

A Study on Consumer Satisfaction towards Panasonic TV with Special Reference to Kallakurichi District

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Abstract: *Consumer satisfaction is depends on a product perceived performance in delivering value relative to a buyer's exception. The product a performance falls short of the customer expectation the buyer is satisfied. If performance matches expectations, the buyers is satisfied customer makes repeat purchases and he or she tells others about his or her good experience with the product. The Key is to match customer expectation with company performance. Customer satisfaction is closely linked to product performance and hence on consumer satisfaction. This study is based on market performance of durable goods with reference to Panasonic TV among various sectors from Kallakurichi.*

Keywords: Consumer, Satisfaction, Expectations, Market, Performance, Sellers and Buyers

1. Introduction

Markets may be any of a variety of different systems, institutions, procedures, social relations and infrastructures where by persons are coordinates, goods and services geographic scale, location, types and variety of human communities and goods and services. Usually all the products, which are available to buyers, have a number of alternative supplier. That is several brands are available to consumers, who make a decision to buy products. In our current competitive market a decision to buy products are available to the consumers in several brands. According to their quality, price, style, etc., the consumers make a decision towards the product to buy. The most liked product of one day becomes the most unlike product of another day; such change in the consumer's behavior is unavoidable. Hence consumer satisfaction is one of the important concepts of modern marketing. In the context, it is Essential to study the consumer satisfaction of Panasonic TV product. The analysis focuses on the satisfaction of the brand.

2. Review of Literature

Pickering Putnam J (1847-1917) in his study "The Durable Purchasing Behavior of the Individual Household". He points out the cross-sectional investigations perform reasonably well in explaining individual household behavior. Both in terms of level of outlay on consumer's durables and in identifying purchases of particular commodities.

Wendy Carlin, Andrew Glyn and John Van Reenen (2001) in a paper titled' Export Market Performance of OECD Countries: An Empirical Examination of the Role of Cost Competitiveness have examined the relationship between export market shares and relative unit labor costs using a long panel of 12 manufacturing industries across 14OECD countries. This explores whether residual country-specific trends might be linked to 'deep' structural features of economies. Sensitivity to labor costs is lower in high tech

industries and core ERM countries. Industry elasticity has increased, especially in industries subject to increasing product market competition.

Drew Fudenberg and Jean Tirole (1983) in a paper titled' Learning-by-Doing and Market Performance: have studied the implications of learning-by-doing for market conduct and performance. A general contiguous-time model to show that output increases over time in the absence of strategic interactions, and that a monopolist learns too slowly, compared with the social optimum.

Laurent (1979) the real need of marker segmentation was investigated by employing a factor analysis centered around five customers that differed from each other on seven main attributes; friendliness, quality of service, community spirit, modernisms of facilities, convenience, range of services and ownership. The main findings revealed that on the basis of perceptions of the overall image of the five customers relative to each other, there existed three distinct market segments; convenience, service, and staff friendliness – oriented segments.

Statement of the Problem

In our current competitive market a decision to buy products are available to the consumers in several brands. According to their quality, price, style, etc., the consumers make a decision towards the product to buy. Hence consumer satisfaction is one of the important concepts of modern marketing. In the context, it is Essential to study the consumer satisfaction of Panasonic TV product. The analysis focuses on the satisfaction of the brand.

3. Objectives of the Study

To know the customer satisfaction about Panasonic TV in Kallakurichi City.

Hypothesis of the Study

The following are the hypothesis set and tested using chi-square test for the study.

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- There is no significant relationship between the represent age and satisfaction regarding Panasonic TV.
- There is no significant relationship between the responder's gender and satisfaction regarding Panasonic TV.
- There is no significant relationship between the respondent's reason for buying and satisfaction regarding Panasonic TV.

Primary Data

The Collected data to apply appropriate statistical tools like Simple Percentage, Chi Square test.

Secondary Data

Secondary data were collected from the company booklets and other books with regard to this study.

Reliability

The reliability is the expected percentage of times that the actual value will fall within the stated precision limits. Thus, we take a confidence level of 95 percent, then we mean that there are 95 chances in 150 (or .95 in 1) that the sample results represent the true condition of the population within a specified precision range 5 change in 150 (or .05 in 1) that it does not.

Table 1: Distribution of Respondents According To the Age and Level of Satisfaction

Age	Level of Satisfaction						Total
	Low		Medium		High		
	No	%	No	%	No	%	
Young	8	21.1	40	38.1	30	52.6	78
Middle	16	42.1	35	33.3	14	24.6	65
Old	14	36.8	30	28.6	13	22.8	57
Total	38	100	105	100	57	100	200

To examine the relationship between the ages, following null hypothesis was formulate.

Null Hypothesis

There is no association between the respondents use of chi-square test.

O=observed frequency

E=expected frequency

N=size of the sample

Formula to find out E = column total X Row total

Size of the sample

O	E	(O-E)	(O-E)/E
8	14.82	46.51	3.14
40	40.95	0.90	0.02
30	22.23	60.37	2.72
16	12.35	12.32	1.079
35	34.13	0.75	0.02
14	18.53	20.52	1.11
14	10.83	10.05	0.93
30	29.93	0.0049	0.0001637
13	16.25	10.56	0.65
Total			9.66916

Calculated x value = 9.669

Degrees of freedom = (c-1) (r-1)
 = (3-1) (3-1)
 = (2) (2)
 = 4

Table value of X for 4 d fat 5 percent level is 9.326 however the calculated value of X is higher than the table value. Hence the null hypothesis rejected. The significant relationship shows between the respondent's age and satisfaction regarding Panasonic TV.

