

A STUDY ON CUSTOMER SATISFACTION ON AFTER SALES SERVICE OF SAMSUNG MOBILES IN KOMPALLY REGION

Dr. G. Nedumaran
Research supervisor
Department of commerce
Alagappa University
Karikudi
Drmaran3@gmail.com

Mr Shaik Shakeel
Research Scholar(part Time)
Department of commerce
Alagappa University
Karikudi
shakeelshaik4321@gmail.com

Introduction:

Any organization's bottom line is largely dependent on its clientele. A clear transition from a firm focused on products to one focused on customers has taken place. The creation of finished goods and services was every business's primary goal even two decades. The idea has since been modified, though. In this case, the customers are in charge.

Customer satisfaction is the culmination of a supplier's total image. Only when consumers are kind can it be done. In the modern day, a key factor in determining overall performance is customer happiness. It also alludes to people's feelings following a purchase.

All the efforts made by the business to look after and nourish its cherished clients after they purchase a product are referred to as after-sales service. After a transaction, a simple "Thanks" won't be enough to get the consumer back.

Instead, when a business improves consumers' purchasing experiences after the transaction, a long-term connection is created. After-sale promotions can persuade customers to buy the goods in the first place and can be used to justify a higher asking price. Future sales may be impacted, as well as the firm's long-term reputation. But it also comes at a price for businesses.

Throughout the post-purchase product life cycle, the service provider and the consumer are in constant communication as part of after-sales services. A mutually agreed-upon warranty or service contract formalizes this relationship when a consumer buys a product. As a result, in the IT, consumer electronics, and home appliance industries, after-sales services play a significant role in customer satisfaction,

customer retention, and brand perception. The price of mobile phone features was formerly believed to be the main factor affecting customer happiness. But this idea has evolved over a few years.

Many mobile customers have admitted that they no longer judge a mobile brand by its features and pricing. Customer satisfaction is also increased by better after-sales support. This study will evaluate how after-sales service components affect customer satisfaction considering the current circumstances will assess how after-sales service components affect customer satisfaction.

Additionally, a thorough literature review reveals that numerous researchers have conducted extensive research to determine the connection between after-sales services and customer satisfaction, loyalty, and brand equity, as well as the role of after-sales services in the marketing mix. The automotive, apparel, and healthcare industries were the main subjects of these studies.

However, it has been difficult to find studies that describe the traits or aspects of after-sales services. The aspects of after-sales services impacting consumer satisfaction of emerging innovative items like mobile phones are not well understood in this context.

As a result, this study will pinpoint the variables and their respective weights that have an impact on how satisfied customers are with the after-sales services provided by the mobile phone sector. The results of this study will complement current after-sales service literature and assist practitioners in creating guidelines and tactics that will increase mobile phone consumers' satisfaction.

RESEARCH METHODOLOGY

PROBLEM STATEMENT

The research taken up is to identify the factors which lead to customer satisfaction of Samsung mobiles on after sales service.

SCOPE OF THE STUDY

The study is based on after sales service and the factors which lead to satisfaction of the customers. The study is conducted around kompally region only.

OBJECTIVE OF THE STUDY

1. To understand the quality standards of Samsung mobiles retailers regarding after sales service
2. To analyze the after sales service factors impact on customer satisfaction.

PERIOD OF THE STUDY

The period of study was around 45 days

NEED OF THE STUDY

The research shows that many respondents have mobile phones of Samsung brand. The research was conducted to find the reason why many respondents prefer the Samsung mobiles phones. Out of many factors “after sales service” was found to be unique compared to other factors. so, in order to conduct research in depth the above topic was selected.

Dependent Variable: customer satisfaction, preference, and recommendations

Independent variables: factors which influence to take after sales service of Samsung mobiles.

Research Type: descriptive

Data collection: through two methods. First through primary method i.e through questionnaire with close ended questions and Likert’s scale. Secondary method through journals articles and books

Data collection tool: questionnaire

Research Analysis: through graphs, means, chi square, Likert’s scale analysis and correlation.

Population: 500

Sample: 250

HYPOTHESIS

H₀: There is no significant difference in recommending Samsung aftersales service based on Gender.

H₀: There is significant difference in recommending Samsung aftersales service based on Gender.

H_o: there is on significant difference in preference of Samsung after sales mobile service based on occupation.

o: there is significant difference in preference of Samsung after sales mobile service based on occupation

RESEARCH FRAME WORK:



REVIEW OF LITERRATURE

Mrs. Pavithra Gopinath a , Sethu. Rb *(2023).

As a manufacturer and distributor of a wide range of consumer electronics devices, Samsung is known as a global leader in the industry. The Samsung brand has experienced tremendous growth and has a very high level of brand awareness. The firm has a highly developed research and development department, which has helped it grow into one of the most inventive companies in the world. As part of its ongoing effort to diversify its product line, Samsung has developed a number of popular goods throughout the years, including the Samsung. It is an extremely inventive corporation that develops new items to meet evolving customer needs.

Additionally, this business is very focused on technology, and both its technology acquisition and infrastructure are always being improved. It makes use of very sophisticated technology to help it create fresh, cutting-edge products for its clients and woo them away from competitors like Apple and Lenovo.

Despite its success, Samsung faces a variety of obstacles, including growing rivalry, a decline in smartphone sales in its major market of the United States, as well as the potential of a coronavirus pandemic. In this article, suggestions are presented on how Samsung might strengthen its position in the market, increase its level of competition, and increase its profitability.

Dr.T.N.R.Kavitha, 2, Mr.R.Mohana Sundaram(2022),

The goal of the project, "A Study on Customer Satisfaction Towards Samsung Mobile Phone in Erode City," is to ascertain the preferences and satisfaction of the consumer. The main goal of this study is to determine consumer preferences for and satisfaction with laptops, particularly about Erode. Following the

respondents' data collection, the collected data was analyzed using the simple percentage method.

Dr Saloni Gupta(2015)

The goal of the current study is to comprehend the dynamics of after-sale service, its significance to the mobile phone sector, and any effects it may have on consumer satisfaction in Delhi. 500 randomly chosen respondents are surveyed for the study using a standardized, closed-ended questionnaire. It was discovered that mobile phone dealers are quite effective at providing their clients with after-sale services. Additionally, the effectiveness of post-sale support was directly and favorably correlated with customer happiness.

