



A Study on Consumer Perception towards Samsung Smartphones

Hareesh S¹ and S.V. Praveen²

¹MBA Student, Jerusalem College of Engineering, Chennai

²Professor, Jerusalem College of Engineering, Chennai

DOI: <https://doi.org/10.55248/gengpi.4.923.52296>

ABSTRACT

This study aims to explore the consumer perception towards Samsung smartphones. The objective is to understand the factors that influence consumer's perceptions and preferences when it comes to Samsung smartphones. The research will employ a quantitative approach, utilizing a survey questionnaire to gather data from a sample of smartphone users. The study will analyze the data using statistical techniques such as descriptive analysis and regression analysis to identify key factors that influence consumer perception. The findings of this study will provide valuable insights for Samsung to enhance their marketing strategies and improve consumer satisfaction.

INTRODUCTION

The number of mobile phone users in India has overgrown in the last five years, expected to show rapid growth over the following years. Recent years have seen an explosion in Mobile Brands and their innovations in features, performance, aesthetics, and price. Mobile companies are springing up to offer their best. Samsung has been one of the largest manufacturers in the world. They have captured the entire market in a short time. Samsung mobiles are now marketing in several Asian and European countries. The innovative features and build quality made Samsung a favorite of millions. In the year 2011, Samsung was the largest vendor of smartphones in India. These phones come in all ranges and provide good services. It has not only captured the market but made a special place in the hearts of many users. Other mobile brands could not afford to ignore this vast and potential total addressable market and are giving tough competition to Samsung.

OBJECTIVES

Primary Objective:

To study on Consumer perception towards Samsung smartphones.

Secondary Objective:

- ❖ To identify the factors determining the purchasing behaviour of people.
- ❖ To find the satisfaction level of Samsung smartphone buyers.

NEED FOR THE STUDY

The need for this study arises from the rapidly growing smartphone market and the intense competition among smartphone brands. Samsung is one of the leading players in this industry, and understanding consumer perception and preferences towards their smartphones is crucial for their success.

By conducting this study, Samsung can gain valuable insights into how consumers perceive their brand and products. This information can help them make informed decisions regarding product development, marketing strategies, pricing and customer service improvements. It can also provide them with a competitive advantage by identifying areas where they can differentiate themselves from other smartphone brands.

Additionally, understanding consumer perception and preferences can help Samsung identify any gaps or areas for improvement in their current offerings. This knowledge can guide them in developing new features, designs, or pricing strategies that align with consumer expectations and preferences.

Furthermore, this study can help Samsung identify potential issues or concerns that consumers may have regarding their smartphones. By addressing these concerns, Samsung can enhance customer satisfaction and loyalty, leading to increased sales and market share.

Overall, conducting a study on consumer perception towards Samsung smartphones is essential for the company to stay competitive in the dynamic smartphone market and meet the evolving needs and preferences of their target consumers.

SCOPE OF THE STUDY

The scope of this study will focus on the consumer perception and preferences towards Samsung smartphones. It will specifically examine factors such as brand reputation, product features, pricing, design, and customer service that influence consumer's perception and preferences. The study will be limited to smartphone users who have experience using Samsung smartphones.

LIMITATIONS OF THE STUDY

- The study relies on participant's self-reported perceptions and preferences, which may subject to bias or inaccuracies. Participants may provide socially desirable responses or have difficulty accurately recalling their experiences with Samsung smartphones.
- The study may focus on a specific aspect of consumer perception, such as brand image or product features, while neglecting other important factors that influence consumer decision-making. This limited scope may not provide comprehensive understanding of consumer perceptions towards Samsung smartphones.
- Consumer perception may be influenced by various external factors, such as media coverage, competitor actions, and market trends. These external factors may change rapidly and impact consumer perception, making it challenging to capture a comprehensive understanding in a single study.
- The consumer's perception may change in accordance with the time.

