"A STUDY ON CUSTOMER PERCEPTION TOWARDS SAMSUNG MOBILE IN SALEM

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ABSTRACT

There has been tremendous growth in the use of the mobile phones in India. It is reported that the India's telecommunication market is the second largest in the world. The mobile phones are available to the people right from the age of 12 years. The mobile phone technology has brought the world closer. It provided great convenience in communication among people by way of either calling or texting. Now, the mobile phones are coming up with variety of features like internet access, sending e-mails, games, access to social networking sites like face-book, listening to music, playing radio, reading books, dictionary and so on.

Keywords: Customer Satisfaction, Customer behavior, Customer attitudes

1. INTRODUCTION

The number of mobile subscribers in India has overgrown in the last four years, expected to show rapid growth over the following years. Recent years have seen an explosion in Mobile Brands and their innovations in features, performance, aesthetics, and price. Mobile companies are springing up to offer their best.

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.

2. METHODOLOGY

Research methodology is a search of knowledge through objectives and systematic method of findings solutions to a problem. The word 'research' is derived from the French word. Research methodology is the process used to collect data and other types of information for use in making business decisions. This type of methodology includes interviews, surveys and research of publications. All of these types include the use of present and historical information. When someone is doing theoretical work, paradigms can be used to satisfy most of the criteria that are set forth for methodology.

2.1 Sample size

The sample size in the study is 80.

2.2 Statistical tools

- Simple percentage method
- Chi-square test

PERCENTAGE METHOD

Simple percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents response to a particular questions in percentage arrived from the total population selected for the study.

No. of Respondents

Percentage = …………………………… X 100

Total Respondents

CHI-SQUARE TEST

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

Chi-square = $\dfrac{(O-E)^2}{E}$

3. DATA ANALYSIS AND INTERPRETATION

1) AGE OF THE RESPONDENTS

3.1 **Table showing age peoples using mobile phones.**

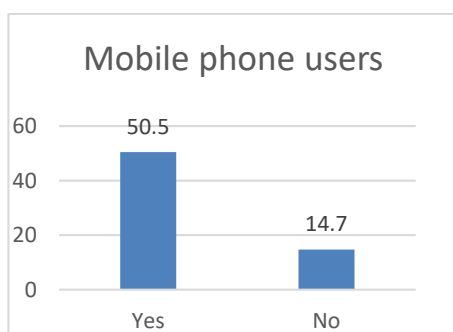| Respondents	No. of Respondent	Percentage
18-24	57	62
25-30	22	23.9
30 above	13	14.1
Total	**92**	**100**

Interpretation:

From the above it is inferred that, 62 % of the respondents are 18-24 age peoples, 23.9% of the respondents are 25-30 age peoples.

Majority (62%) of the respondents are 18-24 age peoples.

Figure 3.1 showing age peoples using mobile phones.
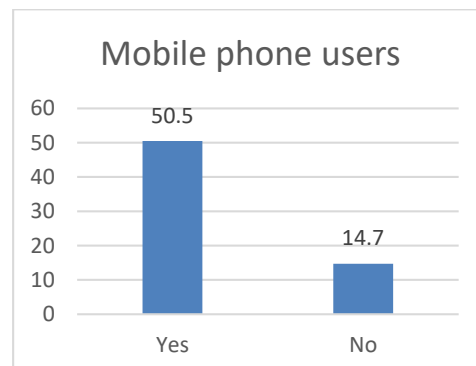

2) SAMSUNG MOBILE USER PERCENTAGE

3.2 Table showing mobile phone user percentage

Peoples	No. of Respondent	Percentage
Yes	95	100
No	0	0
Total	95	100

Interpretation:

The respondents are 100 % using smart phones.

Figure 3.2 Showing Samsung mobile user percentage

3) RESPONDENTS WHO ARE AWARE OF SAMSUNG BRAND

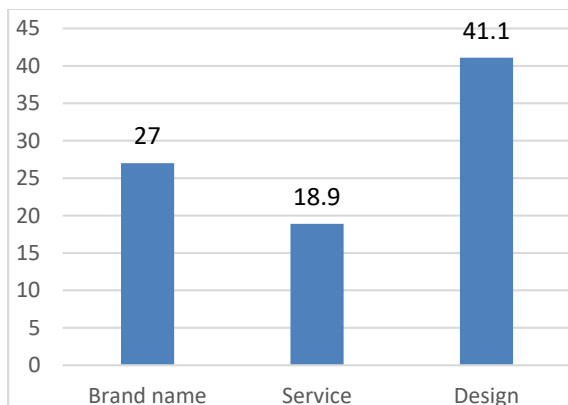**3.3 Table Showing number of respondents who are aware of Samsung brand**

Options	No. of Respondents	Percentage
Redmi	22	23.2
Realme	12	12.6
vivo	16	16.8
One plus	5	5.3
I phone	6	6
others	34	35.8
Total	**95**	**100**

Interpretation:

From the above it is inferred that, 64.1% of the respondents are use Samsung mobiles, 34.8 % of the respondents are never use Samsung mobiles

Majority (64.8%) of the respondents are use Samsung mobiles.