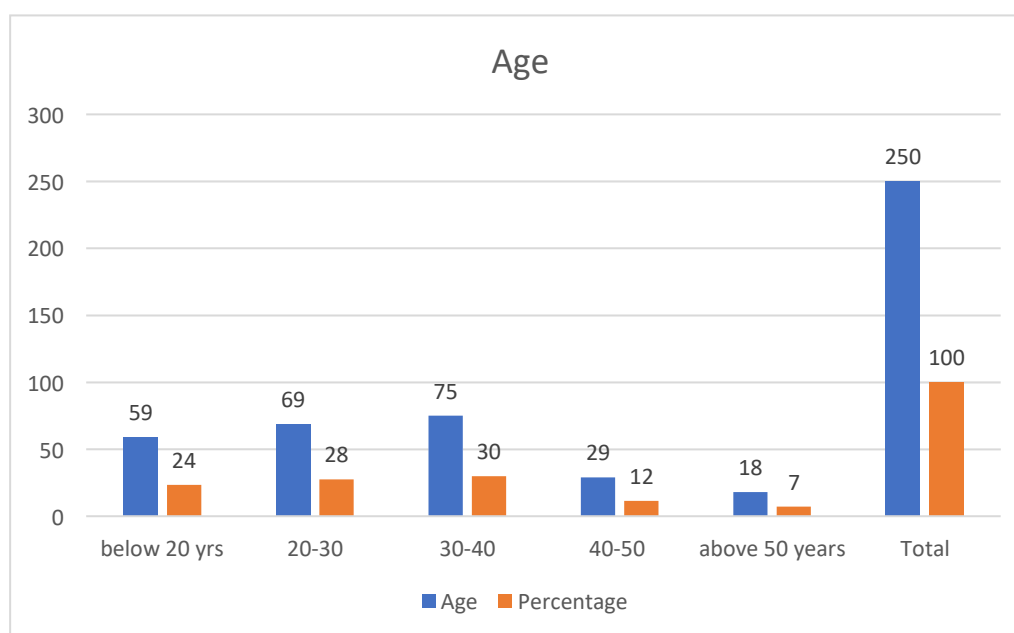
Dr. Mohammad Anisur Rahman¹, Maliha Akter²(2022)

One of the most important factors in determining client happiness is after-sales. However, the factors of after-sales services impacting customer satisfaction in the field of innovative and short life cycle products like mobile phones are not widely explored. The goal of this study is to pinpoint the aspects of after-sales services that have an impact on customer satisfaction. A standardized questionnaire was used to interview 350 mobile phone customers from various brands who were found using the snowball sampling approach. Four after-sales services, including warranties, online assistance, service center help/repair, and upgrades, were

identified through multiple regression analyses of this data as statistically significant in determining customer satisfaction for mobile phone brands

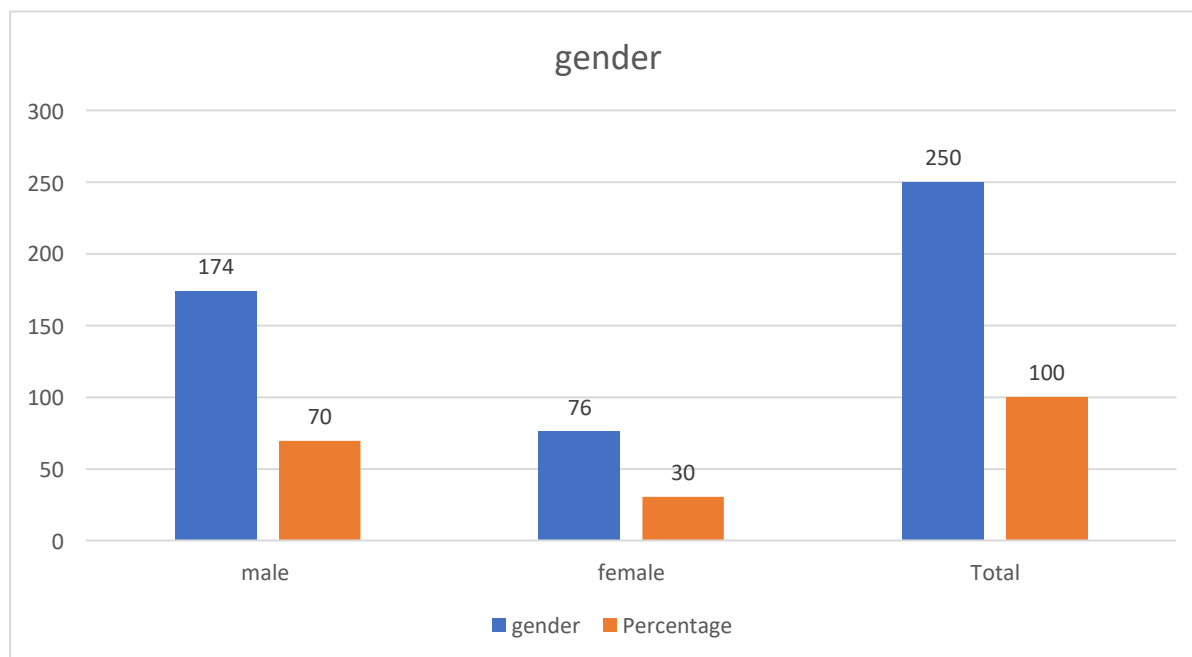
DATA ANALYSIS

TABLE-1	below 20 yrs	20-30	30-40	40-50	above 50 years	Total
Age	59	69	75	29	18	250
Percentage	24	28	30	12	7	100



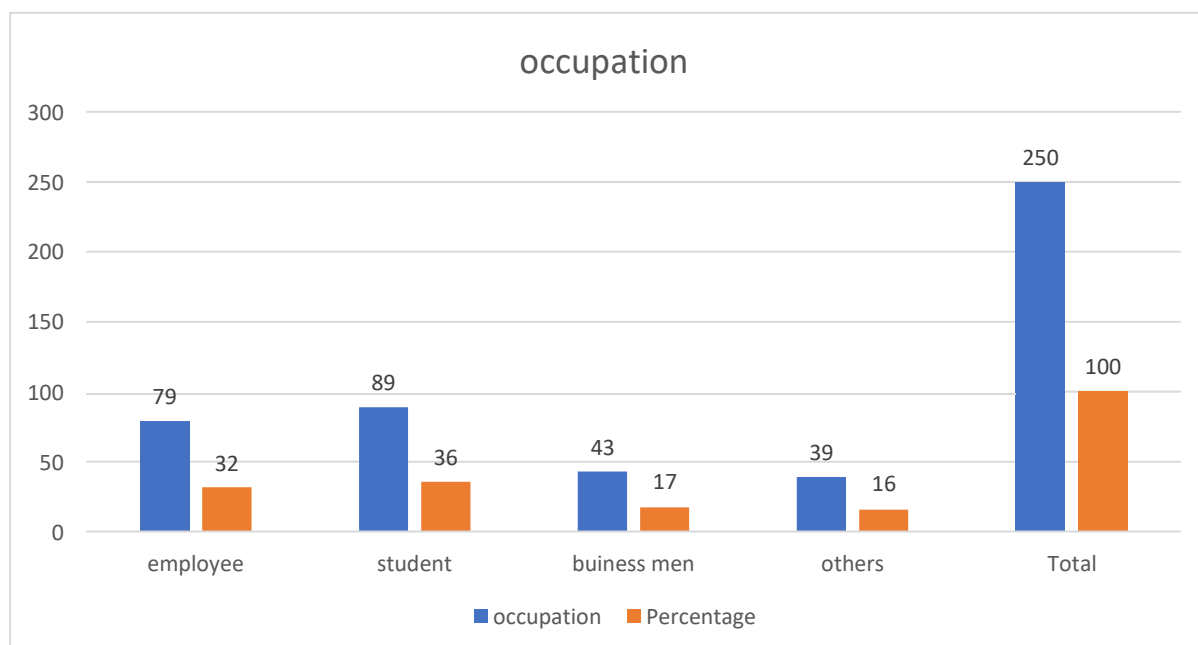
Interpretation: 30% of the respondents are between 30-40 years of age

