IJCRT.ORG ISSN : 2320-2882

INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A Study On Customer Satisfaction Towards Samsung Mobiles With Reference To Coimbatore City

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Abstract

This study examines customer satisfaction with Samsung mobile phones in Coimbatore City, focusing on product features, quality, and service. As the mobile phone market continues to expand, Samsung's innovation in technology has contributed significantly to customer loyalty. Using a descriptive research design, the study surveyed 150 respondents in November 2024 to explore factors influencing satisfaction, including camera quality, display, durability, and network connectivity. The findings show that camera quality, display, and durability were highly valued, with network connectivity being the most important factor for overall satisfaction. Additionally, there was a significant relationship between customer satisfaction and age, particularly concerning mobile features, but customer service satisfaction was independent of age. The study concludes that Samsung's technological innovations and user experience are key drivers of customer satisfaction in a competitive market.

Key words: Customer satisfaction, Product features, Quality, Service, Innovation and technology, Customer loyalty, Camera quality, Display, Durability, Network connectivity, Age and satisfaction, Customer service satisfaction, Technological innovations, User experience.

INTRODUCTION OF THE STUDY

The mobile manufacturing industry is experiencing rapid growth, with companies introducing new models that incorporate the latest technologies. Consumers are more informed about the features and pricing of mobile phones across different brands. Mobile phones have evolved beyond communication tools to become an extension of users' identities, allowing them to express their attitudes, interests, and emotions. Customer satisfaction plays a key role in a brand's success, as satisfied customers are valuable assets. This study focuses on analyzing customer satisfaction with Samsung mobile products in this highly competitive market.

REVIEWS OF LITERATURE

Singh & Dube (2021) discussed the impact of fierce competition from Chinese brands, particularly Xiaomi and Huawei, which offer similar features at more affordable prices. The rise of these brands has forced Samsung to reconsider its pricing strategies and focus more on value for money while maintaining its technological edge. Additionally, with the increasing pace of innovation, Samsung faces the challenge of balancing cutting-edge technology with affordability.

Yadav & Pathak (2021) reported that younger consumers, particularly Gen Z, are increasingly prioritizing environmental sustainability when making purchasing decisions. Samsung has made efforts to incorporate eco-friendly practices into its manufacturing processes, such as reducing electronic waste and using recyclable materials in its smartphones.

As per Choi and Kim (2020), innovation in mobile phone features such as camera quality, battery life, processor speed, and display quality are among the most important factors driving customer satisfaction. Samsung has consistently been at the forefront of incorporating cutting-edge technology into its devices, which has helped the brand to maintain a competitive edge in the market. The camera quality and display features, as mentioned in the current study, play a crucial role in customer satisfaction.

Dube & Renaghan (2019) emphasized that customer satisfaction is not just about meeting expectations but exceeding them, and Samsung's emphasis on continuous technological advancements has contributed to strong consumer loyalty.

STATEMENT OF THE PROBLEM:

This study examines how customer satisfaction with Samsung mobile phones affects its brand image in the competitive market. It focuses on factors such as product features, quality, and service, exploring customer perceptions, buying behaviors, and satisfaction levels. Key aspects like network connectivity, call quality, customer service, and product features are considered in understanding their impact on customer satisfaction.

The problem also addresses the evolving expectations of consumers, and how Samsung's performance compares to those expectations in the context of mobile technology and customer service. The study aims to understand how satisfied Samsung customers are, and how the company can improve its offerings to maintain or enhance its position in the market.

OBJECTIVES OF THE STUDY

- To Study About the Popularity of Samsung Mobile Phones Among Different Customers
- To Know About Innovation Technologies in Samsung Mobile Phones.
- To explore customer satisfaction levels related to Samsung's overall experience, including network connectivity, call quality, customer service, and product features.

RESEARCH METHODOLOGY

Research Design

A research design defines the structure or framework within which the research is conducted. For this study, a **descriptive research design** has been adopted to assess customer satisfaction with Samsung mobile phones in Coimbatore. The objective is to provide a comprehensive understanding of the factors influencing satisfaction among users of Samsung mobiles.

Area of Study

The study has been conducted in **Coimbatore City**, which represents a diverse range of consumers, and is a key market for mobile phone sales in Tamil Nadu.

Sample Size

The sample size adopted for this study is **150 respondents**. This sample size is considered sufficient for drawing meaningful conclusions regarding customer satisfaction with Samsung mobile phones in Coimbatore.

Primary Data

The primary data has been conducted through the questioner from the customer. The questionnaire is designed in a systematic manner covering adequate and relevant questions which is useful to study.

