

A Study on Customer Satisfaction Towards Quality Services Provided by Samsung Home Appliances

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Abstract: Sales promotions are a marketing tool for manufacturers as well as for retailers. Manufacturers use them to increase sales to retailers (trade promotions) and consumers (consumer promotions). Our focus will be on retailer promotions, which are used by retailers to increase sales to consumers. Typical examples of retailer promotions are temporary price reductions (TPRs), features, and displays. Sales promotions have an important role in the marketing programs of retailers. A large percentage of retailer sales is made on promotion, as illustrated by the numbers in Figure 1. Also, retailer promotions address consumers at the point of sale. Thus, while advertising in classic media is becoming less effective, communication through promotions reaches the consumer at the place and time where most purchase decisions are made

Keywords: Samsung home appliances services, Sales After services, commitment full fill to the customers, increasing brand reputation image

I. INTRODUCTION

Samsung India Electronics Private Limited Home appliances play a major role in the domestic life of the modern man. It has always had a significant place in the life of man ever since the Stone Age when man began to use tools. Today, the twenty-first century human beings use more sophisticated tools and home appliances for his daily life.

The more we try to make our life convenient and comfortable, the more significant the role of appliances turns out to be in determining the life style of man. Home appliances are electrical/mechanical appliances which accomplish some household functions, such as cooking or cleaning. Household appliances are the important appliances which are used in our household for the various day-to-day functions like cooking, cleaning, exercising, purifying, food preservation etc. The majority of household domestic appliances are the large machines usually used in the bedrooms, bath rooms, halls and in kitchen. The appliances

which are used in a kitchen accomplish some routine housekeeping task such as cooking, food preservation and cleaning. The household appliances have a major role in the stylish appearance of any home décor. This makes the ambience of any room quite beautiful and at good appearance. An air conditioner and refrigerator are now commonly used due to the hot climate.

This will give some sort of cooling and refreshment. The refrigerators help to keep the food items and vegetables fresh for a long time. The major appliances used in every household include refrigerators, mixer grinder, grinder, gas stove, pressure cooker, TVs, air conditioner, music players, home theatre, digital players, ceiling fan, air purifier, personal computers, vacuum cleaners, iron boxes, water purifier, water heater, digital clocks etc. It incurs a big investment on purchasing these household appliances essential for the present modern life.

The trend's in technology and innovations made the home appliances more user friendly making the home routines as quick as possible.

1.1 OBJECTIVES

- To study the sales promotion strategies adopted at Samsung Electronics Pvt. Ltd.
- To understand the customer's response on sales promotions.
- To analysis impact of sales promotion on business sales at Samsung Electronics Pvt. Ltd

1.2 HYPOTHESIS :

There is significantly impact on sales promotion technique on Customer buying behaviour at Samsung Electronics Pvt.ltd

There is no significantly impact on sales promotion technique on customer buying behaviour at Samsung Electronics Pvt. ltd

II. RESEARCH METHODOLOGY

Population:

The population for the research will include customers.

Sample and sample size:

“Sample size 50”

Area of research:

The area of research will include the retailers/dealers and customer of Samsung lovers in India..

Criteria for sample:

- Ability to understand Hindi and English.
- Between the age of 18 and 60.
- Proximity of the sample (location wise).
- Ability to use Mobile or Computer.

Data Collection:

Primary Data: Primary data refers to data that is collected firsthand from original sources for a specific research purpose. It involves the process of gathering new and original information directly from individuals, organizations, or other relevant sources.

Questionnaire method

Personal interview

Secondary Data ; Internal Secondary Data: This refers to data that is collected and stored within an organization or company for its own purposes. Examples of internal secondary data include sales records, customer databases, financial reports, or employee records. Organizations can utilize this data to gain insights into their operations, performance, or customer behavior.