TABLE-2	male	female	Total
Gender	174	76	250
Percentage	70	30	100



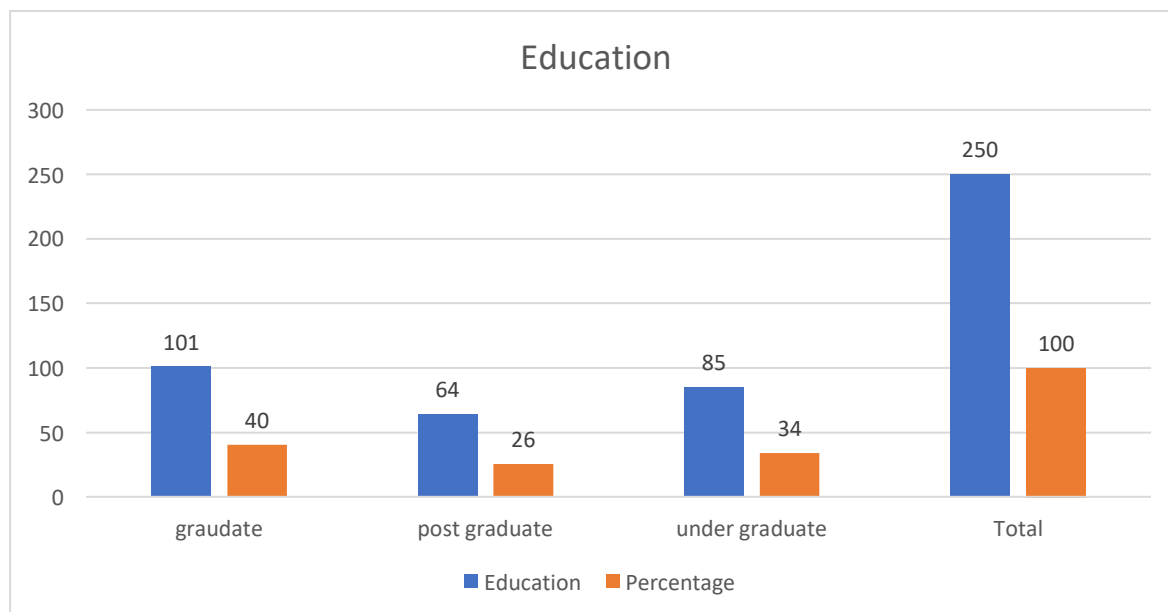
Interpretation: 70% of despondent are male and 30% of the respondents are female.

TABLE-3	Employee	student	businessmen	others	Total
Occupation	79	89	43	39	250
Percentage	32	36	17	16	100



Interpretation: Interpretation: 36% of the respondents are students. And followed by 32% of the respondents are employees

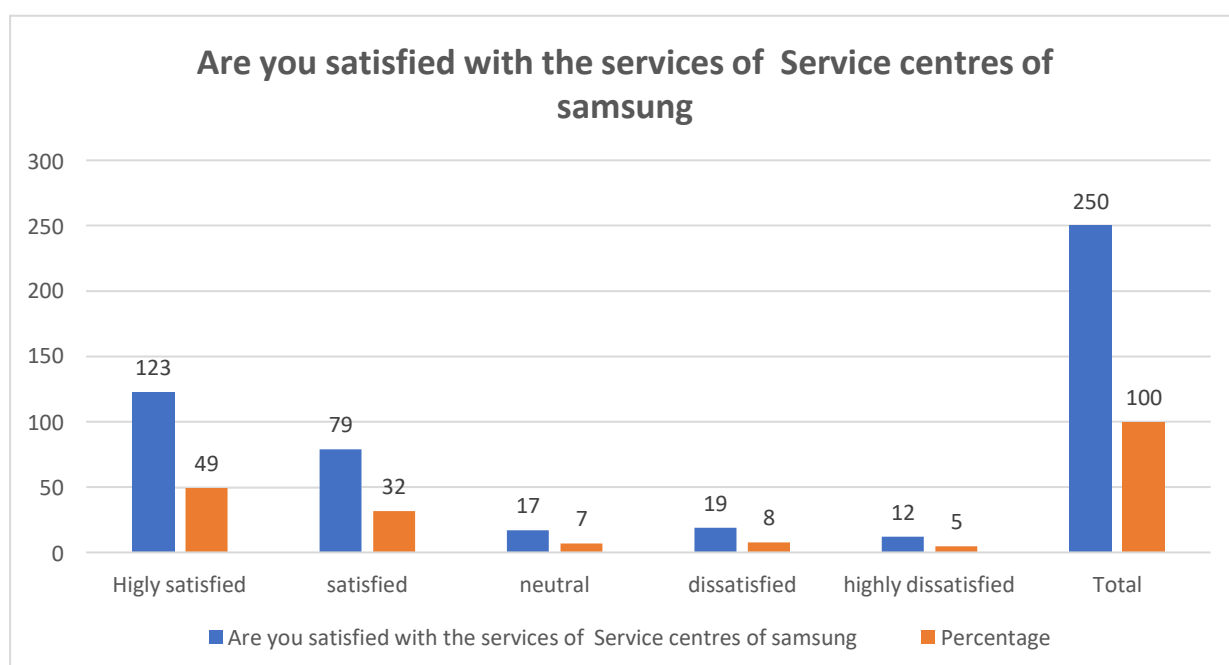
TABLE-4	graduate	postgraduate	Undergraduate	Total
Education	101	64	85	250
Percentage	40	26	34	100



Interpretation: 40% of the respondents are graduates and 34% of the respondents are undergraduates.

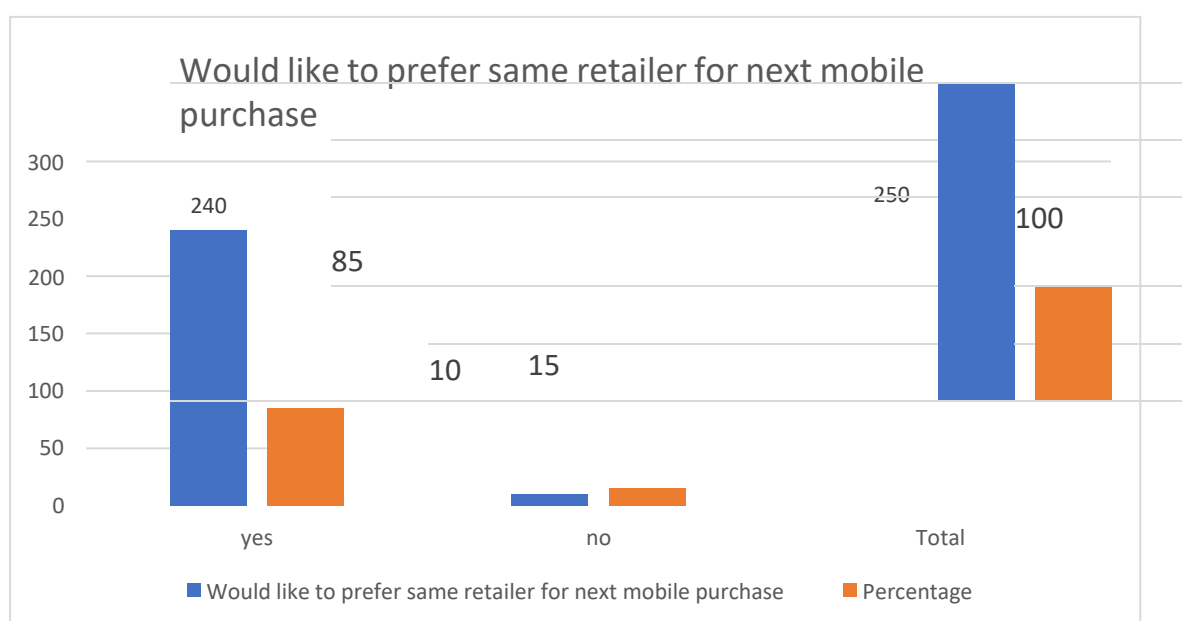
DEPENDENT VARIABLES

TABLE-5	Highly satisfied	satis fied	neu tral	dissati sfied	highly dissatisfie d	Total
Are you satisfied with the services of Service centres of Samsung	123	79	17	19	12	250
Percentage	49	32	7	8	5	100



Interpretation: 49% of the customers are highly satisfied with service centres of Samsung.

