



CUSTOMER SATISFACTION TOWARDS PHILIPS ELECTRONIC PRODUCTS IN TUMAKURU CITY

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ABSTRACT In this 21st century people wants advanced and Technology oriented products ,which is early finish a work .here not only society but also business units focus and target on technology oriented products and marketing activities to reach a better standard of living of people. Technology is a core factor that helping in finding and fulfilling or satisfying the needs of the customers. It is difficult to understand the pre-purchase behavior of the customers, because the number of the customer expects unique products and varieties of products, this enables the business units to create a confusion of what is to be produce? , what they will expect? How we satisfy their needs by producing different variety of products and customer expects every day something new products this enable Research and Development department of the Organization to develop a innovative products to fulfill the needs and taste & preferences of the customers.

KEYWORDS : consumer life style products, health care product, lightings products.

INTRODUCTION

There are different varieties of Electronic Products which are helps to finish their work and needs immediately. Now days People are more enthusiastically wants to use long life technology oriented electronic products. In this regard, there are number of Companies/Organizations produce different type of electronic products. One of the famous company namely "PHILIPS". PHILIPS ELECTROLUX Electronic limited India is a new business unit that brings together two premium brands Philips and Electrolux that complement each other as a single entity under a unique brand licensee agreement. Philips is a range of Television Products and Electrolux is range of Home Appliances. They set up in April 2010; PE Electronics Ltd. Is head quater in Mumbai and will operate in 9 zone with 24 branch offices across the country. And one of a leading electronic company and one of the International market leader with recognized expertise in manufacturing a innovative 'CONSUMER LIFE STYLE PRODUCTS' , 'HEALTH CARE PRODUCTS', ' LIGHTINGS PRODUCTS' , electric shavers, color picture tubes, semi conductors, and Business electrics etc....

CONSUMER LIFE STYLE PRODUCTS

At Company Life style, the company vision to make the world healthier and more sustainable through innovation. The company investment in innovation and local business creation enables us to deliver a stream of locally relevant, meaning full innovations. PHILIPS company have a leading global brand, which is highly trusted across the world. PHILIPS consumer life style focus on delivering deeper experience, in touch with the social and emotional needs of customers in their homes, tailoring solution to variable locale needs around the world. From a cup of coffee in the morning to a healthy meal in the night whether, it using best sonic technology to care for customer teeth or an innovative lase guided beard trimmer, Philips innovation matter to users & improve their lives – every day Philips focus on Health& wellness, personal care, and Domestic appliances, & consumer life style employs approximately 17800 people worldwide.

LIGHTINGS: Philips lighting is a global market leader with recognized expertise in the development, manufacturing and application of innovative lighting over the past 123 years, laying the basis for current strength and ensuring Philips are well placed to be a leader in the digital transformation. The Company aim to further strengthen the position in the digital market through added investment in LED leadership while at the same time capitalizing on our broad portfolio, distribution and brand in conventional lighting. The Company address people's lighting needs across a full range of market segment. **Indoors**, they offer lighting solutions for homes, shops, office, schools, hotels, factories & hospitals. **Outdoors**, they offer solution for roads (street lighting and car lights) and for public spaces, residential areas and sports areas. In addition, they address the desire for light inspired experiences through architectural projects. Finally they offer specific applications of lighting n specialized areas such as, horticulture and water purification.

Electronics Industry in India

The Indian electronics industry had its origins to the year 1965 with an orientation towards space and defense technologies. This was rigidly

controlled and initiated by the government. This was followed by development in consumer electronics mainly with transistor radios, black and white TVs, calculators and other audio products. Color televisions soon followed. 1982 was a significant year in the history of television in India when the government allowed thousands of color TV sets to be improved in to the country to coincide with the broadcast of Asian Games in New Delhi 1985 saw the advent of computers and telephone exchanges, which their succeeded by digital exchanges in 1988. The period between 1984 and 1990 was the golden period for electronics during which the industry witnessed continues and rapid growth.

A consumer electronics sector continues to be the main stay of the Indian electronic industry contributing about 32 percent of the total electronic hardware production. The market is expected to grow at 10 to 12 percent annually the urban consumer durables market is growing at an annual rate of seven to ten percent, the rural, durables market is growing at 25 percentages annually. Some high- growth categories within this segment include mobile phones, TVs, and music systems.

Current scenario in recent years the electronic industry is growing at a brisk pace. The demand in the Indian market is expected to touch \$400 billion by 2020. The largest segment is the consumer electronics segment. While is largest export segment is of components. Under the modified special Incentive package scheme (M-SIPS), the government will provide up to RS 100 billion in benefits to the industry including the 12th five year plan (2012 to 2017) Indian's productions constitutes only about 1.3% of the global electronics hardware production of \$1.7 trillion hence it is miniscule by international comparison. However the demand in the Indian market is growing rapidly and investment are flowing in to augment manufacturing capacity.

