

# A Study on Consumer Attitude towards Samsung Mobiles

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## Summary:

Since 1983, the smartphone market has expanded rapidly. Since then, a number of large mobile phone companies have entered the market. Due to its ease, excellent camera features, ease of installing programs and, most crucially, its capacity to carry out a variety of computer functions while mobile, smartphones appear to be becoming more and more indispensable to people these days. A multitude of internal elements influence consumers' purchasing decisions, including as their psychographics, motivations, personalities, levels of knowledge, attitudes, convictions, and feelings. Examples, external influences that might alter a person's conduct are both subcultures and cultures. One important topic of consumer behavior study is decision-making, which consumption-related goods to invest their resources—money, time, and energy. It's critical to consider what buyers decide.

**Key words:** Samsung, consumer happiness, buying behavior, and customer service.

## OVERVIEW:

A variety of acts are included in consumer behavior, such as choosing, obtaining, making use of, evaluating, and finally rejecting goods and services that clients think will satisfy their needs.

It is apparent to every single one of us that we each have unique qualities. First of all, despite all of our differences, one thing unites us all: our customers. Items that we regularly use or consume include vacations, hardware, food, clothes, housing, transit, education, pleasures, services, and even ideas.

In the big picture, consumers just like us are critical to every economy's prosperity. Our decisions as consumers have an effect on the a need for banking, manufacturing, transit, as well as basic raw commodities; this in turn has an impact on the quantity of resources allocated to different sectors and the number of employment generated. In the current serious and rapidly evolving commercial sector, in particular, advertisers

must possess a thorough comprehension of their intended audience. a friend or member of their family is referred to as a "personal consumer." End users, sometimes referred to as ultimate customers, are the people who purchase products because they intend to use them in their final state.

Examples include their beliefs, their desires, and their leisure activities. A self-shopping individual,

"Consumer behavior" is described as "the behaviors of consumers in the market environment and the underlying reasons of those actions" in the Dictionary of Marketing by Ostrow and Smith.

In order to make informed judgments about product creation, market expansion, and product placement, marketers must possess a comprehensive comprehension of the factors that influence buyer purchasing decisions.

The phrase "customer lead" refers to the manner in which buyers look for, acquire, use, assess, and throw away goods and companies things they think will satisfy their requirements. (Kanuck, Schiffman, and 2020). The study of how individuals use finite resources (money, time, and effort) is known as customer behavior research. Customer Characteristics and Attitudes Since the beginning of time, Marketers have made an effort to win over clients by leveraging their unique qualities. Their tenure is lengthy harbored the assumption, usage patterns and spending habits of consumers are influenced by individual variances in personality traits. Consequently, marketers and advertising have frequently used images of individuals with specific traits or personality traits to represent their goods and services.

A person's personality reflects their particular qualities.

- It will last for a very long time because of its strong base.
- Additionally, things could change.

Napoleon famously said, "When it comes to customers, nothing is more precious than the power to choose." This adage couldn't apply more. Because of this, marketers must possess a thorough comprehension of the purchasing procedure. Some factors that influence consumers' ultimate purchasing decisions are as follows:

- Social and economic origins
- Culture & Sub-culture
- Personality
- Movement
- Location
- The Stages within the Life Cycle

### **REVIEW OF LITERATURE:**

Androulidakis, G., & Kandus, G. (2017) found that a customer's security behaviors are influenced by the brand of their mobile device. There are several ways in which a user's behavior can vary depending on the type of mobile phone they are using. As a result, there is a categorization of locations where people are clearly lacking security awareness that is specific to each brand. In an ideal world, this classification would help phone manufacturers create more secure smartphones without the user even realizing it.

Das (2018) conducted an empirical study using a survey approach to determine what factors young customers in Odisha, India's coastal districts consider while making mobile handset purchases. According to the survey, young consumers, women, recent college graduates, students, and city dwellers all significantly chose handsets that blended a well-known brand name with a sleek design and innovative value, improved functionality and a cozy user interface.

In 2021, Pakola et al. made an effort to look into the reasons underlying consumers' purchasing of cell phones. When buying a new phone, price and features were considered to have the greatest influence, however when choosing a mobile service provider, Friends' recommendations, price, and sound quality were deemed to be the most crucial variables.

