



# GOLDEN RESEARCH THOUGHTS

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## ORIGINAL ARTICLE

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### A STUDY ON CUSTOMERS SATISFACTION TOWARDS LCD TELEVISION IN COIMBATORE CITY

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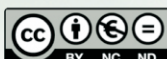


K. Brindha

#### 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.

#### Article Indexed in



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### Introduction

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.

#### A Good Introduction :-

*Give a method of reasoning. State your particular hypothesis(es) or objective(s), and depict the thinking that drove you to choose them. Extremely briefly depict the exploratory configuration and how it achieved the expressed destinations.*

### Materials

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.

#### A Good Materials :-

*Materials may be accounted for in a different passage or else they may be distinguished alongside your systems. In biosciences we habitually work with arrangements - allude to them by name and portray totally, including convergences of all reagents, and pH of watery arrangements, dissolvable if non-fluid.*

### Result

Must add result in your article.

#### A Good Result :-

*Results are as per aims and objective and useful to further research .*

### 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.

#### A Good Conclusion :-

*You may propose future headings, for example, how the analysis may be adjusted to achieve an alternate target. Clarify the majority of your perceptions however much as could be expected, concentrating on systems.*

### References

- Marketing-Dr.N.RajanNair,Sanjith.R.Nair
- Principles of marketing - philipkolter
- Fundamentals of marketing - william.j.stanton
- www.google.com
- www.samsung.com
- www.sony.com

#### A Good References :-

*There are Places where the Author K. Brindha and M. Saranya Need to Cite a Reference, but Have Not*

### SUMMARY OF ARTICLE

No.		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers	✓				
2.	Originally & Novelty of the ideas		✓			
3.	Importance of the proposed ideas	✓				
4.	Timelines			✓		
5.	Sufficient information to support the assertions made & conclusion drawn		✓			
6.	Quality of writing (Organization, Clarity, Accuracy Grammer)	✓				
7.	References & Citation (Up-to-date, Appropriate Sufficient)		✓			

### FUTURE RESEARCH PLANNING:

1. Innovation for Tomorrow's Enterprise – Research Areas: Digital consumers, Healthcare economy, Sustainable tomorrow, Emerging economies, Pervasive computing, Smarter organizations.
2. Certificate Courses in Commerce  
<http://targetstudy.com/courses/commerce/#CertificateCoursesInCommerce>
3. International Conference on Franchising - A Gateway for Growth on 6th and 7th March 2014 organized by The Department of Commerce

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This is to certify our Editorial, Advisory and Review Board accepted research paper of **K. Brindha and M. Saranya** Topic:- **A Study On Customers Satisfaction Towards Lcd Television In Coimbatore City** College:- **Associate Professor, Dept. of Commerce(ca) Dr. S.N.S. Rajalakshmi College of Arts and Science, Saravanampatti, Coimbatore.** The research paper is Original & Innovation it is done Double Blind Peer Reviewed. Your article is published in the month of **March** Year 2015.



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Editor-in-Chief

## CERTIFICATE OF EXCELLENCE IN REVIEWING

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The research paper is Original & Innovation it is done Double Blind Peer Reviewed. Your article is published in the month of **March** Year 2015.



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Editor-in-Chief

### REVIEWER COMMENTS

- My remarks here are concerned singularly with the association of the composition.
- Thought of these focuses will, I accept, lead to an enhanced report that better shows the key ideas and conclusions.
- Generally, this is a reasonable, brief, and elegantly composed original copy.
- The presentation is pertinent and hypothesis based.

Authorized Signature

*Ashok Yakkaldevi*

**Dr. Ashok Yakkaldevi**  
Review Editor

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