

A Study On Customer Satisfaction Towards Samsung Tv

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ABSTRACT: The project entitled “a study on customer satisfaction towards Samsung TV in Salem district” is carried out with an objective to determine the consumer preference and satisfaction. The primary objective of this study is to find out the consumer preference and satisfaction towards laptops with special reference to Salem. The secondary data was collected from related websites, books. The survey was conducted to 100 respondents by using direct questionnaire method. For distribution of questionnaire to the consumer convenience sampling method was used to select the customer and the survey was taken among those selected users. After collecting the data from the respondents it was analyzing using simple percentage method for analyzing the collected data.

I. INTRODUCTION

Samsung Electronics Co., Ltd. is a South Korean multinational electronics company headquartered in Suwon, South Korea. It is the flagship subsidiary of the Samsung Group and has been the world's largest information technology company by revenues since 2009. Samsung Electronics has assembly plants and sales networks in 61 countries and employs around 221,000 people.

Samsung Electronics is the world's largest mobile phone maker by 2011 unit sales and world's second-largest semiconductor chip maker by 2011 revenues (after Intel Corporation). It has been the world's largest television manufacturer since 2006 and the world's largest maker of LCD panels for eight consecutive years. It has the largest market share worldwide in memory chips. The company is the world's largest vendor of smart phones since 2011. Samsung has also established a prominent position in the tablet computer market, with the release of the Android-powered Samsung Galaxy Tab

REVIEW OF THE LITERATURE:

The review below is based on our time spent with the 60-inch PN60E6500 TV. However, the observations made also apply to the 51-inch PN51E6500 in the E6500 series. Samsung says that sets offer identical features (save weight and dimensions) and should offer similar performances. *So far this year, we've had a great run of luck reviewing high-performance, high-value TVs, and it would seem that run will keep going strong for a while.* Samsung's PN60E6500 3D plasma TV is next up in our string of TV reviews and, though it isn't without a few quirks, this model proves it is a serious contender in the 2012 plasma TV space. Those quirks we've alluded to, however, are particular enough to make this TV the ideal choice for some and less so for others. Read on to find out if this plasma might be the right pick for you.

II. RESEARCH METHODOLOGY

The researcher has collected primary data from customers through questionnaires cum interview schedule in Salem District. Sample size used in the study was 150. Research instrument used for collecting a data is Questionnaire cum Interview schedule.

OBJECTIVES OF THE STUDY

- Study of dealer Awareness about Colour television.
- ❖ Study of dealer Perception about the Colour television.

