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A Study on Factors Influencing Customer Preference for Samsung Galaxy Series

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ABSTRACT

This research paper focuses on Samsung which mainly talks about the Samsung Galaxy smartphones, wherein this paper involves analyzing all the variables that affect the consumer preferences. Samsung Galaxy happens to be famous smartphone which is widely known for its appealing designs and technological advancements. Further in this we made use SPSS to run the analysis and the method that was implemented were Regression and ANOVA along with factor analysis to identify those factors that influence the purchase decisions of the customers. Through this analysis we get an in-depth understanding about the various factors affecting Purchase decisions. SPSS helps us discover the trends and relations that identifies factors influencing customers to choose Samsung Galaxy smartphone over other competing phones.

KEYWORDS: Samsung, SPSS.

INTRODUCTION

Samsung was founded in Suwon in South Korea known as Samsung Electronics that happens to be global South Korean electronics company. Apart from the semiconductors, mobile phones as well as memory chips, it produces many other electronic products, such as home appliances, digital media players and web devices, Samsung mainly gained its popularity from its Galaxy Series that happens to be a world's largest smartphone maker since the year 2011. Lee Byung-chul was the one who started off this business. Moving further in the next 30 years, the business further evolved into industries like textiles, insurance, groceries as well as retail. It actually started back in 1969 wherein Samsung Electronics quickly became a major contender in the electronics industry.

Samsung's first major project in 1970 was its first black-and-white series of T.V. Further in 1970s as well as 1980s, Samsung Electronics was further involved in introducing new ideas as well as products, such as color TVs, microwave ovens and VCRs. When in 1990s Samsung Electronics had to increase its global reach so for that they established branches in many countries and started exporting their products to markets all over the world. Futher Samsung Electronics invested heavy amount in R&D which helped in creating new products like cell phones, digital cameras, flat-panel TVs etc.

In the initial period after 2000s, Samsung was the biggest tech company in the world wherein Galaxy smartphones were particularly the main attraction since because it gained good popularity, and in 2011 Samsung Electronics became the world's largest smartphone manufacturer.

SAMSUNG GALAXY SMARTPHONE SERIES

Samsung offers wide variety of products along with the smartphones it also involves tablets and smartwatches which gives a direct competition to Apple. All this products work on android processor. Further it involves a wide range of features as well innovative designs which were the main reason for increase in their popularity. The Galaxy A series which happens to be good mid-range option, while on the other hand Galaxy S series happens to be a

premium model. The Galaxy Note series was an early adoption of the phablet form factor which also gained some popularity while the Galaxy Z which was highly innovative series offered flexible displays that were foldable.

PROBLEM STATEMENT

- The smartphone market is a kind of market which keeps on changing, thus this fators happens to be important for manufacturers to understand the complex factors that contribute to consumer preferences.

- Knowing the factors that which make consumers to choose the Samsung Galaxy happens to be a major challenge which this study aims to solve. Consumers have plenty of options when it comes to everything from stylish design to technical features.

- It is important to know the various factors which ultimately affect the buying decision of the customer

- It is important to understand the process of consumer decision making as because it can help in knowing decision making process of consumers in a market which is highly competitive for which we make use of surveys to get a better understanding which focuses on Samsung smartphones.

REVIEW OF LITERATURE

G. Kandus & Androulidakis, published in the year 2011.

In this paper, they talk about correlation which discuss the relationship found between users' security behaviors and mobile phone brands. Users exhibit specific behaviors in different attributes depending on the brand of the mobile phone they use. Consequently, there is a specific domain for each brand where users are clearly insecure, which can lead to unawareness. Such classifications can further help the manufacturers so as to enhance the security of phones, presumably in a manner which is transparent to the end user.

Das, published in the year 2012.

In this paper, he examined the factors that happen to influence the buying behavior customers that are young located in the coastal region of Orissa state, for mobile phones Young consumers prefer popular, elegant design and advanced value-added features that enhance utility and enjoyment . Within this population, females, graduates in education, students in occupation, and urban location happens to be the most influential things in indicating the buying of a mobile phone in telephone.

Pakola et al., published in the year 2010.