Table 2: Distribution of Respondents According To Gender and Level of Satisfaction

Gender	Level of Satisfaction						Total
	Low		Medium		High		
	No	%	No	%	No	%	
Male	8	21.1	28	26.1	12	21.1	48
Female	30	78.9	77	73.3	45	78.9	152
Total	38	100	105	100	57	100	200

To examine the relationship between the genders, following null hypothesis was formulated.

Null Hypothesis

There is no association between genders.

O	E	(O-E)	(O-E)/E
8	9.12	1.25	0.14
28	25.2	7.84	0.31
12	13.68	2.82	0.21
30	28.88	1.25	0.04
77	79.8	7.84	0.09
45	43.32	2.82	0.07
Total			0.86

Calculated x value = 0.86

Degrees of freedom = (c-1) (r-1)
 = (3-1) (2-1)
 = (2) (1)
 = 2

Table value of X for 2 d fat 5 percent level is 5.991. The calculated value of X is less than the table value. Hence the null hypothesis is accepted. There the significant relationship between the respondent's gender and satisfaction regarding Panasonic TV.

Table 3: Distribution of Respondents According To the Reason for Buying and Level of Satisfaction Factors

Age	Level of Satisfaction						Total
	Low		Medium		High		
	No	%	No	%	No	%	
Picture	8	21.1	16	15.2	15	26.3	39
Sound	6	15.8	31	29.5	12	21.1	49
Color	6	15.8	31	29.5	12	21.1	49
Performance	3	7.9	5	4.8	3	5.3	11
Availability	9	23.9	11	10.5	1	1.8	21
Feature	6	15.8	31	29.5	12	21.1	49
Total	38	100	105	100	57	100	200

To examine the association between the reason for buying and level of satisfaction, following null hypothesis was formulated.

Null Hypothesis

There is no association between the reason for buying and level of satisfaction.

O	E	(O-E)	(O-E)/E
8	7.41	0.35	0.05
16	20.48	20.01	0.98
15	11.12	15.09	1.36
6	9.31	10.96	1.18
31	25.73	27.83	1.08
12	13.96	3.86	0.28
12	15.2	10.24	0.67
42	42	0	0
26	22.8	10.24	0.45
3	2.09	0.83	0.40
5	5.775	0.60	0.10
3	3.135	0.02	0.00063
9	3.99	25.10	6.29
11	11.03	0.00062	0.000056
1	5.985	24.85	4.15
Total			16.996

Calculated x value = 16.996

Degrees of freedom = (c-1) (r-1)

= (3-1) (5-1)

= (2) (4)

= 8

Table value of X for 8 d fat 5 percent level is 13.990. The calculated value of X is less than the table value. The null hypothesis is accepted. There are relationship between the respondent's reason for buying and satisfaction regarding Panasonic TV.

4. Limitations of the Study

Some of these limitations can be overcome whole some can be overlooked for a smooth conduction of research. Some of those restrictions faced on my way during the research are:

- The limited period allocated for the survey is not sufficient to analyze the market.
- There is possibility of collecting biased opinions from the customers.
- The survey is undertaken by the limited areas of Kallakurichi only.
- The survey has conducted to customers of Panasonic only.
- The findings are strictly based on the data collected from 200 customers.
- Aversions of respondents towards filling the questionnaires.

Period of Study

The primary data were collected from January 2022 To June 2022 among the selected sample respondents in the study area.

5. Findings of the Study

- Majority 39 percent of the respondents are in the age group of up to 30 years.
- Majority 78.9 percent of the respondents are in the female gender.

- Majority 21.5 percent of the respondents said that the picture Quality is the reason for buying Panasonic TV.
- Majority 43.5 percent of the respondents are opinion about the price.
- Majority 30.5 percent of the respondents are media for advertisings product.
- Majority 36 percent of the respondents after sales services support of Panasonic TV.
- Majority 60 percent of the respondents said the repurchase opinion.
- Majority 30.5 percent of the respondents are media for advertisings product.

6. Recommendations of the Study

- It shows that their satisfaction level among the clients towards price is moderate, Quality is very good, availability of products is moderate and customer relationship in retail shops is felt well. Finally sales promotion method in retail shops is good.
- It is felt by the respondent that the quality and service are more important factors than cost and availability.
- The likeliness to repurchase and services for Panasonic TV among the clients is only average and the satisfaction level among the clients is very good.

7. Conclusion

The study is successfully to find out the consumer satisfaction through the market performance of Panasonic TV's with special reference to different sector in Kallakurichi. The researcher known about the market trend and sales of the Panasonic TV's in Kallakurichi City. Through this study which helps the industry to identify the strength and weakness and also analyzed the different sectors of the competitors. The suggestion would help the industry to increase the sales of Panasonic TV's in Kallakurichi.

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