



OVERVIEW OF CUSTOMER'S AWARENESS AND EFFECTIVENESS LEVEL ON SAMSUNG ELECTRONIC PRODUCTS

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Abstract

The overview of customer's awareness and effectiveness Level on samsung electronic products aims To study the awareness level consumer electronic products , to determine the percentage of people preferring the particular brand in the consumer electronics products check the medium of awareness of the insurance plans. Both t primary and secondary data were used for collecting the information. A structured questionnaire is used for primary data and secondary data was obtained through some textiles records, Journals, Magazines and Websites. Satisfied sampling used is used in selecting sample. Sample size used 200. The data analysis is done using percentage analysis and Chi square method is applied. Awareness is spread so far among the public where they expect a lot from the companies. The result of the study gave a positive opinion on the variables selected.

Key Words: Marketing, Customer Awareness And Samsung Products.

Introduction

With Indian economy increasingly witnessing structural transformation from a rural, agricultural one to more urban industrialized one, consumer durable goods sector is fast emerging as an important segment of the economy. Consumption of manufactured consumer goods is recognized as one of most widely accepted measures of standard of living and quality of life. Consumer goods manufacturing industry provides the driving force for stimulating rapid economic growth. The growth rate of manufacturing and consumer goods industry normally surpasses that of agriculture and service sectors. It is for this reason that the manufacturing and consumer goods durable industry is considered the backbone of economy. Rs 3,000-crore consumer durables industry can be divided into two types: consumer electronics and consumer utilities. Consumer electronics is basically entertainment systems like television, DVDs, Mobile Phones, audio systems and home theater systems. Consumer utilities are other household appliances like refrigerators, washing machines, air conditioners, food processors, and vacuum cleaners. Brand awareness is when people recognize your brand as yours. This does not necessarily mean they prefer your brand (brand preference), attach a high value to, or associate any superior attributes to your brand, it just means they recognize your brand and can identify it under different conditions.

Samsung Electronics is one of the leading MNC in Indian Consumer Electronics industry. Due to its service and products it is still in consumers preferred Brand. it is awarded No.1 in Customer Satisfaction. Also it is named No.1 brand. To make it more profitable and to expand its business to every corner the awareness survey is essential here. India is a country in a hurry – changing continuously and also trying hard to keep pace with these changes. The 'me too' syndrome is no longer valid as consumers seek customized products. "The Indian consumer consumer's evolution in the last decade has thrown up some interesting trends:

1. Consumer base becoming younger. Nearly a third of the country's population is under the age of 20years.
2. Kids graduating from pester power to decision makers.
3. People with buying power living longer and developing distinct health needs.
4. Multi-tasking consumers fighting paucity of time and new consumer trends.
5. Huge increase in High Income Groups and spend now-save later mentality leading to high disposable income.

Need of The Study

1. To develop flexible products that is based on consumer needs and insights.
2. To compete the existing competitors in the tough consumer electronics industry. There are more than hundreds of Multi National Companies, National and Local companies and brands in the existing consumer electronics market.
3. To make of long survival run for the company.
4. Many other field companies and brands extending and introducing their brand name in this big and wide consumer electronics market. Also to complete them strongly to survive in the market.

Scope of The Study

The scope of the study entitles the details of the survey conducted:

1. The survey carried out for SAMSUNG products. Is A study on Overall Awareness level of products of Samsung Electronics India Ltd.

2. The survey is to meet most of the prospective respondents and to gather Information to their awareness of the consumer electronics products.
3. The respondents of the survey include housewives, businessmen, professional, retired persons, government employees etc.
4. The motto of the study is to create and check the overall awareness level of the products of the Samsung India Ltd.
5. The survey was conducted over 180 respondents to obtain the necessary information.
6. The scope of the study involves in identifying the
 - a. General presumption of the respondents over consumer electronics products.
 - b. Respondents preferred product and brand on the consumer electronics industry.
 - c. Respondent's medium of awareness.
 - d. Respondent's knowledge on consumer electronics products.
 - e. Respondents preferred mode to promote the products.

