A STUDY ON CUSTOMER SATISFACTION TOWARDS SAMSUNG SMART PHONES WITH SPECIAL REFERENCE TO COIMBATORE

Dr. D.Sivasakathi

Assistant Professor, Department of Commerce with Professional Accounting,
Dr. N .G. P Arts and Science College, Coimbatore

Banupriya .S

Student of III B.Com (PA), Department of Commerce with Professional Accounting,
Dr. N .G. P Arts and Science College, Coimbatore

ABSTRACT

Samsung is the main brand for mobile phones with high-end specification. The main competitor is Apple; however Samsung gives the competitive attention through mobile features. Many customers are loyal to Samsung mobile phones and will continue to develop a relationship with the brand. They are the market leaders. However even with the higher sales in smart phones as compared to its competitor and market leader Samsung is now competing mainly on sales rather than innovation. Finally the customer decision to buy a Samsung mobile phone is based on the quality, new innovation it is easy to browse the internet and better battery life and better service.

INTRODUCTION

Business always starts and closes with customer and hence the customers must be treated as the KING OF THE MARKET. All the business enhancements, profit, status, image etc of the organisation depends on customers. Hence it is important for all the organisation to meet all the customers' expectations and identify that they are satisfied customer. Customer satisfaction is the measure of how the needs and responses are collaborated and delivered to excel customer expectation. It can only be attained if the customer has an overall good relationship with the supplier. In today's competitive business marketplace, customer satisfaction is an important performance exponent and basic differentiator of business strategies. Hence, the more is customer satisfaction; more is the business and the bonding with customer.

Customer satisfaction is a part of customer's experience that exposes a supplier's behaviour on customer's expectation. It also depends on how efficiently it is managed and how promptly services are provided. This satisfaction could be related to various business aspects like marketing, product manufacturing, engineering, quality of products and services responses customers problem and queries, completion of project, post delivery services, complaint management etc.

STATEMENT OF THE PROBLEM

In the modern business, it is very important to know the preference and satisfaction level of consumers, which help to know how to produce the product. The representation of the brand depends on the consumer's satisfaction towards the product and services. So the customer satisfaction is depends on the features, price, quality level of the mobile and service rended by company. The problem is to know the satisfaction level and the factors influence the customer to choose Samsung mobile phones.

SCOPE OF THE STUDY

This present study is to analysis the consumer satisfaction toward Samsung mobile

which help to know the level of consumer satisfaction level and to increases the level to attract the consumer toward their brand in future.

OBJECTIVES OF THE STUDY
- To identify customers opinion about Samsung phones.
- To know about the level of satisfaction of customers towards Samsung mobiles.
- To understand the customer satisfaction level of Samsung smartphone.

RESEARCH METHODOLOGY
Primary data
Primary data is that data which is collected for the first time. It is original data for the purpose of collecting of primary data, questionnaires were filled by the respondents.
Secondary data
It is collected from different articles, journals, and websites.
AREA OF THE STUDY
The study is conducted only in Coimbatore city.
SAMPLE SIZE
In this study, the size of sample is 120 respondents.
SAMPLE METHOD
Sampling is the selection of some part of an aggregate or totality on the basis of which it is made. Convenient sampling is used in this research.
TOOLS FOR ANALYSIS
1. Simple percentage analysis
2. Likert scale
3. Rank analysis
LIMITATIONS
- The research has been restricted to 120 respondents.
- It is limited to collect data through questionnaire.
- Some of the customers are not interested to give information about the product.

REVIEW OF LITERATURE
R. Venkatesh Kumar and K. Tamil Selvi (2017), "A Survey on Customer Behaviour Towards Samsung Mobiles" The study helps the researcher to know the consumer behaviour expectations and their satisfaction level towards samsung mobile. This study also helps the company to know the major problem faced by the customer in Samsung mobiles. To enhance more consumer

behaviour the company has to consider the suggestion given by the respondence.

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.

HISTORY AND PROFILE OF THE COMPAMY
The Samsung Group is a multinational conglomerate headquarters in Samsung Town, Seoul, and. South korea. It is the world's largest conglomerate by revenue with annual revenue of US $ 173.4 billion in 2008 and is South Korea's largest chaebol,. The meaning of the Korean word Samsung is "Tri-Star" or "Three stars". Lee Byung-chul started "Samsung group" as a trading company at a grocery store in March 1st 1938.