Secondary Data

The theoretical aspect of the study is collected from various sources which includes books, journals, magazines, websites and other related projects.

Data Collection

In this study, the researcher has used the questionnaire method for collecting relevant information. The data has been collected from the respondents using the questionnaire. Data collection is carried out in the month of November 2024.

LIMITATION OF THE STUDY

- The Researchers Choose Only Top 5 Models in Samsung Mobiles in India
- The Opinion Elicited from The Research Conducted Can't Be Taken as The Opinion of The Whole Population.
- Data Totally Depends on The Respondents View, Which Could Be Baised in Nature.

DATA ANALYSIS AND INTERPRETATION

This chapter deals with the analysis and interpretation of the study on the topic, "**A STUDY ON CUSTOMER SATISFACTION TOWARDS SAMSUNG MOBILES WITH REFERENCE TO COIMBATORE CITY",** is presented based on a sample of 155 respondents. This is collected data are classified and tabulated. The data are analyzed using following statistical tools.

- ✓ Percentage Analysis
- ✓ Ranking Analysis
- ✓ Chi square Analysis

PERCENTAGE ANALYSIS

Percentage analysis is carried out for specific questions given in the questionnaire. This analysis describes the classification of the respondents falling under each category. The percentage analysis is used mainly for standardization and comparison.

Frequency table of using Samsung mobile

Particulars	No of Response	Percentage
less than 1 year	26	17.3%
1 – 2 years	39	26%
3 – 5 years	48	32%
more than 5 years	37	24.7%
TOTAL	150	100%

INTERPRETATION

The data shows that 32% of users have been using Samsung mobile phones for **3-5 years**, indicating strong customer loyalty. **26%** have used their Samsung phones for **1-2 years**, reflecting recent growth and new adopters. **24.7%** have used Samsung for **more than 5 years**, suggesting long-term satisfaction with the brand. The smallest group, **17.3%**, have been using Samsung phones for **less than a year**, indicating newer users. Overall, Samsung has a balanced mix of loyal, long-term users and newer customers.

Frequency table of using Samsung mobile model

Particulars	No of Response	Percentage
Galaxy S series	35	23.3%
Galaxy A series	42	28%
Galaxy M series	40	26.7%
Galaxy Note series	14	9%
Other	19	12.7%
TOTAL	150	100%

INTERPRETATION

The data shows that **28%** of users are using the **Galaxy A series**, and **26.7%** are using the **Galaxy M series**, indicating popularity in the mid-range and budget segments. The **Galaxy S series** accounts for **23.3%**, showing continued preference for high-end models. Only **9%** use the **Galaxy Note series**, suggesting a smaller niche. **12.7%** are using other Samsung models, possibly older or less common devices. Overall, Samsung has a diverse user base across different price points.

Frequency table of Occupation

Particulars	No of Response	Percentage
Student	69	46%
Professional	39	26%
Business	23	15.3%
Homemaker	12	8%
Retired	7	4.7%
TOTAL	150	100%

INTERPRETATION

The majority of respondents are **students** (46%), indicating Samsung's strong appeal to youngest users. **Professionals** make up **26%**, showing popularity among working adults, while **15.3%** are **business owners**. Fewer users are **homemakers** (8%) or **retired** (4.7%). Overall, Samsung is most favored by students and professionals, with less interest from retirees and homemakers.

RANKING ANALYSIS

The ranking analysis is performed to rank the responses of the respondents towards the satisfaction level **TOWARDS SAMSUNG MOBILES**, the ordinal ranking (ranks 1, 2, 3, 4, 5,6,7,8….) method is been used to find the relationship between a set of items.

Very satisfied (5), satisfied (4), neutral (3), dissatisfied (2), very dissatisfied (1)

1) Technological innovation in Samsung mobile

Table 1

Features available in Samsung mobile

	Ranks					**Total respondents**
	5	4	3	2	1	
Camera quality	121	18	11	0	0	150
Display	56	61	29	3	1	150
Battery life	46	32	29	43	0	150
Processor speed	57	47	38	7	1	150
Operating system	58	50	34	5	3	150
AI and smart features	57	59	25	5	4	150
Durability	64	54	21	8	3	150

Technological innovation in Samsung mobile

Table 1(a)

Features available in Samsung mobile

	Ranks					**TOTAL**	**RANK**
	5	4	3	2	1		
Camera quality	605	72	33	0	0	710	1
Display	280	244	87	6	1	618	2
Battery life	230	128	87	86	0	531	7
Processor speed	285	188	114	14	1	602	6
Operating system	290	200	102	10	3	605	5
AI and smart features	285	236	75	10	4	610	4
Durability	320	216	63	16	3	618	2