In their research, he tried to analyze the buying motives of customers in the mobile market. Although price and property were the most important determinants of buying a new mobile while on the other hand phone, price, appearance, along with peer recommendation were considered the very important in terms of what a phone was you hold the kyin in the process

Saif, published in the year 2012.

Saif examined the determinants of mobile phone choice by consumers in Pakistan. In addition to acting as a motivational factor affecting consumers' decision to purchase a new handset, the results indicated that consumers consider technological innovations to be the most important variables.

Subramanyam and Venkateswarlu, they published in the year 2012.

This paper talks about the factors affecting the buying behavior customers of smartphones in Cuddappa in India were further studied. By examining the role of these marketing strategies in consumer purchase patterns, the researchers examined the marketing tactics used by the market to attract the interest as well as acceptance of existing and potential customers.

Tajzadeh Namin Aidin, published in the year 2012.

This paper talks about the information that can influence product decisions, according to Tajzadeh Namin Aidin. According to the data, there is a correlation between the three dimensions: brand attitude, company attitude and product (cell phone) preference. There was also no relationship between out-of-court or arbitration decisions and preferences. Mobile phone ownership is usually determined by family presence.

Malasi, published in the year 2012.

This paper talks about undergraduate universities in Kenya, Malasi examined the effect of product characteristics on mobile phone preference. The findings suggest that the choice of undergraduate students with respect to mobile phones are influenced by different features of products. Color scheme, recognizable name, mobile phone images, security-concerned packaging, known security problems, aesthetics and overall design of the phone are counted as product features and attributes

Mr. Bankapur Bangarappa & Dr. Shiralashetti A.S, published in the year 2017.

This paper talks about the theoretically, the expected price of the product should reflect the customer's preferred model, features, battery storage, and resale value. Nowadays, every business in the world faces fierce competition. Customer satisfaction is the ultimate collaboration, organizations strive to know the wants, as well as requirements of their customers.

Joel Billieux, published in the year 2017.

According to the study by Joel, despite the obvious benefits, cell phone use is associated with harmful or potentially damaging behaviors a Problems with cell phone use is a lack of adequate control over the use of these devices.

Mack and Sharpies, published in the year 2009.

Mack and Sharpies revealed that the most important factor affecting mobile phone choice is availability. Other attributes, especially aesthetics, features, and price, influence the choice of mobile brands.

RESEARCH METHODOLOGY

Objective of study:

The main goal of this paper is to know the various factors that tend to affect customer preference for Samsung Galaxy smartphones

Methodology:

This research comprises of 5 close-ended multiple choice and 5 Likert scale questions wherein total 102 people had responded to the questionnaire. The ultimate goal of research paper is to know the factors that tend to influence customer preference for Samsung galaxy smartphones. The five 5 multiple choice questions were mostly about the influence from advertising and the preference of the individual wherein when it comes to Likert scale, we will try finding opinion about Samsung's data privacy and safety along with battery capacity and the usage pattern. Further SPSS will be employed so as to do further analysis as well as interpretation.

ANALYSIS AND INTERPRETATION

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Purchase Samsung Galaxy smartphone? , Data security & privacy , Longer battery life and high usage pattern, Effectivity of advertisement in purchase decisions[b]	.	Enter

a. Dependent Variable: Satisfied with Samsung Galaxy smartphone

b. All requested variables entered.

INTERPRETATION:

- The dependent variable for further analysis happens to be " How satisfied are you with your current Samsung galaxy smartphone"

- While on the other hand the independent variables are about the purchase of Samsung galaxy smartphone along with data privacy & security, long usage pattern, battery life and the effectiveness of the advertisements.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.615[a]	.378	.345	.673	1.577

a. Predictors: (Constant), Purchase Samsung Galaxy smartphone? , Data security & privacy , Longer battery life and high usage pattern, Effectivity of advertisement in purchase decisions

b. Dependent Variable: Satisfied with Samsung Galaxy smartphone

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.165	4	5.291	11.680	<.001[b]
	Residual	34.884	77	.453		
	Total	56.049	81			

a. Dependent Variable: Satisfied with Samsung Galaxy smartphone

b. Predictors: (Constant), Purchase Samsung Galaxy smartphone? , Data security & privacy , Longer battery life and high usage pattern, Effectivity of advertisement in purchase decisions

INTERPRETATION:

- When we further look into Durbin-Watson we can that the value for it 1.577 and since the Durbin-Watson should lie between 1.5 and 2.5 we can say that this is suitable for the further analysis.

