

A STUDY ON CONSUMERS PERCEPTION TOWARDS SAMSUNG SMARTPHONES

Raghul Rao A¹, Surendher R²

¹MBA Student Jerusalem College of Engineering, Chennai, India.

²Assistant Professor of Department Of Management Studies, Jerusalem College Of Engineering, Chennai, India

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ABSTRACT

This study aims to explore the consumer perception towards Samsung smartphones. The objective is to understand the factors that influence consumer's perceptions and preferences when it comes to Samsung smartphones. The research will employ a quantitative approach, utilizing a survey questionnaire to gather data from a sample of smartphone users. The study will analyze the data using statistical techniques such as descriptive analysis and regression analysis to identify key factors that influence consumer perception. The findings of this study will provide valuable insights for Samsung to enhance their marketing strategies and improve consumer satisfaction.

Keywords: Consumer Perception, Samsung Smartphones, Customer Satisfaction, Product Features, Brand Loyalty, Value for Money.

1. INTRODUCTION

The number of mobile phone users in India has overgrown in the last five years, expected to show rapid growth over the following years. Recent years have seen an explosion in Mobile Brands and their innovations in features, performance, aesthetics, and price. Mobile companies are springing up to offer their best. 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 favorite of millions. In the year 2011, Samsung was the largest vendor of smartphones in India. These phones come in all ranges and provide good services. It has not only captured the market but made a special place in the hearts of many users. Other mobile brands could not afford to ignore this vast and potential total addressable market and are giving tough competition to Samsung.

Material and methods

2. LITERATURE REVIEW

2.1.1 Conceptual Framework

The conceptual framework for understanding consumer perception toward Samsung smartphones is based on four primary independent variables: product features, brand image, pricing and value for money, and customer service and support. Each of these factors influences consumer satisfaction and loyalty, the dependent variable.

Product features such as camera quality, battery life, processing speed, and design are crucial in shaping consumer perception, as users prioritize high-performance attributes in their smartphones. Meanwhile, brand image plays a pivotal role, as Samsung's strong global reputation and established brand equity foster trust and positively affect consumers' attitudes and purchase decisions. Additionally, pricing and value for money directly impact consumers' perceived worth of Samsung smartphones, especially in competitive markets where buyers seek a balance between cost and quality. Value for money is particularly significant for mid-range models where price sensitivity is higher.

The fourth factor, customer service and support, encompasses the quality of after-sales services, including the frequency of software updates and availability of customer support. Effective customer service ensures that users' post-purchase experiences are satisfactory, thereby enhancing overall brand perception.

2.1.2 Empirical Evidence

□ Research by Padma & Kannan (2022) shows that smartphone features like camera quality, battery life, and processing speed are key in purchasing decisions. Similarly, Rani & Sharma (2020) note that consumers often prioritize performance and design alongside price, indicating these features heavily influence smartphone purchases.

□ Brand loyalty and image play crucial roles in consumer choice, especially in competitive markets. Studies by Liao (2020) and Dawar Sunny (2019) emphasize that consumers often choose Samsung for its strong brand image and reputation, a sentiment observed in high customer satisfaction and willingness to pay premium prices.

□ Social influence is a common motivator in smartphone selection. According to Kaushal & Kumar (2018), consumers are often influenced by peers and family who also use smartphones, leading to a preference for familiar brands like Samsung.

□ Social media also significantly shapes consumer perceptions. Gupta & Priyanka (2016) illustrate that platforms like Instagram and Facebook can reinforce brand recognition and influence purchase decisions through targeted advertising and influencer endorsements.

□ Studies also indicate that while brand image is essential, perceived value (price to quality ratio) is a significant factor. Snoj et al. (2004) found that consumers often associate higher prices with better quality, yet they expect a balance in cost and features, especially with mid-range models.

3. RESEARCH METHODOLOGY

Research methods refer of the techniques and approaches used to gather and analyze data in a research study. The choice of research methods depends on the research objectives, the type of data needed, and the nature of the research questions Here are some common research methods that can be employed in a study focused on consumer perception towards Samsung smartphones.

