



CUSTOMER SATISFACTION AND LOYALTY TOWARDS SAMSUNG MOBILE PHONE WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

A Customer satisfaction and loyalty towards the Samsung mobile has been fast evolving in terms of innovation. Samsung Mobile phone has proved to be successful so far. but still, there is a need to analyze the level of customer satisfaction and loyalty towards it higher sales in smart phone as compared to its competitor and market leader, apple, therefore in this study, the factor of customer satisfaction and loyalty towards Samsung mobile phone was analysed. The study is descriptive in nature. totally 120 respondents using Samsung mobile phone was randomly selected and statistical tools as percentage analysis and chi square were applied to draw inference.

Keywords: *satisfaction, customer loyalty.*

1. INTRODUCTION

In the modern era with the development of technology, people started using mobile phones for making themselves comfortable. The Samsung mobile phone is one of the sectors that have undergone a massive global transformation in the last few decades. Nowadays, customers are provided with huge options of consumer brands to choose from, thus cultivating brand preferences in their minds. Here arises the need for the retail According to Hoyer and MacInnis (2008), brand loyalty is important for consumers because it simplifies the buying decision. For instance, if individuals have had positive experiences with a branded product in the past, it is likely that they enter the store to purchase the brand that they are loyal to without long-time consideration. Thus, brand loyalty refers not just to the selection of a given brand once, but selection of the brand repeatedly over time. The mobile industry is one of the fastest growing industries in the world. Late in the 1990s, the emergence of mobile phone technology and the rise of telecommunication industry was in rapid progress. The first major renovation occurred in 2002 with accumulation of the first color screen and then they introduce multimedia mobile phone during 2004-2006. Finally, the birth of smart phone started in 2007 by Nokia (Prlog, 2009). Smart phones are not just an ordinary phone but a diverse set of media capture capabilities. "They do not only function as a phone including text messaging and visual voicemail, but also as a camera phone, as a portable media player, and as an Internet client with email, web browsing, and Wi-Fi connectivity" (Leyland, et al., 2010).

STATEMENT OF THE PROBLEM

Today's innovation and development in science and technology becomes out of fashion tomorrow. So, the taste and preferences of the customers are also changing in rapid rate. Customers are a complex set of individuals as their buying behavior varies greatly from one person to the next depending on both internal and external stimuli they are subjected to. The understanding of this behavior is a major challenge for the retail mobile dealers in order to come up with the appropriate marketing strategies to meet the customer's expectations and try to convince them to buy their products in the competitive market where a lot of retail mobile dealers exist. In the current scenario, the retail dealers are using various marketing strategy to sell their product, especially mobile phones. The earlier studies focus only on the marketing strategy of the mobile companies which influences the customer's preference and their level of satisfaction, therefore attempt has been made to analyse a customer Satisfaction and loyalty towards Samsung mobile phone.

OBJECTIVES OF THE STUDY

- To study of the demographic factors of the respondents .
- To analysis the respondents level of satisfaction toward Samsung mobile phone .
- To examine customers loyalty to Samsung mobile phone .

HYPOTHESIS OF THE STUDY

1. There is no significant relationship between the gender of the respondents and their satisfaction towards Samsung mobile phone.
2. There is no significant relationship between the occupation of the respondents and their satisfaction towards Samsung mobile phone.

SCOPE OF THE STUDY

The scope of the study is to identify how the customer satisfaction and loyalty towards Samsung mobile phones to succeed in the competitive market and to give more insight into the dimensions of customers' satisfaction and its chemistry with the strategies. Further it will help to drive the marketing strategy by informing the loyalty towards their customers want even before they know they want it.

LIMITATIONS OF THE STUDY

- The accuracy of the study depends on the information given by the customer.
- Due to time and constraint ,study is conducted in only selected area of Coimbatore district
- The number of respondents is restricted to 120 only.

2. REVIEW OF LITERATURE

ArjumandBano (2017)¹In theirresearch titled “**A study on consumer behavior in selecting mobile handset**” with the primary objective to analyse the effect of gender, brand and factors considered while purchasing a mobile phone. The primary data has been collected from 240 respondents with the help of questionnaire. Statistical tools like ANOVA and t-Test has been used. The finding clearly indicates that both the main and interaction effect are found to be significant. ANOVA reveals both gender and profession influences mobile phone purchase. The researcher concluded that the respondents give importance to mobile phone, brand name, sim, camera, internet etc., and suggested that customer behavior is affected by need, values, cognition, culture or lifestyle and gender.

