

Consumer Perception Towards Samsung Products with Reference to Tiruchirappalli District

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Abstract

Consumer impression is crucial for determining a brand's success in highly competitive sectors. This survey examines consumer impressions of Samsung goods, focussing on variables like quality, innovation, price, brand reputation, and customer happiness. Samsung, a leading company in consumer electronics, has established a strong presence via its varied range of goods, including smartphones, home appliances, and TVs. The study highlights how Samsung's emphasis on technical innovation, sophisticated design, and competitive pricing influences consumer choices. It also analyses concerns like as rivalry from competing firms and customer anxieties over product durability and post-purchase assistance. The results suggest that although Samsung has significant brand loyalty due to its innovative practices and marketing strategies, addressing specific customer issues might enhance its market standing. This research provides insights for companies aiming to align their strategy with evolving customer expectations in the electronics industry.

Keywords: *Consumer, Samsung Products, Perception, Satisfaction, Purchase Intention, Regression.*

1. Introduction

Consumer perception is a crucial determinant of a brand's success in the competitive global marketplace. Samsung, a prominent global corporation, has established itself as a key player in the consumer electronics and technology sectors. Samsung, celebrated for its innovative products, extensive range, and cutting-edge technology, has garnered significant worldwide customer interest. Understanding consumer perceptions of Samsung goods provides valuable information about the brand's reputation for quality, dependability, price, and overall customer satisfaction. These views are shaped by several elements, including marketing strategies, brand reputation, product effectiveness, and the feedback of existing users.

This study investigates the factors influencing customer impressions of Samsung goods, including smartphones, home appliances, and wearable technologies. By analysing these impressions, firms may identify strengths and areas for

improvement, so assuring Samsung's competitiveness and relevancy with its target audience.

REVIEW OF LITERATURE

Social responsibility and corporate citizenship initiatives profoundly impact customer perception. **Carroll (1991)** contends that socially responsible activities may enhance brand equity. Samsung's focus on sustainability and community efforts has bolstered its position as a socially responsible brand (**Lee & Park, 2021**).

Samsung's commitment to innovation profoundly impacts customer perception. **Choi and Kim (2018)** established that consumers see Samsung as a leader in the integration of cutting-edge technology such as foldable displays and 5G capabilities. These innovations provide a competitive edge and enhance brand appeal.

Kotler and Armstrong (2012) noted that pricing strategies considerably affect customer impression. Samsung has adopted a multi-tier pricing approach, offering products at diverse price points to cater to distinct market segments. This strategy allows Samsung to compete with high-end companies like Apple while still appealing to cost-sensitive customers. (**Lee et al., 2019**).

Zeithaml (1988) emphasized the importance of perceived quality in influencing consumer decisions. Samsung's goods are often praised for their durability and advanced features, improving user perceptions (**Park, 2017**). However, intermittent quality issues, like as battery failures in previous Galaxy Note models, have highlighted the need of dependable product performance in maintaining customer trust.

Research demonstrates that Samsung maintains strong competitiveness with Apple in the smartphone industry, highlighting brand differentiation and customer loyalty. Factors such as price, brand reputation, and internet service significantly impact purchasing decisions. Despite competition, Samsung's development strategy successfully prioritises a loyal client base and robust product offerings. (**Hoang Hai, 2023**)

In a fiercely competitive global market, customer perception is essential for a brand's success. Samsung, a leading global corporation, offers a diverse range of goods, including smartphones, electronics, and household appliances. Despite its established reputation for innovation and quality, the brand faces challenges like as changing client tastes, increasing competition from competing firms, and diverse consumer expectations across different markets. Understanding consumer perceptions of Samsung goods, including perceived quality, value, brand loyalty, and alignment with technological advancements, is essential for maintaining market share and improving customer satisfaction. This research seeks to identify the key factors influencing consumer perception, evaluate the strengths and weaknesses of Samsung's branding strategies, and uncover potential areas for improvement to sustain competitiveness in the global market.

1.1 Objectives of the study

- To ascertain the personal profiles of the respondents in Tiruchirappalli District.
- To determine the factors affecting customer perception towards Samsung Products.
- To find the suitable suggestions regarding customer perception in the study area.

1.2 Research Design

This study used a mixed-methods approach, combining qualitative and quantitative studies to examine customer views of Samsung goods. The survey design ensures a comprehensive grasp of customer perspectives, preferences, and satisfaction levels.

1.3 Population and Sample

- Target Population: Individuals aged 18 to 60 who possess familiarity with or have used Samsung goods.
- Methodology: Stratified random sampling to ensure demographic representation across age, gender, economic levels, and geographic locations.
- Sample Size: A cohort of 126 individuals was formed using Cochran's method to ensure reliability in statistics.

1.4 Data Collection Methods

1.4.1 Primary Data:

Surveys: Methodical surveys sent via online and offline channels to gather quantitative data. Semi-structured interviews were done with 20 people to provide complete qualitative insights.