Figure 3.3 Showing number of respondents who are aware of Samsung brand

Figure 3.4 showing previous mobile brand used by respondent

4) PREVIOUS MOBILE BRAND USED BY RESPONDENTS

3.4 Table showing previous mobile brand used by respondents

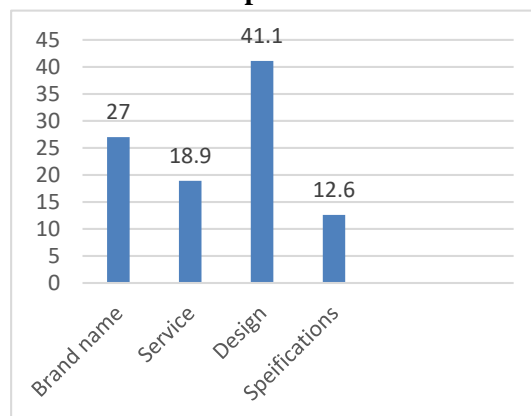| Options	No. of Respondents	Percentage
Redmi	22	23.2
Realme	12	12.6
vivo	16	16.8
oneplus	5	5.3
I phone	6	6
others	34	35.8
Total	95	100

Source: Primary data

Interpretation:

From the above it is inferred that, 35.8 % of the respondents use other brands , 22% of the respondents use redmi, 30% of the respondents use once in a year, 12% of the respondents use vivo, 5% of the respondents use oneplus, 6% of the respondents use i phone,

Majority (34. %) of the respondents use other brand mobiles.

5) REASON FOR GIVING UP PREVIOUS BRAND

3.5 Table showing the reason for giving up previous brand

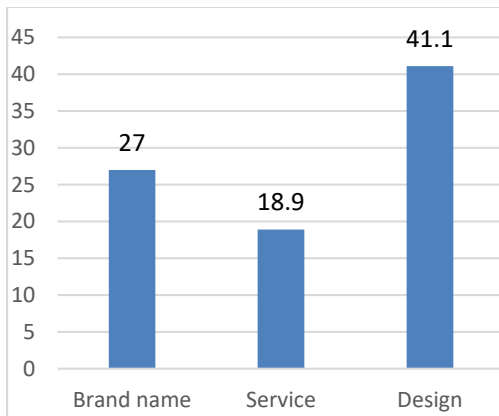| Customer Tendency	No. of Respondent	Percentage
Smart Upgrade	57	60
Never getting Any more	22	23
Crashing issue	16	16.8
Total	**95**	**100**

Source: Primary data

Interpretation:

From the above it is inferred that, 60% of the respondents are quit for smart upgrade, 23% of the respondents are quit for never getting updates anymore.16% of the respondents quit for crashing issue.

Majority (60%) of the respondents are leaving smart upgrade.

Figure 3.5 showing the reason for giving up previous brand

6) FACTORS INFLUENCING WHILE PURCHASING MOBILE

3.6 Table showing the factors influencing while purchasing mobile

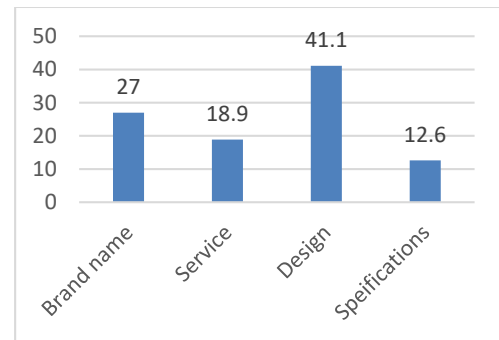| Customer Tendency	No. of Respondent	Percentage
Brand name	26	27.4
Service	12.6	18.9
Design	18.9	12.6
Specifications	39	41.1
Total	**95**	**100**

Source: Primary data

Interpretation

From the above it is inferred that, 41.1% of the respondents buy Specifications 26% of the respondents buy for brand Name, 12.6% of the respondents buy for Service, 18.9% of the respondents buy for Design,

Majority (39%) of the respondents buy for Samsung Specifications.

