



STUDY ON CUSTOMER SATISFACTION TOWARDS SAMSUNG CARE SERVICE PROVIDE AT PATAN CITY

Meenaben R. Hirvaniya

Prof., Assistant Professor, Smt.T.S.R Commerce College, Patan-384265

ABSTRACT

The Indian Electronics Industry is a text for investors who are considering India as a potential investment opportunity. The research paper have put focus and designed to cover various segments of India's electronics industry, which include telecommunications, consumer electronics, computer hardware and software, and medical electronic systems. The authors have examined the roles of government, major companies in electronics including the multinationals, research organizations, and educational institutions in establishing the infrastructure. The satisfied customer will help in bringing the new customers by the "word of mouth". It is a measure of how product and service supplied by a company meet the customer's expectations. This paper emphasis on Customer expectation is the need, wants and demand idea of customer about a product or a service of Samsung Care.

KEYWORDS : Indian Electronics Industry, Samsung care, Customer Satisfaction

1. INTRODUCTION

SAMSUNG is a Korean company, established in 1938 trading company by lee byung-chung. In the period between 1938 to 1960 it enter into food, textile, insurance and electronics business. India is the fifth largest economy in the world and has the second largest GDP among emerging economies. Owing to its large population, the potential consumer demand is almost unlimited and consequently under appropriate conditions, strong growth performance can be expected. In fact, the liberalization of the economy in 1991 has led to rapid growth. The electronics industry, in particular, is emerging as one of the most important industry in the Indian market.

1.1 Company Profile

- Samsung India Electronics Private Limited (SIEL):
- Samsung India is the hub for Samsung's South West Asia Regional operations. The South West Asia Regional Headquarters looks after the Samsung business in Nepal, Sri-Lanka, Bangladesh, Maldives and Bhutan besides India. Headquartered in New Delhi, India which commenced its operations in India in December 1995, today enjoys a sales turnover of over US\$ 1Bn in just a decade of operations in the country.

1.2 Industry Overview

India is the fifth largest economy in the world and has the second largest GDP among emerging economies. Owing to its large population, the potential consumer demand is almost unlimited and consequently under appropriate conditions, strong growth performance can be expected. In fact, the liberalization of the economy in 1991 has led to rapid growth. The electronics industry, in particular, is emerging as one of the most important industry in the Indian market.

1.3 Global Scenario

Electronics industry is among the largest and fastest growing manufacturing Industry in the world. The total Electronics Equipment Production of the world during the year 2017 was estimated to be around US\$ 2.0 trillion. The maximum production was that of Computer Systems and Peripherals (26.6 percent) followed by communication equipment (21.7 percent), Consumer Electronics (12.6 percent), Instruments (10.7%), industrial equipment (9.5 percent) and Equipment for Government / Military (8.8 percent).

2. Literature review

Faiq Kamal Haider Hashmi, Faisal Khalid, Muhammad Ammar Akram and Usman Saeed have studied on explore the brand loyalty of Samsung electronics focusing the special part of south Punjab of Pakistan (Bahawalpur and Multan). This projected model is

examines major variables moderating the relationships of, brand trust, service quality, brand credibility, customer satisfaction, brand image with these challenging models of the relationships amongst the impact of, independent variables on brand loyalty.

Nidhi P. Shah, The main aim of this research paper is to find customers satisfactions with relations to some variables like individual features, price, brand name etc. In this study researcher has focused on the customer of Bhavnagar city and research is carried out by primary data analysis tools like Correlation, study indicates an average satisfactions of customers toward MOBILE HANDSET USERS OF SAMSUNG.

3. Theoretical background

Customer: Customers Are Consumers. Customers are defined by their purchase of goods, or their contracting for services, as the consumer, or end user. As the term is commonly used, a customer is the end consumer of a product.

3.1 Customer Satisfaction

The definition of customer satisfaction has been widely debated as organizations increasingly attempt to measure it. Customer satisfaction can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations. Satisfaction also is based on the customer's experience of both contacts with the organization and personal outcomes. Some researchers define a satisfied customer within the private sector as "one who receives significant added value" to his/her bottom line a definition that may apply just as well to public services.

4. Research Methodology

The methodology of research of customer satisfaction in Samsung services in patan city. Research problem is Selected for the purpose of the project to study the Consumer behaviour in relation to their perception, Attitudes, preference, expectations, satisfaction and Dissatisfaction with reference to the Samsung service.

4.1 Survey methodology:

A field of applied statics of human research surveys, studies the Sampling of individual units from a Population and associated survey Data collection techniques, such as question construction and method of improving the number and accuracy of response to survey.

4.2 Objective of study:

- To know the difference between the price of local market service provider and Samsung service centre.
- To know different type of service provided by local market and Samsung service centre.

- To know the customer satisfaction level of Samsung company services.
- To find factor influencing while choosing a branch service.
- To find the general problem faced by existing Samsung customer service.
- To study how the satisfaction level varies from one group to other.