The consumer electronics and durables industry is currently poised at about Rs 340 billion. India also an exporter of a vast range of electronic components and products for the following segments, Display technologies, Optical storage devices, Electromechanical components ,Transmission and signaling equipment, Electronic manufacturing services (EMS), Entertainment electronics, Passive components , Telecom equipment, Semiconductor designing .

In consumer electronics Korean companies such as LG and Samsung have made commitments by establishing large manufacturing facilities and now enjoy a significant share in the growing market for products such as television, CD/DVD players, audio equipment and other entertainment products.

Review of Literature

Economic times: New Delhi: Dated-June 12, 2013 :-

Philips has entered into global distribution agreement with Delhi based Key Operation & Electrocomponents (KORE), which would allow the Dutch electronics firm to an immediate access to the growing Indian LED market. The agreement would provide Philips Lumileds, a part of the Philips electronics which makes LED(light emitting diode) products and solution, availability of domestic market through KORE's network.

Kore Director Praveen Mahajan said: Philips Lumileds has been in the forefront of developing best in class LED lighting solutions and KORE is known for its sales, support and large customer base in India providing innate synergies for both of us to partner.

Statement of the Problem

In this modern world customer are facing making choice of Product and services. Customers had wide range of choices in the electronic products & they have more opportunities to choose right one which satisfies their needs. This study is to be conducted to evaluate products performance and customer satisfaction by the use of Philips selected products (LED LIGHTS, SHAVING MACHINE, TELEVISION) in Tumakuru City.

Objectives of the study

- To know the customer satisfaction about Philips selected Electronic products like LED Lights, Shaver machine, Television.
- To identify the factors influencing customer purchasing decision in Tumkur City.
- To know about problems face by customer while using Philips selected electronic products.
- To know about the customer opinion towards Philips selected electronics products.

HYPOTHESIS

H0: There is no significant impact on customers by use of Philips selected Electronic products.

H1: There is a significant impact on customers by use of Philips selected Electronic products.

OPERATIONAL DEFINITION OF THE STUDY

Customer

Customer is a person or organization that buys goods or services from store or a business. A person, who purchase goods or services from another buyer or seller.

Satisfaction

Satisfaction is a mind state through which customer wants, desires, taste, preferences, needs, expectations are fulfilled by the use of products or services.

RESEARH DESIGN

The method of research conducted in study is survey method by issuing structured questionnaire method and it cover large sample through sample technique and also it covers definite geographical area.

Philips India

Philips began operations in India in 1930 the establishment of Philips electrical co. (India) Pvt Ltd in Kolkata as a sales outlet for imported Philips lamps. In 1948, Philips started manufacturing radios in Kolkata. In 1959, a second radio factory was established near pune. In 1957, the company converted into a public limited company, renamed "Philips India Ltd". In 1970 a new consumer electronics factory began operations in Pimpri near Pune; the factory was closed in 2006. In 1996, the Philips software center was established in Bangalore, later renamed the Philips Innovation Campus. In 2008, Philips India entered the water purifier market.

History

The foundations of Philips were laid in 1891 when Gerard Philips and his father Frederik Philips established Philips & Co. in Eindhoven, the Netherlands. A few years later, in 1895, Gerard's brother Anton Philips strengthened the young company. He proved to be a great commercial talent and within a few years Philips belonged to the largest producers of light bulbs in the world. Stimulated by the Industrial Revolution in Europe, Philips' first research laboratory was established in 1914 and the company started introducing its first innovations in the x-ray and radio technology. Over the years, the list of inventions has only been growing to include many breakthroughs that have continued to enrich people's everyday lives.

When Philips started manufacturing incandescent lamps in 1891, there was already a separate industrial research laboratory outside the factory; a concept virtually unknown elsewhere. In 1914, another major step was taken with the opening of a physics laboratory (the 'Nat. Lab.'). Under the leadership of Dr Gilles Holst, the Philips Research organization became a major center of technical competence and innovation. bout our heritage

1914 to 1945 saw considerable growth and diversification. Improvements were made to the incandescent lamp, and gas discharge lamps proved more efficient in generating light. Meanwhile our 'bulb expertise' led to new products such as the X-ray tube and the radio valve. The invention of the pentode gave Philips an important patent in radio. In 1923, Philips decided to become a 'systems supplier' instead of a 'components company', and consequently the research organization broadened its scope into radio as well as television.

PHILIPS COMPANY LOGO:



Analysis and Interpretation of Data

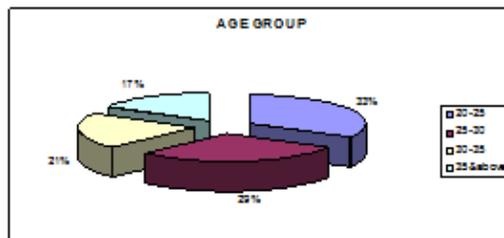
This paper was basically focused on customer satisfaction about electronic products in Tumkur city. The raw data obtained from a research is useless unless it is transformed into information for the purpose of decision making (emery and cooper, 2003). The data analysis involved reducing the raw data into a manageable size, developing summaries and applying statistical inference. Data has been collected through several customer belonging to Tumkur city. The collected data has been processed and analyzed according to the outline defined in the research methodology chapter. Hypothesis test is done through chi square testing.