REVIEW OF LITERATURE

V P Padma, Dr T Kannan (2022) have found out that the most crucial aspects in a buying selection are the product's characteristics, such as the camera, battery life, and processing speed. Additional product attributes, price, peer group, and brand image are the main deciding factors when purchasing a smartphone.

Kaushal and Kumar, (2018) inferred that the consumers are using or want to purchase Smartphone because their social circle is using it and hence, they are also motivated and inspired to use Smart phone.

Joel Billieux (2017) despite its clear advantage, cellular phone use has been associated with harmful or potentially disturbing behaviors; the mobile phone's problematic use is considered an inability to regulate one's mobile use.

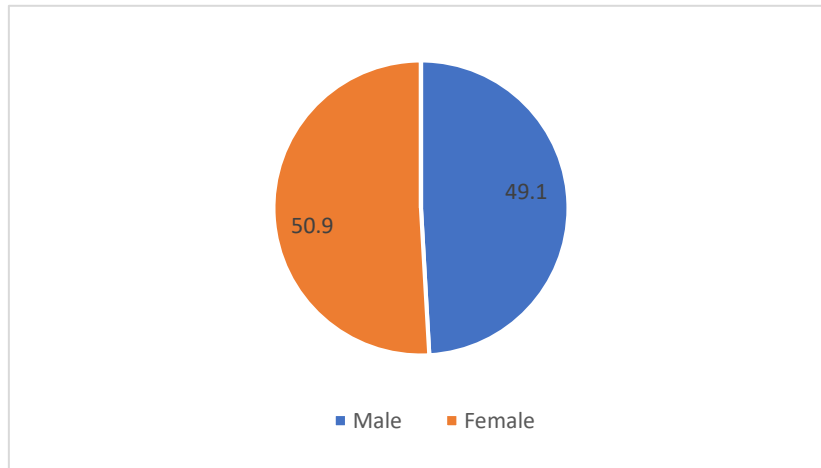
Tao Zhang 1, Peui-Leun Patrick Rau 2, Jia Zhou (2014), have inferred that customers' initial impressions of various product characteristics are based on their perceptions, especially when they lack the time and resources to thoroughly explore a new product. Consumer assessments of whether the product will meet their needs are strongly correlated with how consumers perceive the product's features.

PERCENTAGE ANALYSIS

1. PERCENTAGE ANALYSIS FOR GENDER OF THE RESONDENTS

Table 1 GENDER OF THE RESPONDENTS

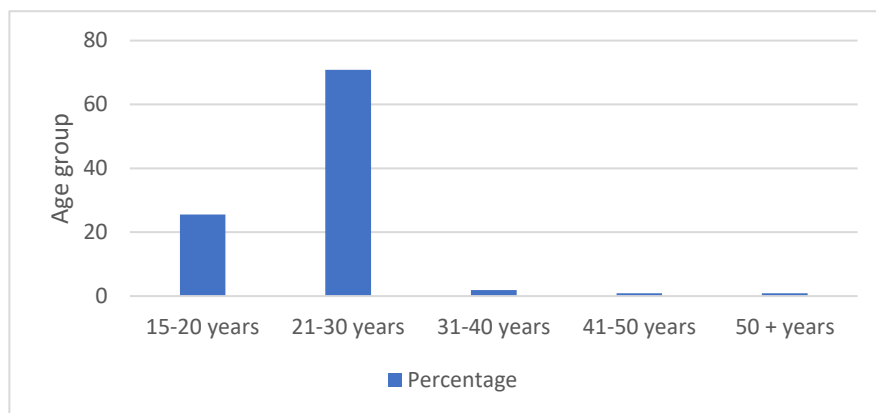
Description	Frequency	Percentage	Cumulative Frequency
Male	52	49.1	49.1
Female	54	50.9	100
Total	106	100	--

**INFERENCE:**

From the above chart it is found that out of 106 respondents, 49.1 % are male and 50.9% are female.

