

Available online @ www.iaraindia.com
 SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
 ISSN: 0975-9999 (P) 2349-1655 (O)
 Impact Factor: 3.655 (CIF), 2.78(IRJIF), 2.5(JIF), 2.77(NAAS)
 Volume XV, Issue 57, April-June 2024
 Formally UGC Approved Journal (46622), © Author

AN INVESTIGATION ON THE LEVEL OF CUSTOMER SATISFACTION WITH SAMSUNG GALAXY MOBILE PHONES SPECIFICALLY IN CHENGALPATTU DISTRICT

Mr.D.GOPI

III B.COM

Department of Commerce

School of Arts and Science

Vinayaka Mission's Research Foundation (Deemed to be University)

Chennai – 603 104

&

Ms.B.NITHYAKALYANI M.Com,M.Phil.,

Assistant Professor, Department of Commerce

School of Arts and Science

Vinayaka Mission Research Foundation

Deemed to be University– Chennai. 603 104

Kamaraj019@gmail.com

Abstract

Mobile manufacturing firms are experiencing fast growth and are delivering new models with cutting-edge technologies to society. Consumers are knowledgeable about the latest features and prices of mobile phones offered by various providers. Effective communication is essential in our daily lives. Technological advancements in the field of telecommunication have recently reached unprecedented levels. These advancements are intended to offer clients new services that cater to their diverse needs, allowing them to derive maximum advantage from their utilization. Modern mobile phones have evolved from being mere communication devices to becoming an in-tegral part of the user's identity. Customers are currently experiencing a time period where individuals purchase mobile phones not only for communication purposes, but also as a means of self-expression, showcasing their attitude, emotions, and hobbies. Customers consistently demand additional features and functionalities for their mobile devices. Contented consumers are the most valuable resources of a company's branding. This study provides further elucidation into the nature of the competition and the rival companies. This study examined the level of customer satisfaction with Samsung mobile products in Chengalpattu District.

Keywords: *Samsung Mobile Phone, Technologies, Facilities, Telecommunication and Customer Satisfaction.*

INTRODUCTION

Samsung is globally recognized as a prominent figure in the consumer electronics industry, focusing on the production and distribution of a wide range of consumer electronic goods. The Samsung brand has achieved widespread global popularity and enjoys a high level of brand recognition. The company's highly advanced research and development department has positioned it as one of the most inventive enterprises globally. Samsung consistently aims to expand its range of products and has successfully introduced numerous

successful products, including its Samsung. The company is highly innovative, constantly developing new items to meet the evolving demands of consumers. Additionally, the corporation is highly focused on technology and consistently enhances its technological infrastructure and acquisitions. Utilizing cutting-edge technologies, it generates novel and inventive products to entice clients, drawing them away from competitors like Apple and Lenovo. Despite achieving considerable success, Samsung is currently confronted with several obstacles, including intensifying rivalry, a decline in

smartphone sales in its primary market, the United States, and the looming threat of the coronavirus pandemic.

STATEMENT OF THE PROBLEM

The success of a firm relies heavily on the customer happiness and the image it projects. Customer happiness is crucial for the success of any organization. In order for a company to achieve success, it is imperative that it is able to gain the trust and loyalty of its customers. Customer satisfaction is contingent upon the product's tangible performance in relation to the buyer's expectations. A brand is a distinct name, term, design, symbol, or other distinguishing traits that sets one seller's items apart from another. This research aims to determine the current level of customer satisfaction with smart phones in the study area, with a particular focus on Samsung mobiles. The customer satisfaction research provides insights into client demographics, preferences, and their reactions to mobile devices. The clients were thoroughly analyzed by performing a survey on customer satisfaction. This study aims to get insights into the market elements that influence customer preferences for specific brands, as well as the challenges encountered when using such brands.

OBJECTIVES OF THE STUDY

- 1) To analyze the demographic profile of the respondents.
- 2) To assess the level of customer satisfaction about Samsung mobile phones, specifically in Chengalpattu District.
- 3) To ascertain the consumer preference for Samsung mobile phones, specifically in Chengalpattu District.

