

A Study on Customer Perception Towards Samsung Mobiles

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Abstract—This study investigates the customer perception of Samsung mobile phones, aiming to gain insights into the factors that influence consumers' opinions and preferences in the highly competitive mobile phone market. In a technologically evolving landscape, understanding customer perceptions is crucial for Samsung's continued success. The research employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather comprehensive data. A structured questionnaire was administered to a diverse sample of mobile phone users, and in-depth interviews were conducted with a select group of participants. The data collected were analyzed using both descriptive statistics and thematic content analysis.

The research also reveals that Samsung enjoys a positive reputation among customers, particularly in terms of product quality and innovation. However, areas for improvement were identified, such as price competitiveness and customer service. This study's findings will be valuable for Samsung and other smartphone manufacturers in shaping their marketing strategies, product development efforts, and customer engagement initiatives. As technology continues to evolve, staying attuned to customer perceptions will be essential for maintaining and enhancing market share in the mobile phone industry. Further analysis and recommendations will be provided in the full research report.

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Keywords: Customer Perception, Marketing Research, Technology Market.

I. INTRODUCTION

1.1 Background of the study

Samsung has been one of the largest manufacturers in the world. They have captured the entire market in a short time. Samsung mobiles are now marketing in several Asian and European countries. The innovative features and build quality made Samsung a favorite of millions. In the year 2011, Samsung was the largest vendor of smartphones in India. These phones come in all ranges and provide good services. It has not only captured the market but made a special place in the hearts of many users. Other mobile brands could not afford to ignore this vast and potential total addressable market and are giving tough competition to Samsung.

Samsung is a leading brand in the mobile phone industry, and its success can be attributed to various factors, including customer perception. Here are some key points about customer perception towards Samsung mobiles: Customer preference and satisfaction: Studies have been conducted to understand customer preference and satisfaction towards Samsung mobiles. These studies aim to determine the factors that influence customers' buying behavior, such as product quality, customer service, and overall brand value. Samsung has been ranked for customer satisfaction among 5G mobile devices in the 2023 American Customer Satisfaction Index (ACSI) Survey. Technical support and durability: According to the ACSI Survey, 73% of consumers indicated that technical support was a key factor in their purchase decision, while 89% stated that durability was also an important consideration. These findings highlight the importance of providing reliable devices and convenient, expert customer care to meet customers' needs and expectations. Brand loyalty and premium pricing: Samsung consumers are often perceived as

brand loyal, willing to pay a premium price for their devices, and having a strong community sense. This indicates that customers value the brand and its products, which can be attributed to factors such as product quality, innovation, and brand reputation. Status symbol: Smartphones, including Samsung devices, are often perceived as status symbols. Higher-end Samsung phones are associated with high quality and can contribute to customers' perception of the brand and its products.

1.2 Objective of the Study

1. The scope and objectives of customer perception towards Samsung mobiles can be summarized as follows: Determining customer preferences and needs: The objective of several studies is to understand the factors that influence customers to choose Samsung mobile phones and their satisfaction levels with the brand. This includes examining the popularity of Samsung mobile phones among different customers and studying the profile of Samsung mobile users.
2. Examining customer purchase habits: Another goal of these studies is to gain insights into customer purchase habits when it comes to Samsung mobile phones. This can help in understanding the factors that influence customers to prefer a particular brand and the problems they face while using such brands.
3. Assessing customer satisfaction and loyalty: Understanding customer satisfaction and loyalty is an important objective of these studies. The results have shown that Samsung consumers appear to be brand loyal, willing to pay a premium price, and have a great community sense compared to consumers of other brands.
4. Identifying factors influencing customer choice: The scope of these studies includes identifying the factors that influence customers to choose Samsung mobile phones. This can help the company in improving its products and services to better meet customer needs.
5. To find the factors influencing consumer buying behavior.
6. To identify the expectation level of the consumers for future demand.

II. LITERATURE REVIEW

Dr. Dawar Sunny (2019) Samsung brand is considered the most preferred brand in the Rajasthan than Videocon. The results have shown that Samsung consumers appear to be brand loyal, willing to pay a premium price and have a great community sense than Videocon consumers. The data was collected using the consumer survey method. The usable questionnaires were collected from 275 consumers.

According to Mr. Bankapur Bangarappa and Dr. Shiralashetti A.S (2017) Customers preferred brand image, features, battery backup, and resale value with an expected price. Today, every company is facing tough competition in the world. Customer satisfaction is the most critical event in management, and companies are trying to identify the needs, wants, and demands of the customers.