Prasad (2016) has conducted a research titled “**Attitude on Indian customers towards smart phone and android window version**” with the objective to study key features and service attributes which are responsible to select the smart phones on the basis of android or windows. Primary data was collected with the help of questionnaire from a sample of 400 respondents. Statistical tools like factor analysis and structural equation modeling has been used. It was found that the major factor responsible for selecting any brand of smart phones are “services” founded by physical appearance and value.

Indira priya dharsini (2016)³ has conducted a research titled “**Customer satisfaction on Motorola mobiles: A study with reference to students of Pollachitaluk**” with the objectives to study the socio economic profile and measure the level of satisfaction of the students. The study was conducted by collecting questionnaires from 50 respondents using convenient random sampling method as a research tool. The researcher concluded that the features, price and brand image have high effect on customer satisfaction.

Parimala devi (2016)⁴ has conducted a research titled “**A study on customer satisfaction towards Sony mobile phones in Erode city**” with the objective to study the perception towards quality and facilities offered by Sony mobile phone and to know the awareness of customer after sale services provided for Sony mobile phone. Primary data was collected from 150 respondentswith the of questionnaire.In theirresearch titled “**A study on consumer behavior in selecting mobile handset**” with the primary objective to analyse the effect of gender, brand and factors considered while purchasing a mobile phone. The primary data has been collected from 240 respondents with the help of questionnaire. Statistical tools like ANOVA and t-Test has been used. The finding clearly indicates that both the main and interaction effect are found to be significant. ANOVA reveals both gender and profession influences mobile phone purchase. The researcher concluded that the respondents give importance to mobile phone, brand name, sim, camera, internet etc., and suggested that customer behavior is affected by need, values, cognition, culture or lifestyle and gender. **Sri Ranjiniand Sangeetha** (2016)¹³ has conducted a research titled “**A study on the Marketing strategies for home appliances in supermarket in Coimbatore city**” with the objective to study the different marketing strategies adopted by super market for the sale of home appliances and to analyze the effectiveness of the adopted marketing strategy. The data has been collected from 150 respondents with the help of questionnaire. Statistical tools like Correlation has been used. The researcher concluded that marketing strategy plays a dominant role in influencing the customers purchase behavior and have suggested to train the employees regarding serviceability and soft skills.

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RESEARCH METHODOLOGY

Research Methods is defined as “tools or instruments used to accomplish the goals and attributes of study”.

Method of data collection

The data was collected for this study is

- **Primary data:** The primary data are those which are collected as fresh for the primary time.
- **Secondary data:** Secondary data is collected from journals, magazines and books, newspaper and internet.

Area of study: This study was conducted in Coimbatore city.

Sample size: The sample size is 120.

Tools used for analysis: Data analyzing tools are Simple percentage and Chi-square test.

Simple percentage: Percentage base analysis helps to find which factors is significant among a number of factors.

Chi-square: A chi-square statistic which is used to test the measures of expectations compare to actual observes (or) model result.

Analysis and Interpretation

Demographic profile of the respondents

S.no	Demographic	No of respondents	Percentage
1	Gender	Male	52%
		Female	48%
2	Age	18-20	35%
		21-30	40%
		31-40	13.3%
		Above 40 years	11.7%
3	Qualification	Illiterate	7%
		School level	25%
		Under graduate	13%
		Post graduate	33%
4	Occupation	Private employee	9%
		Government employee	17%
		Self employee	23%
		Contractual	8%
		Others	44%
5	Income level	Less than Rs 10,000-20,000	43%
		20,000-30,000	26%
		30,000-40,000	12%
		40,000 and above	9%

Interpretation:

Table clearly states the demographic profile of the sample respondents. Majority of the responds fall in the age group of 21-30years and most of them are Male. Majority of them under graduate students. Majority of the respondent's occupation is employed. Most of the income level of respondents of Samsung mobile phone.

Chi- Square Analysis

Chi-Square Table 1

H₁-There is no significant relationship between the gender of the respondents and their satisfaction towards Samsung mobile phone.

Particular	DF	Chi-square	Table value	Remark
Gender of the reason for mostly using Samsung mobile phone	5	4.87	3.84	Rejected

Source: primary data

The calculate chi-square value is (4.87) is higher than (3.84) table value hence the hypothesis is rejected. Therefore, there is no significant relationship between gender of the respondents and their satisfaction towards Samsung mobile phone.