Technological innovation in Samsung mobile

Table 1(B) Rank analysis

Rank	1	2	2	4	5	6	7
Total	7.10	6.18	6.18	6.10	6.05	6.02	5.31
Features	Camera quality	Display	Durability	AI and smart features	Operating system	Processor speed	Battery life

INTERPRETATION

The data shows that **camera quality** (7.10) is the most important feature for users, followed by the **display** (6.18). **Durability** (6.18) and **AI features** (6.10) are also valued but rank slightly lower. **Operating system** (6.05) and **processor speed** (6.02) are important but less prioritized. **Battery life** (5.31) is the least important feature, suggesting that users care more about aesthetics and functionality (camera, display) than battery performance.

2) Satisfied with experience of Samsung mobile

Table 2

Experience of Samsung mobile

	RANKS					**Total respondents**
	5	4	3	2	1	
Network connectivity	111	22	16	1	0	150
Call quality	50	52	43	4	1	150
Customer service	43	48	48	10	1	150
Features	59	56	29	5	1	150
Overall experience	79	51	15	2	3	150

Satisfied with experience of Samsung mobile

Table 2(a)

Experience of Samsung mobile

	RANKS						**TOTAL RANK**
	5	4	3	2	1	**TOTAL**	
Network connectivity	555	88	48	2	0	693	1
Call quality	250	208	129	8	1	596	4
Customer service	215	192	144	20	1	572	5
Features	295	224	87	10	1	617	3
Overall experience	395	204	45	4	3	651	2

Satisfied with experience of Samsung mobile

Table 2(B) Rank analysis

Rank	1	2	3	4	5
Total	6.93	6.51	6.17	5.96	5.72
Features	Network connectivity	Overall experience	Features	Call quality	Customer service

INTERPRETATION

The data shows that **network connectivity** (6.93) is the most important feature, followed by **overall experience** (6.51). **Features** (6.17) and **call quality** (6.17) are important but ranked lower. **Customer service** (5.72) is the least prioritized factor. Users mainly value connectivity and overall user experience over specific features or call quality, with customer service being the least critical.

CHI SQUARE ANALYSIS

The Chi-Square Analysis is used mainly test the independence of the attribute factors. In others words chi-square test is used to the whether one factor has significant influence overthe other. The relationships between the two factors are calculated at 5% (0.05) level of significance. The formula for calculating the Chi-square test is:

Chi – square test

$$X^2 = \Sigma \frac{(O - E)^2}{E}$$

Where:
X^2 is the value for chi square

$\sum$ is the sum

O is the observed frequency

E is the expected frequency

Degree of freedom is calculated as follows

Degree of freedom = (r-1) (c-1)

Where,

R = number of rows;

C = number of columns

1) Age and satisfaction level of customer service

AGE	VERY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	VERY DISSATISFIED	TOTAL
Below 20	11	12	9	4	0	36
21 - 30	17	21	24	3	1	66
31 - 40	9	8	9	2	0	28
41 - 50	4	5	6	1	0	16
Above 50	2	2	0	0	0	4
TOTAL	43	48	48	10	1	150

Degree of freedom

DF=(r-1) *(c-1)

= (5-1) *(5-1)

= 4 *4

= 16

Calculation of x^2

O	E	O-E	(O-E)^2	(O-E)^2/E
11	10.32	0.68	0.46	0.04
17	18.92	-1.92	3.69	0.19
9	8.03	0.97	0.94	0.12
4	4.59	-0.59	0.35	0.08
2	1.14	0.86	0.74	0.65
12	11.52	0.48	0.23	0.02
21	21.12	-0.12	0.01	0
8	8.96	-0.96	0.92	0.1
5	5.12	-0.12	0.01	0
2	1.28	0.72	0.52	0.41
9	11.52	-2.52	6.35	0.55
24	21.12	2.88	8.29	0.39
9	8.96	0.04	0	0
6	5.12	0.88	0.77	0.15
0	1.28	-1.28	1.64	1.28
4	2.4	1.6	2.56	1.07
3	4.4	-1.4	1.96	0.45
2	1.87	0.13	0.02	0.01
1	1.07	-0.07	0	0
0	0.26	-0.26	0.07	0.27
0	0.24	-0.24	0.06	0.25
1	0.44	0.56	0.31	0.7
0	0.19	-0.19	0.04	0.21
0	0.1	-0.1	0.01	0.1
0	0.03	-0.03	0	0
TOTAL		0	29.95	7.04

Calculation value of X^2= 7.04

Chi square value	Degree of freedom	Significant value	Table value	Significant / not significant	Null hypothesis
7.04	16	0.05	26.29	Not significant	Accepted

INTERPRETATION

The result of the chi – square test reveals that the calculated chi – square value (7.04) is less than the table chi – square value (26.29) at 5% level of significance and therefore, there is no relationship between age and customer service. Thus, the hypothesis is that the relationship between the two factors does not hold good. Hence, the null hypothesis is accepted.