NEED FOR THE STUDY

This study was conducted in Chengalpattu city to evaluate the popularity of Samsung smartphones compared to other smartphones. It was found that Samsung smartphones are widely sought after and in great demand. The study examined many facets of customer satisfaction with Samsung smartphones in Chengalpattu city, focusing on two specific objectives: the ease of use of Samsung smartphones and the quality of service provided by Samsung. The survey done in Chengalpattu city aims to identify the strengths and weaknesses of Samsung smart phones.

Study Design

The research technique is a crucial component of the research process, as it determines the framework and configuration of the study. Research methodology encompasses several key elements, including the research's

nature, data sources, data gathering tools, sample techniques, and data processing tools.

Research Nature

This research study is descriptive and utilizes both primary and secondary data.

Methods of selecting

A representative subset of a population for analysis or study. A Stratified Random Sampling technique was utilized to choose respondents for the study on consumer satisfaction with Samsung mobiles in Chengalpattu District. During the initial phase, a total of 7 blocks were identified within the Chengalpattu District. For the second stage, a sample size of 140 respondents (30% of the total) was selected for the study. For the third stage, a total of 20 participants were selected from each block. The sample respondents were selected using proportionate stratified random sampling techniques.

Data Sources

The study necessitates the utilization of both secondary and primary data. The primary data was gathered using structured interview schedules, which were delivered to the respondents who were Samsung mobile phone users. The collection of secondary data involved gathering information from many sources such as journal reports, theses, dissertations, periodicals, and books.

Sampling Size

Sampling size calculator was applied to determine the sample size of the research study;

S . N o	Name of the Block	No. of Question naire Issued	No. of Question naire Received
1	Acharapak kam	30	20
2	Chithamur	30	20
3	Kattangula thur	30	20
4	Lathur	30	20
5	Maduranta kam	30	20
6	Thirupporu r	30	20
7	Tirukaluku ndram	30	20
Grand Total		210	140

Source: Primary Data

- Population Size : 1,42,348
- Confidence level : 95%
- Confidence Interval: 4.36
- Sampling Size : 140

Statistical Instruments for Analyzing Data

The researcher has utilized the following tools for analysis: sophisticated and appropriate statistical tools such as descriptive statistics for

percentage analysis, multiple regression analysis, and factor analysis were employed to analyze the data.

Study of Pilots

Following the completion of the data gathering, a pilot study was carried out. For the pilot project, the sample size consists of fifty individuals who were selected from the study area.

Place of Study

It is the Chengalpattu District of Tamil Nadu that serves as the research area. When it comes to the aim of data collecting and analysis, it is believed to be the "universe."

Scope of Research Study

The purpose of this research activity is to gather information about the performance and satisfaction of Samsung mobile devices, with a particular focus on Chengalpattu District, which is included in the study area. In this context, it is important to note that Samsung mobile phone firms face intense rivalry in the mobile marketing industry. This study investigates the purchasing patterns of customers as well as the characteristics that set Samsung mobile devices apart from those of its competitors. Due to the findings of this study, it is possible to evaluate the customer's performance as well as their issues. A better understanding of the elements that influence a client to purchase a product can be gained from the study. The results of this survey are helpful in determining the specific changes that need to be made to product features and how customers feel about the Samsung smart phone. This study will be helpful for future research in order to make any necessary adjustments to the price, designs, and applications, among other things.

Limitation of the study

The Chengalpattu District is the only one this study covers. With the help of both probabilistic and non-probabilistic methods, a sample size of 140 students enrolled in their first year of college was chosen for the purpose of this particular research endeavor. One of the limitations of the study is that it does not cover all of the companies that provide online food delivery. This constraint, on the other hand, would not have a substantial impact on the validity, purpose, or findings of the study because the sample size is adequate, and the marketing methods that are being used to connect with clients come from all over the country. The research is based on primary data, which means that any incorrect information provided by the respondents has the potential to mislead the

conclusions.

REVIEW OF LITERATURE

An article that is considered to be a review can be a literature review. In this sense, a literature review is a scientific publication that summarizes the current knowledge related to a certain subject, including substantive discoveries as well as theoretical and methodological contributions to the subject matter. Reviews of the literature are considered secondary sources because they do not report any new or unique experimental work.