1.4.2 Secondary Data:

Analysis of market data, Samsung's marketing materials, and industry publications to provide context

1.4.3 Instruments for Data Collection Questionnaire: Demographic information. Likert scale assessments pertaining to product quality, design, price, and customer service. Employ open-ended questions to get qualitative replies.

Interview Guide: Focused questions about product satisfaction, brand loyalty, and possible improvements.

1.4.4 Data Examination

Quantitative Data: Analysed using statistical software (e.g., SPSS or Excel).

Methods: Percentage Analysis, Exploratory Factor Analysis, and Regression Analysis to identify patterns and correlations.

Qualitative Data: - Thematic analysis to identify recurring themes and attitudes in open-ended replies and interviews.

2. Scope of Research

The study analyses Samsung's primary product categories, including smartphones, home appliances, and TVs. It assesses factors such as brand perception, customer satisfaction, and market positioning.

3. Limitations of the study

- Sampling bias resulting from online distribution.
- Restricted geographical range.
- Prospective response bias in self-reported data.

4. Objectives

- To enhance the determinants affecting customer perception of Samsung goods
- To examine the correlation between customer perception and purchasing intention.

5. Hypotheses

There is no significant impact of consumer preferences and buying intention.

6. Analysis and Interpretations

Product Features

Scale Items Sample	Factor Loading	Extraction	Scale Statistics		
			Mean	Std. Deviation	Item to Total Correlation
Advanced cameras, HD screens, and AI integration draw consumers.	.873	.934	3.80	1.078	.775
Various product portfolio provides consumers with additional options to meet various needs.	.832	.917	3.72	.964	.775
Sustainable efforts, such as eco-friendly manufacturing or recycling, can improve perception.	.842	.912	3.78	.984	.774
Cronbach's Alpha	0.791				
KMO of sampling adequacy	0.752				
Total Variance Explained	84.881				

Factor 1 - Product Features

The first factor explains 84.881% of the variation of Consumer Perception and Satisfaction. The results of the Principal Component Analysis suggest five items to measure this construct. The items are listed below:

1. Advanced cameras, HD screens, and AI integration draw consumers
2. Various product portfolios provide consumers with additional options to meet various needs.
3. Sustainable efforts, such as eco-friendly manufacturing or recycling, can improve perception.

Brand Prestige and Credibility

Scale Items Sample	Factor Loading	Extraction	Scale Statistics		
			Mean	Std. Deviation	Item to Total Correlation
Samsung's esteemed reputation for producing high-quality, durable products profoundly impacts consumer perception.	.913	.834	3.80	.997	.774
The perception of Samsung as a technological innovator can augment its attractiveness.	.863	.744	3.79	1.049	.776
A globally recognized brand fosters trust and confidence among prospective buyers.	.790	.623	3.80	1.192	.782
Cronbach's Alpha	.791				
KMO of sampling adequacy	.657				
Total Variance Explained	73.376				

Factor 2 - Brand Prestige and Credibility

The first factor explains 73.376% of the variation of Consumer Perception and Satisfaction. The results of the Principal Component Analysis suggest five items to measure this construct. The items are listed below:

1. Samsung's esteemed reputation for producing high-quality, durable products profoundly impacts consumer perception
2. The perception of Samsung as a technological innovator can augment its attractiveness.
3. A globally recognized brand fosters trust and confidence among prospective buyers.

Marketing and Advertising

Scale Items Sample	Factor Loading	Extraction	Scale Statistics		
			Mean	Std. Deviation	Item to Total Correlation
Advertising campaigns that are creative and sentimental increase brand memory and connect with the desires of consumers.	.948	.706	2.83	1.178	.783
Endorsements from well-known personalities increase the level of legitimacy	.905	.820	3.23	.932	.782
Popularities attractiveness associated with a brand	.840	.898	3.28	1.009	.778
Cronbach's Alpha	.791				
KMO of sampling adequacy	.666				

Total Variance Explained	80.784				
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Factor 3 - Marketing and Advertising

The first factor explains 80.784% of the variation of Consumer Perception and Satisfaction. The results of the Principal Component Analysis suggest five items to measure this construct. The items are listed below:

1. Advertising campaigns that are creative and sentimental increase brand memory and connect with the desires of consumers
2. Endorsements from well-known personalities increase the level of legitimacy
3. Popularities attractiveness associated with a brand

Peer and Social Influence

Scale Items Sample	Factor Loading	Extraction	Scale Statistics		
			Mean	Std. Deviation	Item to Total Correlation
One of the most influential factors in purchasing decisions is the recommendation of friends and family.	.899	.786	3.70	.969	.791
Consumer impression is significantly influenced by a variety of factors, including online reviews.	.892	.796	3.76	1.098	.793
The opinions of influential people, and comments from the community influencing me more.	.887	.807	3.77	1.024	.791
Cronbach's Alpha	.791				
KMO of sampling adequacy	.741				
Total Variance Explained	79.664				

Factor 4 - Peer and Social Influence

The first factor explains 79.664% of the variation of Consumer Perception and Satisfaction. The results of the Principal Component Analysis suggest five items to measure this construct. The items are listed below:

1. One of the most influential factors in purchasing decisions is the recommendation of friends and family
2. Consumer impression is significantly influenced by a variety of factors, including online reviews.
3. The opinions of influential people, and comments from the community influencing me more.