TABLE-6	Yes	no	Total
Would like to prefer same retailer for next mobile purchase	240	10	250
Percentage	85	15	100



Interpretation: 85% of them confirmed that they would like to prefer same retailer for next mobile purchase

TABLE-7	yes	No	Total
will you recommend the same retailer to your family and friends.	230	20	250
Percentage	90	10	100



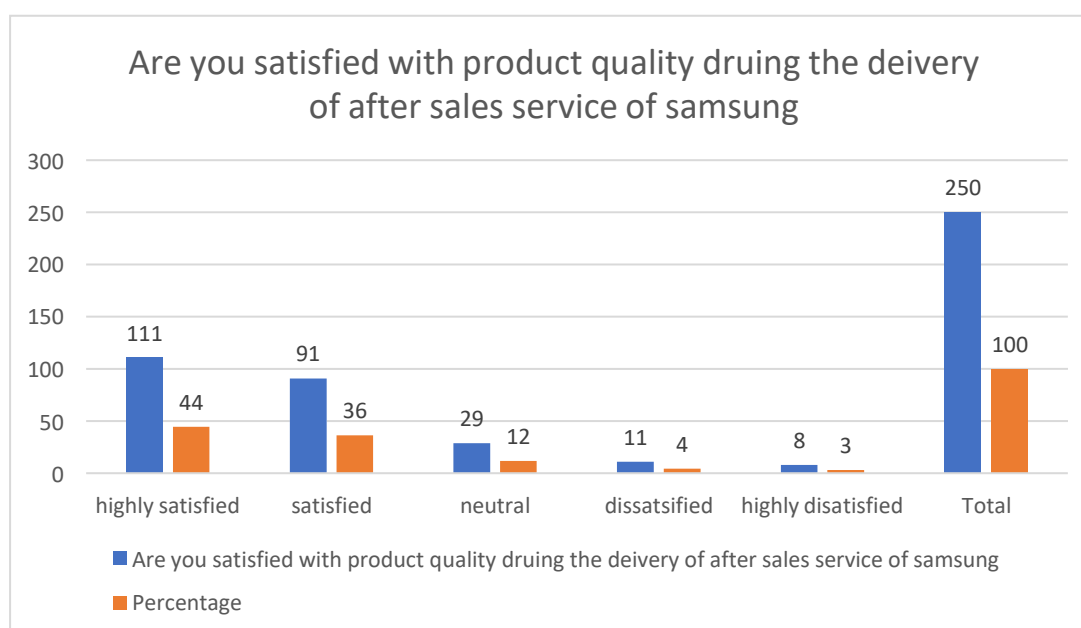
Interpretation: 90% of them recommended it for their family and friends.

TABLE-8	highly satisfied	satisfied	neutral	dissatisfied	highly dissatisfied	Total
Are you satisfied with packaging quality during the delivery of after sales service of Samsung	118	102	12	11	7	250
Percentage	47	41	5	4	3	100



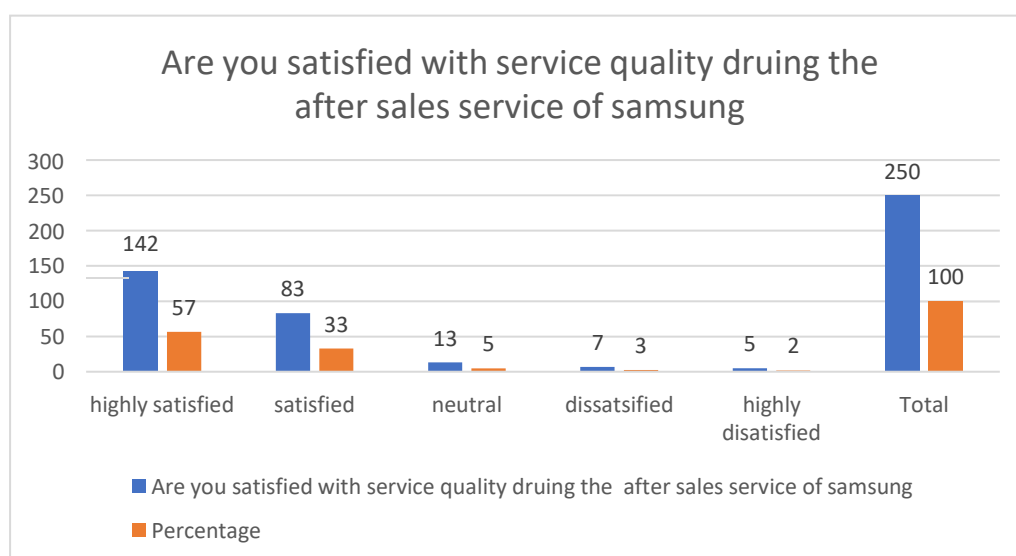
Interpretation: 47% are highly satisfied with packaging quality during the delivery of after sales service of Samsung

TABLE-9	highly satisfied	satisfied	neutral	dissatisfied	highly dissatisfied	Total
Are you satisfied with product quality during the delivery of after sales service of Samsung	111	91	29	11	8	250
Percentage	44	36	12	4	3	100



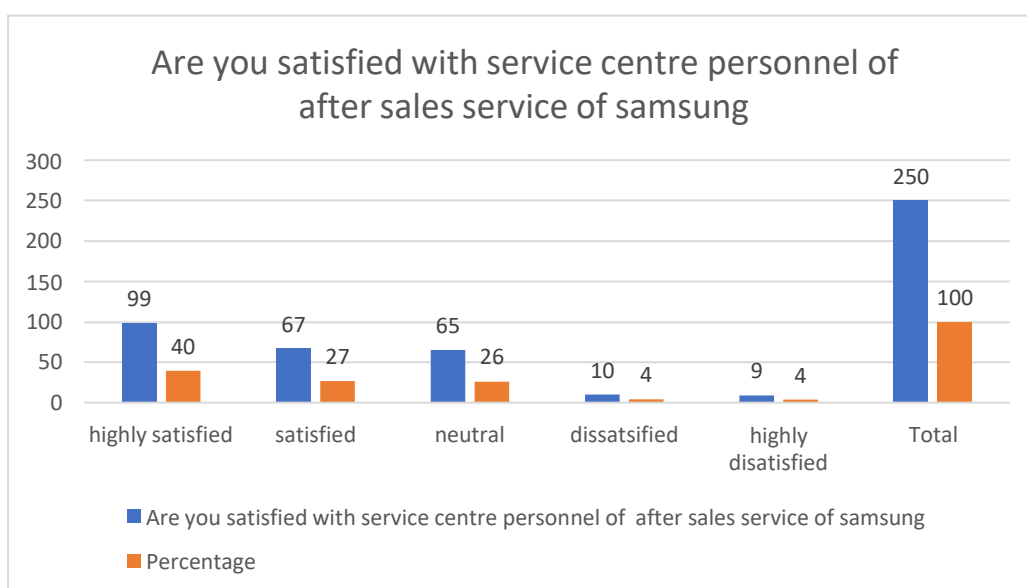
Interpretation: 44% highly satisfied with product quality during the delivery of after sales service of Samsung