Furthermore, Saif (2019) looked into the variables affecting Pakistani customers' choice of mobile device. The findings demonstrate that consumers place a high value on cutting-edge technology, which not only affects their choice of new smartphone but also acts as a key differentiator between it and competing models.

In the Cuddappah area of India, Subramanyam and Venkateswarlu (2020) investigated the elements influencing individuals' choices regarding cell phone purchases. To learn more about the impact marketing plays in consumers' decision-making, researchers looked at the many tactics used by the industry to pique the interest and comprehension of both current and potential customers. In 2020, Tajzadeh Namin A. A. and Rahmani Vahid Tajzadeh Namin Aidin found that variables such household income, exposure to advertising, and educational attainment influenced customers' choices of brands to buy. The findings indicate a relationship between customers' opinions of firms and brands and the products (mobile phones in particular) that they choose to use. Additionally, there was no connection found between product choice and either mediated or unmediated decision-making.

Most people desire to buy a cell phone because they want to start a family.

Malasi (2020) reports that a survey was conducted among freshmen in Kenyan colleges to ascertain individual tastes for smartphones and the ways that various product features affected their preferences. The results demonstrate that when attributes of a good are considered are modified, and undergraduate students' preferences for smartphones vary. Considerations included color schemes, brand names that are clearly visible, a range of mobile phone designs, secure packaging, and the user's level of concern for safety, the phone's general design, and its aesthetics. Considering an analysis of the previously stated studies With literatures, the appropriate framework for the investigation, as well as study

hypotheses, were developed. Cost, social repercussions, durability, reputation, item attributes, and after-deal benefits are the six independent variables are therefore identified as potentially impact the dependent variable, or the choice to buy.

## RESEARCH METHODOLOGY:

### Study Goals:

Information regarding Hyderabad City customers' shopping patterns with regard to SAMSUNG smartphones was obtained.

- To determine which elements affect a customer's decision to purchase a Smartphones.
- To determine whether smart phone usage in Hyderabad, Karnataka, may benefit users in their daily lives and work.
- To discover out why people are so devoted to Samsung cellphones.

### The Study's Scope Incorporates: Analysis and Interpretation

Determining consumer purchasing patterns for SAMSUNG mobile phones is the study's main objective. In the current survey, only SAMSUNG smartphones are being taken into account. This study advances our knowledge of the variables that affected consumers' decisions to purchase Samsung cellphones.

Determining the degree of customer satisfaction with the SAMSUNG brand is another benefit of this research. Consequently, this study offers insights on the tastes and preferences of potential customers in addition to concentrating on consumer purchasing behavior.

Table No.1 Smartphones are more functional In both of their Personal and Professional lives.

Level of rating	Age			Total
	20-30 Years	31-40 Years	Beyond 40 Years	
Completely concur	19	28	7	48
Accept	20	21	3	44
Contrary to	3	3	2	8
Overall	45	45	10	100

**Null Hypothesis (H0):** The age at which clients are hired and the age at which cellphones are more useful in daily life are not fundamentally different.

**Alternative Hypothesis (H1):** The generation that uses smartphones the most in daily life is very different from the generation of clients that are hired.

Percentage of Liberty: At 5% significant level, the table value for  $V = 4$  is 9.49.

2.421 is the calculated value.

Given that The number that has been calculated is less than the value in the table, We acknowledge the incorrect hypothesis. The lack of a statistically significant variation in the responses by age group leads us to the conclusion that smartphone users of all ages find the device beneficial for both personal as well as professional capacities.

Table No. 2 Do you think paying more for this particular brand is worthwhile?

Revenue	Revenue ( RS.)				Total
	Under 5000	5001-10000	10001-15000	Above15000	
Yes	20	25	30	5	82
No	5	3	11	1	18
<b>Total</b>	<b>25</b>	<b>28</b>	<b>41</b>	<b>6</b>	<b>100</b>

**Null Hypothesis (H0):** Although there may be little to no difference in income between them, clients are willing to pay more for this brand.

**Alternative Hypothesis (H1):** Consumers are willing to pay more for this brand even though they have a wide range of disposable incomes.

**Degree of Freedom is:**  $V = 3$  At the 5% level of significance, the table value for  $V = 3$  is 7.81 Value Calculated = 10.601

#### Conclusion:

We accept the null hypothesis since the computed number is less than the value in the table. We therefore concluded that there isn't a noticeable income difference among the customers who are willing to spend more for this brand.

