

Beat: Technology

SAMSUNG Ranks Highest in Customer Satisfaction with 50-Inch or Larger TVs

SONY Ranks highest for Smaller TVs

PARIS - COSTA MESA, 31.07.2016, 08:13 Time

USPA NEWS - Samsung ranks highest in customer satisfaction with 50-inch or larger TVs, while Sony ranks highest in satisfaction with TVs smaller than 50 inches, according to the J.D. Power 2016 Television (TV) Satisfaction Report, released on July 28, 2016...

Samsung ranks highest in customer satisfaction with 50-inch or larger TVs, while Sony ranks highest in satisfaction with TVs smaller than 50 inches, according to the J.D. Power 2016 Television (TV) Satisfaction Report, released on July 28, 2016. Regardless of the size of the TV they purchase, shoppers focus on finding value. Among customers who recently purchased a television, 67% of those with a TV smaller than 50 inches and 55% of those with a TV 50 inches or larger cite price as the primary reason for their selection.

The report measures satisfaction with TVs among customers who purchased one in the past 12 months. Satisfaction is evaluated across seven factors: performance/reliability; features; price; ease of operation; built-in online capabilities; customer service; and warranty. Satisfaction is calculated on a 1,000-point. Samsung ranks highest in the 50-inch or larger TV segment with a score of 859. Sony ranks highest in the smaller than 50-inch TV segment with a score of 843.

KEY FINDINGS

- Overall satisfaction is higher among customers who purchased a TV 50 inches or larger (845) than among those who purchased a TV smaller than 50 inches (812).
- Both groups of customers indicate that the in-store display was their primary source of information during the shopping process, with 22% saying they relied primarily on the in-store displays.
- The report finds that 80% of customers with TVs 50 inches or larger and 59% of those with TVs smaller than 50 inches have a smart TV.
- Customers with a TV 50 inches or larger are more likely to access video on demand, social media, cloud storage and Web browsers than are those with a TV smaller than 50 inches.
- More customers with a TV 50 inches or larger indicate they purchased one with a curved screen or 4K Ultra HD, compared to those with a TV smaller than 50 inches (27% vs. 17%, respectively, for curved screens and 52% vs. 25% for 4K Ultra HD).
- The most common problems customers report with their TV are glare and/or reflection (25%); the TV doesn't connect to Wi-Fi (18%); the remote control does not work properly (13%); and the sound is distorted, low or missing (13%).

The 2016 Television (TV) Satisfaction Report is based on responses from more than 3,733 customers who purchased a TV in the past 12 months. The study was fielded in June 2016.

Source : J.D. Power - When the Shoppers Seek Good Value When Purchasing a TV

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Article online:

<https://www.uspa24.com/bericht-8752/samsung-ranks-highest-in-customer-satisfaction-with-50-inch-or-larger-tvs.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSiV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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