Chi-Square Table 2

H₁-There is no significant relationship between the occupation of the respondents and their satisfaction towards Samsung mobile phone.

Particular	DF	Chi-square	Table value	Remark
Occupation and level of satisfaction towards Samsung mobilephone	14	47.94	26.30	Rejected

Source: primary data

The calculate chi-square value is (47.94) is less than (26.30) table value hence the hypothesis is rejected. Therefore, there is no significant relationship between the occupation of the respondents and their satisfaction towards Samsung mobile phone.

3. RESULT

1. Majority 40% of the respondents are between age group 21- 30 years.
2. Majority 62% of the respondents are male.
3. Majority 33% of the respondents are post graduate.
4. Majority 44% of the respondents occupation is others.
5. Majority 43% of the respondents monthly income is Less than 10,001-20,000.
6. Majority 66% of the respondents marital status is unmarried.
7. Majority 56% of the respondents are using Samsung mobile phone.
8. Majority 35% of the respondents more than 3 family member using Samsung mobile.
9. Majority 44% of the respondents know about Samsung mobile to social media.
10. Majority 31% of the respondents are purchase Samsung mobile range of amount is Rs 10,001-20,000.
11. Majority 43% of the respondents using Samsung mobile from 2 to 5 years.
12. Majority 64% of the respondents are not buy other brands of mobile phone to other then Samsung mobile,
13. Majority 52% of the respondents are sometimes buy a Samsung mobile to our friends and knowing circle.
14. Majority 52% of the respondents are willing to buy a Samsung mobile sometimes in future.
15. Majority 35% of the rank of Samsung mobile.
16. Majority 59% of respondents to extend Samsung mobile phone meet your exception.
17. There is no significant relationship between the gender of the respondents and their satisfaction towards Samsung mobile phone.
18. There is no significant relationship between the occupation of the respondents and their satisfaction towards Samsung mobile phone.

4. DISCUSSION

- A. Majority 37% of the respondents are, satisfied with the Inbuilt features of Samsung mobile phone.
- B. Majority 37% of the respondents are, satisfied with the variety of Samsung mobile
- C. Majority 40% of the respondents are, satisfied with the price of Samsung mobile phone.
- D. Majority 42% of the respondents are, satisfied with the availability spare of Samsung mobile phone.

- E. Majority 35% of the respondents are, satisfied with the brand of Samsung mobile phone.
- F. Majority 46% of the respondents are, satisfied with the style and color of Samsung mobile phone.
- G. Majority 42% of the respondents are, satisfied with the offer discount of Samsung mobile phone.
- H. Majority 45% of the respondents are, satisfied with the customer service of Samsung mobile phone.
- I. Majority 37% of the respondents are, satisfied with the resale value of the Samsung mobile phone.
- J. Majority 40% of the respondents are, satisfied with the pixel display of Samsung mobile phone.
- K. Majority 40% of the respondents are, satisfied with the warranty of Samsung mobile phone.
- L. Majority 43% of the respondents are, satisfied with the battery capacity of Samsung mobile phone.
- M. Majority 43% of the respondents are, satisfied with the Navigational speed of Samsung mobile phone.
- N. Majority 46% of the respondents are, satisfied with the weight of Samsung mobile phone.

SUGGESTION

- If the price range of the Samsung mobile phone is changes to be more economical, more number of loyal consumers shall attracts.
- Also care should be taken to improve the inbuilt features of Samsung mobile phone more competitive to others brands of Samsung
- Direct customer services can also be improved in the sales outlets to bring more loyal customer.

5. CONCLUSION

Therefore the study makes the conclusion as the customers satisfaction towards loyalty of Samsung mobiles is being analyzed and found some significant factors that affects and influences .Samsung mobile take a more proactive view which can propel the company to be the “first entrant “in to competitiveness. According to the analysis, most of the customer’s satisfaction of Samsung mobile phone have loyal and indicated the potential to become loyal customer .An important aspects of loyalty of Samsung mobile phone user is the positive feel and experience which they have obtained after using their mobile phone. The service ability, durability, performance and excellent features which they have pleasant by using their mobile phone also influence their customer loyalty. As the most number of the mobile users are youngsters, Samsung should be able to sustain its competitors.

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