2. PERCENTAGE ANALYSIS FOR AGE GROUP OF THE RESPONDENTS**Table 2 AGE GROUP OF THE RESPONDENTS**

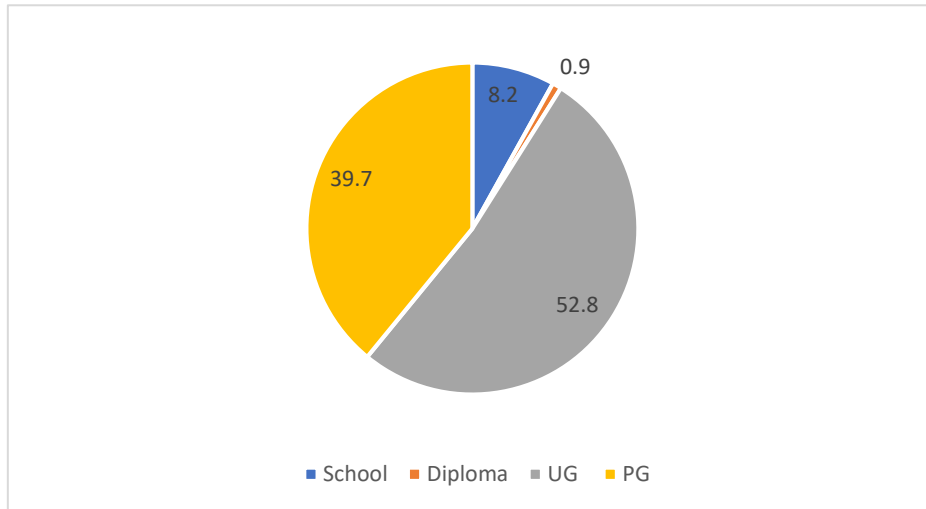
Description	Frequency	Percentage	Cumulative Frequency
15-20 years	27	25.5	25.5
21-30 years	75	70.8	96.3
31-40 years	2	1.9	98.2
41-50 years	1	0.9	99.1
50 + years	1	0.9	100
Total	106	100	--

**INFERENCE:**

From the above chart it is found that out of 106 respondents 25.5 % are 15-20 years, 70.8% are 21- 30 years, 1.9% are 30-40 years and 0.9% are 41-50 years, 0.9% are 50+ years.

3. PERCENTAGE ANALYSIS FOR EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**Table 3 EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**

Description	Frequency	Percentage	Cumulative Frequency
School	7	6.6	6.6
Diploma	1	0.9	7.5
UG Graduate	56	52.8	60.3
PG Graduate	42	39.7	100
Total	106	100	--



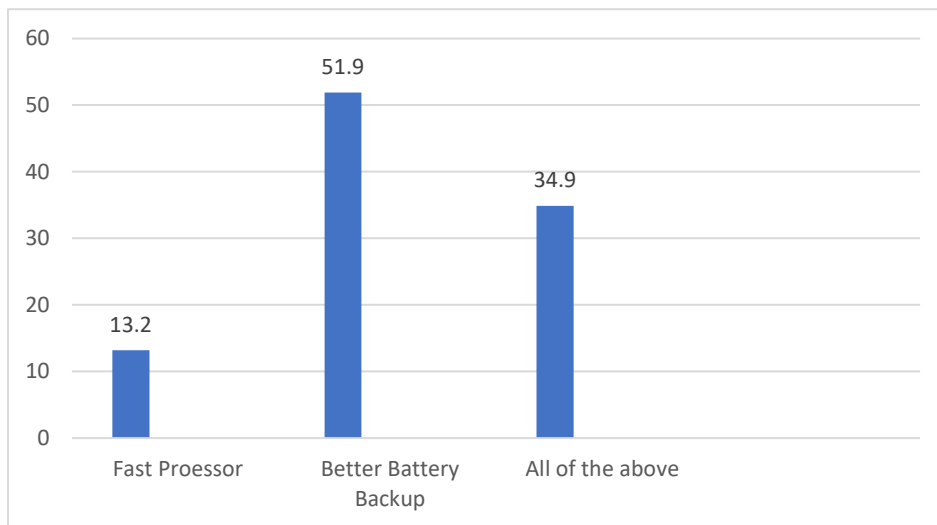
INFERENCE

From the above chart it is found that out of 106 respondents, 6.6 % are school,0.9% are Diploma, 52.8% are UG Graduate, 39.7% are PG Graduate.