4.3 Hypotheses:

H0: There is no significant difference in Gender and their usage of products.

4.4 Research design: Research's process is based on "survey method". The Survey question will be fill by random people of Patan. And the data will be analyzed and its interpretation and the statically proof will be done. The final conclusion will be based on the research and its analysis and interpretation.

4.5 Sampling frame and size: The sample size is 60 survey responds is enough for the understand the customer satisfaction towards Samsung services provide at patan city. Patan city's population is 8 thousand. For the estimation of the 2 thousand is enough for the learning stage in collect the assignment.

4.6 Sampling Method: Sampling method is "Non Random Judgemental Sampling" The question will be filling by random people of Patan. The questions form will be filled by Independent.

4.7 Data collection:

- **Primary data:** The proposed research study will be mainly based on primary source of the information to be collect through field work(survey).the primary data will be collected from the concerned respondent.
- **Secondary data:** the secondary data will be collected from various book, journal, magazine, pamphlet, newspaper and websites.

4.8 Limitation of study:

1. The Study of the topic will be limited to the Patan city.
2. The respondent may replay incomplete questioner.
3. The time duration of will be limited to month of August, 2018

Data Analysis and INTERPRETATION

5.1 Have you seen the advertisement of Samsung Products from the following media?

5.1 Advertisement					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1=television	34	45.3	45.3	45.3
	2=newspaper	4	5.3	5.3	50.7
	3=magazine	2	2.7	2.7	53.3
	5=social media	6	8.0	8.0	61.3
	6=other	29	38.7	38.7	100.0
	Total	75	100.0	100.0	

Interpretation: The above table shows that 45.3% of the respondent mainly influenced by the advertisement in television and the other like friends and relatives reference that is 38.7%.

5.2 Why do you prefer Samsung product?

5.2 Samsung product					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1=quality	52	69.3	69.3	69.3
	2=comfort	6	8.0	8.0	77.3
	3=price	5	6.7	6.7	84.0
	4=prestige	12	16.0	16.0	100.0
	Total	75	100.0	100.0	

5.3 Which product of Samsung are you using now?

5.3. product user					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1=Mobiles	52	69.3	69.3	69.3
	2=Televisions	8	10.7	10.7	80.0
	3=refrigerator	5	6.7	6.7	86.7
	4=washing machine	3	4.0	4.0	90.7
	5=laptops	5	6.7	6.7	97.3
	6=others	2	2.7	2.7	100.0
	Total	75	100.0	100.0	

5.4 Hypothesis Testing

H0- There is no significant difference in Gender and their usage of products

H1- There is significant difference in Gender and their usage of products

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.847a	5	.080
Likelihood Ratio	8.666	5	.123
Linear-by-Linear Association	5.795	1	.016
N of Valid Cases	75		
a. 9 cells (75.0%) have expected count less than 5. The minimum expected count is .48.			

As per the above table significance value (0.080) is greter than 0.050 so we accept null hypothesis. There is no significant difference in Gender and their usage of products

Findings

1. 73.30% of the respondents are in a aged group of 20 to 40 years.
2. 57% of the respondents are male.
3. 21.30% of the customers are professionals and 41.3% respondents are student.
4. 36% of the customer's have a yearly income between Rs. 100000/- to 300000/-.
5. 45.3% of the customers are aware of Samsung products through advertisement in television.
6. 52.00% of the respondents are satisfied with the customer care service.
7. 33.3% of the respondent are getting fast services from Samsung service centre. They are getting their products within 3-5 days from service centre.
8. 86.70% of the respondent are paid cash after service provide by Samsung care.
9. 57.3% of the respondents are satisfied with the process of getting queries resolved by the Samsung service centre.

SUGGESTION:

1. Attractive schemes should be provided for the customers and also the SAMSUNG should start giving more facility to its customers without many complications.
2. The SAMSUNG can do a customer research study, yearly or half yearly to get more information about the customer's likes, dislikes and can change the attitudes and policies to provide satisfaction to the customers.
3. SAMSUNG customer are unaware of its schemes, other schemes, simply because the lacks publicity, so it requires more advertisement.
4. Advertisement can be made in the following ways according to the SAMSUNG convenient: Advertisement can be made through print media & TV.
5. The SAMSUNG should implement a well designed training scheme for employees with regard to the proper method

CONCLUSION

To sum up the art of consumer behaviour plays a very significant role contributing to the organization's goals, image, survival and growth. When consumer satisfaction is improved it spreads

satisfaction to the employees, supervisors, manager. It even helps society and the nation through better utilization of the resources of the SAMSUNG. As per my research I found that customers are very satisfied with the Samsung product after sales services

REFERENCES

Websites:

1. www.samsung.co.in
2. www.samsung.org
3. www.indianresearchjournal.com
4. www.interanationjournalcurrentresearch.com (IJCR)