



## A study on customer satisfaction on plasma TV

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### Abstract

Life without the audio visual media is imagined to be a standstill one. The glamour packed soaps and serials, reality shows, talk shows and other entertainment packages encompass a major section of Indian lifestyle. The main objective of the study is to find out the customer satisfaction towards Plasma TV. The present study is based purely on primary data. Data were collected using Questionnaires. Questionnaires were distributed to a sample of 100 respondents in Coimbatore city. Simple random sampling method is adopted for the present study.

**Keywords:** plasma TV, customer satisfaction, respondents

### Introduction

A plasma display panel is a type of flat panel display common to large TV display. Many tiny cells between two of panels of glass hold an insert mixture of noble gas. The gas in the cell is electrically turned into plasma, which then excites phosphors to emit light. Plasma display should not be confused with LCDs another lightweight flat screen display using different technology. A plasma TV provides sharp images and vibrant colors. Quite often, a plasma TV is designed in a 16:9 ratio for wide screen movie formats as plasma TV is a flat screen, which allows it to be mounted directly on a wall without a lot of clearance required. Investors in plasma TV may also employ surround-sound theater have become status symbol among technophiles and another wealthy consumers. Currently, prices of plasma TV range between Rs 50,000 to upward of Rs. 4 lakhs

### Scope of the study

The research study entitled with customer satisfaction regarding usage of plasma TV/LCD is undertaken to know the opinion of the viewers. Studying about the customer satisfaction provide clue for developing new product, product features price and others marketing mix elements and to understand the buyers consciousness about plasma TV/LCD purchase's decision.

### Review of literature

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.

### Objectives of the study

- To study the awareness of the respondents about the product
- To know the factors influencing the purchase of LCD and plasma sets
- To study the satisfaction of the consumer based on the

performance of the product and sales service provided

- To study the problems in purchasing of LCD and plasma TV sets

### Tools for analysis

Chi-Square, Mean Ranking and ANOVA

### Analysis and Findings

#### Chi-Square - price range and preference

**H<sub>0</sub>** - There is no significant relationship between price range and preference

Table 1

Variables	Value	Df	P value	Sig/not significant
Price range	27.262	15	.027	Significant
Preference	37.314	45	.363	Not significant

It's clear from the above chi square result that, there is a significant relationship between the price range and type of problem. Hence the hypothesis is rejected at 5% level of significance. But in case of preference has no relationship with type of problem. Hence the hypothesis framed is accepted.

#### Chi square- personal factors and purchase price

**H<sub>0</sub>** - There is no significant relationship between factors and purchase price.

Table 2

Personal factors	Chi square value	Df	P value	Sig/not significant
Age	32.641	12	.001	S
Gender	5.101	3	.165	NS
Marital status	10.441	3	.015	S
Occupation	21.751	12	.040	S
Education qualification	25.745	12	.012	S
Family type	6.442	3	.092	NS
Family members	14.364	6	.026	S
Monthly income	31.109	12	.002	S

It is clear from the above chi square results that, there is a significant relationship between the personal like age, marital status, occupation, education qualification, family members, monthly income and price range of the respondents. Hence the hypothesis is rejected 5% level of significance. But in case of gender and types of family has no relationship with price

range. hence the hypothesis framed is accepted.

**Chi-square-personal factors and purchase decision**

**H<sub>0</sub>** - There is no significant relationship between personal factors and purchase decision

**Table 3**

Personal Factors	Chi square value	Df	P value	Sig/not significant
Age	33.539	12	.001	S
Gender	2.243	3	.523	NS
Marital status	5.228	3	.156	NS
Occupation	4.872	12	.962	NS
Educational qualification	24.106	12	.20	S
Types of family	0.779	3	.854	NS
Family members	23.868	6	.001	S
Monthly income	5.887	12	.992	NS

It is not clear from the above chi square results that, there is a significant relationship between the personal factor like age, Educational qualification, family members and decision of the respondents. Hence the hypothesis is rejected at 5% level of significance. But in case of gender, marital status, occupation, monthly income and types of family of family has no relationship with decision. Hence the hypothesis framed is accepted.