4. PERCENTAGE ANALYSIS THAT IN WHAT ALL FEATURES SAMSUNG OUTSHINES

Table 4 FEATURES WHERE SAMSUNG OUTSHINES

Description	Frequency	Percentage	Cumulative Frequency
Fast Processor	14	13.2	13.2
Better Battery Backup	55	51.9	65.1
All the above	37	34.9	100.0
Total	106	100.0	



INFERENCE:

From the above chart it is found that out of 106 respondents, 51.9% voted better battery backup, 34.9% voted all the above, 13.2% voted fast processor.

REGRESSION:

To find the relationship between Consumer perception towards Samsung Smartphones

NULL HYPOTHESIS (H0): There is no significance difference between quality services and customer satisfaction.

ALTERNATIVE HYPOTHESIS (H1): There is significance difference between quality services and customer satisfaction.

Coefficients ^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	.870	.173		5.024	.000
	17. What is your opinion about build quality of Samsung Phones?	.659	.082	.617	7.993	.000

a. Dependent Variable: 23. Level of satisfaction or rating towards the Samsung brand?

REGRESSION

To find the relationship between Consumer perception towards Samsung Smartphones.

NULL HYPOTHESIS (H0): There is no significance difference between quality services and customer satisfaction.

ALTERNATIVE HYPOTHESIS (H1): There is significance difference between quality services and customer satisfaction.

Coefficients ^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	1.751	.139		12.556	.000
	18. Does Samsung Phones offer value for money?	.236	.067	.327	3.532	.001

a. Dependent Variable: 23. Level of satisfaction or rating towards the Samsung brand?

INFERENCE

- The significant value 0.000 is less than the table significant value ($0.000 < 0.05$).
- H0 is rejected and H1 is accepted.
- Therefore, there is significance difference.

REGRESSION

To find the relationship between Consumer perception towards Samsung Smartphones.

NULL HYPOTHESIS (H0): There is no significance difference between quality services and customer satisfaction.

ALTERNATIVE HYPOTHESIS (H1): There is significance difference between quality services and customer satisfaction.

Coefficients ^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	1.234	.185		6.676	.000
	20. How do you feel about 4?	.496	.091	.471	5.451	.000

a. Dependent Variable: 23. Level of satisfaction or rating towards the Samsung brand?

INFERENCE

- The significant value 0.000 is less than the table significant value ($0.000 < 0.05$).
- H0 is rejected and H1 is accepted.
- Therefore, there is significance difference.

REGRESSION

To find the relationship between Consumer perception towards Samsung Smartphones.

NULL HYPOTHESIS (H0): There is no significance difference between quality services and customer satisfaction.

ALTERNATIVE HYPOTHESIS (H1): There is significance difference between quality services and customer satisfaction.

Coefficients ^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	1.069	.163		6.551	.000
	21. What is your opinion about Customer 2 of Samsung?	.547	.075	.582	7.292	.000

a. Dependent Variable: 23. Level of satisfaction or rating towards the Samsung brand?

CHI-SQUARE

To find the satisfaction level of Samsung smart phone buyers.

NULL HYPOTHESIS (H0): There is no significance difference between quality services and customer satisfaction.

ALTERNATIVE HYPOTHESIS (H1): There is significance difference between quality services and customer satisfaction.

Test Statistics

	2. Gender	13. Is price an imperative factor to consider?
Chi-Square	.038 ^a	69.774 ^a
df	1	1
Asymp. Sig.	.846	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 53.0.

