



## **A Study on Consumer Perception towards Samsung Mobile Phone**

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### **ABSTRACT**

The objective of this study “A study on consumer perception towards Samsung mobile phone” To study about customers preference of Samsung mobiles and explore the level of satisfaction towards Samsung mobiles and study the demographic background of the respondents. The study makes use of both primary and secondary data sources.

**KEYWORDS :** Samsung mobile ,

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### **INTRODUCTION**

A visionary endeavor aimed at pushing the boundaries of mobile technology. This project encapsulates Samsung's commitment to innovation, offering a spectrum of mobile devices that marry sophistication with functionality. From groundbreaking features to user-centric design, the Samsung Mobile Project is poised to elevate the mobile experience, setting new standards in performance, connectivity, and style. Join us on this journey as we redefine what's possible in the realm of smartphones. Samsung, a global technology giant, has redefined the mobile experience with its cutting-edge smartphones.

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 favourite of millions. In the year 2022, Samsung was the largest vendor of smartphones in India

From flagship models boasting stunning displays and high-end cameras to budget-friendly options, Samsung caters to diverse user preferences, making it a dominant force in the dynamic world of mobile technology. Consumer perception implies ones behavior towards any product or service marketed, it is that marketing concept which encompasses a consumer's acquaintance about offerings of any product or service of a particular company. Samsung has been one of the largest manufacturers in the world.

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### **OBJECTIVES**

- To study about customers preference of Samsung mobiles.
- To explore the level of satisfaction towards Samsung mobiles
- To know the customers problem and opinion about Samsung mobiles.
- To study the demographic background of the respondents
- To identify the factors determining the purchasing behavior of people.

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### **SCOPE OF THE STUDY**

This study will provide the company which is to know about the consumer preference with the facilities and the various features. The main scope of this study is to gain the knowledge of the company details, quality, product features, services & values which provided by the company manufactures and the relation with consumer satisfaction. The Samsung mobile phone has an advanced design with higher technology with regard to concept galaxy of smart phones. This study will solve the problems of the consumer preference which the company produces this brand.

The study covers the buying behavior of consumers and the features that make Samsung mobile different from others. From this study, the performance and problems of the customer can be analyzed. The study helps to know the factors that influence the customer to buy the product. This study helps to

know the necessary change in product features and customer feeling about the Samsung smart phone. The study will be useful for the future study to make necessary changes in price, designs, apps, and etc.

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## REVIEWS

**David M. Szymanski and David H. Henard (2001)** in their study entitled, "The New Marketing Developing Long-term Interactive Relationships" have said that the growing number of academic studies on customer satisfaction and the mixed findings they report complicate the efforts among managers.

**Mack and Sharpies (2009)** showed that availability is the most crucial determinant of mobile choice. Other attributes, particularly features, aesthetics, and cost, have implications for mobile brand choice.

**DR. T.N.R. KAVITHA AND MR.R. MOHANA SUNDARAM (2014)**, "A Study on consumer satisfaction towards Samsung mobiles" This study is carried with the objective determine the customer preference and satisfaction. And this research is conducted on one particular mobile phone brand called Samsung with its quality, price, design and satisfaction. And the customers are being more satisfied by the use of the Samsung mobile phone.

**Mrs. JAGADHAMBAL A and Mrs. KARPAGAMBIGAI K (2015)** Business always starts and closes with customers and hence the customers must be treated like the King of the market. All the business enhancements, profit, status, image of the organization depends on customers. Hence all organizations need to meet all the customers' expectations and identify that they are satisfied customers .

**Rahmani Vahid Tajzadeh Namin Aidin (2020)** found that consumers' decisions on which brands to purchase were affected by factors such as household income, exposure to advertising, and level of education. According to the results, there is a link between consumers' perceptions of brands, companies, and the products they choose to use (specifically, mobile phones). There was also no correlation between unmediated or mediated decision-making and product preference. For most people, having a family is what makes them want to get a cell phone.

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## STATEMENT OF PROBLEM

The study aims to investigate and analyze consumer perceptions towards Samsung mobile devices, exploring factors such as brand reputation, product features, customer service, and overall satisfaction. The research seeks to identify key drivers influencing consumer preferences and potential areas for improvement in Samsung's mobile market strategy. The aim is to provide valuable insights into the dynamics of consumer preferences in the context of Samsung mobiles, facilitating informed recommendations for enhancing the company's market positioning and customer satisfaction. The main motive of the study entitles to know the customer satisfaction on the Samsung smart phone in Coimbatore city.

