

## **A Study on Customer Preference on Samsung Product in Erode District**

**Mr.D.Nithiyananth Mba., M.Phill.**

*Department of management studies, Erode Sengunthar engineering college thudupathi.  
Erode – 638057, Tamilnadu.*

**S.Arunpandian**

*Department of management studies Erode Sengunthar engineering college thudupathi*

### **ABSTRACT**

A Study On Customer Preference Of Samsung Products At Erode District. Customer preference is the process of customer how choose a commodity and service in relation to factors like taste, individual choice and income and price of the products Consumer preference for a product can make or broke a company. If consumer generally like a product it can stay around for years and sell millions of copies, if the customer do not like the product it could disappear very quickly , So Company also engaged with the testing of customers likes and dislike about their products and its competitors.

### **I. INTRODUCTION :-**

It is very important that a company develops a coherent marketing strategy for the launch of each individual product in its portfolio, this case study concentrates on the UK market. It discusses three very different products and how they require varying marketing methods and channels to supply three different markets. Background to Samsung Founded in 1938 in South Korea, Samsung has grown from a modest trading company to a multi-national conglomerate with an annual turnover in 1997 of nearly \$100 billion. Samsung operates in three major markets - electronics, engineering and chemicals - and employs people in more than 60 countries. The corporate philosophy is to devote its human resources and technology to the development of a global society through ever better products and services. Samsung pursues three strategies to achieve its objective of maintaining global competitiveness.

### **REVIEW OF LITERATURE:**

- 1 Inter personal communication. In R.K.industry they follow the systematic planning and review process to evaluate the performance of employee
- 2 Route One Day Center Route One Day Center Stacey A. Spione Axia of University of Phoenix HSM/230 Allen Lipscomb Route One Day Center...

### **RESEARCH METHODOLOGY:**

The research string was formulated to be “Building brand equity, personality, identity in Smartphone”, which was used in searching and obtaining secondary data from different databases such Emerald, DIVA, E-bray, Google scholar, Google Books, Uppsatz.se and resources, such as, article, journal, booksbarrowed from the MälardalenHögskolan library and website documents were used as well. Theliterature review concerning the string was conducted. The concepts were Chosen and ConceptualFramework, the concepts that were chosen are brand equity and identity.

### **OBJECTIVES:**

- To study about the satisfaction of operating the product of SAMSUNG
- To find the satisfaction level of with the price of SAMSUNG product

**Table Showing In Performance, Warrenty, Electric In Samsung Products**

FACTORS	DIS AGREE	STRONGLY AGREE	NATURAL	AGREE	STRONGLY AGREE	TOTAL
PERFORMANCE	6	6	8	18	12	50
WARRENTY	2	4	6	20	18	50
ELECTRIC	4	6	8	23	9	50

**INTERPRETATION**

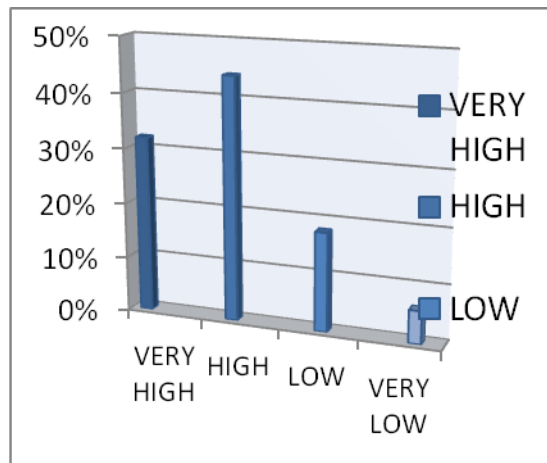
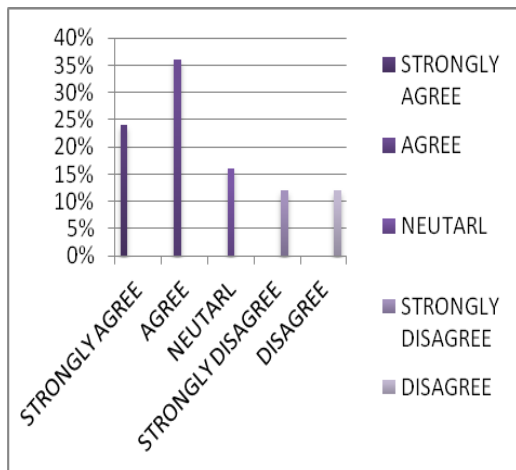
The above table shows that 18% of the respondents are Strongly Agree, 46% of the respondents are Agree, 16% of the respondents are Neutral, 12% of the respondents are Strongly Disagree and 8% of the respondents are Disagree.

**TABLE SHOWING QUALITY, PRICE OF SAMSUNG PRODUCTS**

FACTORS	VERY LOW	LOW	HIGH	VERY HIGH	TOTAL
QUALITY	3	9	22	16	50
PRICE	3	7	19	21	50

**INTERPRETATION:**

The above table shows that 36% of the respondents are Very High, 48% of the respondents are High, 10% of the respondents are Low and 6% of the respondents are Very Low.



**performanceonrespond \* pricingonrespond Crosstabulation**

Count		pricingonrespond				Total
		Verylow	low	high	veryhigh	
Performanceonrespond	Disagree	0	1	4	1	6
	Stronglydisagree	1	0	4	2	7
	Natural	0	0	2	6	8
	Agree	1	2	6	9	18
	Stronglyagree	1	4	3	3	11
Total		3	7	19	21	50

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.888 <sup>a</sup>	12	.248
Likelihood Ratio	16.112	12	.186
Linear-by-Linear Association	.286	1	.593
N of Valid Cases	50		

a. 18 cells (90.0%) have expected count less than 5. The minimum expected count is .36.

**HYPOTHESIS:**

h0: there is no relationship between performance & price  
 h1: there is relationship between performance & price

**INFERANCES:**

14.888 < 21.026, we accept the null hypothesis. there is no relationship between the performance & price.

**FINDINGS:**

1. 36% of the respondents are Agree with good performance in home appliances.
2. 44% of the respondents are High with the quality of Samsung products are satisfied
3. 42% of the respondents are Very High pricing in the Samsung products.
4. 46% of the respondents are Agree with the electric and media Satisfied with the Samsung products.
5. 40% of the responds are Agree with the best warranty facility of the Samsung products.

**SUGGESTIONS:**

During this review the author found that duration and intensity of the reviewed interventions are usually short. It would be beneficial to carry out more intense interventions over a longer period of time. More qualitative researches are also needed in this area.

**II. CONCLUSION:**

This project is very useful & helpful to my future studies also. I gather more information about public preference with their selection of laptops. It helpful to meet some type occupational peoples. I gather that how their choosing their laptop with various opinion like accessibility of the product, assurance of the product, service of the product, user friendliness of the product, technical support of the product, quality of the product, etc.

**REFERENCE:**

- [1.] Gray R. (2004) Effect of a medication management training package for
- [2.] nurses on clinical outcome for patients with schizophrenia. The British
- [3.] Journal of Psychiatry 185, 157-162.
- [4.] Gray R. (2000) Does patient education enhance compliance with clozapine? A preliminary investigation. Journal of Psychiatric and Mental Health Nursing 7, 285-286.