Poornima and Logeshwar (2023) state that users of Samsung smartphones have encountered a number of problems and challenges, including problems with the battery, problems with the display, problems with the warranty and replacement, problems with the customer service, and problems with the warranty and replacement. Samsung ought to concentrate on these problems and provide products and services that are improved, effective, and efficient, along with quality and price, so that customers feel that they are purchasing something that is worth purchasing. Therefore, it is necessary for Samsung to provide a positive reflection to customers in order to attract both new and existing customers.

Rinaf Mohammed (2023) made the observation that, in comparison to other smart phones, Samsung smart phones are among the most mobile of all smart phones. The following objectives were met by the research project that investigated the many areas of consumer satisfaction with Samsung smart phones in the city of Coimbatore. These objectives included the convenience of handling Samsung smart phones and the quality of service providers in Samsung smart phones. The results of the study that was carried out in the city of Coimbatore contribute to the identification of the strengths and weaknesses of the Samsung flagship smartphone.

It has been suggested by **Nithiya (2022)** that Samsung is a world leader in consumer electronics, and that the company specializes in the production and distribution of a wide range of consumer electronic items. A very high level of brand awareness has been achieved by the Samsung brand, which has gained a lot of popularity all over the world. With its highly developed research and development department, the company has become one of the most innovative businesses in the world. This is a testament to the company's commitment to innovation.

In their study from **2020, Sivasakathi and Banupriya** came to the conclusion that Samsung is the most prominent brand of mobile phones that have high-end feature sets. Despite the fact that

Apple is the primary opponent, Samsung is able to attract the attention of competitors with its mobile features. There is a significant number of customers who are devoted to Samsung mobile phones and will continue to cultivate a relationship with our brand. The final factor that influences a customer's choice to purchase a Samsung mobile phone is the quality of the device, the new innovations that make it simple to access the internet, the longer battery life, and the superior service.

When compared to other smart phones, **Namasivayam et al. (2014)** found that Samsung smart phones are among the most mobile of all smart phones. The following objectives were met by the research project that investigated the many areas of consumer satisfaction with Samsung smart phones in the city of Coimbatore. These objectives included the convenience of handling Samsung smart phones and the quality of service providers in Samsung smart phones. The survey that was carried out in the city of Coimbatore contributes to the identification of the strengths and weaknesses of Samsung smart phones.

Table Number – 1.1

Demographic Profile of the Respondents

DEMOGRAPHIC PROFILE			
Demographic Profile (N = 140)	Description	Frequency	Percentage
Gender	Male	94	67.15
	Female	46	32.85
Marital Status	Single	84	60.00
	Married	56	40.00
Nature of Family	Nuclear Family	45	32.14
	Joint Family	95	67.85
Place of Living	Urban	92	65.71
	Semi-Urban	38	27.14
	Rural	11	07.85
Age of the Respondents	17-21	13	9.28
	22-24	39	27.85
	25-28	88	62.85
Educational Qualification	Under Graduate	94	67.14
	Post Graduate	47	33.57
Nature of Education	Arts/Humanities	15	10.02
	Science	9	06.42

	Engineering	65	46.42
	Management	52	37.14
Descriptive Statistics (Age)			
Mean	Std. Deviation	Minimum	Maximum
21.627	2.743	17	28

According to Table Number 1.1, the majority of the respondents are male (67.15%), the majority of the respondents are single (60%), the majority of the respondents are members of a joint family (67.85%), the majority of the respondents are urban (65.71%), the majority of the respondents belong to the age range of 37-42 (62.85%), the majority of the respondents are undergraduates (67.14%), the majority of the respondents are engineering (46.42%), and the majority of the respondents are self-financing or private (66.12%). Descriptive statistics indicate that the employees who participated in the review ranged in age from 17 to 28 years old, with a mean age of 21.627 and a standard deviation of 2.743. The average age of the employees was 21.627 years old.

Table Number 1.2

KMO and Bartlett's Test of Customer Satisfaction towards Samsung Mobile Phone

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.833
Bartlett's Test of Sphericity	Approx. Chi-Square	816.034
	Df	47
	P value	0.000

Table Number – 1.3

Descriptive Statistics of Customer Satisfaction towards Samsung Mobile Phone

Variables Relating to Samsung Mobile Phone	MSA	Communalities
Camera	0.892	0.661
Mp3/Mp4	0.680	0.707
Expendable Memory	0.757	0.420
Price	0.830	0.447
Wi-Fi	0.882	0.401
GPS	0.862	0.592
Dual Sim	0.866	0.566
Phone Memory	0.866	0.554

Screen	0.887	0.671
Software Updates	0.876	0.557

In accordance with the greatest factors of 0.892 (Camera), the moderate of the Prize (0.830), and the lowest factors of Expendable Memory respectively, the descriptive statistics of customer satisfaction with Samsung mobile phones are presented in table number 1.3.