3.1 Research Design- Research design is a plan, structure and strategy of investigation to obtain answer to the research questions. Research methodology simply refers to the practical “how” of any given piece of research more specifically it’s about how a research systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

3.2 Data Collection- For this study, data were compiled from both primary and secondary sources.

3.2.1 Primary Data- Primary data is collected directly from firsthand sources through questionnaires, and similar methods. In this study, primary data were gathered using a structured questionnaire designed to assess consumer perceptions and behaviors regarding cashless transactions.

3.2.2 Secondary Data- Secondary data consists of information that has already been published. In this study, secondary data were collected from various sources, including internet resources, websites, existing research, and scholarly articles, to support the analysis of cashless payment systems and their impact on financial behavior.

Sample Design-

The sample design for this study consists of a clear plan to obtain a sample from the infinite population, with respondents selected using convenience sampling; the target respondents are members of the public, and a total sample size of 66 individuals was utilized for the research.

4. TOOLS FOR ANALYSIS

Chi-Square Test- The chi-square test serves as a statistical method to determine whether a significant association exists between categorical variables. By comparing the observed frequencies of data to the expected frequencies under the null hypothesis (which assumes no relationship), this test assesses whether the differences in frequencies are due to chance or indicate a meaningful relationship.

Regression Analysis- Regression analysis is a statistical technique that evaluates the relationship between a dependent variable and one or more independent variables. This method is instrumental in determining how factors, such as cashless transactions, influence financial behavior, enabling researchers to make predictions based on the identified relationships. By analyzing these interactions, regression analysis contributes to a deeper understanding of the dynamics at play in financial decision-making.

5. RESULTS AND DISCUSSION

a. Percentage analysis

Table 1 LOCATION OF THE RESPONDENT

LOCATION OF THE RESPONDENT					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	urban	51	77.3	77.3	77.3
	suburban	9	13.6	13.6	90.9
	rural	6	9.1	9.1	100.0
	Total	66	100.0	100.0	

INFERENCE- From the above table out of 66 respondent 77.3% are from urban area and 13.6% from suburban and 9.1% are from rural.

Table 2 YEARS WITH SAMSUNG

YEARS WITH SAMSUNG					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6 months to 1 year	40	60.6	60.6	60.6
	1 to 2 years	10	15.2	15.2	75.8
	more than 2 years	16	24.2	24.2	100.0
	Total	66	100.0	100.0	

INFERENCE- From the above table out of 66 respondent 60.6% have 6 months to 1 year experience with Samsung, 15.2% have experience with Samsung for 1 to 2 years, 24.2% have more than 2 years of experience.

Table 3 PLACE TO PURCHASE YOUR SAMSUNG PHONES

PLACE TO PURCHASE YOUR SAMSUNG PHONES					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	online	21	31.8	31.8	31.8
	retail stores	33	50.0	50.0	81.8
	carrier stores	7	10.6	10.6	92.4
	other	5	7.6	7.6	100.0
	Total	66	100.0	100.0	

INFERENCE- From the above table out of 66 respondent 31.8% will purchase their Samsung phone from online, 50% will purchase from the retail stores, 10.6% will be purchasing their Samsung phone from carrier stores and 7.6% from other.

b. Regression Analysis

To find out if there is significant relationship between the combination of advanced features (display size, storage capacity, processor speed, camera quality, battery life, and biometric security) in Samsung smartphones and consumer purchasing intentions."

(H0):"There is no significant relationship between the combination of advanced features (display size, storage capacity, processor speed, camera quality, battery life, and biometric security) in Samsung smartphones and consumer purchasing intentions."

(H1):"There is a significant positive relationship between the combination of advanced features (display size, storage capacity, processor speed, camera quality, battery life, and biometric security) in Samsung smartphones and consumer purchasing intentions."