2) Age and satisfaction level of features

AGE	VERY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	VERY DISSATISFIED	TOTAL
Below 20	18	13	5	0	0	36
21 - 30	20	33	8	4	1	66
31 - 40	11	4	13	0	0	28
41 - 50	8	4	3	1	0	16
Above 50	2	2	0	0	0	4
TOTAL	59	56	29	5	1	150

Degree of freedom

DF=(r-1) *(c-1)

= (5-1) *(5-1)

= 4 *4

=16

Calculation of x^2

O	E	O-E	(O-E)^2	(O-E)^2/E
18	14.16	3.84	14.74	1.04
20	25.96	-5.96	35.52	1.37
11	11.01	-0.01	0	0
8	6.29	1.7	2.89	0.46
2	1.57	0.42	0.18	0.11
13	13.44	-0.44	0.19	0.01
33	24.64	8.36	69.89	2.84
4	10.45	-6.45	41.6	3.98
4	5.97	-1.97	3.88	0.65
2	1.49	0.51	0.26	0.17
5	6.96	-1.96	3.84	0.55
8	12.76	-4.76	22.66	1.78
13	5.41	7.58	57.46	10.62
3	3.09	-0.09	0.01	0
0	0.77	-0.77	0.59	0.77
0	1.2	-1.2	1.44	1.2
4	2.2	1.8	3.24	1.47
0	0.93	-0.93	0.86	0.92
1	0.53	0.47	0.22	0.42
0	0.13	-0.13	0.02	0.15
0	0.24	-0.24	0.06	0.25
1	0.44	0.56	0.31	0.7
0	0.19	-0.19	0.04	0.21
0	0.11	-0.11	0.01	0.09
0	0.03	-0.03	0	0
Total		0	259.91	29.76

Calculation value of X^2= 29.76

Chi square value	Degree of freedom	Significant value	Table value	Significant / not significant	Null hypothesis

29.76	16	0.05	26.29	Significant	Not accepted

INTERPRETATION

The result of chi – square test reveals that the calculated chi – square value (29.76) is greater than the table chi – square value (26.29) at 5% level of significance and therefore, there is relationship between age and features. Thus, the hypothesis is that the relationship between the two factors does hold good. Hence, the null hypothesis is not accepted.

3) Age and satisfaction level of overall experience

AGE	VERY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	VERY DISSATISFIED	TOTAL
Below 20	18	15	3	0	0	36
21 – 30	37	16	8	2	3	66
31 – 40	15	11	2	0	0	28
41 - 50	7	7	2	0	0	16
Above 50	2	2	0	0	0	4
TOTAL	79	51	15	2	3	150

Degree of freedom

DF=(r-1) *(c-1)

= (5-1) *(5-1)

= 4 *4

=16

Calculation of x^2

O	E	O-E	(O-E)^2	(O-E)^2/E
18	18.96	-0.96	0.92	0.05
37	34.76	2.24	5.02	0.14
15	14.75	0.25	0.06	0
7	8.43	-1.43	2.04	0.24
2	2.11	-0.11	0.01	0
15	12.24	2.76	7.62	0.62
16	22.44	-6.44	41.47	1.85
11	9.52	1.48	2.19	0.23
7	5.44	1.56	2.43	0.45
2	1.36	0.64	0.41	0.3
3	3.6	-0.6	0.36	0.1
8	6.6	1.4	1.96	0.29
2	2.8	-0.8	0.64	0.03
2	1.6	0.4	0.16	0.1
0	0.4	-0.4	0.16	0.4
0	0.48	-0.48	0.23	0.48
2	0.88	1.12	1.25	1.42

0	0.37	-0.37	0.14	0.38
0	0.21	-0.21	0.04	0.19
0	0.05	-0.05	0	0
0	0.72	-0.72	0.52	0.72
3	1.32	1.68	2.82	2.14
0	0.56	-0.56	0.31	0.57
0	0.32	-0.32	0.1	0.31
0	0.08	-0.08	0	0
TOTAL		0	70.86	11.01

Calculation value of X^2= 11.01

Chi square value	Degree of freedom	Significant value	Table value	Significant / not significant	Null hypothesis
11.01	16	0.05	26.29	Not significant	Accepted

INTERPRETATION

The result of the chi – square test reveals that the calculated chi – square value (11.01) is less than the table chi – square value (26.29) at 5% level of significance and therefore, there is no relationship between age and overall experience. Thus, the hypothesis is that the relationship between the two factors does not hold good. Hence, the null hypothesis is accepted.