Table Number – 1.4

Factor Loading Of Awareness Factor (AF)

SL.NO	AF relating to Customer Satisfaction on Samsung Mobile Phone Variables	Factor Loading	Eigen Value	Variance Explained
AF01	Camera	0.748	2.319	23.192
AF02	Sound	0.746		
AF03	Software	0.697		
AF04	Quality	0.659		

According to the data presented in Table 1.4, the most significant aspect of customer satisfaction with Samsung mobile phones is the camera. This conclusion is based on the fact that there are four statements with factor loadings: the camera (0.748), the design (0.746), the software (0.673), and the quality (0.669). With an Eigen value of 2.319, these four variables collectively account for 23.192 percent of the variance in the variability of the Awareness Factor variables. With regard to the four different financial factors variables, it has been determined that the Camera is the most essential component in determining the level of customer satisfaction with Samsung Mobile Phones.

Table Number – 1.5

Factor Loading Of Technology Factor (TF)

SL.NO	EF relating to EIYE Variables	Factor Loading	Eigen Value	Variance Explained
TF01	Screen	0.807	2.049	20.486
TF02	Style	0.762		
TF03	Friendly Users	0.657		
TF04	Automatic Updates	0.444		

According to Table Number 1.5, the most important aspect of customer satisfaction with Samsung mobile phones is the screen. This aspect is comprised of four statements, each of which has a factor loading. These statements are as follows: screen (0.807), style (0.762), friendly users (0.657), and automatic updates (0.444). With an Eigen value of 2.049, these four variables collectively account for 20.486% of the variance in the Technology Factor variables. Among the four elements that make up the Expenditure Factor, it has been determined that the Screen is the most significant factor in determining the level of customer satisfaction with Samsung Mobile Phones.

Table Number – 1.6

Regression Analysis of (Customer Satisfaction towards Samsung Mobile Phone)

Dependent Variable	Significant Predictors	Mean (SD)	F-Value	R	R ²	Adjusted R ²	β (t-Value)	Si g.
Awareness Factor		36.279 (5.327)	31.473	0.624	0.757	0.375	-	
	Technology Factor	34.781 (4.481)					0.192 (4.073)	0.000*
	Preference Factor	32.524 (3.276)					0.594 (2.279)	0.000
	Risk Factor	9.334 (2.172)					0.094 (1.173)	0.000*
P Value of >0.05* - (AF, SF, RF all Factor significantly influencing the SF)								
Notes: *Significant @ 5% Level.								

R = 0.624, R Square = 0.757, and R Square Adjusted = 0.375 are the values that are given in Table Number 1.6, which can be found above. It can be deduced from this that the independent factors, namely the TF, PF, and RF, have an impact on the dependent factor, which is the AF of

Customer Satisfaction towards Samsung Mobile Phone. At the 5% level of statistical significance, the values $F = 31.473$ and $P = 0.000$ are statistically significant, as shown in the table above. Therefore, when it comes to Mobile Phone know Awareness Factors, it is possible to say that Samsung Mobile Phone, Technology Factor (TF), Preference Factor (PF), and Risk Factor (RF) are the factors that are most important.

Table Number 2.1
Table of Top 10 Mobile Brands in India

Rank	Brand	Market Share (approx)
1	Xiaomi	21%
2	Vivo	18%
3	Samsung	14%
4	Realme	13%
5	OPPO	12%
6	Motorola	8%
7	OnePlus	5%
8	Apple	4%
9	HTC	0.1%
10	Infinix	3.1%

Source: https://y20india.in/top-mobile-brands-in-india/#google_vignette

Table Number 2.2
Best Mobile Brands in India as per the IDC report (2024)

Rank	Brand	Market Share (approx)
1	Xiaomi	21%
2	Vivo	18%
3	Samsung	14%
4	Realme	13%
5	OPPO	12%
6	Motorola	8%

Rank	Brand	Market Share (approx)
7	OnePlus	5%
8	Apple	4%
9	HTC	0.1%
10	Infinix	3.1%

Source: https://y20india.in/top-mobile-brands-in-india/#google_vignette

Table Number 2.2 shows that Best Mobile Brands in India as per the IDC report (2024), The demand for a particular product fluctuates depending on its qualities, after-sale service, and many other things. Below, we have made a table indicating the market share of a smartphone in the Indian market as per the report of IDC, which is a research agency.