The Samsung group is composed of international affiliated businesses, most of them United under the Samsung Electronics, the world largest electronics company, Samsung Heavy Industries, the world's second largest shipbuilder and Samsung C&T, a major global construction company.

Samsung has been the world's most popular consumer electronics brand since 2005 and is the best known South Korean brand in the world. Samsung group accounts for more than 20% of South Korean's total exports and is the leader in many domestic industries, such as the financial, chemical, retail and entertainment industries.

Samsung group products around a fifth of South Korea's total export and it's revenues are larger than many countries GDP. It would have been the world's largest economy. In many South Korean industries Samsung group enjoys a monopoly position. The company has a powerful influence on South Korea's economic development, politics, media and culture and has been a major driving forces behind the "Miracle on the Han River. Many businesses today use Samsung's International as a role model.

DATA ANALYSIS AND INTERPRETATION
In this chapter the analysis and interpretation of the "A STUDY ON CUSTOMERS SATISFACTION TOWARDS SAMSUNG SMART PHONES WITH SPECIAL REFERENCE TO COIMBATORE CITY", is presented based on the opinion of sample of 120 respondents selected from Coimbatore city through a questionnaire containing 20 questions were analyzed through

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1 Simple percentage analysis
2 Likert scale
3 Rank analysis

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is carried out for most of all questions gives in questionnaire. This analysis describes the classification of the respondents failing each category.

The percentage analysis is used mainly for the standardization and comparisons are support with the analysis.

FORMULA

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total respondents}} \times 100$$

TABLE NO: 1
TABLE SHOWING AGE OF THE RESPONDENTS

S.NO	AGE	NO. OF RESPONDENTS	PERCENTAGE
1	18years - 27years	45	37.5
2	28years - 38years	43	35.8
3	39years - 50years	22	18.33
4	Above 51years	11	9.1
	TOTAL	**120**	**100**

(Source: Primary data)

INTERPRETATION

The above table shows that 37.5% of the respondents are 18 years – 27 years, 35.8% of the respondents are 28 years – 38 years, 18.33% of the respondents are 39 years – 50 years and 9.1% of the respondents are above 50 years.

Majority 37.5% of the respondents are 18 – 27 years.

RANK ANALYSIS

A Rank analysis is any of several statistics that measure an ordinal association, the relationship between ranking of different ordinal variables or different ranking of the same variables, where "ranking" is the assignment of the labels "first", 'second", "third" etc. to different observation of particular variable. A rank analysis measures of similarity between two rankings, and can be used to assess the significance of the relation between them. It is not necessary a total order of object because two different object can have the same ranking. The ranking themselves are totally ordered.

TABLE NO 2
TABLE SHOWS THAT BASED ON THE RESPONDENTS EXPERIENCE

S.NO	PARTICULARS	1	2	3	4	5	TOTAL SCORE	RANK
1	Good quality	37(5) 185	23(4) 92	28(3) 84	7(2) 14	25(1) 25	400	1
2	Affordable price	9(5) 45	45(4) 180	31(3) 93	26(2) 52	9(1) 9	379	2
3	Timely availability	22(5) 110	25(4) 100	35(3) 105	20(2) 40	18(1) 18	373	3
4	Easy applicability	16(5) 80	16(4) 64	20(3) 60	44(2) 88	24(1) 24	316	4
5	Reliability	38(5) 190	18(4) 72	13(3) 39	16(2) 32	35(1) 35	368	5

(Source: Primary data)

INTERPRETATION

The above table shows that Good quality is in the rank 1, Affordable price is in the rank 2, Timely availability is in the rank 3, Easy applicability is in the rank 4, Reliability is in the rank 5

Good quality is in the rank 1 based on the respondents experience of Samsung smart phones.

LICKERT SCALE ANALYSIS

A LIKERT SCALE ANALYSIS is a psychometric scale commonly involved in research employing questionnaires.

