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A STUDY ON CUSTOMERS SATISFACTION TOWARDS LCD TELEVISION IN COIMBATORE CITY

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Abstract:-The project entitled "a study on customer satisfaction towards LCD television in coimbatore city" is carried out with an objective to determine the customer satisfaction of different brands. Television is one of our world's most important means of communication. We can watch films, listen to interviews and hear the sounds of events that happen far away. Television teaches us about countries and cultures and we can enjoy entertainment, like series, comedies, game shows or sitcoms. Television has been influencing our lives since it was developed over 80 years ago. Television can be used to teach uneducated people. Television should telecast the programmes which entertain the people in the right way as well as improve their knowledge and character. Now a days Liquid crystal display are most famous in television model. LCD television. Liquid crystal displays are small in size and weight. It has many advanced features like pendrive, games and etc., Liquid crystal displays do have drawbacks, and these are the subject of intense research. The primary data was collected through distribution of questionnaire the the customers convenience sampling method was selected. After collecting the data from the respondents it was analyzing using simple percentage method, chi-square and weighted average score used for analyzing the collected data. Secondary data was collected from related websites, books.

Keywords: Television, Programmes, Knowledge, LCD, Customer satisfaction.

INTRODUCTION OF TELEVISION

Television is one of our world's most important means of communication. It shows us information programs, like the news, documentaries, and sports events. We can watch films, listen to interviews and hear the sounds of events that happen far away. Television teaches us about countries and cultures and we can enjoy entertainment, like series, comedies, game shows or sitcoms. A television set can be used for other things as well. You can record shows and films for later viewing, play video games, watch DVDs, or even browse the Internet. Television has been influencing our lives since it was developed over 80 years ago. It is an important way of spending our free time and shapes people's opinions about various issues.

Television can be used to teach uneducated people. Through it we can improve knowledge of our students and educated people.we can present on TV educational programmes of different categories. Television telecast programmes of general information. Television should telecast programmes which entertain the people in the right way as well as improve their knowledge and character

Now a days Liquid crystal display are most famous in television model.The most common application of liquid crystal technology is in liquid crystal displays (LCDs). This basic idea is common to all displays, ranging from simple calculators to a full color. LCD television.Liquid crystal displays are small in size and weight. It has many advanced features like pendrive,games and etc., Liquid crystal displays do have drawbacks, and these are the subject of intense research. Problems with viewing angle, contrast ratio, and response time still need to be solved before the

LCD replaces the cathode-ray tube. However with the rate of technological innovation, this day may not be too far into the future.

OLIVER (1980) , the following definition has been proposed as being consistent with the conceptual and empirical evidence to date: Satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment.

SESHAIAH AND KRISHNA (2003) say that branding of TV is an important factor in determining the choice of TV by buyers, which depends not only on age, education and income, but also on personality and psychological dimensions. Consumers buy not the products but bundle of emotions.

J. PRIYADHARSHINI AND M. SELLADURAI expressed that factors like company image, price and perfection is the major choice of the customers while buying television. All the electronic products are in need of above three qualifications to survive in the market. Customer satisfaction index is a good tool to make improvements in the products and services of the company and therefore should utilize carefully and kept as confidential as possible.

S.MADHAN KUMAR and S.JUSTIN says that the purchase decisions are made on advertisement, promotional activities, quality, and design. An advertisement In TV and other effective mass medias will help to create awareness of the television.

U.DINESH KUMAR AND K.PRABHU expressed that the customers prefer budget price to save some money but still have access to all the same internet features available in the models. Certain factors which inhabit and facilities the customer preference of the availability and reduce the price were found out.

STATEMENT OF PROBLEM

Customer satisfaction has become a crucial point of purchasing the LCD television. The study about the customer satisfaction has been conducted to find out the needs, factor influenced and satisfy the customer. Thus the study is undertaken to find out the solution for satisfying the customers and to know the problems faced by the customers.