INFERENCE

- The significant value 0.000 is less than the table significant value ($0.000 < 0.05$).
- H0 is rejected and H1 is accepted. Therefore, there is significance difference.

ANOVA

To identify multiple strategies to enhance the consumer perception towards Samsung mobiles.

NULL HYPOTHESIS (H0): There is no significance difference between quality services and customer satisfaction.

ALTERNATIVE HYPOTHESIS (H1): There is significance difference between quality services and customer satisfaction.

ANOVA

3. Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.216	3	.072	.193	.901
Within Groups	38.010	102	.373		
Total	38.226	105			

INFERENCE

- The significant value 0.000 is less than the table significant value ($0.901 < 0.05$).
- H0 is rejected and H1 is accepted.
- Therefore, there is significance difference.

FINDINGS

100% of respondents are aware of using mobile phone. 93.4% of respondents are aware of Samsung brand. Out of 106 respondents, 54.7% of respondents are using Samsung mobile. Majority of 46.2% respondents used Redmi phones as their previous device. 35.8% of users gave up on previous brand due to crashing and freezing issue. The majority of users responded that budget plays a major role in purchasing a mobile phone. The majority of users agrees that brand name plays a major role in purchasing of mobile phone. 61.5% of respondents got some problem while using Samsung smartphones. 43.4% has faced heating issues, 31.1% has faced insufficient storage, 15.1 has faced poor camera performance. Users prefer Samsung because of its better battery backup and fast processor. The majority of users said the build quality of Samsung mobile is good and average. Samsung mobile offer value for money. The camera and battery backup is a factor that attracts more users to Samsung mobile. Camera is the favourite feature of users in Samsung mobile. 59.9% of users will suggest Samsung to others. Most of the users are satisfied with Samsung mobile.

SUGGESTIONS

The company can focus on providing powerful processor and improving camera quality as they are the user's favourite and attractive feature of Samsung mobile. Steps must be taken to resolve the heating and lagging issue which many users face. Since 61.3% of users have faced some problems while using Samsung mobile, the company must take a survey and try to fix these problems through updates. The company can improve their after-sale service for their mid-range device users. Frequent updates can be given to Samsung phone users.

CONCLUSION

In conclusion, the study on consumer perception towards Samsung smartphones has provided valuable insights into the preferences and opinions of consumers. The findings indicate that Samsung smartphones are generally well-regarded by consumers, with positive perceptions in terms of design, features, and brand reputations. The study also revealed the consumers prioritize factors such as camera quality, and user interface when choosing a smartphone. Furthermore, the research highlighted areas where Samsung could improve, such pricing strategy, customer service, and software updates. These findings can help Samsung refine their marketing strategies and product development efforts to better meet consumer expectations and maintain their competitive edge in the market. Overall, the study provides valuable insights for Samsung to understand consumer perceptions and preferences, enabling them to make informed decisions to enhance their product offerings and customer satisfaction.

REFERENCES

- [1] Dr. Dawar Sunny, "Impact of Brand Love on Consumer Behavior – A comparative study on Samsung and Videocon Brands". Asian Journal of Multidimensional Research 2019.
- [2] Mr. Bankapur Bangarappa, and Dr. Shiralashetti A.S. "Customer satisfaction towards Samsung mobile phones in Hubli-Dharwad city". International journal of Multidisciplinary Research, 2017.
- [3] Joel Billieux, "Study what games addictive" potential behavior, 2017.
- [4] Gupta Ridhi, and Priyanka, "A Critical Evaluation examines the impact of Social media on consumer purchasing behavior with reference to Samsung smartphone". International Journal of Marketing and Technology, 2016.
- [5] Kannusamy K.I, and Karthika S, "Customer's satisfaction towards Samsung smartphone: A study in Gobichettipalayam Town, Erode District". Al-Barkaat Journal of Finance & Management, 2015.