

The Role of Customer Experience in Building Brand Loyalty for Samsung INC.

Submitted by: Sahil

Submitted to: MR. Priyank Srivastava .

RESEARCH PAPER

TOPIC: THE ROLE OF CUSTOMER EXPERIENCE IN BUILDING BRAND LOYALTY FOR SAMSUNG INC.

Abstract :This study looks closely at how customer experience really helps build loyalty for the Samsung brand, especially in India. We focused on five main areas: how customer experience affects loyalty overall, how product design and new ideas make customers happy, how Samsung's connected products create a smooth experience, how well their customer service works, and how much value customers feel they're getting.



The research highlights that personalized experiences, how well Samsung's different devices work together, and customers feeling they get good value are all super important for making customers happy and

loyal. We also checked how good after-sales service and constant innovation influence what customers choose and if they buy again. The results from this study should give Samsung and other high-end brands in India useful tips on how to match their plans with what Indian customers expect and need. This paper adds to what we already know about customer experience and brand loyalty, offering good ideas for both students and business people.

1. Introduction

Today's business world is super competitive, with technology changing fast and customers becoming the main focus. Because of this, getting customers to be loyal to a brand is a top goal for companies. This paper, "The Role of Customer Experience in Building Brand Loyalty for Samsung Inc.," closely examines how customer experience and brand loyalty are connected, specifically looking at Samsung's operations in India.

Samsung, started in 1938 by Lee Byung-Chul, is now a huge global company based in South Korea. It's a world leader in electronics, computer chips, and communication gear. Samsung has always been known for new ideas, great design, and a good user experience across all its many products. This includes phones (like Galaxy S and Z series), tablets, laptops, smartwatches, earbuds, TVs (QLED, Neo QLED), and home appliances. Samsung's key strategy is to make sure all its products work smoothly together, like with the Galaxy Store or Samsung Pay. This really helps build strong loyalty among its users.



A good customer experience is seen as a major way for companies to stand out in the busy tech world. This study suggests that positive customer experiences – which include good product quality, ease of use, helpful customer support, and making customers feel good emotionally – deeply affect how people see a brand and how loyal they become. With new things like 5G, AI, and a focus on being eco-friendly, brand loyalty is even more important. Companies need to put customers first and offer memorable experiences to stay ahead.

2. What We Know So Far (Background Study)

Brand loyalty, a basic idea in marketing, means that customers keep buying from the same brands over and over again. It's about both their actions (buying repeatedly) and their feelings (liking or preferring the brand). A loyal customer will keep choosing the same brand and won't easily switch to competitors.



Customer satisfaction is a key business goal and often means how happy customers are with their whole experience of buying and using a product. Some experts even say that making customers "delighted" (by surprising them and doing better than they expected) creates even more loyalty than just satisfying them. This strong, positive feeling makes customers happier and can be achieved by giving them personalized and special service. To do well, companies need to improve the customer experience and manage what customers expect.

Richard Oliver (1999) famously said that satisfaction is a pleasant feeling of fulfillment when a customer's wishes and enjoyment are met. Customer satisfaction is super important for building customer loyalty and making a brand stronger. It's also a key way to check how well a company is doing, giving clues about its openness, quality, and what customers buy.

Three things are thought to help build brand loyalty:

- **Trust:** This is very important, especially when customers don't have all the information or feel there's a risk. Trust makes customers believe the brand will give them good results.
- **Customer Connection:** This means the emotional bond and commitment customers feel towards a brand. This emotional link drives them to buy again and creates deep loyalty.
- **Positive Value Perception:** This is about how customers see the benefits of a product compared to its cost. When customers feel they're getting good value, it leads to long-term loyalty and makes them more valuable to the company over time.

3. How We Did the Study (Methodology)

This study used a **descriptive research approach**. This type of research aims to clearly and systematically describe the features of a group or situation, focusing on "what is happening" rather than "why it's happening."

- **The Problem We Looked At:** The main goal was to figure out what influences customer loyalty to Samsung products and to see how much Samsung users at Galgotias University stick to the brand.
- **Goals of the Study:** The specific goals were:
 - To find out the main things that affect customer loyalty to Samsung products.
 - To check if Samsung users at Galgotias University are really loyal to the brand.
 - To better understand how consumers act, what they think about brands, and how loyal they are, by looking at what makes them buy branded products.
 - To study the detailed connection between price, trust in the brand, and loyalty for Samsung.



- **How We Collected Information:** We gathered information through a **questionnaire survey**. This survey was done **online**, which made it easy to reach many people quickly.
- **Where We Studied:** The research focused on people mainly from **different departments of Galgotias University**.
- **Who We Studied:** The people we studied were Samsung product users within Galgotias University.
- **How We Chose Participants:** (The paper didn't go into super specific detail about how participants were chosen, but since it focused on Galgotias University students, it likely used a method where participants were chosen based on convenience.)

4. What the Information Showed

The information collected from the online survey was analyzed to find patterns and insights about how loyal people of Galgotias University are to Samsung. We looked at how many people were loyal to the brand and how satisfied they were.

5. What We Found and What It Means (Findings and Conclusions)

5.1. What We Found

Here are the main things we learned from the survey:

- A very large number of the people surveyed showed a strong liking for the **Samsung brand**. This means most people we asked preferred Samsung products.
- There's a clear trend showing that **more and more people are using Samsung products every day, even students**. This growth in users means more and more people are buying and accepting Samsung.
- The fact that more people are using Samsung and liking the brand strongly suggests that **people are generally happy with how Samsung products perform and their quality standards**. This happiness probably explains why they stay loyal and keep choosing Samsung.

5.2. What It All Means (Conclusions)

In simple terms, this research clearly shows that **customer experience is incredibly important for building and keeping brand loyalty for Samsung**. The study confirms that **Samsung has always been known for its good performance and high standards**, which is a big reason why it has so many customers. The noticeable increase in Samsung users, especially among students, further proves that the brand has done a great job meeting what customers expect and need in the Indian market. The findings highlight that a combined approach – including new product ideas, good customer service, and making customers feel they're getting good value, all leading to a great

customer experience – is crucial for keeping customers loyal in a competitive market.

5.3. Key Success Factors for Samsung's Brand Loyalty

- **Consistent Innovation and Product Excellence:** Samsung's ongoing commitment to developing cutting-edge technology and delivering high-quality, reliable products forms the bedrock of its customer satisfaction and subsequent loyalty. Their continuous innovation ensures products remain relevant and desirable.
- **Strong Ecosystem and Seamless Integration:** The ability of Samsung devices to work together effortlessly (e.g., phones, tablets, smartwatches, TVs) creates a highly convenient and interconnected user experience. This ecosystem approach makes it harder for customers to switch to competing brands, as they would lose the benefits of this integrated network.

6. References

- The sources that were used to collect data and bolster the analysis are listed in the study paper's references section. The following are included in the bibliography:
- <https://aithor.com/essay-examples/how-does-samsung-build-customer-loyalty-and-enhance-experience>
- <https://www.linkedin.com/pulse/inside-samsungs-customer-experience-strategy-blake-morgan-t24vc>
- <https://news.samsung.com/us/samsung-scores-1-customer-satisfaction-overall-service-quality-mobile-2024-acsi/>