS SAMSUNG LED TELEVISION WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

The LED has become a pivotal illumination technology with a wide variety of applications. Since their initial invention, LEDs have been used in many diverse applications such as watches, calculators, remote controls, indicator lights, and backlights for many common gadgets and household devices. This paper explores the customer's preference towards Samsung LED TV. The problem enacted from the concept is that whether the customers are benefitted with the Samsung LED TV. This study was analysed with 120 respondents. Simple percentage method, likert scale analyses and Rank analysis were used for this study. The conclusion is respondents suggested some improvements which can be done. By doing this the company can achieve the 100% satisfaction level of using Samsung LED TV. And also, the customers might not be switch over to another brands. It will create goodwill for the company.

KEY WORDS: Samsung LED TV, satisfaction.

INTRODUCTION

The LED has become a pivotal illumination technology with a wide variety of applications. Since their initial invention, LEDs have been used in many diverse applications such as watches, calculators, remote controls, indicator lights, and backlights for many common gadgets and household devices. LED TV is a type of LCD television that uses light-emitting diodes backlight the display instead of the cold cathode fluorescent lights used in standard LCD television. LED TVs are more formally known as LED-backlight LCD television. Hence the study is undertaken for the purpose of analysing the satisfaction level towards the customer towards LED television.

STATEMENT OF THE PROBLEM

Consumer satisfaction is the independent variable which is a highly complicated. It should be the influence of variable price, brand image, quality of the product. Today's market is open market, consumer taste and satisfaction is always changeable in condition. A study of consumer satisfaction of Samsung LED TV, in order to find out the solution, whether there is some satisfaction among the users of Samsung product or not.

SCOPE OF STUDY

The main aim is to examine the customer's level of satisfaction on Samsung LED TV with special reference to Coimbatore city. This study helps in understanding the needs and the expectation to be done on Samsung LED TV.

OBJECTIVE OF THE STUDY

- To measure the level of satisfaction of the customers on Samsung LED TV.
- To find out the factors which are influencing to buy Samsung LED TV.
- To bring out the expectation level of customers and give some valuable suggestion.

LIMITATIONS OF THE STUDY

- The survey is based on the respondents chosen at random from Coimbatore city. Hence the results of the study cannot be generalized.
- The sample size has been restricted to 120 respondents.
- The respondent's views and opinions may hold good for the time being and may vary in future.



RESEARCH METHEDODOLOGY

Data collection

Both the primary and secondary data were used.

Primary source

The objective of the study has been accomplished with the help of samples collected from 120 respondents.

Secondary source

The secondary data was collected from the articles, journals and websites.

Survey design

A convenient sampling technique tool was adopted for data collection.

Sample size

The study was conducted with a sample size of 120 respondents in Coimbatore city.

Area of the study

The study is conducted only with Coimbatore city.

Tools for analysis

- Simple percentage analysis
- Likert scale analysis
- Rank analysis

LITERATURE REVIEW

Dr.S.Rabiyathul Basariya, Dr.Ramyar Rzgar Ahmed (2019)¹ in the study titled, "A study on consumer preference towards Led TV", the main objective of the study is know the preference level of the customer, brand awareness, and factors influencing on the usage of Led TV. They collects both primary as well as secondary data and collects by questionnaire, journals, websites etc., and uses chi-square method, mean, medium, mode, percentage analysis for the data collected. The study suggest that the salient features must be improved, additional service and warranty period must be expanded. The Led technology has made great changes in the world of televisions.

J.Mahendran (2017)² the study paper mainly focused on the purpose, usage, lifetime of LED TV. The objective of the study is to find out the consumer preference and satisfaction towards LED TV with special reference to Coimbatore city. The primary and secondary data is collected by using questionnaire from 50 respondents and collected data from websites, books. They uses convenience sampling method for analysis. The LED technology in TV is increasing rapidly and the consumers are satisfied on it.

Mr.U.D. Dinesh Kumar journal of business management (2017)³made the study on a customer satisfaction towards Samsung TV. The primary objective of this study is to find out the customer preference and satisfaction towards laptops with respondent

by using questionnaire method. Samsung electronics co limited in South Korean multinational electronics company headquarters in Suwon. It is a flagship subsidiary of the Samsung group and has been the world's largest information technology company by revenue of the company. The company is the world's largest vendor of smartphones since 2011. Samsung has also established a prominent position in the tablet computer market, with the release of the android-powered Samsung galaxy tab.

S. Thenmozhi(2017)⁴in the study titled "A study on consumer's expectations, perception and satisfaction of led television in Karur town", the study is about the led technology and its impacts on television. The main objective is to know about the satisfaction on buying the led tv and expectations, and perception on led TV. It highlights the developments in the application. It focuses on the purpose, usage, lifetime of LED TV. The primary and secondary data was collected and a survey was conducted to 120 respondents by using questionnaire, and uses convenience sampling method for analysis.

