

## **A Study On Customer Satisfaction Towards Onida TV**

**Mr., S.MADHAN KUMAR, Mr.S.JUSTIN**

Asst. professor, Department of Management Studies, Erode Sengunthar Engineering College, Erode 638057,  
Tamil Nadu, India.

II-MBA Student, Erode Sengunthar Engineering College, Erode,

**ABSTRACT:** *Royal Onida Televisions Electronics is one of the world's biggest electronics companies and Europe's largest, with sales of US\$ 33.9 billion in 1998. It is a global leader in color television sets, lighting, electric shavers, color picture tubes for televisions and monitors, and one-chip TV products. Its 233,700 employees in more than 60 countries are active in the areas of lighting, consumer electronics, domestic appliances, components, semiconductors, medical systems, business electronics, and IT services (Origin).The present study is based on the awareness of Onidatv among the customers.. The study mainly concentrated on general price level, quality about television, overall satisfaction about onida TV, general awareness, and consumer preferences of onida TV.*

### **I. INTRODUCTION**

Royal Onida Televisions Electronics is one of the world's biggest electronics companies and Europe's largest, with sales of US\$ 33.9 billion in 1998. It is a global leader in color television sets, lighting, electric shavers, color picture tubes for televisions and monitors, and one-chip TV products. Its 233,700 employees in more than 60 countries are active in the areas of lighting, consumer electronics, domestic appliances, components, semiconductors, medical systems, business electronics, and IT services (Origin). Onida TV is quoted on the NYSE, Frankfurt, Amsterdam and other stock sechanges.

### **II. OBJECTIVES OF THE STUDY**

- To find out the factors influencing the purchase of Onida Television.
- To know the satisfaction level of customers with regarding to economy, price, design, picture clarity, sound effect, advertisement of television.

### **LIMITATION OF THE STUDY**

- The study is confined only to Madurai city.
- Many respondents considered researcher as a sales person and so they Hesitated to give information

### **RESEARCH METHODOLOGY**

The research methodology is considered to be the back bone of the study. It determines the strength, reliability and accuracy of the project. Methodology shall be considered on the methods used in one research on selecting sample, sample size, data collection and various tools for data analysis.

### **RESEARCH DESINGN**

The study is descriptive in nature. Because it describes opinion, views and satisfaction level of users of Onida Television.

Non – probability sampling has been used in this study. Under this non – probability sampling, convenience sampling was chosen. The data was collected through structured questionnaire. Further the research is designed to employ simple statistical tools.

### **SOURCES OF DATA:**

- ✓ **Primary data**
- ✓ **Secondary data**

### **PRIMARY DATA**

The primary data was collected by conduction field survey from various Onida television customer of Madurai city.

**SECONDARY DATA**

The source of data is mainly from company website, books and newspaper articles.

**SAMPLING METHOD**

The sampling method used in this study can be defined as convenience sampling.

**SAMPLE SIZE**

100 samples has been used for the survey and data analysis.

**III. REVIEW OF LITERATURE**

The vast literature available on television industry provides a mixed picture of competition in this sector. Some authors say that this industry is still in its infancy, while others say that this industry is among one of the mature group of companies in India. A brief note on some of the findings by celebrated personal is presented below.

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.

**IV. DEMOGRAPHIC FACTORS RESULTS:**

The data collected was analyzed using SPSS 17.0 software and to the percentage analysis,

PARTICULARS	CATEGORIES	NO.OF RESPONDENTS	PERCENTAGE
AGE	BELOW-20	19	19
	21-30	32	32
	31-40	30	30
	41-50	12	12
	Above50	7	7
GENDER	MALE	75	75
	FEMALE	25	25
EDUCATIONAL QUALIFICATION	ILLITERATE	10	10
	SCHOOL EDUCATION	17	17
	GRADUATION	30	30
	POST GRADUATION	21	21
	OTHERS	22	22

**gender of the respondents \* satisfaction Cross tabulation**

Count

		satisfaction					Total
		highly dissatisfied	dissatisfied	neutral	satisfied	highly satisfied	
gender of the respondents	Male	9	7	11	13	14	54
	femal e	4	8	13	10	11	46
Total		13	15	24	23	25	100

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.282 <sup>a</sup>	4	.684
Likelihood Ratio	2.320	4	.677
Linear-by-Linear Association	.036	1	.849
N of Valid Cases	100		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.98.

**INFERENCE:**

Since,  $2.283 < 9.488$ , we accept the null hypothesis. there is no relationship between the gender and satisfaction

**FINDING:**

- Thirty two percent of the respondents belong to 21 – 30 age category.
- Thirty four percent of the respondents satisfaction after using good.

**SUGGESTION**

The following are the major suggestion to increase the sale in Madurai city

- ONIDA TV should introduce new changes in models, size and color packages etc.
- The company should give more priorities to the advertisement for creating awareness to the public in order to reach many place.
- To improve and increase the picture clarity and to introduce the latest technologies to have more customers.
- The company should give more offers to its dealers and consumers to increase the level satisfaction.

**V. CONCLUSION**

This research is almost very useful to the Onida television dealer in Madurai city. The analysis and interpretation are based on the optioned questions through the customer. This project is useful in the decision making of the advertisement and promotional activities.

Onida television users are always quality & design conscious. An advertisement In TV and other effective mass medias will help to create awareness of the television.

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