4) Gender and influence

Gender	Brand reputation	Price	Features/ specification	After-sales service	Recommendation from friends/family	Advertising/ marketing	Other (please specify)	Total
Male	31	12	18	6	15	4	3	89
Female	28	7	15	0	10	1	0	61
Other	0	0	0	0	0	0	0	0
TOTAL	59	19	33	6	25	5	3	150

Degree of freedom

DF=(r-1) *(c-1)

= (3-1) *(7-1)

= 2 *6

= 12

Calculation of x^2

O	E	O-E	(O-E)^2	(O-E)^2/E
31	35.01	-4.01	16.08	0.46
28	23.99	4.01	16.08	0.67
0	0	0	0	0
12	11.27	0.73	0.53	0.05

7	7.73	-0.73	0.53	0.07
0	0	0	0	0
18	19.58	-1.58	2.49	0.13
15	13.42	1.58	2.49	0.19
0	0	0	0	0
6	3.56	2.44	5.95	1.67
0	2.44	-2.44	5.95	2.44
0	0	0	0	0
15	14.83	0.17	0.03	0
10	10.17	-0.17	0.03	0
0	0	0	0	0
4	2.97	1.03	1.06	0.36
1	2.03	-1.03	1.06	0.52
0	0	0	0	0
3	1.78	1.22	1.49	0.84
0	1.22	-1.22	1.49	1.22
0	0	0	0	0
TOTAL		0	55.26	8.62

Calculation value of X^2= 8.62

Chi square value	Degree of freedom	Significant value	Table value	Significant / not significant	Null hypothesis
8.62	12	0.05	21.02	Not significant	Accepted

INTERPRETATION

The result of the chi – square test reveals that the calculated chi – square value (8.62) is less than the table chi – square value (21.02) at 5% level of significance and therefore, there is no relationship between Gender & influence. Thus, the hypothesis is that the relationship between the two factors does not hold good. Hence, the null hypothesis is accepted.

FINDINGS:

1. **Customer Loyalty:** A majority (32%) of the respondents had been using Samsung mobiles for 3-5 years, indicating strong brand loyalty.
2. **Important Features:** The most important features for customers were the camera quality (45%), display (35%), and durability (30%).
3. **Network Connectivity:** Network connectivity emerged as the most significant factor influencing overall customer satisfaction.
4. **Age and Satisfaction:** There is a notable relationship between age and satisfaction with Samsung mobile features. Youngest users (18-30 years) were more satisfied with the mobile's features than older age groups.
5. **Customer Service Satisfaction**: Satisfaction with customer service was not influenced by the customer's age.
6. **Brand Image:** Samsung's brand image is a significant factor in retaining customers, with respondents generally satisfied with the overall brand experience.
7. **Technological Innovation:** Respondents appreciated Samsung's continuous innovation, particularly in camera and display technologies.

SUGGESTION

1. **Focus on Network Connectivity:** Improve mobile network performance and connectivity, as it is a critical factor for customer satisfaction.
2. **Enhance Battery Life:** Given its lower priority, improving battery life can make the phones more attractive to users, especially those with heavy usage needs.
3. **Strengthen Customer Service:** Although not a major factor in satisfaction, enhancing customer service could improve brand loyalty and overall user experience.
4. **Innovate with AI and Durability:** Further improve AI features and the durability of devices, which are increasingly important to users.
5. **Target Younger Audiences:** Continue to cater to students and young professionals, who are the primary demographic in the region.

CONCLUSION:

The study on customer satisfaction with Samsung mobiles in Coimbatore City (November 2024) surveyed 150 users. It found that most users, especially students (46%), preferred the Galaxy A and M series. Key factors influencing satisfaction were camera quality, display, and durability, while battery life was less important. The highest satisfaction was with network connectivity, while customer service received the most complaints. The study revealed a significant link between age and satisfaction with mobile features, but no connection with customer service. Overall, while Samsung's product quality was well-received, improvements in customer service are needed.

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