



## **A Study on Customer Satisfaction towards Samsung Electronic Products with Reference to Coimbatore City**

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### **ABSTRACT**

Samsung is described as a world leader in consumer electronics and it specialises the manufacturing and sales of a variety of consumer electronic products. The Samsung brand has become very popular throughout the world and has a very high brand recognition. The company boasts a very sophisticated research and development function and it has made this company to become a very innovative businesses in the world. Samsung continuously strives to achieve product diversification and over the years, it has come up with many winning products such as its Samsung. It is a very innovative company that comes up with new products to satisfy new consumer requirements. It is also a very technology-oriented company and it continuously improves its technology infrastructure and acquisition. It uses very advanced technologies to help it come up with new and innovative offerings for its customers and to attract them away rivals such as Apple and Lenovo. Despite its success, Samsung continues to face a number of challenges such as increasing threats of competition, a drop in sales of its smartphone within its main market which is the United States, and also the threat of the coronavirus pandemic. Recommendations are made in this paper about out how Samsung can improve its position in the market and to become more competitive and achieve higher profits.

**Keywords:** Samsung, Customer Satisfaction, Samsung Electronic products

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### **1. Introduction**

Samsung is one of the world's largest technology providers. It started out as trading company exporting various products from South Korea to Beijing, China. Founded by Lee Byung-chul in 1938, Samsung gradually developed into the multinational corporation that it is today. The word Samsung means "three stars" in Korean. It became the name associated with different types of business establishments in South Korea and in various parts of the world. Internationally, people associate the name with electronics, information technology and development.

In 1969, Samsung Electronics was born. From there, the company started acquiring and creating different business establishments including a hospital, paper manufacturing plant, life insurance company, department stores and many others. The company was destined to become a household name starting in its mother country and spanning its reach to many other cities internationally. Samsung Electronics started catering to the international market in the seventies kicking off with the corporation's acquisition of half of Korean Semiconductor which made it the leading electronics manufacturer in the country.

The success of Samsung as a technology provider continues to grow through the eighties as Samsung Electronics was merged with Samsung Semiconductors and Telecommunications. This paved the way towards a stronger hold on the international market with high-tech products that will become a staple in every home. This development continued on through the next decade as Samsung kept on going beyond its boundaries and restructuring its business plan to accommodate the global scene. Adopting a new form of management proved to be a wise move for the company as its products made their way on the list of top must-haves in their various fields. TV-LCD's, picture tubes, Samsung printers and other high-tech products became popular acquisitions due to their high quality. When Samsung ventured into the LCD industry in 1993, it became the world's best. The company's excellent method of quality control is what makes it successful in providing only the best products to the whole world. It applies a "Line Stop" system wherein anybody can stop the process of production in the event that substandard products are discovered.

To date, Samsung continues to maintain its status as the "world's best" technology provider. Its highly qualified workforce is still striving for excellence in their respective fields making the whole company a huge success in the making. The secret to the company's continuous success is in the constant improvement of its management structure and the application of its philosophies: "We will devote our human resources and technology to create superior products and services, thereby contributing to a better global society."

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## 2. Statement of problem

This research is pertaining to find out the present customer satisfaction of Samsung electronic products. The study on customer satisfaction helps to know who the customers were, what they want, how they use and react to the electronic products. The customers were carefully studied by conducting survey on customer satisfaction. So the customer satisfaction depends on the features, price, quality level of the products and service rendered by company. This research aims to know the satisfaction level and the factors influence the customer to choose Samsung electronic products.

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## 3. Objectives of the study

- To study the attracting features of Samsung electronic products.
- To identify the most preferred Samsung electronic products.
- To analyse the factors influencing the purchase of Samsung electronic products.
- To identify the factors considered while buying the Samsung electronic products.