Dr.P.Parimaladevi (2017)⁵ in the study titled "A study on consumer satisfaction towards led television with special reference to erode city", Consumer satisfaction is an abstract concept and the actual manifestation satisfaction will vary from person to person and products and services.

P.Jayasubramanian, P.Kanagaraj, J.Mahendran (2015)⁶ in the study titled "A study of customer satisfaction towards led technology with reference to led TV Coimbatore of Tamilnadu", it is about the impact of led in television. The object of the study is to know about the level of satisfaction and preference towards LED TV on consumers. The primary and secondary data is collected with the help of questionnaire and journal, magazines and internet. The data is collected from 50 respondents and it is pre-tested with some respondents through pilot survey, chi-square test is used for analysis. The LED technology improves brightness and reliability, the LED technology on LED TV made great change in the world of television.

Mr.U.Dinesh Kumar, K.Prabhu (2011)⁷ in the study titled "A study on customer satisfaction towards Samsung TV", the object of the study of dealers awareness and perception about colorTV. The researcher has collected primary data from questionnaire and cum interview and the sample size is 150 respondents from Salem district and uses simple percentage and bar chart test. The study suggests reducing the price and giving offers to increase the company growth. The study concludes that the customer is satisfied with their brands.

s. thenmozhi " a study on consumers expectations, perception and satisfaction of led television in Karur town.

⁵ **Dr. P. Parimaladevi** " a study on consumers satisfaction towards led television with special reference to eroad city.

⁶ **P.Jayasubramaniyam, P.Kanagaraj, J.Mahendran** "a study of customer satisfaction towards led technology with reference led tv Coimbatore of tamilnadu.

⁷ **Mr. U. Dinesh kumar, K. Prabhu** ' a study on customer satisfaction towards Samsung tv.

¹ **Dr. S. Rabiyathul Basariya, dr.**

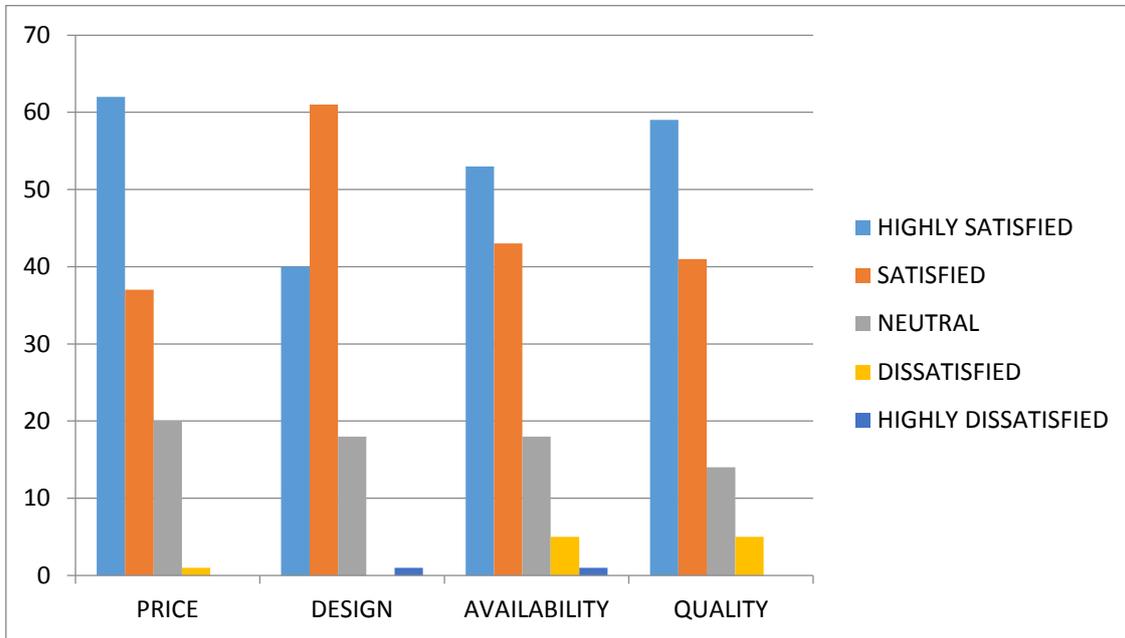
Ramyarrzgerahmed " a study on consumer preference towards led tv.

² **J mahendran** " the study paper mainly focused on usage, lifetime of led tv.

³ **MR U.D. Dinesh kumar** " a study on a customer satisfaction towards Samsung tv.