Age Group of Respondents

Age (Years)	No of Respondents	Percentage
20-25	40	33%
25-30	35	29%
30-35	25	21%
35 & Above	20	17%
Total	120	100%

Interpretation

Age group will influence the purchasing behaviour of the customer because different age group of customer prefer different variety and brand products. From the above table shows that, 33% of respondents are in the age group of 20-25 years, 29% of respondents are in the age group of 25-30 years, 21% of respondents are in the age group of 30-35 years, 17% of respondents are in the age group of 35 & above years.

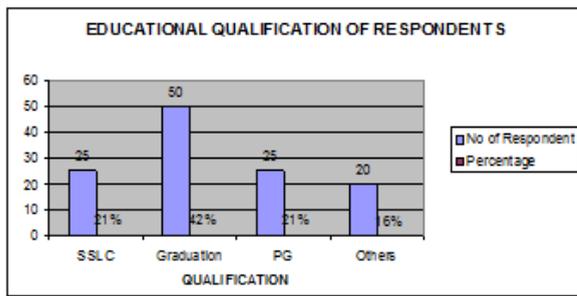


Educational Qualification of Respondents

Educational Qualification	No of Respondents	Percentage
SSLC	25	21
Graduation	50	42
Post graduation	25	21
Others	20	16
Total	120	100

Interpretation

From the above table shows that, 21% of respondents are SSLC qualified, 42% of respondents are Graduates, 21% of respondents are Post Graduates & 16% of respondents are others..



Testing of Hypothesis

The statistical tool is used to know the actual result. Chi-square test is used to know actual result.

Null Hypothesis (H₀): There is no significant impact on customer by the use of Philips selected electronic products.

Alternative Hypothesis (H₁): There is a significant impact on customer by the use of Philips selected electronic products.

Level of Significance at 5% Observed value

Products	Attributes				
	V .good	Good	Average	Poor	Total
Lights	18	14	10	9	51
Sewing machine	8	10	4	2	24
Television	20	11	9	5	45
Total	46	35	23	16	120

Expected value & Calculation of Value of X²

Observed frequency(O)	Expected frequency(E)	(O-E)	(O-E) ²	(O-E) ² /E=X ²
18	20	-2	4	0.200
14	15	-1	1	0.066
10	10	0	0	0.000
09	07	2	4	0.570
08	09	-1	1	0.111
10	07	3	9	1.285
04	05	-1	1	0.200
02	03	-1	1	0.330
20	17	3	9	0.529
11	13	-2	4	0.307
09	09	0	0	0.000
05	06	-1	1	0.1667
				X²=3.764

Calculation of Expected Frequency in Different Cells

Expected frequency= Row Total x Coloum Total/ Gross Total
 Ex. Cell 1.1 = 46x51/120=19.55 or 20

Degree of Freedom: (R-1) (C-1); (3-1) (4-1); 2 x 3 = 6 Degree of freedom

The calculated value of X² is(3.764) is less than the table value at 5% level of significance with 6 degree of freedom is 12.592. So, H₀ is accepted that is there is no significant impact customer by the use of Philips selected products.

FINDINGS

- It is found that 33% of respondents are in the age group of 20-25 years 29 % of respondents are in the age group between 25-30 years.
- 42% of respondents qualification is graduates.
- 63% of the respondents are use the Philips electronic products.
- 71% of the respondents are using Philips LED lightings in this study.
- 67% of the respondents are use Philips sewing machine.
- 46% of the respondents opinion about Philips is safety & easy to use.

SUGESSTIONS

Philips company should create informative advertisement and should reshape the negative opinion of customers about advertisement saying

that is simply attractive and deals majority with lies etc..It Provide updated maintenance and safety tips to use of Philips electronics gives better offers to the customers in case of LED lightings. Company should make competitive price on LED Television. Provide other information about new Products available in market. Produce more attractive Philips electronic products which is unknown by customer. Creating good brand personality of Philips Company.

CONCLUSION

Customer mind is a block box it is very difficult to satisfy his/her every need, like wise when it comes to electronic products they wants only reasonable price, long life durability, quality products which immediately satisfied their needs .Philips selected electronic products directly or indirectly plays a vital role in the customer satisfaction. Customer had a wide range of choices and opportunity in electronic products to choose right one which satisfy their needs. They are making choice on the basis of quality, range, price etc..Though, they are plenty of players in the market. Purchasing of electronic products of particular brand of products depends on the economic condition of the customer and also convenience is very important in buying.

Here research is going to conclude that Philips selected products meets all middle class as well as rich class people needs with fixing reasonable price, by quality, functions, durability in lighting products, as well as sewing machine and LED Television.

As for as Tumakuru City concerned, most of people go for purchase of Philips selected products and it is one of the global leader in manufacture good quality electronic products with very competitive pricing & rich features & good after sale service facilities.

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