Figure 3.6 showing the factors influencing while purchasing mobile

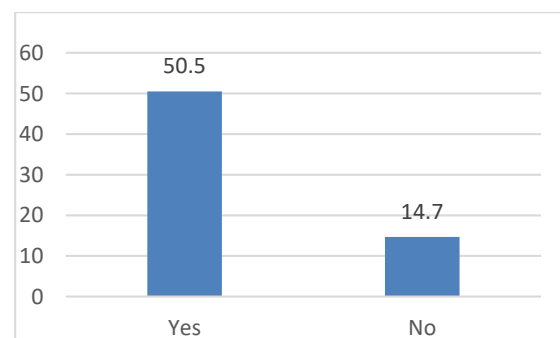## 7) REVEALING THE BRAND NAME INFLUENCE WHEN BUYING MOBILE

3.7 Table Showing revealing the brand name influence when buying mobile

Respondents	No of respondents	% of respondents
Agree	83	87.4
Disagree	12	12.6
Total	**95**	**100**

Interpretation

The above table and figure reveals that brand name has influence on about 87.4% of buyers and remaining 12.6% of respondents are not influenced by brand name.

Figure 3.7 Showing revealing the brand name influence when buying mobile

8) COMPARISON OF MOBILE BRAND WITH SAMSUNG MOBILE

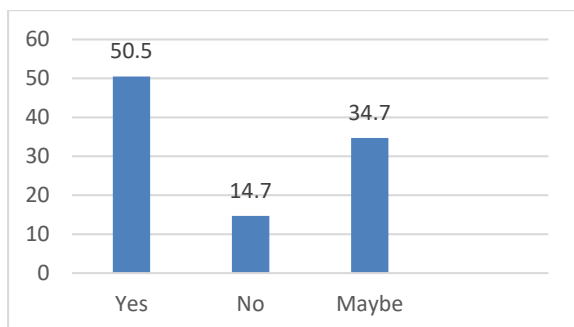**Table 3.8 showing comparison of mobile brand with Samsung mobile**

Factor	No of respondents	% of respondents
Fast processor	20	21.1
Better battery backup	32	33.7
Good camera	28	29
None of these	15	15.8
Total	**95**	**100**

(**Source**: Primary data)

Interpretation

From the above data we can see that 33.7% and 29% users prefer Samsung because of its good camera and Better battery backup respectively.

Figure 3.8 showing comparison of mobile brand with Samsung mobile

9) RESPONDANCE FACED ANY PROBLEM BECAUSE OF SAMSUNG

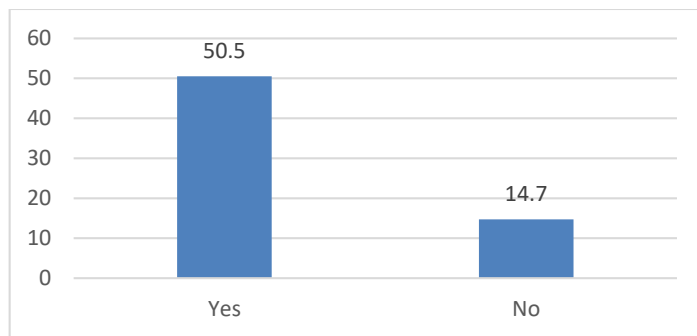**Table 3.9 showing do they faced any problem because of Samsung**

Responds	No. of respondents	% of respondents
Yes	69	72.6
No	26	27.4
Total	**95**	**100**

(**Source:** Primary data)

Interpretation

The above figure and table reveals that 48% of users have faced some problems while using Samsung mobile.

Figure 3.9 showing do they faced any problem because of Samsung

10) SAMSUNG MOBILE OFFER VALUE FOR MONEY
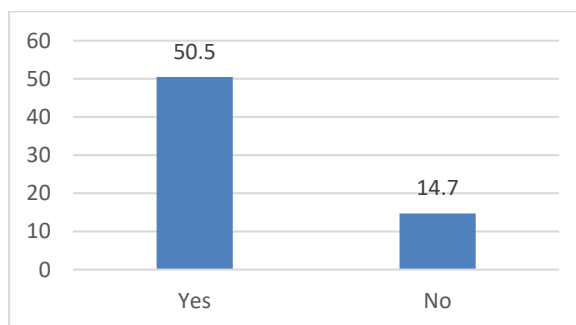
Table 3.10 showing whether Samsung offer value for money

Responds	No. of respondents	% of respondents
Yes	69	72.6
No	26	27.4
Total	**95**	**100**

(**Source**: Primary data)

Interpretation

The above Table and Figure shows that Samsung mobile offer value for money.