Table 4 Regression

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.105	3	6.035	1.697	.205 ^b
	Residual	60.467	17	3.557		
	Total	78.571	20			
a. Dependent Variable: APPEALING FEATURES						
b. Predictors: (Constant), CAMERA QUALITY, BATTERY LIFE, BRAND REPUTATION						

p-value (Sig.) of 0.205, Since the p-value is higher than 0.05, we accept the null hypothesis. Hence, There is no significant positive relationship between the combination of advanced features (display size, storage capacity, processor speed, camera quality, battery life, and biometric security) in Samsung smartphones and consumer purchasing intentions."

5.2. CHI-SQUARE

Is there a significant difference in overall satisfaction with Samsung smartphones between male and female respondent

H0: There is no association in overall satisfaction with Samsung smartphones between male and female respondents.

H1: There is a significant difference in overall satisfaction with Samsung smartphones between male and female respondent.

Table 5 CHI-SQUARE

Test Statistics		
	GENDER OF THE RESPONDENT	RATING OF OVERALL SATISFACTION WITH SAMSUNG SMARTPHONES
Chi-Square	24.242 ^a	24.909 ^b
Df	1	4
Asymp. Sig.	.000	.000
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 33.0.		
b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 13.2.		

INTEPRETATION- From the above table, we can find that the significant value is 0.000, which is less than table value 0.05, so the Null hypothesis is rejected and Alternative hypothesis is accepted. Therefore, There is a significant difference in overall satisfaction with Samsung smartphones between male and female respondents.

6. CONCLUSION

This study examined the impact of cashless transactions on individual financial behavior, revealing significant trends in spending and saving habits associated with these payment methods. The findings indicate that the convenience of cashless transactions has led many respondents to report increased spending and decreased savings, marking a shift in financial behavior influenced by these options. Statistical analyses, including regression, correlation, ANOVA, and Chi-Square tests, provided valuable insights into the relationships between cashless payment usage and consumer behavior. Notably, while the duration of cashless transaction usage did not show a significant relationship with perceptions of economic contributions, strong correlations were identified concerning the types of purchases made using these methods. Cashless payments were found to be particularly prevalent for daily essentials, one-time purchases, and travel expenses. Furthermore, perceptions of cashless transactions improving saving habits varied with usage frequency, suggesting that increased adoption may foster better financial behaviors over time. Demographic factors also played a role in shaping perceptions of cashless transactions, with age emerging as a crucial influence on security perceptions. This highlights the need for targeted educational initiatives to address concerns among older individuals regarding cashless payments. The study emphasizes the importance of addressing the challenges and barriers to cashless payment adoption through efforts by stakeholders, including financial institutions, policymakers, and businesses. By developing educational campaigns, providing incentives, and improving accessibility, there is potential to cultivate a financially literate society that embraces cashless transactions responsibly. In summary, while cashless transactions show promise in positively influencing financial behavior, it is essential to ensure users receive adequate education and support during this transition. Through targeted interventions and ongoing engagement, the benefits of cashless payments can be maximized, contributing to a more inclusive and economically empowered society.

7. RECOMMENDATIONS

To strengthen its market position and enhance consumer satisfaction, Samsung should prioritize improvements in product features, specifically focusing on camera quality and processing power. As these are key factors in consumer perception, continuous innovation in camera technology and faster processors will allow Samsung to better compete, particularly in the high-performance and mid-range segments. Addressing common technical issues, like overheating and software lag, is another priority. These are frequently cited problems among users and may affect brand reputation if left unaddressed. Samsung should proactively address these concerns through more frequent software updates, optimizing device performance and longevity. Additionally, enhancing after-sales support will further increase customer loyalty. Samsung could expand its customer service channels, including more accessible online and in-person support, and improve response times to address user concerns more effectively. This support is especially vital for mid-range device users, who may not have access to premium service options but still expect dependable customer assistance. By strengthening customer service, Samsung can convert satisfied users into loyal brand advocates. Moreover, Samsung should commit to delivering regular software and security updates. Such updates not only resolve performance issues but also ensure the latest security measures, fostering consumer trust. Security updates are increasingly important as consumers become more conscious of data protection and device integrity. Compliance with ethical standards Disclosure of conflict of interest No conflict of interest to be disclosed.

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