LIMITATION OF THE STUDY

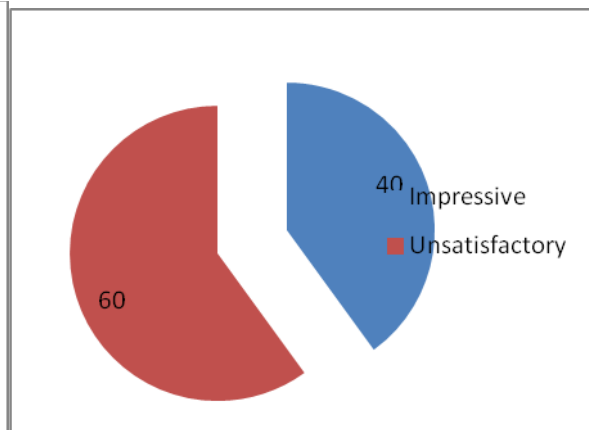
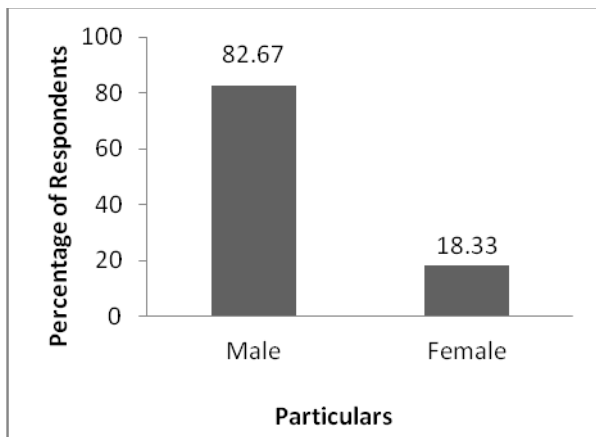
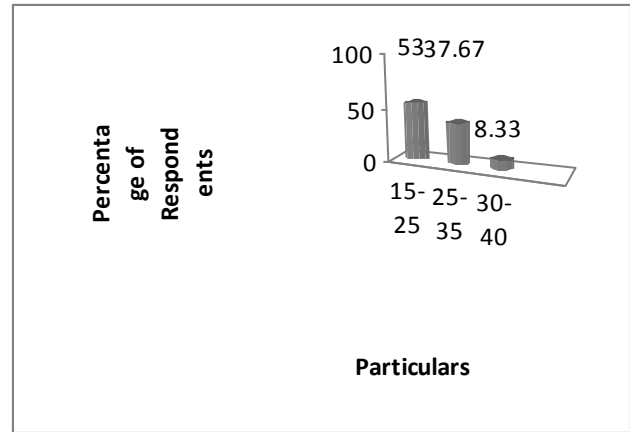
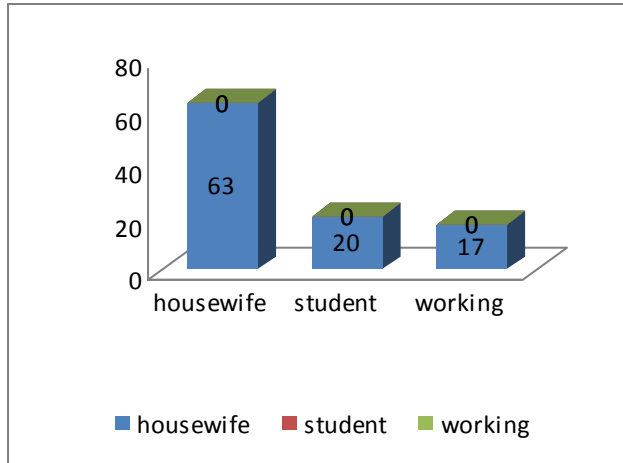
1. Due to time constraints, the sample size was limited to 150 customer.
2. Aversions of respondents towards filling the questionnaires
3. The study is restricted only to customer level.

DEMOGRAPHIC FACTORS RESULT:

The data collected was analysed using SPSS 17.0 software and to the percentage analysis.

A STUDY ON CUSTOMER SATISFACTION TOWARDS SAMSUNG TV

PARTICULAR	CATEGORIES	NO.OF RESPONDENTS	PERCENTAGE (%)
GENDER	MALE	128	82.67
	FEMALE	23	18.33
AGE	20-25	70	53
	26-36	48	37.67
	36-46 ABOVE	32	8.33
OCCUPATION	WORKERS	25	17
	STUDENT	30	20
	HOUSEWIFE	95	63



occupation * advertisement of the samsung tv Crosstabulation

Count

		advertisement of the Samsung tv					Total
		highly dissatisfied	dissatisfied	neutral	satisfied	highly satisfied	
occupation	workers	25	5	0	0	0	30
	student	0	0	25	0	0	25
	housewife	0	20	0	25	50	95
Total		25	25	25	25	50	150

Hypothesis:

Ho= there is no relationship between colleagues and management

H1=there is relationship between colleagues and management

Inference:

From the above table it can be inferred that 60% of the people prefer to Unsatisfactory have Net Savvy Technology as an additional attribute Impressive in the Following this are locking systems with 40%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	273.684 ^a	8	.500
Likelihood Ratio	247.918	8	.800
Linear-by-Linear Association	88.336	1	.067
N of Valid Cases	150		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is 4.17.

5.1. FINDINGS

- 82.67% of the respondents were male.
- 46.7% of the respondents were under grader.
- 40% of the respondents said that they watch TV advertisement.
- 50% of the respondents were in the age group of 25-35 years.

SUGGESTION

1. The company should be reduced the price without affecting quality it will make company development.
2. The company should give to offer in it will help increase the company growth.
3. The agent has to make effort to distribute the product in all areas including village to make the product available to the customers at their convenience.

III. CONCLUSION

This project work titled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS THE SAMSUNG TV IN SALEM DISTRICT.**” The collected data was analyzed using simple percentage and Bar charts test. This is a great budget TV if you want to save some money but still have access to all the same internet features available on Samsung's higher-end models.

Certain factors which inhabit and facilities the customer preference of the availability and reduce the price were found out. Based on the inferences drawn certain suggestions have been recommended. 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.

BIBLIOGRAPHY

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