Objectives

1. To study the awareness level consumer electronic products.
2. To determine the percentage of people preferring the particular brand in the consumer electronics products.
3. To check the medium of awareness of the insurance plans.
4. To check the customer's perception towards the particular brand.
5. To determine the customers preferred mode of advertisement to promote the products.

Swot Analysis: Consumer Electronics Industry

| Strength | Weakness |
|---|---|
| <p>Advancement of technology which gives the companies ability to introduce new products and new product features.</p> <p>High Growth. Key drivers being Urban and Rural.</p> <p>Government Policies in favour of Industry includes infrastructure development, reduction in excise duty and so on.</p> | <p>Supply continues to outstrip Demand. Demand Cyclical and seasonal.</p> <p>Volatile performance of the agricultural sector have a negative impact on demand. The sector's performance is highly dependent on monsoon and reforms, which has failed often.</p> |
| Oppourtunities | Threats |
| <p>Diversification. Developing new products for new markets.</p> <p>Easy availability of finance has stimulated consumers to buy durables.</p> <p>Changes in Consumer Outlook from spend now-save later mentality leading to high disposable income.</p> | <p>Dozen companies operating in the white goods segment.</p> <p>Prices would continue to remain depressed and margins will be under pressure.</p> <p>Threats of cheaper imports from China and other South East Asian countries</p> |

Research Methodology

Research Methodology is a way to systematically solve the research problem. It guide us to how research is done scientifically. It consists of the different steps that are generally adopted by a researcher to study his research problem along with the logic behind them. It is necessary for the researcher to develop certain indices or tests, how to calculate the mean, mode, median or the standard deviation or Chi-square and how to apply particular research techniques.

Research Design

Since the survey relates to the awareness of consumer, it is descriptive in nature. As far as this study is concerned, the information is gathered from the respondents and analyzed with the help of various variable related to the study and the solution is interpreted. Moreover, cross-sectional analysis has been done for processing the data and information in order to

attain the objectives of the study. The solution is towards the end to find out the overall awareness level of the products of Sansui India Ltd in Madurai city.

Descriptive Research Design

Descriptive research includes surveys and fact finding enquiries of different kinds. The major purpose of the descriptive research is description of the state of the affairs as it exists at present. In social science and business research the acquire often use the term “Ex-post facto” research for descriptive research studies.

Source of Data: The method of data collection involves primary and secondary data.

Primary data: Primary data was collected by means of administering a questionnaire to the respondents.

Secondary data: Secondary data was collected from the various sources such as the records, journals, magazine, internet, etc.

Research Instrument: The instrument used for the study is the questionnaire, which is one of the effective instruments for collecting data. The questionnaire consists of open-ended and closed-ended question and is arranged in sequential order.

Sampling Plan

Sampling Technique: The technique adopted in this study is the convenient sampling of non-probability sampling method. Since the data collected is not from the office but by the means of opinions of consumers awareness and effectiveness level, it is a convenient sampling .

Sample Size: Since the time duration was very short the total respondents constitutes 200.

Sampling Method

Convenience Sampling

In this method the sample units are chosen primarily on the basis of the convenience to the investigator. The units selected may be each person who comes across the investigator very frequently.

Statistical Tools Used: Chi-square Analysis

Percentage Analysis

The most widely and commonly used statistical method is Percentage Analysis. In this method the collected sample is calculated to the total number of response to the value of Hundred. It is denoted by the symbol %.

