A Study on Consumer Satisfaction on Samsung Brand for Home Appliances Products in Thanjavur District

1A.Akilandeswari, 2Dr. S. Sasikumar

1Ph.D – Research Scholar, 2Asst. Professor,
1,2 Department of Business Administration, Rajah Serfoji Govt. College (Autonomous), Thanjavur.

Abstract: The studies observe Consumer Satisfaction on Samsung Brand for Home Appliances Products. The implement adopted for the collection of data was the questionnaire. The questionnaire was structured based on 5-point scale of Strongly Agree, Agree, neutral, Disagree and Strongly Disagree. This study used in Friedman Test for Consumer Satisfaction in Samsung Brand for Null Hypothesis and Alternative Hypothesis. This result of the study showed that Samsung Brand reached in Thanjavur district.

Key words: Consumer Satisfaction, Samsung Brand, Home Appliances Products.

I. INTRODUCTION

The market situation and its outcome are becoming increasingly uncertain. In the light of this scenario, the organizations are becoming more and more desperate to hold the customers, to retain the market share and to survive. The scenario in the home appliances industry is equally challenging. The leading companies like Samsung, Videocon, Sony, LG and others by introducing brands at various price points have effectively segmented the market which has resulted in faster market expansion and penetration. Product differentiation and innovative marketing efforts have resulted in attracting more and more customers to their brands. In fact the competition in the rural market has assumed a battle field dimension and struggles for the survival of the fittest. Therefore in the light of this scenario, the marketing environment is changing at a very fast pace and the heightened aggression of the players in the home appliances in India, it is most appropriate to conduct a study on various dimensions influencing consumer’s purchase decisions regarding home appliances.

On July 19th, J.D. Power announced its 2016 study results, with Samsung ranking highest in customer satisfaction across six segments, including front-load washers, top-load washers, clothes dryers, dishwashers, freestanding ranges, and side-by-side refrigerators. It is the third consecutive year for Samsung to win the highest number of segment awards among the surveyed companies, beating last year’s highest ranking in 4 segments.

Samsung is also the first in the industry to receive the highest scores for two years in a row in the laundry segments, which include front-load washers, top-load washers, and dryers, clearly demonstrating the world-class performance of its products.

II. REVIEW OF LITERATURE

Rajendraprasad, K. Hanagandi, Filipe Roduguese Melo and Shrinivas Patil19 (2012) in their study on, “A Relative Analysis on Customers’ Satisfaction of Microwave Oven: Study on Selected Companies”, explain that customer satisfaction is the key for company’s boom and sustainability of today’s competitive marketing world. A company ought to know their customers’ sense towards products and services. The study enables firms to scrutinize the changes in customer satisfaction, so that company can act swiftly to satisfy them. Appraisal of customer satisfaction for unrelenting perfection is a prerequisite for any company. Customer retention is also money-spinning; companies will amplify profits by having better customer loyalty and satisfaction. Customers who are discontented tell twice as many people about it as compared to contented ones. The Indian microwave oven manufacturing companies like Videocon, Onida are having convincingly good products and also they are priced comparatively less with foreign players. The market statistics in India indicate that foreign companies LG, Samsung, IFB have achieved greater heights. The Indian key players Onida and Videocon are not able to get a bigger pie. The study aimed to analyze the satisfaction level of customers towards microwave oven products of LG, Onida & Videocon. The sample size of 300 respondents was taken from three major cities like Hubli, Dharwad and Belgaum of North Karnataka. Thus it was analyzed with statistical tools like standard deviation, arithmetic mean and testing hypothesis with chi-square test.

Napheel Yehsan64 undertook a Study on the Customer Satisfaction of Home Appliances Segment of Samsung Electronics India Ltd in Ernakulam region. The objectives of the study is to understand the customer satisfaction of the customers of home appliances segment of Samsung Electronics India Ltd in the Ernakulam region and To understand the basis
on which customers preferred Samsung over its competitors. The study reveals that there is a lot of new customers and also there are a fair number of customers retained. The customers of Samsung electronics Ltd have achieved an overall satisfaction level of 74% and majority of the customers preferred Samsung over its competitors because of the good quality and variety products offered by Samsung. On a whole Samsung is performing well in dealing with its customers, but it can improve in certain areas like post sales assistance and with regard to its prices.

