

A STUDY ON CONSUMER BRAND PREFERENCE AND SATISFACTION TOWARDS SAMSUNG PRODUCTS IN SIVAGANGAI

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ABSTRACT

The preference of customers is nothing but the required a product or commodity according to their expected features and attributes. In this regard the researcher is dealt with the housewife and taken them as respondents in the name of customer on their choices of purchasing electronic goods. In this fast moving world, the city life has much more advanced in many schedules. Without the adoption of electronic good one family could not be a competed one in the society. The family is always lead by the women, who shares the half of the burden of the leader for a family. In such a situation she preference more advanced and supporting commodities which fulfils her day to day works. The researcher has designed a framework or a task which is actually leads to find the significant relationship between the wife acceptance factor and the electronic goods. This study is analyse consumer brand preference and satisfaction of Samsung products in sivagangai.

Keywords: Consumer, Brand preference, Satisfaction, Household products.

INTRODUCTION

Consumer is the king in the market. In today's competitive environment attracting, satisfying and maintaining consumer is more difficult than producing goods. For a single product a lot of brands are available in the market. In the case of home appliances a lot of foreign and national brands are there for customers to choose from. The objective of this study was to identify the factors influencing preference for a brand of home appliances and determine their consumption pattern. It also reveals the attitude and perception of consumers towards different brands. The study identified the most preferred brand by consumers in each category of home appliances. Primary data was collected through personal and telephone interview with the help of a structured interview schedule.

The study reveals that consumers in Tamilnadu are using almost all the home appliances for their comfortable life. Television, Refrigerator, Washing Machine and Air Conditioners were changed to necessities from luxurious status. People are considering brand and features of the product before making purchases. Some people were influenced by festival season offers. None of the customers are using online mode of purchase for acquiring home appliances. All the respondents are satisfied with their existing home appliances and they will recommend these products to their friends and relatives.

SAMSUNG ELECTRONICS

Samsung Electronics is a multinational electronics and information technology company headquartered in Suwon and the flagship company of the Samsung Group. Its products include air conditioners, computers, digital televisions, liquid crystal displays (including thin film transistors (TFTs) and active-matrix organic light-emitting diodes (AMOLEDs)), mobile phones, monitors, printers, refrigerators, semiconductors and telecommunications networking equipment. It is the world's largest mobile phone maker by unit sales in the first quarter of 2012, with a global market share of 25.4%. It is also the world's second-largest semiconductor maker by 2011 revenues (after Intel).

CONSUMER BEHAVIOR

Consumer behavior is an important concept which studies about the individuals, groups and organizations select, buy use and dispose of goods, services, ideas or experiences to satisfy their needs and desires. But judging the consumer behavior is a difficult task to the marketer. There are many factors influence the consumer behavior. They are psychological, social, cultural, personal and economic factors. Among these psychological factor influences more by various preferences and likes like brand, taste, etc.

BRAND AND BRAND PREFERENCE

Brand is a unique design, sign, symbol or a combination of these items employed in creating the identification of a product or service. It tends the consumer to select their preferable product to get the satisfaction from the purchase of it. Brand preference is a loyalty vested by the consumer towards the product. But the irony thing is the consumer may select other substitutes if they do not get their preferable brand. If the preferred brand is available to the consumer, he may get ultimate satisfaction towards it. Such satisfaction is the main key to the marketer to move their brand in the market at large level.

REVIEW OF LITERATURE

Chen and Chang (2008) found that Brand equity has significantly positive effect on both brand preference and brand loyalty. The effect of brand equity on purchase intention is also significant.

Paulo, Duarte and Mario (2010) quoted that several factors contribute to brand preference, especially those related to brand identity, personality and image and their congruence with consumer self image. The main direct effects on brand preference are the self image congruence and the identity/ personality and image of the brand. In addition to those, the level of involvement, social environment, risk perception, demographic profile, and product visibility also show a positive influence on brand preference.

SCOPE OF THE STUDY

This study enables to have a clear insight into preference. This study focuses only the problems of the present day. Housewives and how the advent of Samsung product has satisfied the needs of the public. As Samsung products occupy an important position in the modern life, an attempt is made to find out the brand, which emerges popular among the existing brands. This study also helps to understand the factors, which influences the consumers to purchase the Samsung product.

The study has been undertaken from the consumer's point of view. This study focuses on the analysis of purchase decisions and the travel of satisfaction of consumers from Samsung product.

OBJECTIVES OF THE STUDY

1. To analyze the demographic profile of the consumer in Sivagangai Town.
2. To study the consumer brand preference and satisfaction towards Samsung products in study area.

METHODOLOGY OF STUDY

Both primary data and secondary data have been used for the research paper. Primary data includes questionnaire survey of respondents from the study area. Secondary data is collected from various published articles from journals, books, and internet websites.

