

A Study on Consumers Satisfaction towards Samsung Mobile Phone in Erode District

S. Kalaiselvi^{1*} and P. Karthika²

¹Assistant Professor of Commerce, Vellalar College for Women (Autonomous), Erode – 638012, Tamil Nadu, India; cutekalai2003@gmail.com

²Assistant Professor of Commerce (CA), Vellalar College for Women (Autonomous), Erode – 638012, Tamil Nadu, India; pkarthika.mcom@gmail.com

Abstract

The objective of this research is to evaluate the consumers' satisfaction towards Samsung mobile phone in Erode district. This study exhibits the relationship between demographic variables and study related factors. This research is based on primary data collected through questionnaire. The size of sample is 150 selected on convenience sampling method. The statistical tools like Simple Percentage Analysis, Chi-square test and Weighted Average Ranking Technique are employed for analyzing the data. The results of the study showed that most of the respondents had faced the problem of quick battery drain. It was also found that the factors namely Gender, Marital status, Educational qualification, Occupational status and Place of residence had no significant association with the level of satisfaction of the respondents.

Keywords: Consumers, Samsung Mobile and Satisfaction

1. Introduction

In the world of today, mobile making companies are mushrooming. Every month the companies are launching new models to cater to the needs of society. Now-a-days, consumers are more aware about prices and latest facilities available in assorted company's mobile phones. In day-to-day existence, communication plays a key position and reached peak in the telecommunication field. The customer's needs and wants are changing every day. The companies are introducing new services to meet the customer requirements and effective utilization. The main motto of every company is to satisfy the customers because they are asset to the companies. Customer centricity is considered as an indispensable element of every successful business. This is the reason why all companies focus on continuously improving customer satisfaction. Satisfying the customers is the most important indicator of purchase intention and customer loyalty. It helps the companies to identify the

business growth and revenue. In telecommunication field, Samsung plays a pivotal role. This study is an attempt made to identify the level of consumer satisfaction towards usage of Samsung mobile phone in Erode district.

2. Review of Literature

Samaan Al-Msallam¹ illustrated that customer satisfaction had appreciably influenced the customer loyalty. It was in turn influenced by brand image and price fairness. Customer perception towards brand image and price fairness contributed to improve satisfaction level. Dharmalingam and Palanisamy² found that consumers had positive approach on green products. The higher level of income and education had influenced the people to obtain more knowledge on environmental issues and green products. It revealed that the level of education had an impact on the selection of the green house hold products

*Author for correspondence

by the users. Vanitha and Subramanian³ indicated that there was a direct relationship between brand awareness and customer engagement. The awareness of the people about the brand continued till they faced bad experience. Youghui Rao *et al.*,⁴ inferred that consumers were satisfied in shopping from direct e-store as they would get different experiences.

3. Statement of the Problem

Brand awareness is the foundation of all the marketing efforts. Marketers know that they need to build brand awareness. Brand awareness is important because it is the very first step in the marketing funnel and a vital foundation to eventually acquire customers. It increases market share and sales, improve brand perception, acquire audience data, increase customer's trust, help to reach out target audience and make marketing more easier. A study on brand awareness increases the chance of converting people into customers. In recent years, Samsung mobile phones market declared its new business strategy focusing on consumer and marketing. There are about 150 new models of mobile phone launched everyday to attract the modern consumers in such a way that their expectations are met.

Consumer satisfaction will vary from person to person and from product to product. The level of behavior may also vary depending on the demographic factors of the consumers. Samsung mobile phone products are mostly liked by the consumers. But the level of satisfaction will vary from one person to other. Against these backgrounds, the study is an attempt to analyze the consumers' satisfaction towards the usage of Samsung mobile phone product and to find answers for the following questions.

- Whether the consumers are satisfied with the usage of Samsung mobile phone? and
- What are the problems faced by the consumers while using Samsung mobile phone?

4. Objectives of the Study

- To identify the significance of association of various socio-economic variables with the level of satisfaction of consumers in using Samsung mobile phone.

- To analyze the barriers faced by the consumers while buying Samsung mobile phones.

5. Methodology

The study has been carried out with the consumers at Erode District. The field survey has been carried out from the month of December 2021 to April 2022 to collect primary data. The Convenience Sampling Technique has been adopted to collect the pertinent data from the respondents. 150 respondents are taken as sample for this study.

6. Hypothesis

H_0 : There is no significant association between socio-economic variables and the level of satisfaction of the respondents towards Samsung mobile phone.

7. Analysis and Discussion

7.1 Socio-economic Background of the Respondents

The various demographic and study related variables namely age, gender, marital status, educational qualification, occupational status, monthly family income, nature of family, size of the family, place of residence, period of usage, source of information, sales and service experience, place of purchase, opinion on price of phone, preference for storage capacity, frequency of purchase, opinion on price of Samsung mobile in Indian market, opinion about information on Samsung mobile phone, opinion about design and color, attributes in buying decisions, attitude towards phone, opinion towards perceived features, payment options, reasons for brand switching and opinion on difference in offers and services are examined with Simple Percentage Analysis. The details are shown in Table 1.