Power58 conducts its first satisfaction study of major home appliances by Nigel F. Maynard J.D. Power's study measures homeowners' satisfaction with three major kitchen appliances: dishwashers, ranges/cook tops/ovens, and refrigerators. The study based on responses from 7,574 new-home buyers who recently purchased kitchen appliance with their new home or from a retailer explores such topics as consumer brand loyalty, problem occurrence, and warranty and repair service. “As the home appliance market grows increasingly competitive, quality becomes an important differentiator for consumers,” says Dale Haines, director of real estate industries at J.D. Power. This is an important issue that appliance manufacturers should consider, Haines says, since consumers can easily dismiss brands based on the information that is available for products. According to the study, Kitchen Aid, the high-end line manufactured by Benton Harbor, Mich.–based Whirlpool Corp., ranks highest in both the dishwasher and the range/cook top/oven segments. The line received exceptional ratings for performance and features. Whirlpool Gold, GE Profile, and GE Monogram also performed well in the dishwasher category, and Whirlpool Gold, Frigidaire, and

GE Profile did well in the range/cook top/oven segment. Korean manufacturer Samsung ranked the highest among refrigerator manufacturers, receiving outstanding ratings from consumers in the highly important performance factor. Samsung also received strong ratings for price. Also performing well were Kenmore Elite, Kitchen Aid, and Whirlpool Gold. The study finds that more than 90 percent of buyers of newly built homes bought their dishwashers and ranges. From the builder, but 60 percent of buyers purchased their refrigerators from a retailer rather than the builder “While builders often simplify the process of purchasing appliances, there are typically fewer options in terms of brands and features for consumers,” says Haines. “Consumers who purchase their appliances from a retailer are often more satisfied with the brand and model they ultimately purchased, because they had complete control over the purchase decision. This contributes to higher rates of brand loyalty.

Preethi13 in her study “A Study on consumer attitude towards branded products with reference to Home Appliances” analyzed the consumers’ attitude towards brands of home appliances. She pointed out that majority of the consumers prefer branded durables because of standard quality and service, easy remembrance and promotion and product uniqueness.

A study was conducted by Mrs. Santha (1996) 15 which examined the relationship between consumer life style and perception of quality ten consumer durables such as TV, VCR, refrigerator, washing machine, Mixie, Grinder, AC, Phone, personal computer, vacuum cleaner and the attributes are chosen. The result revealed the prevalence of significant difference in perception between male and female consumers. The difference in perception is also significant among respondents with different education and income levels, the author concluded that difference in perception of quality is significant in demographic segment rather than its significance in life style segment.

Elizabeth Wolgast1 conducted a study “Do husbands or wives makes the purchase decisions” and revealed that in the American family economic decisions were most commonly made jointly by husband and wife. There also seemed to be an implicit division of responsibility growingly more pronounced with increasing age and the length of the marriage. The husband played a major role in planning car purchases and the wife in planning home appliances purchases.

Daniel Starch2 conducted a study “Family Decision Making” .It is one of the earliest and the most comprehensive studies examining the influences of husband and wife in purchasing goods. The study focused on 12 products grouped into 8 categories which include both durables and non-durables. The results showed that wives express few brand preferences for predominantly for non-durables. They did most of the shopping with an awareness of the brands that their husbands preferred. The influence of the husbands and wives varied by sub-divisions on the durable goods categories.

At present many international brands like Sony, Samsung, Panasonic, Philips, LG and Thomson etc. are competing with Indian brands such as BPL, Videocon, Onida etc., to capture Indian markets. This study focuses on the consumer preference of home appliances like television and the impressions of the consumers in regards to product, price, place and promotion.

Humdal and Sandhu16 made a study “Buyer Behaviour of Television Buyers in Punjab-A Case Study” with the main purpose of determining the pre and post purchase behaviour and brand preference of Television buyers.250 samples were taken and the findings reveal that the main factors considered by the sample consumers were price of various brands and the product attributes including after sales service. The study further reveals that the word of mouth was an important source of information.
Objectives of the Study

- To identify Consumer Satisfaction on Samsung Products.
- To measure total Consumer covered in urban and rural area in Thanjavur district.
- To analyze satisfaction level of with the price of Samsung product for Home Appliances products.