TABLE-10	highly satisfied	satisfied	neutral	dissatisfied	highly dissatisfied	Total
Are you satisfied with service quality during the after sales service of Samsung	142	83	13	7	5	250
Percentage	57	33	5	3	2	100



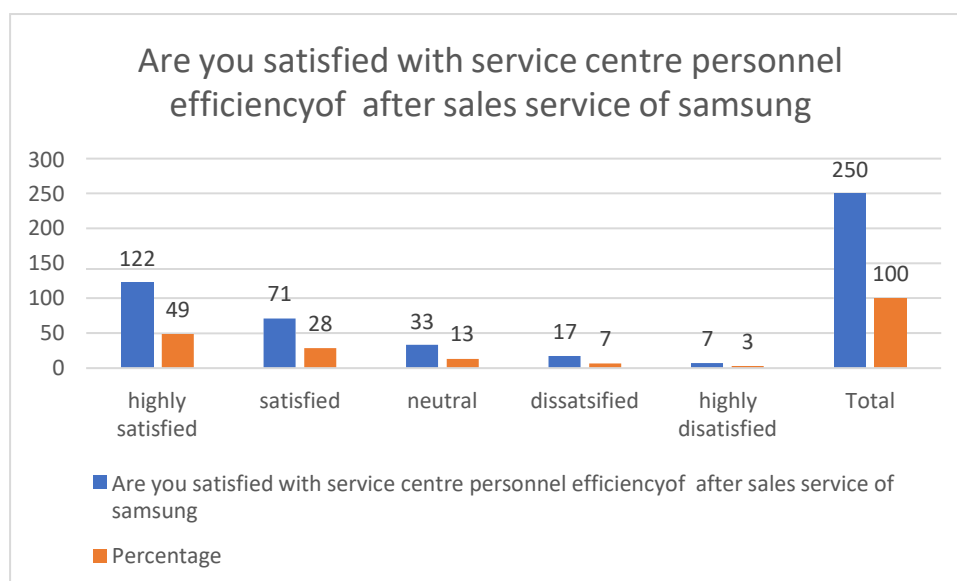
Interpretation: 57% highly satisfied with service quality during after sales service of Samsung

TABLE-11	highly satisfied	satis fied	neu tral	dissat isfied	highly dissatisfied	To tal
Are you satisfied with service centre personnel of after sales service of Samsung	99	67	65	10	9	250
Percentage	40	27	26	4	4	100



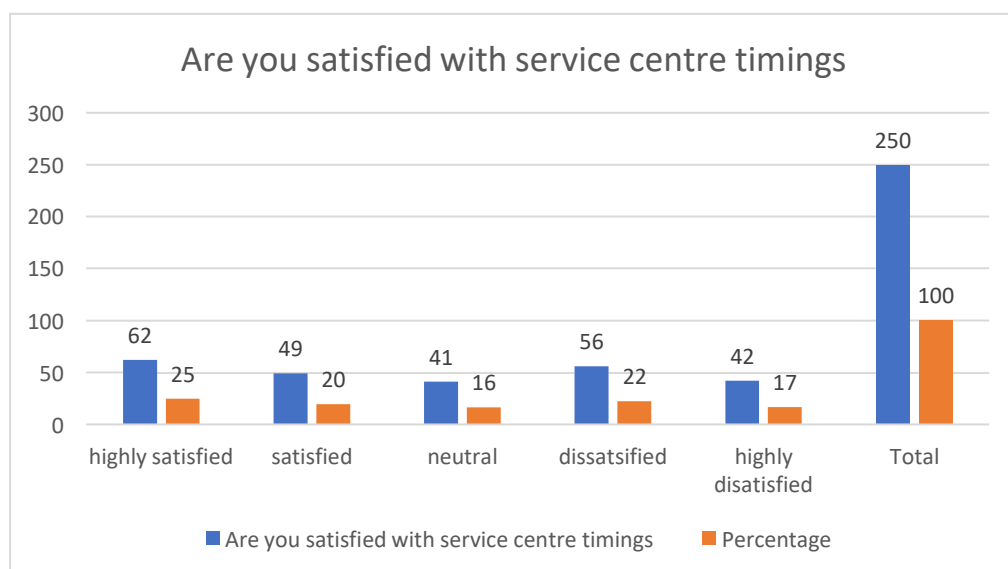
Interpretation: 40% highly satisfied with service centre personnel of after sales service of Samsung

TABLE-12	highly satisfied	satisfied	neutral	dissatisfied	highly dissatisfied	Total
Are you satisfied with service centre personnel efficiency of after sales service of Samsung	122	71	33	17	7	250
Percentage	49	28	13	7	3	100



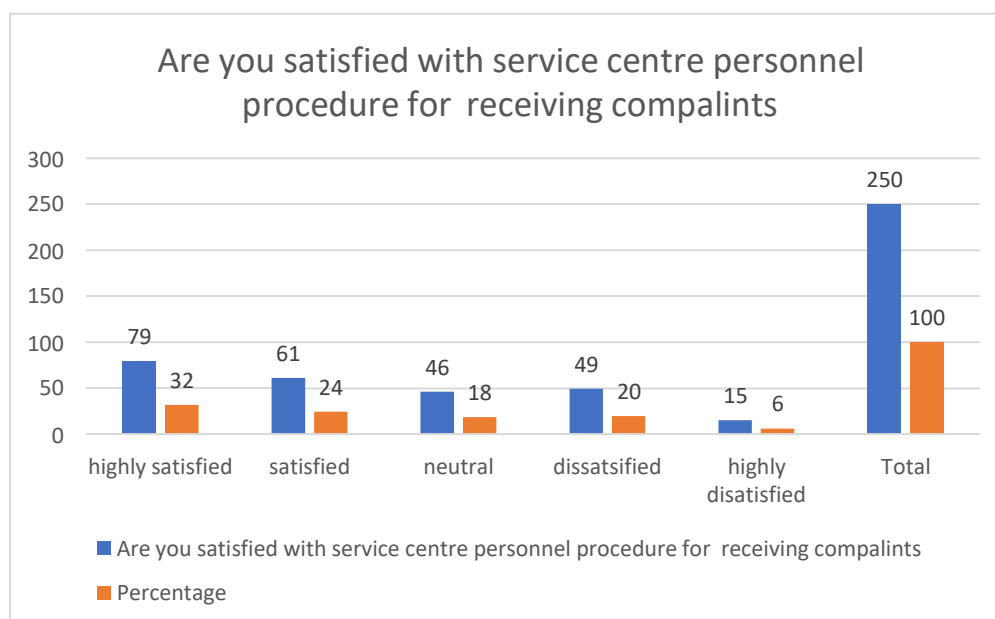
Interpretation: 49% Are satisfied with service centre personnel efficiency of after sales service of Samsung