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## RESEARCH METHODOLOGY

The methodology of the study includes:

- Information Source
- Research Design
- Tools used for analysis
- Duration of data assessment study

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## COMPANY PROFILE

Samsung is a South Korean multinational conglomerate founded in 1938 by Lee Byung-chul . Initially, it started as a small trading company in Daegu, but over the years, it diversified into various sectors, including food processing, textiles, insurance, securities, and retail. In the late 1960s, Samsung entered the electronics industry, beginning with the production of black-and-white TVs, Samsung Electronics quickly became a prominent South Korean manufacturer shortly after its founding in 1969. Since then, Samsung has become a global leader in technology and innovation, with key business segments such as consumer electronics, information technology, mobile communications, and device solutions. The company is renowned for its smartphones, televisions, semiconductors, and home appliances. Samsung has played a pivotal role in the development of the global tech industry and is recognized for its commitment to research and development. The company's rapid growth can be attributed to the domestic consumer electronics industry and its initiation of product exports.

This chapter sets the stage for a deeper exploration of Samsung's specific mobile projects, shedding light on the methodologies and innovations that have fueled the company's success in the competitive mobile market. Recent years have seen an explosion in Mobile Brands and their innovations in features, performance, and price. 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 favourite of millions. In the year 2022, Samsung was the largest vendor of smartphones in India. It has not only captured the market but made a special place in the hearts of many users

Samsung's business objective is to inspire people worldwide through our revolutionary technology gadgets, products, and innovations that enhance their lives and shape a new era. This vision statement serves as a compass for our technological endeavors, which aim to improve the well-being of individuals. Samsung frequently employs the phrase "Ambition 2020: Inspire the World, Create the Future" to articulate our business vision. This guiding principle resonates across all the endeavors of our subsidiaries in the consumer electronics, computing technology, and semiconductors sectors.

**LIMITATIONS OF THE STUDY**

The survey was limited to Coimbatore region only, so it cannot be applicable to all the areas. Time is one of the major constraints. Due to limitation of time only few people were selected for the study. So the sample of the consumers was not enough to generalize the finding of the study. The main sources of the data for the study were primary data with the help of self- administrated question. Hence, the changes of unbiased information less. People were hesitant to disclose the true fact. The chance of biased response can't be eliminated though all necessary steps were taken to avoid the same.

**DATA ANALYSIS AND INTERPRETATION**

**THE PURCHASING METHOD OF SAMSUNG MOBILE PHONES**

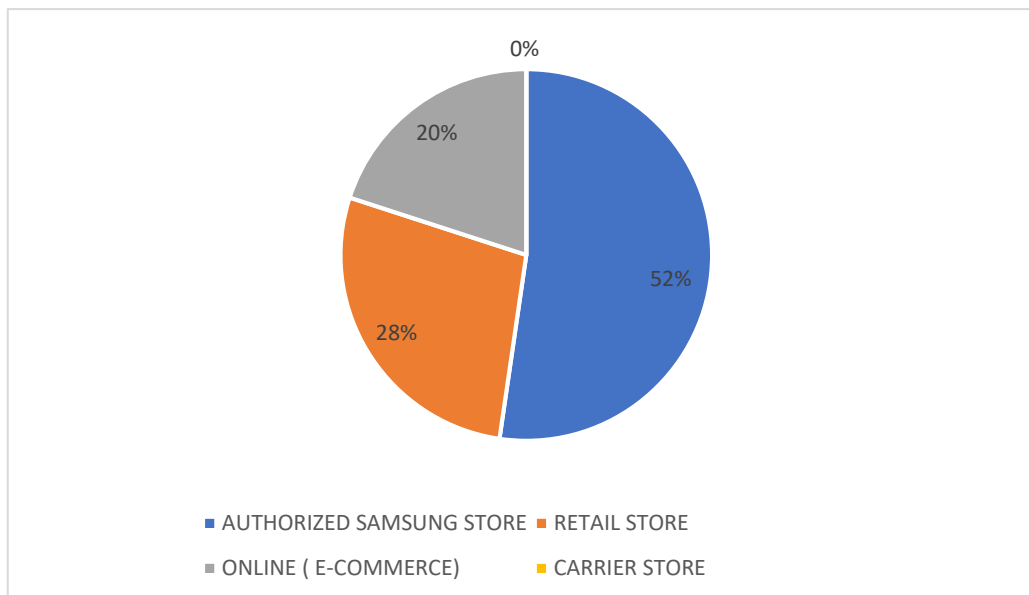
**TABLE 1**

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
AUTHORIZED SAMSUNG STORE	68	52.31%
RETAIL STORE	26	20%
ONLINE ( E – COMMERCE)	36	27.69%
CARRIER STORE	0	0%
TOTAL NO OF RESPONDENTS	130	100%

**INTERPRETATION**

Table 4.2.5 Presents the method of purchasing in that the respondents out of 130 respondents' 52.31 percent of the people are buying in authorized store and 27.69 percent of the are buying in the online platform and followed by 20 percent of the people are buying in retail store and no one buys in carrier store.