Figure 3.10 showing whether Samsung offer value for money

11) FAVORITE FEATURE IN SAMSUNG MOBILE

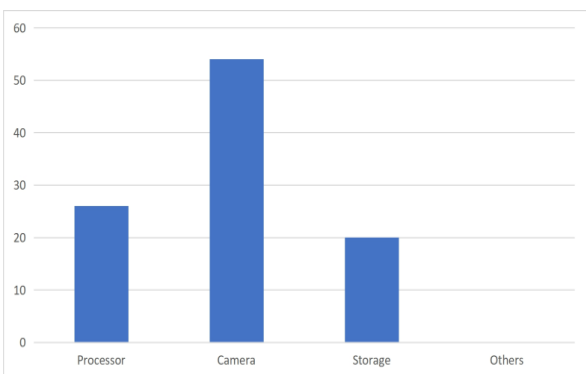**Table 3.11 showing favorite feature in Samsung mobile**

Factors	No. of respondents	% of respondents
Processor	24	25.3
Camera	32	33.7
Storage	24	25.3
Others	15	15.8
Total	**95**	**100**

(**Source**: Primary data)

Interpretation

The above table and figure shows the camera is the favorite feature of most of the respondents in Samsung mobile.

Figure 3.11 showing favorite feature in Samsung mobile

12) OPINION ABOUT THE BATTERY BACK UP

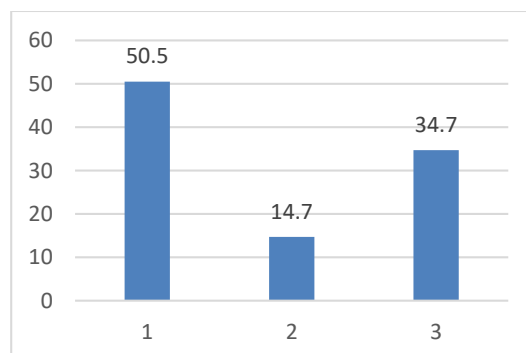**Table 3.12 showing opinion about the battery back up**

Replies	No. of respondents	% of respondents
Good	63	66.3
Average	30	31.6
Bad	2	2.1
Total	**50**	**100**

Source: Primary data)

Interpretation

From the about table, we can say that battery backup provided by the Samsung mobile is good

Figure 3.12 showing opinion about the battery back up

13) NUMBER OF USERS WHO WILL SUGGEST SAMSUNG TO FRIENDS AND RELATIVE

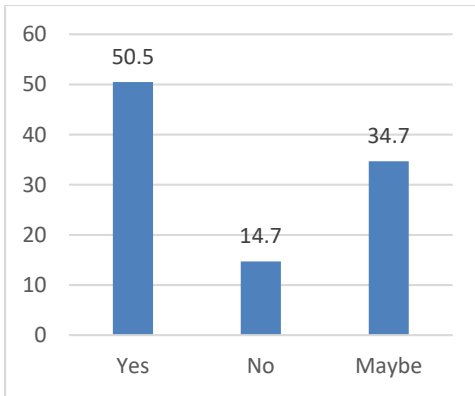**Table 3.13 showing the number of users who will suggest Samsung to friends and relative**

Responds	No. of respondents	% of respondents
Yes	57	60
No	10	10.5
Maybe	28	29.5
Total	**95**	**100**

(**Source**: Primary data)

Interpretation

The above table and figure shows that 57% of users will suggest Samsung to their friends and family.

Figure 3.13 showing the number of users who will suggest Samsung to friends an

14) PREFERENCE IN NEXT PURCHASE
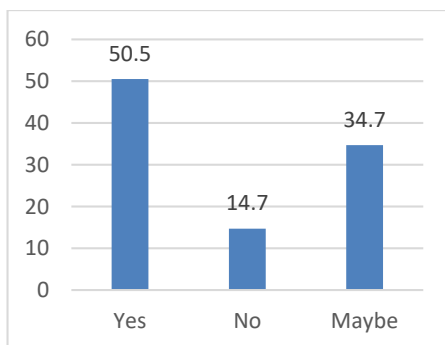
Table 3.14 showing preference in next purchase

Response	No. of respondents	% of respondents
Yes	36	50.5
No	14	14.7
Maybe	33	34.7
Total	**50**	**100**

(**Source**: Primary data)

Interpretation

From the table we can see that 50.5% of users are ready to buy Samsung mobile intheir next purchase

