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## A STUDY ON CUSTOMER SATISFACTION TOWARDS SAMSUNG MOBILE PHONE IN KUMBAKOAM

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### ABSTRACT

Today, communication is one of the gifts of man. It acts as a repository of wisdom, a propeller for the advancement of knowledge and the telescope to view the vision of the future. Therefore communication is ticket to business success. The research focuses on customer satisfaction towards Samsung mobile phone in Kumbakonam. Descriptive research method has been used for this study. The data related to Samsung mobile phone users were collected through Questionnaire method. Convenience sampling method was used by the researcher to collect the data. The sources of data were primary as well as secondary. The size of sample is 130. Statistical tools like percentage analysis, Chi-square value using SPSS package, Likert scale are the tools used to analyse the data.

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### Introduction

The word "mobile phone" is used in relation to an electronics device that organizes mobile phones over the interface. Since 1994, when IBM started selling mobile phones, other brands like Apple

and Samsung have also been able to profit from them. Now, besides our telephone calls to one another, we can look at the internet, play games and send text messages.

Before mobile internet browsing became popular, network operators utilised a single fixed rate to contact one other line and a different fixed fee to send an SMS. With the popularity of mobile phones, there has been a marked change in the broadcasting communications sector. Although flexible phones were considered as the passing fee for show, they were seen as the passing fee for land-based phones. Mobile devices that are adaptable.

When a customer realises that he may be interacting with Mobile Phone Based Applications, e.g. illumination applications or entertainment apps, demand for phones which do not provide this convenience is reduced significantly. The need for mobile phones that required the ability to use a wide variety of telecommunications devices decreased in the created world.

### **Customer Satisfaction**

Mobile phones and their functions are covered by the above statement. Apart from this, there is more importance attached to the customer satisfaction term that is widely used in marketing. It is designed to evaluate the effectiveness of a company's delivery of goods and services in line with client expectations. One of the most important factors in determining a customer's loyalty and purchasing intentions is his or her overall happiness, including surveys and evaluations. It can be used to forecast revenue growth for a company. Better client retention, greater lifetime value, and more stable brand recognition are supported by customer satisfaction. The objective of these studies is to analyse and decode the client satisfaction survey on cell phone use. The top priority for the Korean company is customer interaction, which it also undertakes in a variety of Technical and proactive Quality Collaboration activities such as certification assistance, management of quality issues or problem solving.

### **Review of the Literature**

1. **Pakola petal (2021)**, made an exertion to rest the inspirations behind cellular phone buys by buyers. The main influence factors in the selection of a new cell phone have been found to be costs and highlights, whereas taken a toll, sound quality, and proposals from companions were seen as the foremost basic in selecting a versatile benefit supplier.



2. **Rahman Vahid Tajzadeh Namin Aidin (2020)**, According to Choices, customers' choice of companies was influenced by factors such as family pay, the introduction of advertising, and the degree of training. Based on these results, consumers' perceptions of brands and businesses as well as products that they choose to buy are also associated with their purchasing decisions. Furthermore, unmediated or intervened decisions are not correlated with item preference. Most people think it's necessary to use the telephone when they have a family.
3. **Almutairi, Mehta, Rashidi, Villa, and Felicia (2019)** He too have distributed inquire about around Samsung which point is to look at the company's internationalization forms to reach out to other nations. They too specified that much of Samsung's execution can be credited to the astute choice of techniques that direct coordinate exercises toward the required results. In this way, the company's key choices to meet the remote showcase have implied that the company's title, procedures, and approaches are well-positioned.
4. **Saif (2019)**,inspected the factors that impact Pakistani customer's choosing of a versatile phone. Concurring to the discoveries, buyers put a tall premium on cutting – edge innovation, which not as it were capacities as a driving calculate when choosing to purchase a unused mobile phones but moreover acts as a key separation between competing models.
5. **Dr. Dawar Sunny (2019)** The Samsung brand, which has been designated as one of the most preferred brands in Rajasthan over Videocon. The comes about have appeared that Samsung has gets to be brand faithful to their client and they are willing to pay a premium cost and have a awesome community sense than Videocon consumers. The information was collected utilizing the buyer overview strategy.