Table 1 shows that a majority of 38.67% of the respondents belong of the age group of 21-30 years, 54% of them are male, 62% are married, 45.33% are graduates, 34% of them belong to occupational status of other categories, 37.33% are earning a monthly family income of above Rs.50, 000, 60.67% belong to the category of joint family, 50.66% of them have 4-5 members in their

Table 1. Socio-economic background of the respondents

Factors	No. of Respondents	Percentage (%)
Age		
Upto 20 years	39	26.00
21-30 years	58	38.67
31- 40 years	31	20.67
41- 50 years	13	8.66
Above 50 years	9	6.00
Gender		
Male	81	54.00
Female	69	46.00
Marital Status		
Married	93	62.00
Unmarried	57	38.00
Educational Qualification		
School level	41	27.33
Graduate	68	45.33
Professionals	19	12.67
Others	22	14.67
Occupational Status		
Student	43	28.67
Business	36	24.00
Professional	20	13.33
Others	51	34.00
Monthly Family Income		
Upto Rs.20,000	37	24.67
Rs.20,001 - Rs.30,000	24	16.00
Rs.30,001 - Rs.40,000	10	6.67
Rs.40,001 - Rs.50,000	23	15.33
Above Rs.50,000	56	37.33
Nature of Family		
Joint Family	91	60.67
Nuclear Family	59	39.33

Size of the Family		
Upto 3 Members	46	30.67
4 – 5 Members	76	50.66
Above 5 Members	28	18.67
Place of Residence		
Urban	43	28.66
Semi-urban	55	36.67
Rural	52	34.67
Period of Usage		
Less than 2 years	46	30.66
2 – 3 years	69	46.00
3 – 5 years	19	12.67
More than 5 years	16	10.67
Source of Information		
Advertisement	42	28.00
Newspaper	29	19.33
Internet	32	21.33
Friends	37	24.67
Others	10	6.67
Sales and Service Experience		
Excellent	52	34.67
Good	27	18.00
Average	30	20.00
Semi-Average	23	15.33
Below Average	18	12.00
Place of Purchase		
Online	43	28.67
Mobile shop	61	40.67
Hypermarket/Malls	26	17.33
Does not matter(Any place)	20	13.33
Opinion on Price of Phone		
Highly Expensive	19	12.67
Expensive	57	38.00
Moderate	47	31.33
Low	16	10.67
Very Low	11	7.33

Preference for Storage Capacity		
16 GB	16	10.67
32 GB	25	16.67
64 GB	44	29.33
128 GB	52	34.67
Others	13	8.67
Frequency of Purchase		
While phone is broken	35	23.33
Special Occasion	30	20.00
New launch	65	43.34
Others	20	13.33
Opinion on Price of Samsung Mobile in Indian Market		
Reasonable	34	22.67
Expensive	35	23.33
Moderate	40	26.67
Economical	23	15.33
Cheap	18	12.00
Opinion about Information on Samsung Mobile Phone		
Excellent	55	36.67
Good	40	26.67
Average	20	13.33
Poor	10	6.67
Very poor	25	16.67
Opinion about Design and Color		
Good	43	28.67
Very Good	35	23.33
Improvement Needed	30	20.00
Poor	27	18.00
Very poor	15	10.00
Attributes in Buying Decisions		
Popularity	49	32.67
Phone quality	35	23.33
Price	26	7.33
Packaging	25	16.67
Others	15	10.00

Attitude towards Phone		
Represent good value for money	47	31.33
Better than conventional brand	51	34.00
Price is affordable	25	16.67
Better distribution	27	18.00
Opinion towards Perceived Features		
More fashionable	40	26.67
More reliable	19	12.67
Special features	30	20.00
Recognized brand	35	23.33
Familiar	26	17.33
Payment Options		
Cash on delivery	54	36.00
Credit card	26	17.33
Debit card	25	16.67
Net banking	30	20.00
Others	15	10.00
Reasons for Brand Switching		
Boring	18	12.00
New version	40	26.67
Theft	33	22.00
Ruined	49	32.67
Others	10	6.67
Opinion on Difference in Offers and Services		
Yes	81	54.00
No	69	46.00

Source: Computed

family, 36.67% are residing in semi-urban area, 46% of the respondent's usage period of Samsung mobile phone is 2-3 years, 28% of the respondent's source of information about Samsung mobile phone is through advertisement, 34.67% of the respondents opine sales and service as excellent, 40.67% of the respondents get the Samsung mobile phone from mobile shop, 38% of the respondents' opinion on price of the phone is moderate, 34.67% of the respondents prefer 128GB, 43.34% of the respondents buy Samsung mobile phone at the time of

new mobile launch, 26.67% of the respondents rate the price of Samsung mobile phone as expensive, 36.67% of the respondent's opinion about information of Samsung mobile phone is excellent, 28.67% of the respondent's opinion about design and color of Samsung mobile phone is that it is good, 32.67% of the respondents are influenced by popularity, 34% of the respondent's attitude towards Samsung mobile phones is that it is better than conventional brand, 26.67% of the respondent's opinion towards perceived features of the Samsung mobile phone

is that it is more fashionable, 36% of the respondents prefer cash on delivery for payment options, 32.67% of the respondent's reasons for brand switching is due to ruin of mobile phone, 54% of the respondents feel the difference in offers and services of Samsung mobile phone when compared to other brands.