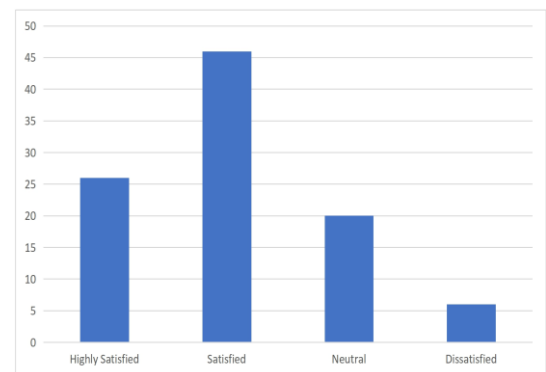**Figure 3.14 showing preference in next purchase**

15) LEVEL OF SATISFACTION/RATING TOWARDS SAMSUNGMOBILE

Table 3.15 showing the level of satisfaction/rating towards Samsungmobile

Response	No. of respondents	% of respondents
Highly Satisfied	28	29.5
Satisfied	45	47.4
Neutral	18	18.9
Dissatisfied	4	4.2
Total	**50**	**100**

Figure 3.15 showing the level of satisfaction/rating towards Samsung mobile

NULL HYPOTHESIS

H_0: There is no significance relationship between online retailer typically use and satisfied with the service quality among the Samsung mobiles.

ALTERNATIVE HYPOTHESIS

H_1: There is a significance relationship between performance will use Samsung mobile and satisfied with the service quality among the retailer shops.

LEVEL OF SIGNIFICANCE

The level of significance is 5%

TABLE NO - 3.12

CHI SQUARE TEST

Particulars	Observed Frequency	Excepted Frequency	$\frac{(O-E)^2}{E}$
R_1C_1	6	6.3	0.014
R_1C_2	12	7.8	2.26
R_1C_3	3	5	0.8
R_1C_4	3	3.8	0.19
R_1C_5	1	2.2	0.65
R_2C_1	2	1.3	0.38
R_2C_2	2	1.6	0.1
R_2C_3	1	1	0
R_2C_4	0	0.8	0.8
R_2C_5	0	0.4	0.4
R_3C_1	10	8.8	0.16
R_3C_2	5	11	3.27
R_3C_3	10	7	1.29
R_3C_4	8	5.3	1.38
R_3C_5	2	3.1	0.39
R_4C_1	2	3.8	0.85
R_4C_2	6	4.7	0.36
R_4C_3	2	3	0.33
R_4C_4	1	2.3	0.73
R_4C_5	4	1.3	5.61
CALCULATED VALUE			19.964

Degree of freedom   : $(r - 1)(c - 1)$

: $(4 - 1)(5 - 1)$

: 12

Level of significance   : 5%

Table value   : 21.026

Calculated value   : 19.964

RESULT

Since the calculated value is less than the table value. So, we accept the null hypothesis (H_0). There is no significance relationship between on other brands typically use and satisfied with the service quality among the Samsung mobiles.

4. RESULTS AND DISCUSSION

FINDINGS

➢ Almost 96% of the respondents have a mobile phone.

➢ 100% of respondents are aware of the Samsung brand.

➢ The majority of users have or are using Samsung mobile

➢ The majority of users used Xiaomi device as their previous mobile.

➢ Uses buy a new device to upgrade their old device or after facing cashing and freezing issue

➢ Brand name and after-sale service are the main factors that influence the purchasing mobile

➢ The brand name influences about 76% of buyers.

➢ The majority of the users responded that price is an essential factor to consider when buying mobile

➢ Users prefer Samsung because of its good camera and fast processor

➢ 44% of users have faced some problems while using Samsung mobile

➢ Heating is the major problem faced by Samsung mobile users

➢ The majority of users said the build quality of Samsung mobile is good and average.

➢ The camera and processor is a factor that attracts more users to Samsung mobile. The camera.

➢ Samsung mobile offer value for money and good battery backup.

- Service provided by Samsung mobile is good.

- Proper updates and security patches are given to 70% of users.

- 74% of users will suggest Samsung to their friends and family

- 72% of users prefer Samsung in next purchase.

- Most of the users are satisfies with Samsung mobiles.

SUGGESTION

- The Company can focus on providing powerful processor and improving camera quality as they are the user's favorite and attractive feature of Samsung mobile

- Steps must be taken to resolve the heating and lagging issue which many users face

- Since 44% of users have faced some problems while using Samsung mobile, the company must take a survey and try to fix these problems through updates

- The company can improve their after sale service for their mid-range device users.

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

5. REFERENCES

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