**DATA ANALYSIS AND INTERPRETATION
 SIMPLE PERCENTAGE METHOD**

CHART SHOWING RATINGS OF THE RESPONDENTS TOWARDS FACTORS FOR BUYING THE SAMSUNG LED TV



(Source: Primary Data)

INTERPRETATION

From the above chart, maximum number of respondents are highly satisfied with price, maximum number of respondents are satisfied with design,

maximum number of respondents are satisfied with availability, maximum number of respondents are satisfied with quality.

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR KNOWING ABOUT SAMSUNG LED TV

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE (%)
ADVERTISEMENT	44	37
FRIENDS	31	26
FAMILY	28	23
SOCIAL MEDIA	12	10
OTHERS	5	4
TOTAL	120	100.00

(Source: primary data)

INTERPRETATION

From the above table, it is revealed that, 37% of the respondents purchase decision is made by advertisement, 26% of the respondents purchase decision are made by Friends, 23% of the respondents purchase decision are made by family,

10% of the respondents purchase decision are made by social media and 4% of the respondents purchase decision are made by others.

Hence, majority (37%) of the respondents purchase decision are made by advertisement.



LIKERT SCALE ANALYSIS

TABLE SHOWING SATISFACION OF THE RESPONDENTS WITH SAMSUNG ELECTRONICS TECHNICAL SUPORT

S.NO	PARTICULARS	NO. OF RESPONDENTS	LIKERTS METHOD	TOTAL SCORE
1	SATISFIED	51	5	255
2	HIGHLY SATISFIED	30	4	120
3	NEUTRAL	29	3	87
4	DISSATISFIED	7	2	14
5	HIGHLY DISSATISFIED	3	1	3
	TOTAL	120	15	479

(Source: Primary data)

Formula:

$$\begin{aligned} \text{Likerts scale} &= \frac{\sum(fx)}{\text{total number of respondents}} \\ &= \frac{479}{120} \\ &= 3.99 \end{aligned}$$

From the above table, satisfaction with Samsung electronic technical support shows in likerts scale value is 3.99 which are greater than the mid value (3).

Hence, the respondents are satisfied with the Samsung electronic technical support.

INTERPRETATION

RANKING ANALYSIS

TABLE SHOWING THE RANK OF THE FACTORS

S..NO	FACTORS	RANK I	RANK II	RANK III	RANK IV	TOTAL	RANK
1	BRAND IMAGE	4(70) 280	3(17) 51	2(24) 48	1(16) 16	395	2
2	AVAILABILITY	4(31) 124	3(57) 171	2(23) 46	1(15) 15	356	3
3	PRICE	4(32) 64	3(43) 129	2(37) 74	1(15) 15	282	4
4	QUALITY	4(44) 352	3(30) 90	2(23) 46	1(30) 30	518	1

(Source : Primary data)

INTERPRETATION

The table shows that out of 120 respondents, Quality is in the rank 1, Brand image is in the rank 2, Availability is in the rank 3, and Price is in the rank 4.

This is resulted the Quality is in the rank 1 that respondents.

FINDINGS, SUGGESTIONS AND CONCLUSION FINDINGS

- Majority 53.3% of the respondents are preferred only for quality.
- Majority 37% of the respondents purchase decision are made by advertisement.
- Majority 83% of the respondents are satisfied with the service of Samsung electronics.
- Majority 80% of the respondents are agree with Samsung TV is better than other TV.

- Majority 42% of the respondents are encouraged to buy only for clarity.
- Majority 80% of the respondents are seen the Advertisement.

FINDINGS FROM LIKERT SCALE ANALYSIS:

- Likert scale value 3.99 is greater than the middle value 3, so the consumers are highly satisfied with technical support by Samsung electronics

FINDINGS FROM RANKING ANALYSIS

- This is resulted that Quality is in the rank 1 that respondents.

SUGGESTIONS

- This study suggested that the Samsung electronics should concentrate on producing products at high quality.
- Most of the respondents came to know about the Samsung TV via Advertisement.



- The study suggested that distributors can be increased.
- It seems like only high class and upper middle class can buy Samsung products so the price should also be affordable to lower middle class people below poverty line.
- There should be improvement and update with latest technical design.

CONCLUSION

People are more influenced by the advertisement as compared to other sources. So Advertisement is the most popular source for reaching to the customers. Quality, Features of TV brand is very much important to attract the customers towards their brand. Here the income level of the customer is average. So they will prefer to buy medium cost colour TV brand. It can be easily said that all middle class people are also using the LED TV to replace human resources. In this study an attempt is made to measure the customer analysis and preference about these brands. It is found that customers are satisfied with their brands.

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