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## 4. Research methodology

This study is based on the customer satisfaction on Samsung electronic products with reference towards Coimbatore city. The methodology of study includes:

- Data collection
- Area of the study
- Source of data
- Sample size
- Statistical tools

### 4.1 Data collection

The purpose of data collection is to capture best proof that then translate to wealthy data analysis and provides the correct and credible solution to questions that has been put-forwarded. There are two types of data collection.

Primary Data: Primary data is collected directly from the people with the help of the questionnaire for the first time and that are original in nature.

Secondary Data: Secondary data is collected from various sources such as books, journals, articles, newspapers, websites, published research papers in international journals and existing literatures.

### 4.2 Area of the study

The area of the study refers to Coimbatore city.

### 4.3 Source of data

It includes both the primary data and secondary data. The questionnaire is prepared and issued to the consumers to get the responses and it is required for the research. Secondary data is collected from journals, articles, books, and websites.

### 4.4 Sample size

158 questionnaires were collected from different respondents in Coimbatore city.

### 4.5 Statistical tools

Tools used for the study are:

- Rank Analysis
- Chi square analysis

## 5. Review of literature

**Sri Wiludjeng SP (2020)** Prices, Product Quality and Experiential Marketing Affect Consumer Buying Decisions in the Era of Pandemic Covid-19 (Case Study on Samsung Brand Cellular Products): The study aims to determine how respondents respond about price, product quality and experiential marketing to consumer purchasing decisions for Samsung brand cellular products. The research method used is descriptive and verification methods with data collected, namely secondary data and primary data. The data analysis tool used is multiple regression. The results of this study can

**Haizar, Kee and Chong(2020)** have studied that Samsung, one of the major players in the global mobile industry, has implemented progressive approaches, such as launching smartphones with new features that appeal to consumers' needs and have outperformed its rivals in terms of sales. This research focuses on Samsung's innovative strategies that have led to its growth. This study also looks at Samsung's ability and creativity in achieving mobile engineering leadership using the latest 5G technologies. According to the findings of this report, an organization's creative approach is positively linked to its performance.

**Sadia Anwar, Bahadur Ali Soomro (2020)** Inducing Factors of Brand Loyalty for Samsung Mobile Users of Pakistan: The purpose of the present paper is to examine the factors that may be influencing brand loyalty for Samsung mobile users of Pakistan. Data was randomly collected under the process of cross-sectional study throughout Pakistan from Samsung mobile users. For this process a survey questionnaire is considered as the main tool for collection of data. Main findings of the study suggested that customer satisfaction, services provided by Samsung mobile, and trust have a positive and significant impact on brand loyalty among the Samsung mobile users of Pakistan.

**Dr.AhmedMuneebMehta, Dr. Zargham Ullah Khan, Jaffar Mahmood Butt, Maham Tariq, Rimsha Khalid(2021)** A study of Samsung mobile phones in Pakistan: This study was conducted on Samsung mobile phone in Pakistan. The sample size of our study consists of 100 respondents. The demographics include inhabitants of one of Lahore's top most residential areas i.e., defense housing authority. Quantitative method was used to conduct the study. Our study highlights that customer satisfaction will be higher when loyalty to purchase Samsung phone increases. Moreover, the investigation includes that brand image and customer satisfaction also effects the brand loyalty of Samsung phones in Pakistan.

**Varsha Ganatra, Dwi Nita Aryani, Nur Insyirah binti Abd. Rahman, Daisy Mui Hung Kee, Nur Farra Diana binti Fadzil, Nur Iffah Atirah binti Hassan, Nur Khadijah binti Esa, Meghna Mamtani(2022)** A Study on Consumer Satisfaction with Respect to Samsung Gadgets: The study investigates the level of customer satisfaction with the use of Samsung gadgets, the aspects of Samsung gadgets that were most satisfying, and the differences in customer levels based on demographics. The data for the research was obtained from 134 respondents by primary study through a questionnaire survey made for Samsung consumers to know the level of consumer satisfaction on the use of Samsung gadgets. The data were then gathered, reviewed, and classified according to the research questions and objectives stated. Tables were used to present quantitative data whereas qualitative data were present narratively. These findings indicate that the aspect that most consumers are satisfied with is the Samsung gadgets quality.

