



A STUDY ON CUSTOMER SATISFACTION TOWARDS SAMSUNG HOME APPLIANCES PRODUCTS IN COIMBATORE CITY

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ABSTRACT:-

Customer satisfaction is an underlying segment of the marketing capacity and it very well may be basically characterized the quantity of customers, or level of aggregate customers, whose detailed involvement with a firm, its items, or its administrations surpasses determined fulfilment objectives. The aim of the present study is to gain knowledge about the different factors which contributes to the satisfaction of the customers. For the afore mentioned purpose of obtaining the data, questionnaire method is used. Suitable tools have been used towards house hold appliances in the particular study area.

Key-Words:- Customer Satisfaction, Home appliances, Marketing Strategy, Brand image, Quality Management

INTRODUCTION :-

Dealer behavior is the study of how he purchases, how he sells, how they get feedback from consumers and after that he came to conclusion about particular Samsung product. It is a subcategory of marketing that blends elements from different fields. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as Family, friends, reference groups, and society in general. By understanding the consumer, we will be able to make a more informed decision

as to which strategy to employee. However, it may be noted that consumer behaviour research today goes far beyond, "what, why, how, when, where and how often and from whom" to purchase goods and service. It also considers the use of goods that they buy and evaluations of those goods after use. Customer satisfaction, business term, is a proportion of how items and services provided by an organization meet or outperform customer desire. Customer satisfaction is basically the judgment a consumer makes in relation to his/her sense of fulfillment related to his/her choices about the purchase and use of specific products and services.

OBJECTIVES OF THE STUDY:-

1. To increase their purchasing power for buying the Samsung products for household purpose
2. To increase their work efficiency
3. To keep them updated with the new features of the products

NEED FOR THE STUDY :-

The company wanted to know to what extent the people were aware of their own company products i.e. Samsung products. Hence this research was undertaken. The company wanted to assess whether the present level of awareness is sufficient or not and the medium of communication which was most effective in creating awareness. Hence it's need for this research.

SCOPE OF THE STUDY :-

1. This study is applicable to employees of various departments including- Corporate Planning, Sales & Marketing, SSE Team, HR & MS.
2. The study would also help Samsung Electronics to direct their marketing efforts by identifying customer preference and also the role of different media in creating awareness.

TOOLS USED IN THE STUDY :-

The data has been analyzed mainly by using the Percentage method supplemented by appropriate charts. The tools that were used for the purpose of analyzing are:

1. Percentage Analysis
2. Chi-Square Analysis

ANALYSIS AND INTERPRETATION: -

The present study attempts to examine the Consumers satisfaction for consumer durables. In the light of this, the present study attempts to relate the psychology of the consumers with the marketing principles.

PERCENTAGE ANALYSIS:-

Which products of Samsung are most preferable by customers?

Product	No of respondents	%age of respondents
TV	4	16%
Washing machine	7	28%
Refrigerator	4	16%
AC	10	40%
Total	25	100

Interpretation:

The above table is showing that 40% of sales in AC, It means the selling of AC is more than that of other Samsung products.

CHI-SQUARE TEST :-

	Observed N	Expected N	Residual
AC	2	1.3	.7
7	1	1.3	-.3
10	1	1.3	-.3
Total	4		

Test Statistics:-

	Age of the respondent
Chi-square	.500 ^a
df	2
Asymp. Sig	.779

- a. 3cells(100%)have expected frequencies less than 5. The minimum expected cell frequency is 1.3.

REVIEW OF LITERATURE :-

- **Kumaravel (2012)** investigate the customer based brand equity on hypermarket store in India, the study associated to the rural people and outcome provides some exciting and Practical information. Taking into consideration the five preferred brand equity jointly, Perceived quality was found to be efficient on building brand equity. That is to say, for hypermarket customer quality is significant pointer for choice of hypermarket shop. Perceived quality may be reflected of superior technology, shop atmosphere, merchandise service etc. The result may be at a standstill lucid since the brand image, brand awareness, brand association and brand loyalty are not alleged as vital factors building brand equity.
- **Hay them, Pierre, & Dwight (2011)** evaluated the relative impact of a long-standing brand management instrument and a short-range marketing mix instrument on brand equity arrangement. The authors determine customer perceptions of promotional strength and brand character and model their impact on brand equity.
- **Davis-Sramek, B., Mentzer, J. T., & Stank, T. P. (2008).** Studied about Manufacturers currently realize themselves within the position of finding new ways in which to stay competitive within the era of retail power.

FINDINGS OF THE STUDY :-

1. With this research we find that the awareness about the Samsung products is more.
2. The role of media is very effective in making people aware about the Samsung brand specially Television plays an important role to influence the peoples.
3. So we found that the products are many more with the dealers but the demand of Television is very high as selling of AC is much more than that of others.
4. After analyzing the data we find that Samsung having a good position in the market and almost taking advantages in every area as compared to the other brands.
5. We also get that customers get influenced by various factors and make their buying decision. The most influencing factor is brand image and advertising is the second influencing factor in buying decision.

SUGGESTIONS OF THE STUDY :-

There are a few **suggestions** which if implemented/considered can bring about enhancements in the way employees build their product awareness level:

1. It is recommended that **periodic product training** sessions in branches as well as corporate office should be conducted so as to keep employees updated. A dedicated presentation or longer-term training on products is an ideal opportunity for getting the message across.
2. For enhancing employee awareness it is important to motivate them. Therefore, **quiz and tests** should be conducted at regular intervals and motivate them by offering gifts and prize for employee performing well in test and quiz.
3. Another way of increasing awareness level is giving **demos** of highly focused products that will lasts forever in their mind.
4. Staff should be kept informed which new product of their organization is launched via **presentations, e-mails, pamphlets**.

CONCLUSION FOR THE STUDY :-

The aim of this study was to study and analyze the awareness level of employees on own products before and after product training session. Coming to home from a tiring job and then to open the wardrobe just too bad smelling dirty clothes waiting to receive the delicacies of your hand can easily draw tears from your eyes, but now an easy solution available in almost all households is the presence of Samsung refrigerator. My study found that, the dealers are somewhat satisfied with the Samsung Company but some retailers are not satisfied by the company neither in the way of credit facility nor by the distribution system of Samsung.

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