Scope of the Study

The present study has been limited to Study on Consumer Satisfaction on Samsung for Home Appliances Products. The study has been covered in total consumers for Thanjavur City.

III. RESEARCH METHODOLOGY

For this study, primary as well as secondary data have been used. A structured questionnaire was designed containing a series of questions for the collection of primary data. Secondary data has been collected using various articles, books, journals, research papers, case studies, magazines, reports, newspapers and websites.

Methodology and Sampling

The study was confined in Thanjavur district. From this area 150 respondents were selected from Thanjavur city. Were analysis used in SPSS 20. In this study Consumer Satisfaction on Samsung Brand for home appliances product analysis.

IV. DATA ANALYSIS

When the null hypothesis of Friedman’s test is rejected, there is a wide variety of multiple comparisons that can be used to determine which treatments differ from each other. We will discuss the contexts where different multiple comparisons should be applied, when the population follows some discrete distributions commonly used to model count data in biological and ecological fields. Our simulation study shows that sign test is very conservative.

Friedman Test for Significant Difference between Mean Consumer Satisfactions in Samsung Brand

Null Hypothesis: There is no significant difference between mean ranks towards the Consumer Satisfactions in Samsung Brand.

Alternative Hypothesis: There is a significant difference between mean ranks towards the Consumer Satisfactions in Samsung Brand.

<table>
<thead>
<tr>
<th>Consumer Satisfactions in Samsung Brand</th>
<th>Mean Rank</th>
<th>Chi-Square value</th>
<th>Degrees of freedom</th>
<th>Asymp. Significant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influencer</td>
<td>5.09</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Who is the purchase decision maker in your family?</td>
<td>4.23</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What kind of media advertisement makes an impact on your purchase decision?</td>
<td>4.49</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mode of purchase</td>
<td>3.89</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What Brand of Television do you have?</td>
<td>4.54</td>
<td>104.162</td>
<td>8</td>
<td>0.000</td>
</tr>
<tr>
<td>What Brand of Refrigerator do you have?</td>
<td>5.63</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What Brand of Washing machine do you have?</td>
<td>6.09</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What Brand of Air Conditioners you have?</td>
<td>5.17</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What Brand of Microwave do you have?</td>
<td>5.87</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Output generated from SPSS 20

Interpretation of the Result

From the above table, it is found out that all the variables related to the Consumer Satisfactions in Samsung Brand significance value less than 0.05 at 1% level of significance, thus the null hypothesis is rejected. Thus, it is concluded that there is significant difference between mean ranks towards the Consumer
Satisfactions in Samsung Brand. Over all the Nine Consumer Satisfactions in Samsung Brand to prefer the brand that makes me feel Better to the consumer and the highest rank (6.09), that the Consumer Satisfactions in Samsung Brand.

**Limitation of the Study**

In this study draw bake for Samsung television no picture clarity and sound effect of the television. And second draw bake for Refrigerator for high electricity consumption and cooling facility is low. And third draw bake for Washing machine is damage on the dresses and take over water to be consumed. And fourth draw bake for Air Conditioners low cooling capacity and automatic off of machine. And fifth draw bake for Microwave over hot temperature is high and quickly west of the kitchen sets. So this very draw bakes for all home appliances products in Thanjavur city. One or more consumer was disappointed for Samsung Brands.

V. CONCLUSION

This study concluded for most popular Samsung Brand reached in Thanjavur city. All the consumer satisfaction for a Samsung Television, Samsung Refrigerator, Samsung Washing machine, Samsung Air Conditioners, Samsung Microwave using the home appliances products fully satisfied and more ever some people are where dislike the products draw bake of the study. When using the Friedman test for Consumer Satisfaction in Samsung Brand for Null Hypothesis and Alternative Hypothesis were Significant.

**REFERENCES**


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[9]. Humdal and Sandhu16 made a study “Buyer Behaviour of Television Buyers in Punjab-A Case Study”.