**Junhao Huang(2022)** The Marketing Strategy of Samsung Analysis Based on Consumer Behavior: A study is based on how Samsung can raise its brand awareness and attract consumers. The technique analysis of Multiple regression is used to estimate or forecast the study. Using the tests for validity and reliability, multicollinearity, heteroskedasticity, autocorrelation, normality, and simultaneous testing as the basis for data analysis. Even though Samsung is already one of the well-known brands of smartphones and consistently produces high-quality smartphones, setting a high level of pricing may be appropriate for them. Samsung placed a greater emphasis than usual on the online services during COVID-19, and already employs a successful web marketing plan.

**Naldo noviyan,Hardika,Ghevira azzahra (2022)** Advertising Strategy for Samsung Galaxy Series Mobile Phones on Through the Line Media during The COVID-19 Pandemic in Indonesia: The research was conducted to find out in detail the advertising strategy of Samsung Galaxy series mobile phones in marketing activities that play a strong role in maintaining the brand image of Samsung in Indonesia. The study used a descriptive study design with a qualitative approach. The study concluded that the expected advertising strategy was to achieve campaign objectives as a bridge between the client and the internal team. The advertising technique focused on by Samsung's advertising campaign was Through The Line (TTL) media with this, Samsung is expected to reach a wider audience and gain greater exposure.

**Ira Murweni,Mokh.Adib Sulthan (2022)** A study Samsung ability to manage sustainable corporate brand through customer loyalty: The purpose of this study is to obtain evidence that the concept of "customer is pivotal for corporate success" is still significant in a sustainable marketing management strategy. This field research of Samsung's corporate brand will involve 50 respondents from Samsung customers with random sampling technique. The results of the customer polls on the use of Samsung products other than smartphones note that the level of customer confidence in other electronic products other than smartphones is still low, such as for refrigerator products, televisions and washing machines, customers still trust the brands from Japan. This indicates that Brand Position is not sufficiently supported by all Samsung products.

**Yueke Qin(2022)** The analysis of whole industrial chain of Samsung Semiconductor: This article mainly analyses the advantages and disadvantages of the whole industrial chain strategy in the context of the epidemic, and takes Samsung semiconductor industry as an example to demonstrate whether the whole industrial chain strategy is correct. Through the research, it is found that even if there are defects in the strategy of semiconductor industry chain, there are defects in the internal management caused by the expansion of enterprise scale, which is specifically manifested as the neglect of employees' safety conditions. In order to deal with the defects, this article suggests promoting enterprise transparency, introducing social and public opinion supervision into enterprises, and forcing enterprises to actively safeguard the rights and interests of stakeholders.

**Bibhav Adhikari,MS,Shristi Konda(2022)** Factors associated with level of brand tribalism on Samsung Smartphones:The study measures the level of brand tribalism among the youth users of Samsung smartphones residing inside Kathmandu valley in Nepal.The study deploys a cross sectioned design . A self administered questionnaire was created and sent to 156 samsung smartphone users residing in the Kathmandu valley using Google forms.The researchers chose the respondents using non probability snowball sampling.A study discovered a substantial correlation between the increase in brand tribe and numerous variables.The S series was the most well liked among Samsung consumers ,according to the recent poll. However, the study discovered a mild brand tribalism among the consumers.

### 5.1 Research gap

A research gap is essentially an unanswered question or unresolved problem in a field, which reflects a lack of existing research in that space. The previous research made in the field are, special promotional schemes on Samsung products, changing buying pattern, influence of brand image, Samsung performance, innovative strategies of Samsung.in the current study, analysis is done to prove the objectives of the study. The analysis is made on problems faced by consumers on Samsung products, after sales service level which is not done in previous study.