Sources of data were:

Company website

Books

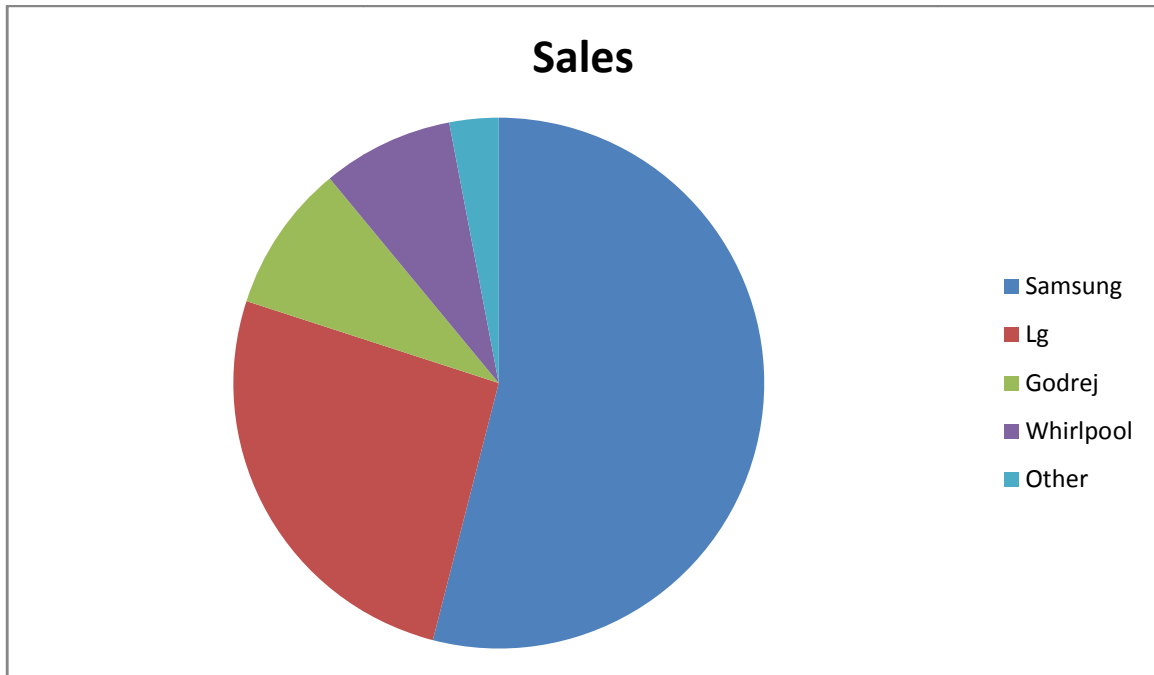
Sampling Technique: Convenience Sampling was used because it is easy and less expensive to collect data. Moreover the population size was very large to cover so it was best to use convenience

III. RESEARCH ANALYSIS AND INTERPRETATION

Data Analysis and Interpretation For customer

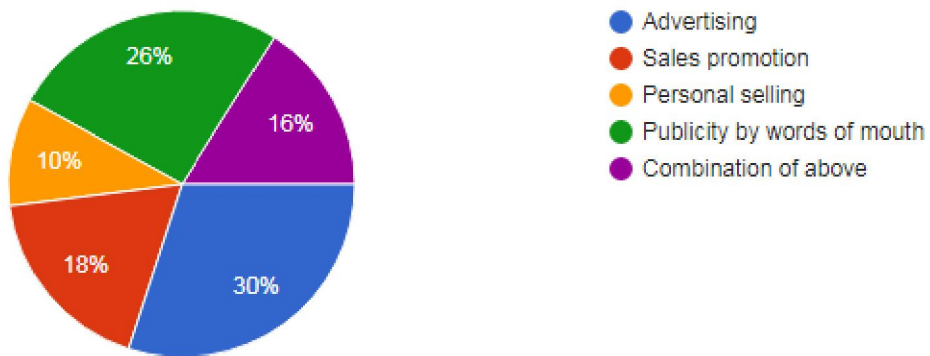
1. Which branded Electronics Appliances do you buy frequently?

- a) Samsung
- b) LG
- c) Godrej
- d) Whirlpool
- e) Other



2. Which promotion method makes you buy Electronics Appliances?

- Advertising
- Sales promotion
- Personal selling
- Publicity by word of mouth
- Combination of above



Interpretation-

In the above question we have surveyed that

- 30% people buy Samsung because they were attracted by the publicity by word of mouth promotion method
- 26% people LG c because they were attracted by Advertisement promotion method
- 10% people Godrej because they were attracted by Sales promotion method
- 18% people Whirlpool because they were attracted by combination of above.

IV. CONCLUSION

- Sales promotion plays a limited role in the buying behavior of consumers. Only a small percentage of the customers are attracted to such sales promotion and wait for it. Store loyalty may not play a role in sales promotion. The customer's attitude towards the sales promotion is different.
- Quality and Services are the two main attributes that people feel important for the purchase of Samsung products.
- I would like to conclude that India's people purchase more of Samsung Products instead of any other company's.

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