SAMPLE DESIGN

The present study has been conducted for the Town of Sivagangai. However the researchers have selected 70 respondents randomly. Due to limitations of time and cost the questionnaires were collected through random sampling method.

ANALYSIS AND INTERPRETATION

The analysis of the data has been done with the use of percentage method.

Table No. - 1
Profile of the Respondents

Demographic Profile	Parameters	No. of Respondents	Percentage %
Age	20 – 30 years	11	16
	30 – 40 years	26	37
	40 – 50 years	24	34
	Above 50 years	9	13
	Total	70	100
Gender	Male	36	52
	Female	34	48
	Total	70	100

Occupation	Students	13	18
	Govt. Employees	15	21
	Private Employees	20	29
	Businessman	13	18
	Others	10	14
	Total	70	100
Monthly Income	Upto Rs. 20000	15	21
	Rs. 20000-30000	38	54
	Rs. 30000-50000	9	13
	Above Rs.50000	8	12
	Total	70	100

Source: Primary data

34% and 37% respondents are in the age group of 30 to 40 and 40 to 50 years. Out of the total respondents 52% are male and 48% are female respondents. Family income of 65% respondents is in the range of Rs.100, 001 to 300,000. 54% respondents have monthly income Rs. 20,000 – 30,000. 29% of the respondents' occupations have done private Employees.

Table No. - 2
Awareness of Samsung products to the Respondents

Awareness	No. of Respondents	Percentage %
Friends and Relatives	18	25
News paper and magazines	10	15
Television	26	37
Internet	11	16
Others	5	7
Total	70	100

Source: Primary data

From the above table shows that out 70 respondents, 25% of the respondents are brought into awareness of Samsung products through friends and relatives, 37% through televisions and 16% through internet.

Table No. 3
The factors which influenced to purchase Samsung Products

Factor influenced	No. of Respondents	Percentage %
Quality	27	39
Price	11	15
Advertisement	17	24
Brand Image	14	20
Others	1	2
Total	70	100

Source: Primary data

From the above table shows that out of 70 respondents, 39% of the respondents were influenced by quality of the product to purchase it, 15% because of price range, 24% from advertisement and 20% come under the category of Brand Image.

Table No. 4
Satisfaction level of the Respondents

Factors	No. of Respondents	Percentage %
Highly satisfied	15	21
Satisfied	27	39
Neutral	13	18
Dissatisfied	8	12
Highly dissatisfied	7	10
Total	70	100

Source: Primary data

From the above table shows that out of 70 respondents, 21% of the respondents belong to Highly satisfied, 39% of the respondents belong to satisfied, 18% of the respondents belong to Neutral, 12% of the respondents belong to Dissatisfied and 10% of the respondents belong to Highly dissatisfied category. Majority 39% of the respondents belong to satisfied.

LIMITATIONS OF THE STUDY

The study covers only Sivagangai town, it cannot generalize the entire population.

The study is restricted to 70 respondents, result are restricted within the domain.

FINDINGS

1. 34% and 37% respondents are in the age group of 30 to 40 and 40 to 50 years.
2. Out of the total respondents 52% are male and 48% are female respondents.
3. Family income of 65% respondents is in the range of Rs.100, 001 to 300,000. 54% respondents have monthly income Rs. 20,000 – 30,000.
4. 29% of the respondents' occupations have done private Employees.
5. 25% of the respondents are brought into awareness of Samsung products through friends and relatives, 37% through televisions and 16% through internet.
6. 39% of the respondents were influenced by quality of the product to purchase it, 15% because of price range, 24% from advertisement and 20% come under the category of Brand Image.
7. 21% of the respondents belong to Highly satisfied, 39% of the respondents belong to satisfied, 18% of the respondents belong to Neutral, 12% of the respondents belong to Dissatisfied and 10% of the respondents belong to Highly dissatisfied category. Majority 39% of the respondents belong to satisfied.

SUGGESTIONS

- ❖ Advertisement should be given in such a way to induce the customer to buy the product immediately after its launch.
- ❖ Exhibitions should be conducted regularly to create awareness about the product. This ultimately helps to boost the sales.
- ❖ New Samsung smart gadgets can be advertised in exhibition to educate peoples and focus on service.

CONCLUSION

The learning specific to this study has provided us with a real exposure to the market of electronic goods and its consumers level of satisfaction. People have different personalities and different attitudes and therefore good communication is required to approach the consumers. Gaining in-depth knowledge about the consumer's behaviour and electronic goods business in India as well as consumer loyalty.

Samsung Electronics Digital Appliances Company is a global leader in the home appliance industry. Dedicated to enhancing consumer lifestyles through its stylish and advanced products by offering creating solutions for consumer's everyday life.

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