## 6. Analysis and Interpretation of data

Analysis of data is a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, informing conclusion, and supporting decision-making. Data analysis is a process for obtaining raw data and converting it into information useful for decision-making by users. Data are collected and analyzed to answer question, test hypotheses or disprove theories.

Statistician John Tukey defined data analysis in 1961 as: "Procedures for analyzing data, techniques for interpreting the results of such procedures, ways of planning the gathering of data to make its analysis easier, more precise or more accurate, and all the machinery and results of (mathematical) statistics which apply to analysing data."

Data interpretation refers to the process of using diverse analytical methods to review data and arrive at relevant conclusions. The interpretation of data helps researchers to categorize, manipulate, and summarize the information in order to answer critical questions.

The following tools were used:

1. Rank Analysis
2. Chi square

### 6.1 Rank analysis:

A ranking is a relationship between a set of item such that, for any two items, the first is either ranking higher than', 'ranked lower than or ranked equal to the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different object s can have the same rating. The ranking themselves are totally ordered, for example, materials are totally pre ordered by hardness, while degree of hardness are totally ordered.

By reducing detailed measures to a sequence of ordinal numbers, ranking make it possible to evaluate complex information according to certain criteria. Thus, for example, an Internet search engine may rank the pages it funds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see. Analysis of data obtained by ranking commonly requires non-parametric statistics.

Table no 1

Table showing the features that attracts the consumers

FACTORS	R1	R2	R3	R4	R5	TOTAL	RANK
Product features	66	31	35	15	11	348	6
Performance	28	68	37	18	7	382	3
Distribution system	36	53	44	17	8	382	3
Customer service	42	53	35	20	8	373	5
Price	38	55	37	13	15	386	2
After sales service	41	47	38	22	10	387	1

Interpretation:

The above table showing rank 1 is given to after sales service according to the respondents based on their attractive factors followed by price, performance, distribution system, customer service, product features.

**6.2 Chi square analysis**

The Chi square analysis is commonly used for testing relationships between categorical variables. The null hypothesis of the Chi-Square test is that no relationship exists on the categorical variables in the population; they are independent. There are several important considerations when using the Chi-Square analysis to evaluate a cross tabulation .Because of how the Chi-Square value is calculated, it is extremely sensitive to sample size. This can be addressed by always using categorical variables with a limited number of categories.

FORMULA:

$$CHI - SQUARE VALUE (\Sigma) = \frac{(OBSERVED VALUE - EXPECTED VALUE)^2}{EXPECTED VALUE}$$

$$EXPECTED VALUE = \frac{ROW TOTAL * GRAND TOTAL}{GRAND TOTAL}$$

$$DEGREE OF FREEDOM = (ROW - 1) * (COLUMN - 1)$$

**Association between age group and Samsung electronic products purchased**

Hypothesis:

Null hypothesis ( $h_0$ ): There is no significant relationship between Age Group and Samsung electronic products purchased.

Alternate hypothesis ( $h_1$ ): There is a significant relationship between Age Group and Samsung electronic products purchased.

Table no 2

Table showing the relationship between age group and Samsung electronic products purchased

	what Samsung electronic products do you purchase?				Total
	Smartphone	Television	Refrigerator	Others	
18 and below	17	1	7	4	29
19-25	56	23	18	14	111
26-35	7	3	3	1	14
35 and above	1	1	1	1	4
Total	81	28	29	20	158

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.809 <sup>a</sup>	9	.657
Likelihood Ratio	8.448	9	.490
Linear-by-Linear Association	.170	1	.680
N of Valid Cases	158		

Level of significance = 5% or 0.05

Degree of freedom = 9

Chi-square value  $X^2 = 6.809$

Table value = 16.919

**Interpretation:**

In the above analysis, the calculated Chi-square value {6.809} is less than the table value {16.919} at the level of 5% significance. Hence, null hypothesis  $H_0$  is accepted, thus, there is no significant relationship between Age Group and Samsung electronic products purchased.