TABLE-13	highly satisfied	satisf ied	neut ral	dissatis fied	highly dissatisfied	Tot al
Are you satisfied with service centre timings	62	49	41	56	42	250
Percentage	25	20	16	22	17	100



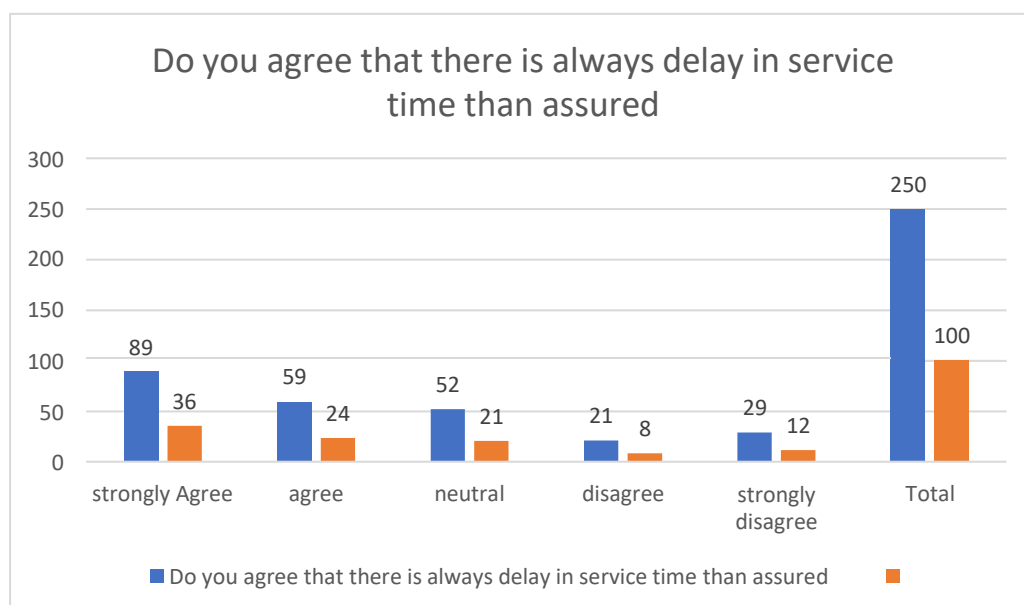
Interpretation: 25% Are satisfied with service centre timings

TABLE-14	highly satisfied	sati sfied	neu tral	dissat isfied	highly dissatisfied	To tal
Are you satisfied with service centre personnel procedure for receiving complaints	79	61	46	49	15	250
Percentage	32	24	18	20	6	100



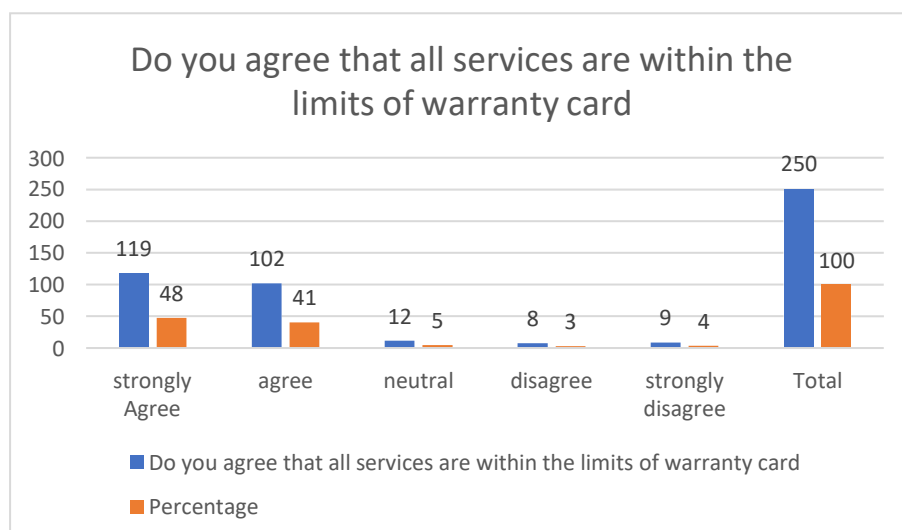
Interpretation: 32% Are satisfied with service centre personnel procedure for receiving complaints

TABLE-15	strongly Agree	agr ee	neut ral	disa gree	strongly disagree	To tal
Do you agree that there is always delay in service time than assured	89	59	52	21	29	250
	36	24	21	8	12	100



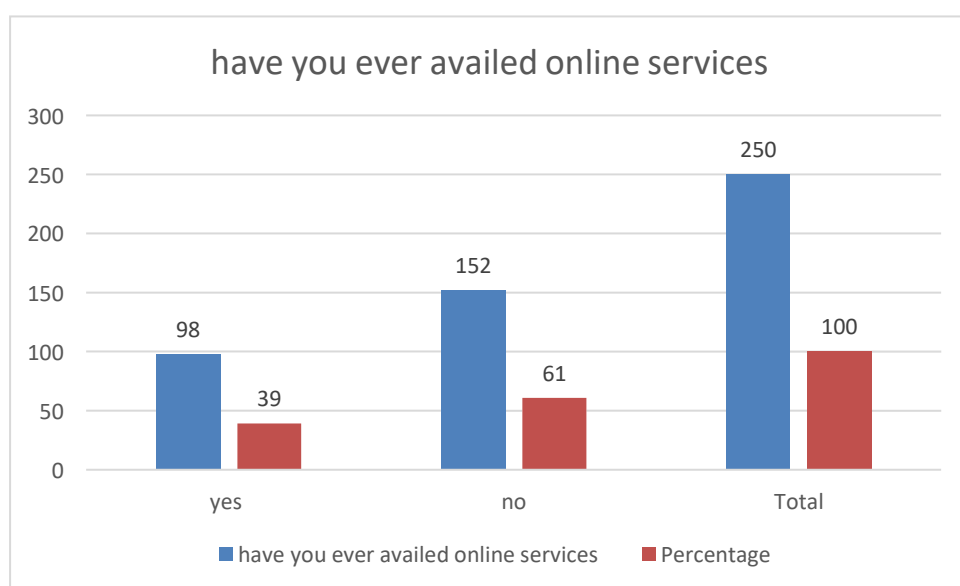
Interpretation: 36% Are you satisfied with service centre personnel procedure for receiving complaints

TABLE-16	strongly Agree	agr ee	neut ral	disa gree	strongly disagree	To tal
Do you agree that all services are within the limits of warranty card	119	102	12	8	9	250
Percentage	48	41	5	3	4	100



Interpretation: 48% strongly agree that all services are within the limits of warranty card

TABLE-17	yes	no	Total
have you ever availed online services	98	152	250
Percentage	39	61	100