### Statement of the problem

A number of companies have brought new products to market and are launching new businesses under today's business environment. The fact that customer satisfaction encourages the business to continuously improve its products and services in response to comments from their customers has, however, been a major factor. In relation to their products and services, most brands depend on the satisfaction of consumers. Consumers' satisfaction is therefore determined from a business point of view by the cost of mobile phone services, features, quality and level of service. It is not yet clear to them how satisfied their consumers are with the elements that made it possible for them to pick up a Samsung phone.

## Objectives of the study

1. To study the customer opinion about samsung mobile phone.
2. To know the level of awareness towards samsung mobile phone.
3. To determine the level of satisfaction of customer towards samsung mobile phone.

## Statement of the study

1. The researcher analyses the source of awareness among the customer.
2. The researcher finds out the customers satisfaction towards the samsung mobile phone in Kumbakonam.
3. The researcher helps to determine the necessary changes in product features and customer sentiment towards samsung mobile phones.
4. This research helps companies make necessary changes to pricing, design, apps and more.

## Research Methodology

### Methods of data collection and sample size

The study is based on both primary and secondary data. In this study sample size is 130 respondents to be taken from buyer in Kumbakonam, and secondary data were collected from various books, articles and websites. This study is based on Convenience sampling method. This study covers the period from March to June, 2023.

### 2.6 Hypothesis of the Study

1. Ho: There is no significance association between educational qualification and overall satisfaction.
2. Ho: There is no significance association between age of the respondent and awareness among Samsung mobile phones.

**Table No. 1**

### INDIVIDUAL DIFFERENCES OF RESPONDENTS

S.No	Variable	Classification	Frequency	Percentage
1	Gender	Male	59	45
		Female	71	55

2	Age group	Up to 20	43	33
		21 to 30	69	53
		31 to 40	9	7
		41 to 50	9	7
3	Marital Status	Single	98	75
		Married	32	25
4	Occupational Status	Employed	40	31
		Business	8	6
		Home maker	8	6
		Professional	11	9
		Others	63	49
5	Monthly Income	Below Rs.10,000	12	9
		Rs.10,001-Rs. 20,000	20	15
		Rs.20,001- Rs.30,000	21	16
		Rs.30,001–Rs.40,000	6	5
		Rs.40,001–Rs.50,000	10	8
		Above Rs.50,000	14	11
		Nil	47	36
6	Educational Qualification	School education	9	7
		Degree/Diploma	88	68
		Professional	31	24
		Others	2	1

Source: Primary Data

Table 1 shows the individual differences like Gender, Age , Marital status, Occupation, Educational Qualification and Monthly Income of the respondents, these factors are directly affect the customer satisfaction towards Samsung mobile phones. So the researcher analyzes the individual differences of the respondents. It is understood that the Gender Classification of the respondents were 45 per cent Male and 55 per cent Female. Classification according to their Age group of respondents reveals that 53 per cent of respondents 21 – 30 and 33 per cent Up to 20. Out of the 130 respondents 25 are Married and 75 Unmarried. Respondents’ Occupational status reveals that 31 per cent of the respondents of the study area were employed, 9 per cent are Professionals and 6 per cent are doing business. Finally monthly income of the respondents are analyzed in the above table shows that 9 per cent of the respondents earned below Rs. 10,000 and 16 per cent are earned 20,001 – 30,000 per Month.

**Table No. 2**

**EDUCATIONAL QUALIFICATION AND OVERALL SATISFACTION OF SAMSUNG MOBILE PHONE**

Ho: There is no significance association between Educational Qualification and Overall Satisfaction among the respondent.