Factors Influencing Buying Intention

Scale Items Sample	Factor Loading	Extraction	Scale Statistics		
			Mean	Std. Deviation	Item to Total Correlation
The reputation of Samsung as a premium, innovative, or dependable brand is referred to as the brand image.	.944	.758	4.25	1.033	.785
Consumers' confidence in Samsung's quality and customer service is a key component of the company's credibility.	.921	.825	3.99	1.047	.782
The perceived longevity, design, and functionality of Samsung products are all considered to be part of the product quality.	.908	.825	4.26	.937	.777
Cutting-edge technology, such as foldable phones and 8K televisions, are examples of innovative features.	.908	.892	4.19	.960	.779
Customers believe that the price is commensurate with the high quality and features of the product.	.871	.848	4.13	.937	.780
Cronbach's Alpha	.791				
KMO of sampling adequacy	.894				
Total Variance Explained	82.952				

Factor 5 - Factors Influencing Buying Intention

The first factor explains 82.952% of the variation of Consumer Perception and Satisfaction. The results of the Principal Component Analysis suggest five items to measure this construct. The items are listed below:

1. The reputation of Samsung as a premium, innovative, or dependable brand is referred to as the brand image
2. Consumers' confidence in Samsung's quality and customer service is a key component of the company's credibility.
3. The perceived longevity, design, and functionality of Samsung products are all considered to be part of the product quality.
4. Cutting-edge technology, such as foldable phones and 8K televisions, are examples of innovative features.
5. Customers believe that the price is commensurate with the high quality and features of the product.

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Peer And Social Influence, Marketing and Advertising, Product Features, Brand Prestige and Credibility ^b		Enter

- a. Dependent Variable: Buying Intention
- b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.169 ^a	.029	.018	.886

- a. Predictors: (Constant), Peer and Social Influence, Marketing And Advertising, Product Features, Brand Prestige And Credibility

The above table shows the Model Summary for the relationship between “Buying Intention” and Peer and Social Influence, Marketing and Advertising, Product Features, Brand Prestige and Credibility. The R-square value is 0.029, indicating that 1% of the variance in the Buying Intention is explained by these factors.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.752	4	2.188	2.788	.026 ^b
	Residual	297.488	379	.785		
	Total	306.240	383			

- a. Dependent Variable: Buying Intention
- b. Predictors: (Constant), Peer and Social Influence, Marketing and Advertising, Product Features, Brand Prestige and Credibility

The above table shows the analysis of variance with an F-statistic of 2.788 and P-value of 0.026, which is smaller than the significance level ($P < 0.050$). This indicates that the Peer and Social Influence, Marketing and Advertising, Product Features, Brand Prestige and Credibility factors do have a statistically not significant overall impact on Buying Intention.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.129	.288		14.331	.000
	Product Features	-.127	.064	-.132	-1.988	.048
	Brand Prestige and Credibility	.009	.065	.009	.131	.896
	Marketing And Advertising	.135	.051	.141	2.675	.008
	Peer And Social Influence	.016	.050	.017	.328	.743

- a. Dependent Variable: Buying Intention

The above table shows the regression analysis for “Buying Intention” with “Peer and Social Influence, Marketing and Advertising, Product Features, Brand Prestige and Credibility. The P-value for both factors (Peer and Social Influence - 0.743, Marketing and Advertising - 0.008, Brand Prestige and Credibility - 0.896) suggest that Peer and Social

Influence, Marketing and Advertising, Product Features, Brand Prestige and Credibility are significant impact on the Buying Intention.

7. Conclusion

Consumer impression of Samsung goods is influenced by several aspects, including product quality, innovation, brand reputation, customer service, and competitive price. Based on the examination of these aspects, the following conclusions may be inferred: Samsung is regarded as a dependable and inventive brand, especially in the electronics and smartphone industries. Consumers link the brand to innovative technologies, fashionable looks, and a diverse array of product offers.

The company's emphasis on providing superior, feature-laden goods has greatly impacted the customer impression. Innovations like as foldable cellphones, QLED televisions, and smart home products have solidified its status as a technological leader. Samsung serves a varied clientele by providing items at several pricing points. This inclusiveness attracts a diverse range of users, from economical devices to high-end flagship models. Although many customers like the brand's service and warranty programs, sporadic issues about after-sales assistance may adversely affect opinions if not sufficiently resolved. Despite Samsung's positive reputation, competition from companies such as Apple, Xiaomi, and other new entities need ongoing innovation and value enhancement to sustain customer loyalty. In conclusion, Samsung's focus on innovation, quality, and variety in its product range establishes it as a favoured option among customers. Nonetheless, continuous

endeavours to enhance customer service and outpace competition will be essential for sustaining and elevating consumer impression over the long run.

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