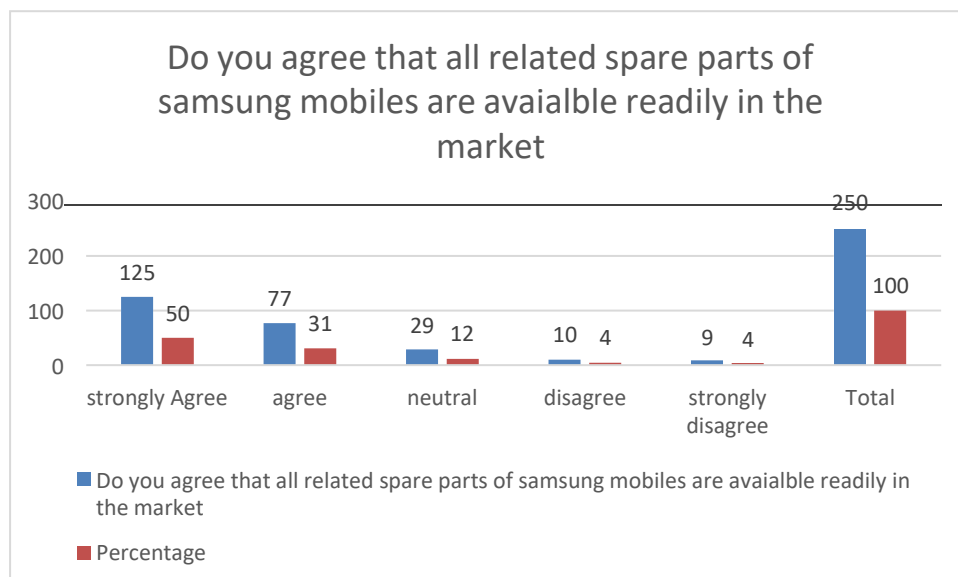
Interpretation: 61% have never availed online services while 39% availed services

TABLE-18	highly satisfied	satis fied	neu tral	dissati sfied	highly dissatisfied	To tal
Are you satisfied with online after sales service proceedings.	65	19	5	4	5	98
Percentage	66	19	5	4	5	100



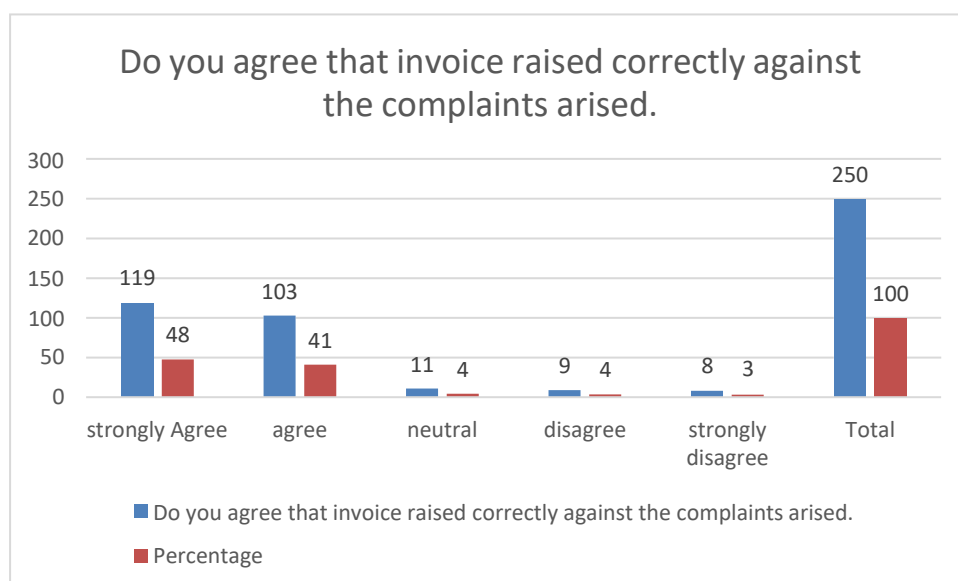
Interpretation: 66% are highly satisfied with online after sales service proceedings

TABLE-19	strongl Agree	yag e	re al	utr disa gre e	strongly disagree	To tal
Do you agree that all related spare parts of Samsung mobiles are available readily in the market	125	77	29	10	9	250
Percentage	50	31	12	4	4	100



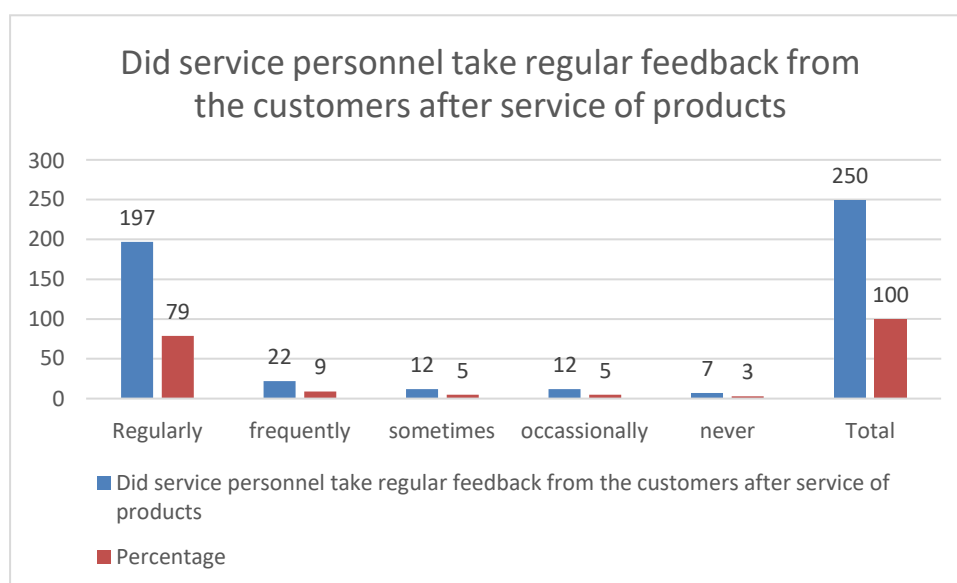
Interpretation: 50% strongly agree that all related spare parts of Samsung mobiles areavailable readily in the market

TABLE-20	strongly Agree	agree	neutral	disagree	strongly disagree	Total
Do you agree that invoice raised correctly against the complaints raised.	119	103	11	9	8	250
Percentage	48	41	4	4	3	100



Interpretation: 48% strongly agree that invoice raised correctly against the complaints raised.

TABLE-21	Regu larly	frequ ently	some times	occasi onally	ne ve r	To tal
Did service personnel take regular feedback from the customers after service of products	197	22	12	12	7	250
Percentage	79	9	5	5	3	100



Interpretation: 79% agree that service personnel take regular feedback from the customers after service of products

CHAPTER-5

DATA MANPULATION, APPLICATION OF TESTSTATISTICS INTERPRETION STATISTICAL ANALYSIS LIKERTS SCALE ANALYSIS

	5	4	3	2	1			
	highly satisfied	satisfied	neutral	Dissatisfied	highly dissatisf ied	Total	totals	means
Are you satisfied with packaging quality during the delivery of after salesservice of Samsung	118	102	12	11	7	250	106 3	4
Are you satisfied with product quality during the delivery of after salesservice of Samsung	111	91	29	11	8	250	103 6	4
Are you satisfied with service quality during the after sales service ofSamsung	142	83	13	7	5	250	110 0	4
Are you satisfied with service centre personnel of after sales service ofSamsung	99	67	65	10	9	250	987	4
Are you satisfied with service centre personnel efficiency of after sales service of Samsung	122	71	33	17	7	250	103 4	4
Are you satisfied withservice centre timings	62	49	41	56	42	250	783	3
Are you satisfied with service centre personnel procedure for receiving complaints	79	61	46	49	15	250	890	4

Conclusion: since all the variable are above 4 mean customers are fully satisfied with the after sales service of the Samsung mobile phones except with service centre timings.