**Association between age group and factors influenced your decision to purchase Samsung electronic products**

Hypothesis:

Null hypothesis ( $h_0$ ): There is no significant relationship between Age Group and factors influencing to purchase Samsung electronic products.

Alternate hypothesis ( $h_1$ ): There is a significant relationship between Age Group and factors influencing to purchase Samsung electronic products.

Table no 3

Table showing the relationship between age group and factors influenced your decision to purchase Samsung electronic products

	What factors influenced your decision to purchase a Samsung electronic products?				Total
	Brand reputation	Product features	Price	Recommendation from friends or family	
18 and below	7	10	4	8	29
19-25	38	42	22	9	111
26-35	2	6	4	2	14
35 and above	1	1	1	1	4
Total	48	59	31	20	158

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.061 <sup>a</sup>	9	.272
Likelihood Ratio	10.225	9	.333
Linear-by-Linear Association	.067	1	.795
N of Valid Cases	158		

Level of significance = 5% or 0.05

Degree of freedom = 9

Chi-square value  $X^2 = 11.061$

Table value = 16.919

Interpretation :

In the above analysis, the calculated Chi-square value {11.061} is less than the table value {16.919} at the level of 5% significance. Hence, null hypothesis  $H_0$  is accepted, thus, there is no significant relationship between Age Group and factors influencing to purchase Samsung electronic products.

**Association between age group and factors influencing to purchase Samsung electronic products**

Hypothesis:

Null hypothesis ( $h_0$ ): There is no significant relationship between educational qualification and factors influencing to purchase Samsung electronic products.

Alternate hypothesis ( $h_1$ ): There is a significant relationship between educational qualification and factors influencing to purchase Samsung electronic products.

Table no 4

Table showing the relationship between age group and factors influencing to purchase Samsung electronic products

	What factors influenced your decision to purchase a Samsung electronic product?				Total
	Brand reputation	Product features	Price	Recommendation from friends or family	
18 and below	7	10	4	8	29
19-25	38	42	22	9	111
26-35	2	6	4	2	14
35 and above	1	1	1	1	4
Total	48	59	31	20	158

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.931 <sup>a</sup>	9	.916
Likelihood Ratio	3.904	9	.918
Linear-by-Linear Association	.487	1	.485
N of Valid Cases	158		

Level of significance = 5% or 0.05

Degree of freedom = 9

Chi-square value  $X^2 = 3.931$

Table value = 16.919

Interpretation :

In the above analysis, the calculated Chi-square value {3.931} is less than the table value {16.919} at the level of 5% significance. Hence, null hypothesis  $H_0$  is accepted, thus, there is no significant relationship between Age group and factors influencing to purchase Samsung electronic products.

#### Association between educational qualification and Samsung electronic products purchased

Hypothesis:

Null hypothesis ( $H_0$ ): There is no significant relationship between educational qualification and Samsung electronic products purchased.

Alternate hypothesis ( $H_1$ ): There is a significant relationship between educational qualification and Samsung electronic products purchased.

Table no 5

Table showing the relationship between educational qualification and samsung electronic products purchased

	what Samsung electronic products do you purchase?				Total
	Smartphone	Television	Refrigerator	Others	
What is your Schooling	2	1	2	2	7
educational Professional	5	4	6	4	19
qualification? UG	66	21	17	13	117
PG	8	2	4	1	15
Total	81	28	29	20	158

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.769 <sup>a</sup>	9	.292
Likelihood Ratio	10.572	9	.306
Linear-by-Linear Association	5.745	1	.017
N of Valid Cases	158		

Level of significance = 5% or 0.05

Degree of freedom = 9

Chi-square value  $X^2 = 10.769$

Table value = 16.919

Interpretation :

In the above analysis, the calculated Chi-square value {10.769} is less than the table value {16.919} at the level of 5% significance. Hence, null hypothesis  $H_0$  is accepted, thus, there is no significant relationship between Educational qualification and Samsung electronic products purchased.

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