OBJECTIVES OF THE STUDY

To know about various brands of LCD television.
To study about the satisfaction level of the customers.
To identify the factor influenced to purchase.
To study about the problems faced by the customer.
To offer suggestions to improve the customer satisfaction.

SCOPE OF THE STUDY

The scope of the study is to identify the attitude of the customers dealing with the LCD television in Coimbatore city. The study focuses on the various views and expectation of the customers. So, the study will increase the features and after sales services according to the needs of the customers.

Limitations of the study

•This study area covers only Coimbatore city.
•The findings and suggestions are based on the information given by the respondents.
•The analysis based on some statistical tools which has its own limitation.

RESEARCH METHODOLOGY

The area of research is Coimbatore city. Total size of sample respondents was 100. The method used to collect the data is convenient sampling method. The study covers both the primary data and secondary data. The primary data is collected through questionnaire. The secondary data is collected through websites and other published reports.

RESEARCH DESIGN

Type of research involved in this study is descriptive research. It includes surveys and fact-findings enquire of different kinds. The major purpose of descriptive research is descriptive of the state of affairs, as it exists at present. The main characteristic of this method is that the researcher has no control over the variables; he can only report what has happened (or) what is happening. The method used to collect the data is convenient sampling method.

Tools used

•Simple percentage method
•Chi-square
•Weighted average method

ANALYSIS AND INTERPRETATION

This section presents the analysis and interpretation of the collected data from the sample (size 100) respondents spread throughout the area of Coimbatore city. The focus of analysis is exploring the components of customer satisfaction.

Table 1: Classification of the Respondents according to their Profile

S. No	Factor	Category	No. of. Respondents	Percentage
1	Gender	Male	35	35
		Female	65	65
		Total	**100**	**100**
2	Age	Upto 20 years	04	04
		21-30 Years	71	71
		31-40 Years	20	20
		Above 40 Years	05	05
		Total	**100**	**100**
3	Education	School Level	05	05
		College Level	82	82
		Illiterate	02	02
		Any other	11	11
		Total	**100**	**100**
4	Occupation	Business	14	14
		Private	50	50
		Government	11	11
		Others	25	25
		Total	**100**	**100**
5	Family Income	Rs 5000 – Rs 10000	13	13
		Rs 10000 – Rs 15000	53	53
		Rs 15000 – Rs 20000	16	16
		Above Rs 20000	18	18
		Total	**100**	**100**
6	Marital Status	Married	35	35
		Unmarried	65	65
		Total	**100**	**100**

Source: Primary Data

A brief profile of sample respondents is presented in Table 1. The Table 1 indicates that:

❖ 35 per cent of the respondents are male and 65 per cent of the respondents are female.
❖ 04 per cent of the respondents are falls under the age groups upto 20 years, 71 per cent of the respondents were between the age groups of 21-30 years,20 percent of the respondents falls under the age group of 31-40 and 05 per cent of the respondents were above 40 years.
❖ 05 per cent of the respondents were school level, 82 per cent of the respondents were college level, 02 per cent of the respondents were Illiterate and 11 per cent of the respondents were any other.
❖ 14 per cent of the respondents were engaged in business, 50 per cent of the respondents were private sector , 11 per cent of the respondents were government sector, 25 per cent of the responde nts were other category (housewife and non employeed etc.,)

- ❖ 13 per cent of the respondents are belong to the income group between Rs 5000 – Rs 10000, 53 per cent of the respondents were between income group Rs 10000 – Rs 15000, 16 percent of the respondents were between the income group Rs 15000 – Rs 20000 and 18 per cent of the respondents were fell under the income group of above Rs.20000.
- ❖ 35 per cent of the respondents are married and 65 per cent of the respondents are unmarried.

From the above, it can be conclude that majority of the respondents are female, most of the respondents were between the age group 21-30 years, majority of the respondents have completed college level, most of the respondents were working in private sector, majority of the respondents were fells under the income group between Rs 10000 – Rs 15000 and most of the respondents are unmarried.

Chi – square analysis

Table 2: Income and features of the product

Ho: There is no significant relationship between income and features.