According to Joel Billieux (2017) despite its clear advantage, cellular phone use has been associated with harmful or potentially disturbing behaviors; the mobile phone's problematic use is considered an inability to regulate one's mobile use.

According to Gupta Ridhi and Priyanka (2016) social media like Facebook, Twitter, and Instagram have become an essential part of our lives. The number of users on social media is increasing day by day. With the help of social media, it is possible to communicate with customers effectively. It provides a platform to interact with consumers. With the help of such interaction, it is possible to identify the needs and wants of consumers. From various studies, it is found that consumers can make decisions related to purchase and help to formulate marketing strategies. Due to the importance of social media, marketers advertise their products through social networking sites. Social media is also having a positive impact on the buying behavior of a consumer. Due to its importance in the present scenario, it is essential to study its effects on consumers' buying behavior regarding Samsung Smartphone.

According to Kannusamy K and Karthika S (2015) Customer's satisfaction is a growing concern among Indian businesses. The consumer with higher education, information, and awareness demands better value for money. Retaining current customers and winning future customers is becoming an increasingly challenging task for Indian marketers. Today, customers are considered a king, and their buying

behavior has become the focal point of the business world's attention. Globalized companies face stiff competition and have to develop products and strategies to develop products and strategies to attract customers.

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Liu (2002) in a recent paper, analyzed and found that the choice of the mobile phone is characterized by two

distinct attitudes towards brands: attitudes towards the mobile phone brand and attitude towards the network. Customer's choice of mobile phone brand is mainly affected by new features more than size. This trend of choosing is definitely towards phones with a better capacity larger screen.

Lee and feich (2001) argue that customer satisfaction contributes positively to customer retention. Lee and feich (2001) found that switching cost plays a vital role in explaining the link. Switching costs further linked with quality. The mobile company's focus on quality will increase customer satisfaction.

Androulidakis, G., & Kandus, G. (2017) found that consumers' security habits differ depending on the make of their mobile devices. A user's behaviour might vary across a number of dimensions depending on the mobile phone brand they're using. Therefore, there is a classification, unique to each brand, of places where people are obviously missing security mind. Such a classification may aid phone makers in making more secure mobile phones, ideally in a way that is invisible to the user.

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Piercy (1995), "it is striking that one of the few elements that links many of the otherwise disparate recommendations made to managers over the past several decades has been the need to focus on customer satisfaction as a route to sustained high performance". Companies should, to a much higher degree, beware of the fact that customer dissatisfaction equals both defection and long-term losses. As stated by various authors (Ballantayne et al. 1996; Berry, 1986; Collier, 1994; Schneider and Bowen, 1995): It is easier - and much cheaper - to keep existing customers than to get new ones. Additionally, another benefit from achieving satisfied customers is the fact that the willingness to repurchase is much higher for satisfied customers than for dissatisfied and indifferent ones. Despite this awareness concerning

the importance of customer satisfaction, it is beyond the ability of many of today's service companies to maintain satisfied customers. Empirical surveys concerning the proportion of satisfied versus dissatisfied customers reveal that a large amount of service industries suffer from an insufficient number of satisfied customers.

According to the results, the preferences of undergraduate students for mobile phones change when the product features are altered. Color schemes, clearly displayed brand names, a selection of mobile phone models, secure packaging, the user's level of safety consciousness, the phone's aesthetic, and its overall design were all taken into account. The accompanying applied structure and study speculation were developed for this investigation, based on a survey of the aforementioned studies and literatures. This leads us to identify six independent variables (cost, social impacts, solidness, brand name, item attributes, and after deals benefits) that might influence the reliant variable (i.e., the decision to purchase).

According to the research of Bello and Holbrook (1995), "Higher brand equity can enable consumers to be willing to pay more for the same level of quality due to the attractiveness of the name attached to the product." Simon and Sullivan (1993) view brand equity in two different perspectives; first one is financial perspectives that states and stresses the value of a brand to the firm. The subsequent definition that is from consumer viewpoint emphasizes the value of a brand to the consumers (Aaker, 1991; Keller, 1993; Rangaswamy et al., 1993).

Mai and Ness (1999) elaborate satisfaction as an overall contentment or pleasure's level perceived by a consumer, resulting from the quality of the product or service to fulfill the consumer's expectations, desires, and needs. Satisfaction is also defined as the level of delightfulness of post – consumption evaluation or the degree of pleasures associated with fulfillment of expectation related with consumption (Oliver, 1996; Paulssen and Birk, 2007; Ruyter and Bloemer, 1999). Satisfaction is the degree of agreeable consumption that is the result of fulfills customers' needs, desires, goals, or so on (Oliver, 1994; Olsen, 2002).