Table No. 3 Demonstrates how reasonably priced Samsung's cell phone offerings are.

Income Level (in) Rating Level (in)	RS.				Total
	Below 5000	5001-10000	10001-15000	Above 15000	
Strongly Agreed	3	3	14	4	24
Agreed	6	7	27	18	58
Disagreed	1	1	10	10	22
		11	51	28	100

**Null Hypothesis (H0):** There is no considerable gap in income and SAMSUNG's mobile phone rates are fair. This is the null hypothesis (H0).

**Alternative Hypothesis (H1):** There is a significant economic disparity across various classes, and SAMSUNG mobile phone prices are reasonable, in contrast to the null hypothesis (H0).

**Degree of Freedom:**  $V = 6$

Table Value = 12.6 Calculated Value = 10.438 at 5% significant level,  $V = 6$ .

**Conclusion:** Since the computed number is less than the value in the table, we accept the null hypothesis. As a result, we determined that there is no discernible difference in price across different income levels for Samsung mobile phones. Table No. 4 Samsung smartphones are better in terms of ease and quality.

Rating level	Private Employee	Government Employee	Business Owner	Other	Total
Totally Agreed	10	2	6	8	26
Agreed	17	12	32	6	67
Disagreed	3	2	2	0	7
<b>Total</b>	<b>30</b>	<b>16</b>	<b>40</b>	<b>14</b>	<b>100</b>

**Null Hypothesis (H0):**

People's perceptions of Samsung smartphones' better quality and convenience do not significantly change based on their line of work.

**Alternative Hypothesis (H1):**

The null hypothesis states that due to their excellent quality and convenience, everyone believes Samsung phones to be the greatest.

$V = 6$  Table Value at 5% significance level represents the degree of freedom.  $V$  times

6 equals 12.6. Value Calculated: 9.581

**Conclusion:** Since the computed number in this instance is not as high as the value in the table, In our case, the null hypothesis held. We consequently came to the conclusion that SAMSUNG smartphones were superior on the basis of quality and practicality and that there was no appreciable difference between the jobs.

## FINDINGS:

- Of those asked, nearly half (48%) claimed that using a smartphone has enhanced their capacity to perform daily chores.
- Of those surveyed, 80% would spend top dollar on a desired product.
- In short, 63% of participants think that SAMSUNG smartphones are more functional as well as well-made compared from other brands.
- When asked if friends influenced their decision to buy a phone, 48% of respondents indicated that they did. According to 64% of respondents, SAMSUNG mobile phone prices are within an acceptable range. Approximately

80% of majority respondents indicated they would be prepared to pay extra for a smartphone that carried the SAMSUNG brand.

- Of the respondents, 54% of the public, they think the ad for the Samsung's mobile phone to be more appealing.

### **SUGGESTIONS:**

Mobile providers need to promote their offerings to rural residents because they use phones less frequently than people in metropolitan areas. The mobile business needs to offer cutting-edge features in order to appeal to younger consumers. If the corporation keeps the quality of the item high and delivers it at a fair price, it can see an increase in sales of the SAMSUNG mobile device. A buyer will remain faithful to Samsung if a smartphone from the company satisfies their needs (excellent quality, visually appealing design, Wi-Fi, and Internet access). In order to enhance its customers, as the SAMSUNG Group believes about expanding the network of its support centers. Attracting a large audience requires advertising, and Samsung is free for choosing the most effective media channel for marketing their smartphone through. Since television advertising reaches an enormous audience, it is effective.

### **CONCLUSION:**

Globally, cell phone use has surged in popularity in recent years; in Telangana, in particular, it has nearly surpassed wrist watches in popularity. The main purpose of a mobile phone for a consumer is to make and receive personal calls. This is due to the fact that The mobile industry operates in a manner comparable to other technology-driven industries, items are created prior to a complete understanding of consumer demands. To take use of the faster network speeds, people will have to upgrade to the latest versions of mobile devices, such as the Samsung`s and their mobile devices, which is connected to the internet as well as premium services. Customers nowadays are more astute, picky, and informed than in the past. When choosing a provider of mobile phone services, people's decisions are largely impacted by word-of-mouth and advertising. Regular customer feedback enables organizations to better recognize the demands, objectives, and tastes of the customers they serve.

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