Self – reporting is the most widely used approach to scaling responses in survey research. The term is often used interchangeably with rating scale, or more accurately the LIKERT – TYPE SCALE, even though the two are not anonymous. The scale is named after its inventor, psychologist Rensislikert. Likert distinguished between a scale proper, which emerges from collective responses to set pf items, and the format in which responses are scored along a range. Technically speaking a Likert scale refers only to the former.   When responding to a Likert questionnaire items, respondents specify their level of generation or disagreement on a symmetric agrees – disagrees scale for a series of statements. Thus, the range captures the intensity of their feeling for a given item.

FORMULA

Likert Scale = $\sum$ (fx)/ Total no of respondents
   f   =   Number of respondents
   (fx)   =   Total score

MID – VALUE

Mid – value indicates the middle most value of Likert scale.

TABLE NO: 3
TABLE SHOWS SATISFICATION LEVEL OF FACTORS IN SAMSUNG SMART PHONES (SOUND EFFECT)

S.NO	FACTORS	NO. OF RESPONDENTS (f)	LIKERT SCALE VALUE (x)	TOTAL (fx)
1	Highly satisfied	43	5	215
2	Satisfied	40	4	160
3	Neutral	14	3	42
4	Dissatisfied	16	2	32
5	Highly Dissatisfied	7	1	7
	TOTAL	120		456

(Source: Primary data)

Likert scale = $\sum$ (fx) / Total no of respondents
              = 456/120
              = 3.8

INTERPRETATION

Likert scale value is 3.8 which is greater than the mid value 3, so the customer are satisfied with sound effect of Samsung mobiles.

FINDINDS, SUGGESTIONS AND CONCLUSION
SIMPLE PERCENTAGE
- 37.5 % of the respondents are 18 – 27 years.
- 55 % of the respondents are Male.
- 56.67% of the respondents are Married.
- 46.67% of the respondents are Graduate.
- 39.17% of the respondents are Private Employee.
- 35% of the respondents are Rs.2,50,000 – Rs.5,00,000.
- 45% of the respondents are choosing Samsung mobiles because of quality.
- 35% of the respondents are influenced by Television.
- 37.50% of the respondents are using Samsung mobile phone from the time period of 6months – 1 year.

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- 60.83% of the respondents concerned the affordable of the Samsung mobile phones.
- 34.1% of the respondents are satisfied with the Battery.
- 58.33% of the respondents are saying yes there is difficulties in Samsung mobile services.
- 35% of the respondents are strongly agree with the stylish appearance os Samsung smart phones.
- 45.83% of the respondents are willing to pay between Rs.10001 – Rs.20000
- 70% of the respondents are suggesting to their friend and relatives.
- 27.14% of the respondents are average with the experience of Samsung smart phones.

LIKERT SCALE

- Likert scale value is 3.8 which is greater than the mid value 3, so the customer are satisfied with sound effect of Samsung mobile phones.
- Likert scale value is 3 which is equal to mid value 3, so the customers are neutral with brightness of Samsung mobile phones.
- Likert scale value is 3.3 which is equal to mid value 3, so the customers are satisfied with quality of Samsung mobile phones.
- Likert scale value is 2.7 is equal to mid value 3, so the customers are neutral with clarity of Samsung mobile phones.
- Likert scale value is 2.9 which is equal to mid value 3, so the customers ate neutral with clarity of Samsung mobile phones.

RANK ANALYSIS

- Good quality is in the rank 1 based on the respondents experience of Samsung mobile phones.

SUGGESTIONS

- Because of social influence, people preferring Smartphones but the Samsung phone price is not equal to the phone features is the drawback can be removed by the manufacturers. So that Smartphones customers will be satisfied and good competition will be stayed in the market.
- As there is more emission of radiation from Samsung Smartphones it can be reduced by the manufacturer.
- People who buy Smartphones expecting many features, in Samsung much innovation is already satisfied by customers, improving in innovation of additional features will give a good competition.

CONCLUSION

During the evaluation of smart phones, it acts as a luxury product in due course of time it became the basic necessity of every human. A mobile hand held computer. New generation may be called as mobile phone generation. Mobile phones have become an inseparable part of human. Among the people SAMSUNG is the leading in the mobile industry. Among many of branded mobile phone were perfect SAMSUNG because of its quality and new innovation. And it is easy to browse the internet, best cost control, good battery life and better services. They are the market leaders.

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