7.2 Measuring Customer Satisfaction through Chi-Square Analysis

In order to ascertain the significant association between the various socio-economic variables (gender, marital status, educational qualification, occupational status and place of residence) and the level of satisfaction towards the purchase of Samsung mobile phone, a null hypothesis is framed and is tested with chi square test at 5% level of significance. The findings are exhibited in Table 2.

Table 2 exhibits that there is no significant association between all the selected socio-economic variables of the respondents (gender, marital status, educational qualification, occupational status and place of residence) and level of satisfaction towards the purchase of Samsung mobile phone.

7.3 Problems Faced by the Respondents towards Purchase of Samsung Mobile Phone

In the purchase of Samsung mobile phone, six problems are identified namely phone over heating, having trouble

in connecting with wifi, audio and micro phone problem, frozen screen, camera and battery dies quickly. These are examined by applying weighted average ranking technique. The following Table 3 shows the ranking of problems faced by the respondents in the purchase of Samsung mobile phone.

The Table 3 shows that out of various problems, battery dies quickly is given first rank with the weighted average score of 27.61 and the second rank is given to audio and micro phone problem with the score of 26.38. It is followed by frozen screen whose weighted average score is 25.80, having trouble connecting wifi with the score of 25, phone over heating with the weighted average score of 23.80 and camera with the score of 23.57.

8. Suggestions

The constructive suggestions offered based on the findings of the study are as follows:

- The company may give more offers and free samples to the consumers, so that it can attract more number of consumers.
- Price should be reduced to some extent to facilitate all classes of people to purchase the Samsung mobile phone.
- The company can make better packing of products to fulfil the customer's needs. The packaging can be better.
- Variety of models should be introduced to cover the young generation.

Table 2. Socio-economic variables and level of satisfaction

Variables	Degrees of freedom	Calculated value	Table value	Significant / Not significant
Gender	2	0.057	5.99	Not Significant
Marital Status	2	0.774	5.99	Not Significant
Educational Qualification	6	6.229	12.59	Not Significant
Occupational Status	6	2.991	12.59	Not Significant
Place of Residence	4	1.690	9.49	Not Significant

Source: Computed

Table 3. Problems faced by the Respondents

WEIGHTED SCORE POINTS(W)		6	5	4	3	2	1	TOTAL SCORE ($\sum WX$)	WEIGHTED AVERAGE SCORE $X_w = \frac{\sum WX}{\sum W}$	RANK
RANK		I	II	III	IV	V	VI			
FACTORS										
Phone over heating	X	24	22	20	25	32	27	500	23.80	5
	WX	144	110	80	75	64	27			
Having trouble Connecting WIFI	X	22	27	29	24	22	26	525	25	4
	WX	132	135	116	72	44	26			
Audio and micro Phone problem	X	31	28	21	22	30	18	554	26.38	2
	WX	186	140	84	66	60	18			
Frozen screen	X	30	20	25	27	33	15	542	25.80	3
	WX	180	100	100	81	66	15			
Camera	X	25	21	17	28	29	30	495	23.57	6
	WX	150	105	68	84	58	30			
Battery dies Quickly	X	41	26	24	19	11	29	580	27.61	1
	WX	246	130	96	57	22	29			
TOTAL		X	150	150	150	150	150			

Source: Computed

- The company can improve the availability of products in retail shop.

9. Conclusion

The present era is tech savvy which is rapidly changing. It also has its impact on taste and preference of the

consumers. In today's world of rapidly changing technology, consumers' taste and preference are also characterized by fast change. A satisfied customer will soon change to other product but a loyal customer will not do like that. The firm has to be constantly innovative and understand the consumer's needs and wants. Customers have to be educated about the productive usage of Samsung mobile phone. It will help to tap the potential of the market. Moreover, the Samsung company has to change its strategy in advertising to capture the market. The suggestions provided will help the Samsung mobile phone company to meet the expectations of its target customers and thereby creating a place for it in the market.

10. References

1. Al-Msallam S. Customer Satisfaction and Brand Loyalty in the Hotel Industry. *European Scientific Journal*. 2015; 1:232–251.
2. Dharmalingam R, Palanisamy V. Consumers' Perception towards Green Products with reference to Vellore District. *International Journal of Engineering and Advanced Technology*. 2019; 9(1): 5340–5344. <https://doi.org/10.35940/ijeat.A2970.109119>.
3. Vanitha P, Subramanian S. A Study on Brand Awareness and Customer Engagement. *Indian Journal of Public Health Research and Development*. 2020; 11(3):258–262.
4. Rao Y, Saleem A, Saeed W, UI Haq J. Online Consumer Satisfaction during COVID-19: Perspective of a Developing Country. *Frontiers in Psychology*. 2021; 12:1–12. PMID: 34659069 PMCID: PMC8517174. <https://doi.org/10.3389/fpsyg.2021.751854>