SUGGESTIONS

There is a significant amount of room for improvement in the development of Samsung's smart phones. The mobile industry is not a static environment; rather, it is constantly subject to change in accordance with technological advancements. It is necessary for Samsung smart phones to undergo refinement in order to remain separate from the progression of technology. It is necessary for them to obtain the feedback report from the client in order to satisfy the requirements and preferences of the customer. As far as the battery backup is concerned, 38.67% of the people who responded are in a neutral level. As a result, it is possible to propose that they should significantly boost the battery backup. As a result of the fact that 32 percent of the sample respondents indicated that the same applications and features are included in all smart phones, it is proposed that they have the ability to change the applications and features that are present in Samsung smart phones. 64.67% of those who participated in the survey expressed a high level of contentment with the way in which the Samsung flagship smartphone is advertised. In light of this, it is possible to propose that the company should keep its advertising at the same level or even increase it in order to keep its customers.

CONCLUSION

All forms of communication, from traditional landlines to WhatsApp messages and video calls, have been completely revolutionized by the advent of the digital world. It is no longer necessary for us to send letters through the mail; instead, we use a variety of applications to transmit communications, photographs, and videos. In the

modern world, we are reliant on cellphones for a variety of purposes, including communication in the workplace, entertainment, and many others. Every business is interested in expanding their presence in India because it is a very large market. According to the findings of this survey, which was carried out in Chengalpattu city, Samsung smart phones are among the most mobile smart phones available. The following objectives were met by the research project that investigated the many aspects of consumer satisfaction with Samsung smart phones in Chengalpattu city. These objectives included the convenience of handling Samsung smart phones and the quality of service providers in Samsung smart phones. The survey that was carried out in Chengalpattu city contributes to the identification of the strengths and weaknesses of the Samsung smart phone.

Reference

Website

1. https://en.wikipedia.org/wiki/Literature_review

Journals

1. Namasivayam et, al (2014). A Study on Customer Satisfaction towards Samsung Smart Phones With Referance to Coimbatore City. *Indian Journal Of Applied Research*, Volume : 4, Issue : 5, pp 91-93.
2. Nithiya (2022). A Study On Customer Satisfaction Towards Samsung Mobile In Cuddalore District. *Journal of Emerging Technologies and Innovative Research*, Volume 9, Issue 11, f 532-535.
3. Poornima and Logeshwar (2023). A Study on Customer Preference Towards Samsung Smartphone with Special Reference to Coimbatore. *International Journal for Research Trends and Innovation*, Volume 8, Issue 4, pp 1542-1545.
4. Rinaf Mohammed (2023). A Study on Consumer Satisfaction towards Samsung Mobiles. *International Journal for Research in Applied Science & Engineering Technology (IJRASET) ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538 Volume 11 Issue V, pp 3779-3805.*
5. Sivasakathi and Banupriya (2020). A study on customer satisfaction towards samsung smart phones with special reference to coimbatore. *EPRA International Journal of Research and Development*, Vol.5, Issue: 11, pp 267-271.
6. Naidu, V. K., & Paramasivan, C. (2015). A Study on Green Banking Trends in India. *Research*

Explorer, 4(10).

7. Paramasivan, C., & Kamaraj, R. (2015). Commercial Bank's Performance on Pradhan Mantri Jan Dhan Yojana. *International Journal of Scientific Research and Education*, 3(6).
8. Paramasivan, C., & Rajaram, S. (2016). Micro insurance—a conceptual analysis. *International Journal of Recent Scientific Research*, 7.
9. Paramasivan, C. (2011). Customer Satisfaction through Information Technology in commercial banks. *Journal of Commerce and Management Thought*, 2(4), 509-522.