Overall Awareness on The Television Brands

| Company | No. of Respondents, TV | Percentage TV (%) |
|--------------|------------------------|-------------------|
| Samsung | 40 | 20 |
| Sony | 38 | 19 |
| Onida | 32 | 16 |
| Micromax | 26 | 13 |
| LG | 22 | 11 |
| Index | 18 | 09 |
| Videocon | 14 | 07 |
| Others | 10 | 05 |
| Total | 200 | 100.00 |

Products Owned by The Respondents

| Options | No. of Respondents TV | Percentage TV (%) | No. of Respondents Mobile Phone | Percentage Mobile Phone (%) | No. of Respondents DVD & Home Theatre | Percentage DVD & Home Theatre (%) |
|---------|-----------------------|-------------------|---------------------------------|-----------------------------|---------------------------------------|-----------------------------------|
| YES | 190 | 95 | 138 | 69 | 60 | 30.00 |

| | | | | | | |
|--------------|------------|---------------|------------|---------------|------------|---------------|
| NO | 10 | 5 | 62 | 31 | 140 | 70.00 |
| TOTAL | 200 | 100.00 | 200 | 100.00 | 200 | 100.00 |

Ranking of Television Brands According To The Respondents

| Rank | TV |
|------|----------|
| 1 | Sony |
| 2 | Onida |
| 3 | Samsung |
| 4 | Videocon |
| 5 | Philips |
| 6 | LG |
| 7 | Micromax |
| 8 | Index |
| 9 | Others |
| 10 | Govt. TV |

Education Vs Awareness of Samsung Products

Ho: Null Hypothesis: There is no significant dependency between the education of respondents and Awareness of Sansui products.

H1: Alternate Hypothesis: There is significant dependency between the education of respondents and Awareness of Sansui products.

Mode of Advertisement Vs Respondents Buy Sansui Products

Ho: Null Hypothesis: There is no significant dependency between mode of advertisement and respondents buy Sansui products.

H1: Alternate Hypothesis: There is significant dependency between mode of advertisement and respondents buy Sansui products.

Findings

1. 1.20% of respondents are more aware about Samaung TVs.
2. From the table it is observed that 26.6% of respondents are more aware about Sony DVD Players.
3. From the table it is observed that more than 95.5% of respondents having Television in their home/office and remaining not having television.
4. From the table it is inferred that 27.5% of respondents were having Samsung Mobile Phones.
5. For the overall awareness of Samsung products, from the table it is observed that 76% of respondents were aware of Samsung TVs and the remaining not aware. For Samsung mobiles 47.7% of respondents aware of it and the remaining not aware of it.
6. From the table it is observed that respondents say they know the product through 32% by TV, 23% by newspaper, 19% by magazine, 16.8% by radio and 8.8% by other mode.
7. From the table it is observed that 80.5% of respondents were aware of availability of Samsung products nearby them and remaining not aware of it.
8. From the table it is observed that 68.33% of respondents were aware of availability of Samsung service centers nearby their location and the remaining not aware.
9. There is no significant dependency between Respondent's age and Awareness of Sansui products.
10. There is no significant dependency between the education of respondents and Awareness of Sansui products.



Suggestions

1. They should also arrange road shows to make the product more aware among public.
2. The company should concentrate on advertisement for more repetition of the products and its services.
3. The satisfaction level and the services of other competing products should have to be compared and proper steps have to be taken to overcome them.
4. For the promotion of business and the services the perfect Brand Ambassador has to select. According to the respondents of this region Actor Surya can be selected as a Brand Ambassador for the company.
5. Samsung giving Television Awards for Actor, Actress, programs and many more awards for Hindi television programs. This can be expanding to other regions and other languages also. This may give good perception and more awareness on the company.
6. Duration for the servicing of products has to be minimized. This may led to good perception on the company.

Conclusion

Any company depends directly or indirectly on the customer satisfaction, as they are the backbone of the company. With the changing environment and the development of the technology, awareness is spread so far among the public where they expect a lot from the companies. More and more repetition of advertisement of products and services on the preferred mode like TV and newspaper make more awareness of the products among the people. So the company can hold more and more sales and can attain considerable place in the market. The current trend is move on the changing figure. So the customer expectations are rising relentlessly, competitors will survive who can satisfy the customer needs sooner and faster. One who address the changing trend and make prior changes in their product and approach can survive in the market for long run. The study has helped with many useful findings and hopes for the futuristic purpose for growth of the Consumer Electronics industry. So, precise marketing plan which would embark awareness of the importance of products and services of the company should be designed to reach the prospective customer.

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