CHI SQUARE ANALYSIS

H0: There is no significant difference in recommending Samsung aftersales service based on Gender.

H0: There is significant difference in recommending Samsung aftersales service based on Gender.

Gender/recommend	yes	No	total
Male	164	10	174
Female	66	10	76
Total	230	20	250

The chi-square statistic, p -value and statement of significance appear beneath the table. Blue means you're dealing with dependent variables; red, independent.

Results						
	yes	No				Row Totals
Male	164 (160.08) [0.10]	10 (13.92) [1.10]				174
Female	66 (69.92) [0.22]	10 (6.08) [2.53]				76
Column Totals	230	20				(Grand Total)

The chi-square statistic is 3.947. The p -value is .046954. The result is significant at $p < .05$.

Conclusion : since p value (0.46954) is less than tabulated value 0.05 we accept H1

There is significant difference in recommending Samsung aftersales service based on Gender. Male recommend more compare to female.

Results						
	yes	No				<i>Row Totals</i>
Employee	76 (75.84) [0.00]	3 (3.16) [0.01]				79
student	86 (85.44) [0.00]	3 (3.56) [0.09]				89
business men	40 (41.28) [0.04]	3 (1.72) [0.95]				43
others	38 (37.44) [0.01]	1 (1.56) [0.20]				39
<i>ColumnTotals</i>	240	10				(Grand Total)

Ho: there is on significant difference in preference of Samsung after sales mobile service based on occupation.

Ho: there is significant difference in preference of Samsung after sales mobile service basedon occupation

occupation/preference	Yes	no	Total
Employee	76	3	79
student	86	3	89
businessmen	40	3	43
others	38	1	39
Total	240	10	250

The chi-square statistic, p -value and statement of significance appear beneath the table. Blue means you're dealing with dependent variables; red, independent.

The chi-square statistic is 1.3018. The p -value is .728694. The result is *not* significant at $p < .05$.

Conclusion : since p value (.728694) is more than tabulated value 0.05 we accept H₀

there is no significant difference in preference of Samsung after sales mobile service based on occupation.

CORRELATION

	Highly satisfied	satisfied	neutral	dissatisfied	highly dissatisfied
h the services of Service centres of Samsung	123	79	17	19	12
you satisfied with packaging quality during the delivery of after sales service of Samsung	118	102	12	11	7

	Row 1	Row 2
Row 1	1	
Row 2	0.975687	1

	Highly satisfied	satisfied	neutral	dissatisfied	highly dissatisfied
tisfied with the services of Service centres of Samsung	123	79	17	19	12
Are you satisfied with product quality during the delivery of after sales service of Samsung	111	91	29	11	8

	Row 1	Row 2
Row 1	1	

Row 2	0.97315	1
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	Highly satisfied	satisfied	neutral	dissatisfied	highly dissatisfied
isfied with the services of Service centres of Samsung	123	79	17	19	12
ou satisfied with service quality duringthe after sales service of Samsung	142	83	13	7	5

	Row 1	Row 2
Row 1	1	
Row 2	0.998262	1

	Highly satisfied	satisfied	neutral	dissat isfied	highly dissatisfied
isfied with the services of Service centres of Samsung	123	79	17	19	12
Are you satisfied with service centre personnel of after sales service of Samsung	99	67	65	10	9

	Row 1	Row 2
Row 1	1	
Row 2	0.823588	1

	Highly satisfied	satisfied	neutral	dissatisfied	highly dissatisfied
tisfied with the services of Service centres of Samsung	123	79	17	19	12
re you satisfied with service centre personnel efficiency of after sales service of Samsung	122	71	33	17	7

	Row 1	Row 2
Row 1	1	
Row 2	0.982042	1

	Highly satisfied	satisfied	neutral	dissatisfied	highly dissatisfied
you satisfied with the services of Service centres of Samsung	123	79	17	19	12
ed with service centretimings	62	49	41	56	42

	Row 1	Row 2
Row 1	1	
Row 2	0.711004	1

	Highly satisfied	satisfied	neutral	dissatisfied	highly dissatisfied
isfied with the services of Service centres of Samsung	123	79	17	19	12
Are you satisfied with service centre personnel procedure for receiving complaints	79	61	46	49	15

	Row 1	Row 2
Row 1	1	
Row 2	0.85133	1

Conclusion: Since all variable's correlation are above 0.5 which means all variables are positively correlated with the satisfaction of customers.

FINDINGS OF THE STUDY

- 30% of the respondents are between 30-40 years of age.
- 70% of despondent are male and 30% of the respondents are female.
- 36% of the respondents are students. And followed by 32% of the respondents are employees.
- 40% of the respondents are graduates and 34% of the respondents are undergraduates.
- 49% of the customers are highly satisfied with service centres of Samsung
- 90% of them recommended it for their family and friends.
- 85% of them confirmed that they would like to prefer same retailer for next mobile purchase.
- 47% are highly satisfied with packaging quality during the delivery of after sales service of Samsung.
- 44% highly satisfied with product quality during the delivery of after sales service of Samsung
- 57% highly satisfied with service quality during after sales service of Samsung
- 40% highly satisfied with service centre personnel of after sales service of Samsung
- 49% Are satisfied with service centre personnel efficiency of after sales service of Samsung
- 25% Are satisfied with service centre timings.
- 32% Are satisfied with service centre personnel procedure for receiving complaints.
- 36% Are you satisfied with service centre personnel procedure for receiving complaints.
- 48% strongly agree that all services are within the limits of the warranty card.
- 61% have never availed online services while 39% availed services.
- 50% strongly agree that all related spare parts of Samsung mobiles are readily available in the market.
- 48% strongly agree that invoices raised correctly against the complaints raised.
- 79% agree that service personnel take regular feedback from the customers after service of products

CONCLUSION

- Most Samsung cell phone users, according to the study of demographic data, are middle- and high-income individuals aged young, aged middle, and aged old, accordingly.
- The study demonstrates a significant correlation between customer satisfaction with Samsung cell phone after-sales service and the independent variables service quality, spare parts availability, service personnel skill, service centre working hours, service centre response, and delay in service time.
- The availability of replacement parts has the greatest influence (46.2%), while the service centre's operating hours have the least impact (26.5%). According to the responses of the respondents who used Samsung cell phones in kompally, the model explains 69.7% variance by these six factors on customer satisfaction in after sales service. This shows that there are still 30.3% of other issues that need to be investigated.
- The study concludes that to achieve the highest levels of customer satisfaction from its Samsung mobile handset consumers, Samsung should enhance its service quality, spare parts availability, service people skill, working hours of the service centre, service centre response, and delay in service time.