**Anova - age and preference**

**H<sub>0</sub>** - There is no significant difference between age and preference.

**Table 4**

	Sum of squares	Df	Mean square	F	Sig.
Between Groups	12.568	3	4.189	1.275	.285
Within Groups	479.572	146	3.285		
Total	492.140	149			

From the above table it is clear that, with the significant value of 0.34, there is a significant difference between age and preference as calculated the value of a ANOVA is higher than the table value at 5% level of significance. Hence the hypothesis is rejected

**Anova - Occupation and Preference**

**H<sub>0</sub>** - There is no significant difference between occupation and preference.

**Table 5**

	Sum of square	Df	Mean square	F	Significant
Between groups	10.516	4	2.629	.792	.532
Within groups	481.624	145	3.322		
Total	492.140	149			

**Table 8**

	Sum of squares	df	mean square	f	sig.
Between Groups	12.568	3	4.189	1.275	.285
Within Groups	479.572	146	3.285		
Total	492.140	149			

**Anova- Educational qualification and preference**

**H<sub>0</sub>** - There is no significant difference between educational qualification and preference.

**Table 6**

	Sum of square	Df	Mean square	F	Significance
Between Groups	21.025	4	5.256	1.618	.173
Within Groups	471.115	145	3.249		
Total	492.140	149			

From the above table it is clear that, with the significant value of 0.173 there is no significant difference between educational qualification and preference as calculated the value of a ANOVA is lower than table value at 5% level of significance. Hence the hypothesis is accepted.

**Anova - Number of family members and preference**

**H<sub>0</sub>** - There is no significant difference between number of family members and preference.

**Table 7**

	Sum of squares	df	mean square	f	sig.
Between Groups	15.736	4	3.934	1.197	.315
Within Groups	476.404	145	3.286		
Total	492.140	149			

From the above table it is clear that, with the significant value of 0.315, there is no significant difference between number of family members and preference as calculated the value of a ANOVA is lower than table value at 5% level of significance. Hence the hypothesis is accepted.

**Anova - Monthly income and preference**

**H<sub>0</sub>** -There is no significant difference between monthly income and preference.

From the above table it is clear that, with the significant value of 0.285 there is no significant difference between monthly income and preference as calculated the value of a ANOVA is lower than table value at 5% level of significance. Hence the hypothesis is accepted.

**Table 9:** Mean Ranking - Factors Influencing Preference of a Brand

FACTORS	N	MEAN
After sales service	150	3.83
Appearance	150	5.04
Comfort ability	150	6.28
Credit facility	150	7.05
Warranty/guarantee	150	6.73
Price	150	8.76
Brand image	150	5.96
Discount/offer	150	6.64
Advertisement	150	6.05
Technical features	150	5.67
Quality	150	3.97

In the above, lowest mean rank 3.83% shows that after sales service is the influencing factor which choosing brand. The next determining factor quality with mean rank of 3.97%, the next determination factor appearance with mean rank of 5.04%, the next determining factor technical feature with mean rank of 5.67%, The next determining factor advertisement with mean rank of 6.05%, The next determining factor warranty/guarantee with mean rank of 6.73%, the next determining factor credit facility with mean rank of 7.05%. The next determining factor with mean rank of 8.76%.

**T-test - Gender and Preference**

**H<sub>0</sub>** - There is no significant between gender and preference

**Table 10**

	T	DF	Sig
Gender	-15.484	149	.000

The above table shows that with the significant value of .000, there is a significant difference between gender and preference as a calculated value of a t-test is lower than the table value at 5% level of significance. Hence the hypothesis is rejected.

**T-Test - Marital status and preference**

**H<sub>0</sub>** - There is no significant difference between marital status and preference

**Table 11**

	T	Df	Sig
Marital Status	-17.501	149	.000

The above table shows that with the significant value of .000, there is a significant difference between marital status and preference as a calculated value of a t-test is lower than the table at 5% level of significant. Hence the hypothesis is rejected.

**T-Test - Types of Family and Preference**

**H<sub>0</sub>** - There is no significant difference between types of family

and preference

**Table 12**

	T	Df	Sig
Types of family	-14.509	149	.0000

The above table shows that with the significant value of .000, there is significant difference between types of family and preference as a calculated value of a t-test is lower than the value at 5% level of significance. Hence the hypothesis is rejected.

**Suggestions**

- In light of present study, few suggestion have made by the researcher to improve the sales of plasma TV/LCD and gain customer satisfaction.
- Market competition is increasing every time. so it is suggested that to introduce more models in different range
- The availability of spares and service must be increased
- To provide effective after sales service to the consumer, it is suggestion that the manufactures should introduce more services centers in city
- Most of the respondent feel price of plasma TV/LCD's high. so it is suggestion to company to make available various model at reasonable range

**Conclusion**

The customer satisfaction for the plasma TV/LCD shows better trend in the consumer market and also the researcher has got experience to conduct a study with the active dealers of the plasma TV/LCD and understood to present a complete research report. A study on the consumer satisfactions will help manufacture to make suitable change in their marketing techniques for boosting the sales of plasma TV/LCD. Since the price of the plasma TV/LCD is high this reduces the sales volume of the product. if the price is lowered the sales can be increased further

**References**

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