Brand satisfaction can also be determined by brand image and according to hypothesis there is positive relation between these two, customer are more satisfied with a brand which possess a higher brand

image (Chang and Tu, 2005; Martenson, 2007). Hart and Saunders (1997) define trust as the degree of confidence that a party holds about the expected behavior of another party. Rousseau et al. (1998) additionally, Ganesan (1994) argued that trust is a willingness to depend on another party based on the expectation resulting from the party's ability, reliability, and benevolence.

III. METHODOLOGY

3.1 Research Design

The research design for this study will be a quantitative cross-sectional survey. This design allowed collecting data from a large number of participants in a relatively short period of time. The survey was distributed online to participants who meet the inclusion criteria.

Descriptive research design can be employed to describe the data and characteristics associated with the population using Samsung mobile phones

The study can focus on Samsung mobile phones exclusively to gain a deeper understanding of consumer.

Samsung's research design for mobiles involves a combination of multidisciplinary teams, strategic thinking, and market experimentation. The company's innovation process begins with research conducted by designers, engineers, and marketers.

3.2 Sources of Data

Both Primary and Secondary source of data was used in this research

1. Primary Data: The Primary Data for the study was collected through a survey that was distributed online to participants who met the inclusion criteria.
2. Secondary Data: The secondary Data for the study was collected from other sources, such as academic journals and previously published research papers. This Secondary Data was used to provide additional context for the findings of the study and to compare the results of the study to previous research findings.
3. Questionnaires can be used to gather information from the target audience. The questionnaires can include questions about email, gender, and other relevant factors

4. Surveys and interviews can be conducted to collect qualitative data on customer perception and satisfaction

3.3 Data collection method

The data collection method for this research is a survey which was distributed online. This method was chosen because it is a relatively inexpensive and efficient way to collect data from a large number of participants. It is also a convenient method for participants, as they can complete the survey at their own time and place.

The survey was hosted on a secure online platform, such as Google Forms. The survey link was distributed to participants through a variety of channels, such as social media.

3.4 Sampling Method

The Sampling method used in the research is Convenience Sampling. Convenience Sampling is Non-probability Sampling. To recruit participants, the survey link was distributed through various social media channels where specific groups of participants were targeted. The sample size for this research is 148 responses.

Sample Size and Sampling Area A convenient sampling method can be used to select participants from the target population, such as Samsung mobile phone users in a specific city or district

IV. RESULTS AND DISCUSSION

5.1 Demographic Profile –

The demographic breakdown shows a significant gender bias, with 55.1% of respondents being male and 44.9% being female. Most of the respondents are aged 25-35, there are fewer participants in older age groups. Regarding emphasizes the well-educated sample. In terms of occupation, a significant but smaller segment compared to other groups such as students and the self-employed.

Table01 ANOVA

Samsung mobiles_are_very_stylish_in_appearance

	Sum of Squares	df	Mean Square	F	Sig.	Hypothesis
Between Groups	15.780	9	1.753	1.155	.329	Not Rejected
Within Groups	209.464	138	1.518			
Total	225.243	147				

Table 02 ANOVA

Do_Samsung_mobile_phones_complete_your_primary_uses_like

	Sum of Squares	df	Mean Square	F	Sig.	Hypothesis
Between Groups	.905	9	.101	.676	.729	Not Rejected
Within Groups	20.521	138	.149			
Total	21.426	147				

Table 03 ANOVA

03Samsung_mobile_phones_have_good_picture_and_video_capturing_qual

	Sum of Squares	df	Mean Square	F	Sig.	Hypothesis
Between Groups	8.205	9	.912	.954	.481	Not Rejected
Within Groups	131.876	138	.956			
Total	140.081	147				

Table 04 ANOVA

Samsung_mobile_phones_have_excellent_customer_services#

	Sum of Squares	df	Mean Square	F	Sig.	Hypothesis
Between Groups	2.012	9	.224	1.772	.079	Not Rejected
Within Groups	17.413	138	.126			
Total	19.426	147				

Table 05 ANOVA

05Samsung_mobile_phones_have_more_and_Qualitative_Accessories#

	Sum of Squares	df	Mean Square	F	Sig.	Hypothesis
Between Groups	2.581	9	.287	.519	.859	Not Rejected
Within Groups	76.230	138	.552			
Total	78.811	147				