**CHART NO 1**



**THE PROCESSOR THAT NEEDED TO BE SEEN NEXT IN SAMSUNG MOBILE PHONES**

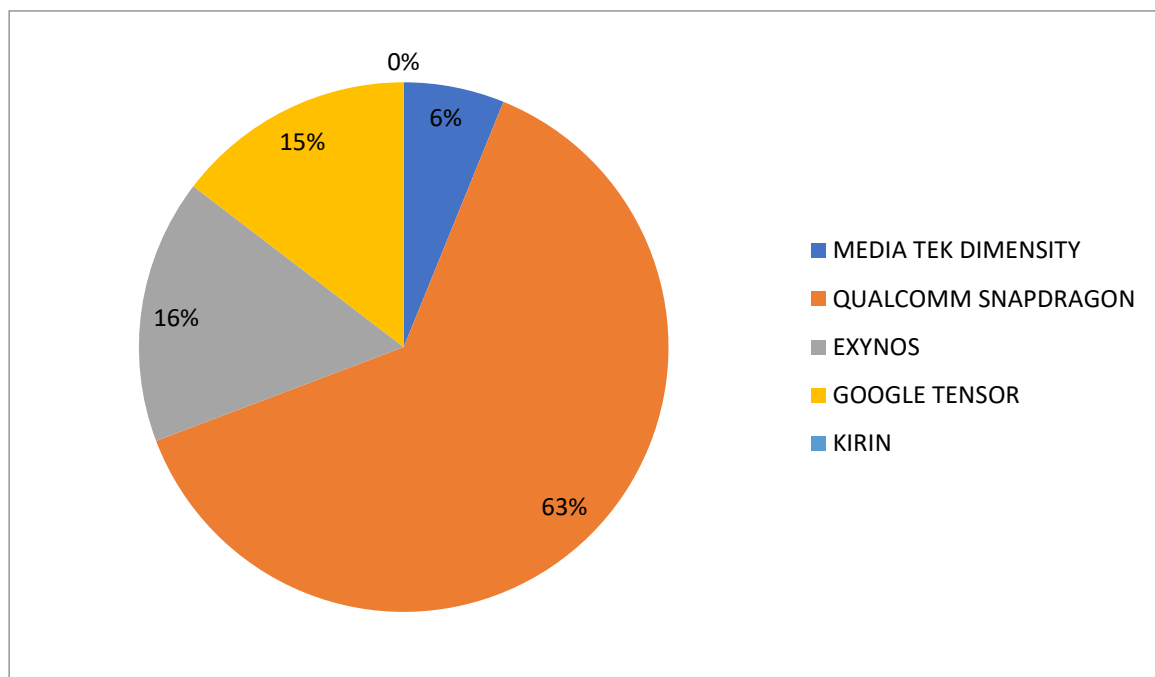
TABLE NO 2

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
MEDIA TEK DIMENSITY	8	6.15%
QUALCOMM SNAPDRAGON	82	63.07%
EXYNOS	21	16.15%
GOOGLE TENSOR	19	14.61%
KIRIN	0	0
TOTAL NO OF RESPONDENTS	130	100%

### INTERPRETATION

Presents the factors that shows the processor needed to be seen by the respondents out of 130 respondents'63.07 percent of the people choose qualcomm snapdragon and 16.15 percent of the people choose exynos and followed by 14.61 percent of the people choose google tensor and 6.15 percent of the people choose media tek dimensity.

CHART NO 2



### FINDINGS, SUGGESTION AND CONCLUSION

#### FINDINGS:

- ✧ Majority of the respondent (46.15%) have responded "Features & Specification" influence them to buy.
- ✧ Majority of the respondent (40%) says "Camera Quality" is the important feature that is required.
- ✧ Majority of the respondent (46.92%) have responded it's "Very important" to have camera quality.
- ✧ Majority of the respondent (48.46%) change their mobile phones "Two years once".
- ✧ Majority of the respondent (54.61%) have responded to timely security update is "Very important".
- ✧ Majority of the respondent (52.3%) prefer "Galaxy Ear buds" gadgets required for mobile phones.
- ✧ Majority of the respondent (73.07%) prefer "In Display" Fingerprint sensor.
- ✧ Majority of the respondent (46.15%) choose "Better software optimization" for additional features.

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**SUGGESTIONS:**

- ✧ Samsung needs to concentrate more on their battery optimizations.
- ✧ Samsung needs to update their software to ensure smoother performance.
- ✧ Privacy security is needed to be updated to protect data from anti theft.
- ✧ Provide software updates to erase the unwanted bugs which makes the phone work slow.

**CONCLUSION:**

In conclusion, Samsung's mobile phone project has achieved significant success by delivering innovative technology, premium design, and a wide range of features to users worldwide. However, there are areas for improvement such as refining the user interface, optimizing battery life and charging speeds, and reducing bloatware to enhance the overall user experience. By focusing on these areas, Samsung can continue to innovate and maintain its position as a leader in the mobile phone industry, providing consumers with cutting-edge devices that meet their evolving needs and preferences.

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