EDUCATIONAL QUALIFICATION	OVERALL SATISFACTION		TOTAL
	YES	NO	
School education	9	0	9
Degree/Diploma	80	8	88
Professional	24	7	31
Others	2	0	2
<b>TOTAL</b>	<b>115</b>	<b>15</b>	<b>130</b>

### CHI-SQUARE TESTS

	VALUES	DF	ASYMPTOTIC SIGNIFICANCE(2-SIDED)
Pearson Chi-square	5.654	3	.130
Likelihood Ratio	6.249	3	.100
Linear-by-Linear Association	3.634	1	.057
N of Valid Cases	130		

To Test the existence of a negative hypothesis, Chi-Square was used.

Degree of Freedom - 3

Chi- square – 5.652

The distribution is 5% significant level.

### RESULT:

The significance level is 5%, and the significance value is .130 ( $p=.130$ ), which is greater than 0.05. The hypothesis is accepted. As a result, there is no connection between respondents' overall satisfaction and their level of education.

**Table No. 3**

**AGE AND AWARE ABOUT SAMSUNG PRODUCT**

AGE	AWARE ABOUT SAMSUNG PRODUCT				TOTAL
	TELEVISION	FRIENDS	INERNET	OTHERS	
Below 20	3	16	15	9	43
21-30	9	27	22	11	69
31-40	3	4	2	0	9
41-50	0	7	1	1	9
<b>TOTAL</b>	<b>15</b>	<b>54</b>	<b>40</b>	<b>21</b>	<b>130</b>

**CHI-SQUARE TESTS**

	VALUE	DF	ASYMPTOTIC SIGNIFICANCE(2-SIDED)
Pearson Chi-Square	12.622	9	.180
Likelihood Ratio	13.745	9	.132
Linear-by Linear Association	4.029	1	.045
N of Valid Cases	130		

To Test the existence of a negative hypothesis, Chi-Square was used.

Degree of Freedom - 9

Chi- square – 12.622

The distribution is 5% significant level

**RESULT:**

The significance level is 5%, and the significance value is.180 ( $p=.180$ ), which is greater than 0.05. The hypothesis is accepted. As a result, there is no connection between age and product awareness for Samsung.

**Table No. 4**

**LEVEL OF SATISFACTION TOWARDS SAMSUNG MOBILE PHONE WITH LIKERT  
SCALE**

S.No	Level of satisfaction	HD (1)	DIS (2)	N (3)	SAT (4)	HS (5)	Total	Likert Value	Rank
1	Very stylish in appearance	0 (0)	35 (70)	11 (33)	62 (248)	22 (110)	130 (461)	0.891	13
2	Offer large variety of models to choose	4 (4)	12 (24)	35 (105)	60 (240)	19 (95)	130 (468)	0.905	12
3	User friendly	2 (2)	6 (12)	24 (72)	67 (268)	31 (155)	130 (509)	0.984	4
4	Multifeatured	5 (5)	9 (18)	20 (60)	71 (284)	25 (125)	130 (492)	0.951	8
5	In fore front to apply advance technologies (gprs, Bluetooth etc.) <sup>3</sup>	3 (3)	9 (18)	27 (81)	61 (244)	30 (150)	130 (496)	0.959	7
6	Durable	6 (6)	6 (12)	31 (93)	57 (228)	30 (150)	130 (489)	0.945	9
7	Better battery back up	3 (3)	10 (20)	19 (57)	70 (280)	28 (140)	130 (500)	0.967	5
8	Have better speakers	5 (5)	9 (18)	30 (90)	57 (228)	29 (145)	130 (486)	0.940	10
9	Have more qualitative accessories	9 (9)	4 (8)	32 (96)	65 (260)	20 (100)	130 (473)	0.914	11
10	strong body	3 (3)	9 (18)	24 (72)	63 (252)	31 (155)	130 (500)	0.967	5
11	Qualitative Display	3 (3)	4 (8)	21 (63)	68 (272)	34 (170)	130 (516)	0.998	2