Table 06 ANOVA

06Whether_Samsung_should_continue_making_mobile_phones#

	Sum of Squares	df	Mean Square	F	Sig.	Hypothesis
Between Groups	.918	9	.102	2.116	.032	Rejected (Because 0.05 less than.)
Within Groups	6.650	138	.048			
Total	7.568	147				

Table 07 ANOVA

07Do_you_recommend_Samsung_mobile_phones_to_your_friends_and_rela

	Sum of Squares	df	Mean Square	F	Sig.	Hypothesis
Between Groups	10.346	9	1.150	1.371	.207	Not Rejected
Within Groups	115.735	138	.839			
Total	126.081	147				

RESULTS

ANOVA stands for Analysis of Variance. It is a statistical method used to analyze the differences between the means of two or more groups or treatments. It is often used to determine whether there are any statistically significant differences between the means of different groups. The formula for ANOVA is $F = \frac{\text{variance caused by treatment}}{\text{variance due to random chance}}$. The ANOVA F value can tell you if there is a significant difference between the levels of the independent variable, when $p < .05$. So, a higher F value indicates that the treatment variables are significant. We use the SPSS software to calculate the hypothesis

H1: This analysis suggests that there is no significant difference between occupation of respondents and their perception of Samsung Mobiles. Consumer is likely to use Samsung Products and services. Find convenience in Samsung Mobiles, and are also ready to recommend Samsung phones services and products to others brands.

H0: This analysis suggests that there is significant difference between occupation of respondents and their perception of Samsung Mobiles. Consumer is

don't likely to use Samsung Products and services. Find convenience in Samsung Mobiles, and are also not ready to recommend Samsung phones services and products to others brands.

Note: - Only one result is H_0 it shows that consumer most like the product of Samsung.

Out of 147 respondents' male respondents are 55.1% and female respondents are 44.9%. Majority of the respondents are male respondents with 55.1.

From the above table interpreted are 69.6% respondents are In Favor, 21.6% are out Favor, 8.8% other, and majority of 69.6% is respondent from Favorable.

From the above table interpreted are 58.8% respondents are Good, 38.5% are Best, 2.7% Bad and majority of 58.8% is respondent from Good.

From the above table interpreted are 85.7% respondents are Yes, 14.3% are No, and majority of 85.7% is respondent from yes stand for use of gaming, music and social networking.

From the above table interpreted are 62.8% respondents are Agree, 29.1% are Strongly Agree, 4.6% are Disagree, 3.5% Strongly Disagree and, majority of 62.8% is respondent from Agreeable.

From the above table interpreted are 85.0% respondents are Yes, 15.0% are No, and majority of 85.00% is respondent from yes stand for use of Samsung mobile phones have excellent customer services.

From the above table interpreted are 78.1% respondents are Good Advertisements, 6.2% are Too Little Advertisements, 12.5% are Too Many Advertisements, 3.2% Non-impressive Advertisements, majority of 78.1% is respondent from Good Advertisements.

From the above table interpreted are 75.7% respondents are Agree, 10.8% are Strongly Agree, 12.2% are Disagree, 0.7% Strongly Disagree and, majority of 75.7% is respondent from Agreeable.

From the above table interpreted are 59.5% respondents are Yes of Course, 28.4% are May be Couple of them, 10.8% are No I Don't, 1.3% are I Don't Know and, majority of 59.5% is respondent from Yes of course.

V. CONCLUSION

This study concludes that most people prefer using Samsung mobile because it provides features like a

good camera, better battery backup, powerful processor at a budget-friendly rate.

Overall, the customers have a very positive experience regarding the usage of Samsung mobiles. And are willing to buy Samsung mobile in next purchase.

Through there is number of new brands of mobiles in the market SAMSUNG had reputation on its brand.

People can use Samsung mobiles for 4-5 years which is more than enough for the life of mobiles phones.

The price is fair for its brand and life time of Samsung mobile phones.

VI. LIMITATIONS OF THE STUDY

- The opinion elicited from the research conducted can't be taken as the opinion of the whole population.
- Data totally depends on the respondent's view, which could be biased in nature.
- Small Sample Size With only 148 participants, the study's sample size may limit the depth and generalizability of the findings.
- Sampling bias: If the study only surveys a specific demographic or geographic region, the findings may not be representative of the broader population's perception.
- Limited scope the study might focus solely on a specific aspect of Samsung mobile devices, such as design or performance, without considering other important factors like price, customer service, or brand reputation.
- Cross-cultural differences Customer perceptions of Samsung mobile devices may vary significantly across different cultural contexts, and the study may not adequately account for these variations.

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