- When we look into the ANOVA, we can see that the see that the significance value is .001 and is less than 0.05 we can say that this is again promising for the further analysis.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.023	.419		2.440	.017
	Data security & privacy	.385	.103	.387	3.742	<.001
	Longer battery life and high usage pattern	.035	.110	.038	.318	.751
	Effectivity of advertisement in purchase decisions	.168	.121	.174	1.388	.169
	Purchase Samsung Galaxy smartphone?	.156	.108	.166	1.450	.151

a. Dependent Variable: Satisfied with Samsung Galaxy smartphone

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.87	4.75	3.78	.511	82
Residual	-1.966	1.637	.000	.656	82
Std. Predicted Value	-1.779	1.887	.000	1.000	82
Std. Residual	-2.921	2.431	.000	.975	82

a. Dependent Variable: Satisfied with Samsung Galaxy smartphone

Regression Equation = Constant + Independent1 * (value) +Independent2 * (value)

Satisfied with Samsung Galaxy smartphones = 1.023 + Data Security & Privacy * 0.385

INTERPRETATION:

When we look into this Data security & privacy happens to be the most influential thing as we can see that the significance level .001 which is less that 0.05 which tells us that data privacy and security is part wherein the customers are mostly inclined towards and it can be considered as the most influential factor.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.809
Bartlett's Test of Sphericity	Approx. Chi-Square	131.613
	df	10
	Sig.	<.001

Communalities

	Initial	Extraction
Data security & privacy	1.000	.522
Longer battery life and high usage pattern	1.000	.594
Effectivity of advertisement in purchase decisions	1.000	.663
Purchase Samsung Galaxy smartphone?	1.000	.590
Satisfied with Samsung Galaxy smartphone	1.000	.541

Extraction Method: Principal Component Analysis.

We run Factor Analysis and here we consider 5 factors, which include Data Security, Battery Life, Effectiveness of Advertisements, Purchase Decisions and Satisfaction. KMO value must be above 50% for considering the analysis for further study, we have obtained a value of 80% which implies that this analysis can be considered. The Significance values must be below 0.05 and the value obtained is 0.001, this states that analysis can be considered.

The Communalities table shows the Amount of Variance a factor shares with other factors, the values must be above 0.5 and we can see that all the factor values are above 0.5, which implies that this model ca be used for further analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.909	58.178	58.178	2.909	58.178	58.178
2	.759	15.174	73.352			
3	.526	10.511	83.863			
4	.442	8.850	92.712			
5	.364	7.288	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
Effectivity of advertisement in purchase decisions	.814
Longer battery life and high usage pattern	.771
Purchase Samsung Galaxy smartphone?	.768
Satisfied with Samsung Galaxy smartphone	.735
Data security & privacy	.722

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

The Total Variance Explained table depicts the Variance shared by Single factor with other factors. Here, we can see that there is only 1 Factor that is obtained having Eigen Value more than 1 and explains 58% of the data.

The Factors that can be considered are Effectivity of Advertisements, Battery Life and Purchase. This means that customers buy Samsung smartphones based on these Factors and we can Group these customers as High usage with Strong Influence with Advertising.

Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

Since only 1 Factor was obtained, we could not Rotate the factors. Hence, we Factorize using the above table as reference.

CONCLUSION

In conclusion, the findings provide insights that emphasize the important role of data privacy and security. The data were analyzed using SPSS, and the results showed statistical significance at the .001 level, indicating a significant impact of data privacy and security considerations on consumer preferences for Samsung mobile phones

The results not only highlight the increasing importance of data protection in today's consumer decision-making process, but also highlight the need for Samsung to prioritize and introduce strong data privacy protections in its Throughout the Galaxy series. As our daily lives increasingly rely on technology, it's clear that consumers who are looking for various offerings which not only meet the practical needs, but on the other hand it also make customers feel comfortable and safe with their data ho also comes first.

Recognizing and addressing the importance of data privacy and security concerns is crucial as Samsung tries to navigate an ever-changing landscape, define the brand's competitive edge and establish customer trust in a digital age increasingly.

Form link: https://forms.gle/gfwrGeXWbKaU3ohJA

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