Degree of freedom	Calculated value	Table value	Level of significant	Remarks
12	11.555	21.026	5%	Accepted

Source: Primary Data

Interpretation:

The calculated value 11.555 which is less than the table value 21.026. So the null hypothesis is accepted. Hence, there is no significant relationship between income and features.

Table 3: Age and overall satisfaction about the brand

Ho: There is no significant relationship between age and over all satisfaction.

Degree of freedom	Calculated value	Table value	Level of significant	Remarks
12	7.704	21.026	5%	Accepted

Source: Primary Data

Interpretation:

The calculated value 7.704 which is less than the table value 21.026. So the null hypothesis is accepted. Hence, there is no significant relationship between age and overall satisfaction about the brand.

Table 4: Occupation and Satisfaction level of price

Ho: There is no significant relationship between occupation and satisfaction level of price.

Degree of freedom	Calculated value	Table value	Level of significant	Remarks
12	27.309	21.026	5%	Rejected

Source: Primary Data

Interpretation:

The calculated value 27.309 which is greater than the table value 21.026. So the null hypothesis is rejected. Hence, there is significant relationship between occupation and satisfaction level of price.

Table 5: Educational Qualification and Quality of the product

Ho: There is no significant relationship between educational qualification and quality of the product.

Degree of freedom	Calculated value	Table value	Level of significant	Remarks
12	32.121	21.026	5%	Rejected

Source: Primary Data

Interpretation:

The calculated value 32.121 which is greater than the table value 21.026. So the null hypothesis is rejected. Hence, there is significant relationship between educational qualification and quality of the product.

Table 6: Gender and Factor influenced to purchase

Ho: There is no significant relationship between gender and factor influenced to purchase.

Degree of freedom	Calculated value	Table value	Level of significant	Remarks
2	0.271	5.991	5%	Accepted

Source: Primary Data

Interpretation:

The calculated value 0.271 which is less than the table value 5.991. So the null hypothesis is accepted. Hence, there is no significant relationship between the gender and factor influenced to purchase.

Weighted average score

Table 7: Characteristics of the product and level of Customer Satisfaction

Characteristics	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total	Rank
Sound	48	26	26	07	05	405 (20.95)	I
Picture	26	40	22	06	06	374 (19.35)	IV
Colour	46	30	12	05	07	403 (20.85)	II
Size	33	34	21	05	07	371 (19.19)	V
Feature	35	32	17	10	06	380 (19.66)	III

Source: Primary Data

Table 7 gives an overall view of the customer satisfaction with the characteristics of the product. Sound got the I rank, Colour got the II rank, Feature got the III rank, Picture got IV rank and Size got the V rank.

Findings

Simple percentage

- ❖ Majority of the respondents are female.
- ❖ Most of the respondents were between the age group 21-30 years.
- ❖ Majority of the respondents have completed college level.
- ❖ Most of the respondents were working in private sector.
- ❖ Majority of the respondents were fells under the income group between Rs 10000 – Rs 15000.
- ❖ Most of the respondents are unmarried.

Chi – Square

- ● There is no significant relationship between income and features.
- ● There is no significant relationship between age and overall satisfaction about the brand.
- ● There is significant relationship between occupation and satisfaction level of price.
- ● There is significant relationship between educational qualification and quality of the product.
- ● There is no significant relationship between the gender and factor influenced to purchase.

Weighted average method

The customer satisfaction with the characteristics of the product. Sound got the I rank, Color got the II rank, Feature got the III rank, Picture got IV rank and Size got the V rank.

SUGGESTIONS

The manufacturers should increase the features and reduce the price of the product in order to satisfy the customers. The producers should concentrate on the after sales service and needs of the customers to improve the sales and to avoid to changing the brand.

CONCLUSION

The study on customer satisfaction towards LCD television in Coimbatore. The market for LCD television is becoming more competitive now a days. Therefore the producers of LCD television should understand the customers needs mush to find higher sale of their products. The buyer prefer the product only for price, model features, etc. manufactures should concentrate on these things to increase their sale and satisfy their customers.

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