12	Better touch sensitivity	4 (4)	6 (12)	20 (60)	65 (260)	35 (175)	130 (511)	0.988	3
13	Better camera quality	4 (4)	6 (12)	20 (60)	59 (236)	41 (205)	130 (517)	1	1
14	Price are very reasonable	5 (5)	17 (34)	29 (87)	63 (252)	16 (80)	130 (458)	0.885	14

**Source: Primary data**

Table 4 displays the level of satisfaction towards samsung mobile phone. Better quality camera ranked 1<sup>st</sup> , customer satisfied with qualitative display ranked 2<sup>nd</sup> , customer satisfied with better touch sensitivity ranked 3<sup>rd</sup> , customer found user friendly to use samsung product at 4<sup>th</sup> rank, better battery back & strong body ranked 5<sup>th</sup> rank, advance technologies ranked 7<sup>th</sup> rank and others got 8<sup>th</sup>,9<sup>th</sup>, etc..

**FINDINGS**

1. Of the 130 responders, 55 per cent were female clients.
2. The age bracket of 21 to 30 represented 53% of Samsung mobile users.
3. Degree or diploma holders made up 68% of Samsung users.
4. The poll found that 48.5% of Samsung customers were others.
5. It shows that 75% of the clients were single.
6. Samsung mobile phones were used by 86% of families with two to five people.
7. Nil accounts for 36% of Samsung customers who earn an income.
8. 73% of respondents in this survey said they would rather get a high-quality Samsung phone.
9. Of the 130 respondents, 62% have been Samsung mobile users for two to five years.
10. According to a survey, 66% of respondents have read the manual.
11. 37% of respondents said they preferred to use Samsung smartphones.
12. It shows that 42% of the respondents had heard of Samsung products through friends.
13. It reveals that 34% of respondents think Samsung mobile phones are the finest.
14. According to the survey, 89% of participants feel that their primary use of a Samsung mobile phone is appropriate.
15. Out of 130 responses, 94% of customers rated Samsung's customer service as satisfactory or excellent.
16. 82% of respondents said they would rather pay cash for a Samsung phone.

17. It reveals that 88% of respondents advise recommending a Samsung smartphone to their friends and families.
18. 89 per cent of the 130 respondents were happy with their Samsung mobile phone.

## SUGGESTIONS

1. Customer recommends that in general execution of samsung versatile is nice.
2. Some say samsung is easy to use and looks very stylish.
3. The exceptionally best samsung phones boast incredible cameras, feature – rich computer program and a few of the most excellent displays you’ll see, all of which makes a difference to create them stand.
4. Customer recommends to improve software update.
5. It is amazing brand and it is exceptionally valuable for me to handle, highlights in this brand was as well great.
6. Respondents recommend samsung to make strides eco framework like apple iPhone.
7. This mobile device is easy to use and has a lifespan of 5-6 years.
8. Customer purposes to allow a few rebates for college understudy and keep the cost lower.
9. Dispatch most recent android upgrade and move forward the camera quality for midrange mobile phones.
10. The price is a little high compared to other specs, but samsung has a long lifespan and is affordable.
11. It’s easy to use and convenient, manages multitasking easily, and has a long battery life.
12. Offer advanced biometric protection and add more colours for all the models.
13. It is great one, myself and companions moreover utilizing the gadget in 2G era show up to date.

## CONCLUSION

To determine the realness of this offer, it is possible to use a satisfaction survey carried out on Samsung mobile phone customers. In Kumbakonam, this research was carried out. In comparison to the other phones, Samsung has a great deal of popularity. This survey is dedicated to the customer's suggestions for his Samsung cell phone. Most consumers would like to see colour options added for all models, but others are calling for a reorganisation of the programme. According to our research, customers generally like the mobile phones manufactured by Samsung since they are very user friendly.

It is helpful to identify the advantages and disadvantages of Samsung mobile devices by means of this study.

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