



A Study on Customer Satisfaction Towards Samsung Smart Phones With Reference to Coimbatore City

KEYWORDS

Customer satisfaction, Samsung smart phones, Awareness level on smart phones

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ABSTRACT *Customer Satisfaction should be the main aim of a business. It is essential for businesses to effectively manage customer satisfaction. To be able to do this, firms need reliable and representative measures of satisfaction. The importance of customer satisfaction diminishes when a firm has increased bargaining power. The researcher has conducted this study to find out the level of customer satisfaction towards Samsung smart phones. The target respondent includes those customers who are using the Samsung smart phones. The collected data was edited, coded and tabulated by using some statistical tools.*

1. INTRODUCTION

Smart phone is a term for distinguishing mobile phones with advanced features from basic feature phones. Early smart phones typically combined the features of a mobile phone with those of another popular consumer device, such as a Personal Digital Assistant (PDA), a media player, a digital camera, and GPS navigation unit. Modern smart phones include all of those features plus the features of a laptop, including web browsing, Wi-Fi, and 3rd-party apps and accessories. **Customer satisfaction** is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

2. STATEMENT OF THE PROBLEM

This research is pertaining to find out the present customer satisfaction of smart phones in the study area with special of Samsung mobiles. The study on customer satisfaction helps to know who the customers were, what they want, how they use react to the mobile. The customers were carefully studied by conducting survey on customer satisfaction. This study will help to gain knowledge about the market factors influencing the customer to prefer a particular brand and problems faced by on using such brands and so on.

3. SCOPE OF THE STUDY

From this study, the performance and problems of the customer can be analysed. The study helps to know the factors that influence the customer to by the product. This study helps to know the necessary change in product features and customer feeling about the Samsung smart phone. The study will be useful for the company to make necessary changes in price, designs, apps, and etc.,

4. OBJECTIVES OF THE STUDY

- To know the socio-economic status of respondents.
- To know the awareness level towards Samsung smart phones in terms of features, applications and services etc.,
- To study the factors to be considered while buying the Samsung smart phones.
- To study the major competitors & market position of the

Samsung smart phones.

- To know the satisfaction level of customers' towards Samsung smart phones.
- To offer suggestions to improve the quality of Samsung smart phones.

RESEARCH METHODOLOGY

5.1 RESEARCH DESIGN

The research design of the project is descriptive as it describes data and characteristics associated with the population using mobile phones. Descriptive research is used to obtain information concerning the current status of the phenomena to describe "what exists" with respect to variables in a given situation.

5.2 AREA OF STUDY

The study was conducted in Coimbatore city.

5.3 PERIOD OF STUDY

The study covers a period of 2 months.

5.4 METHOD OF DATA COLLECTION

To accomplish the objectives of the study, both primary and secondary data's were collected.

Primary Data

Primary data is that data which is collected for the first time. It is original in nature in the shape of raw material for the purpose of collection of primary data a well structured questionnaire was filled by the respondents. The questionnaire comprises of close ended as well as ended questions.

Secondary Data

Secondary data is the data which is already collected by someone. They are secondary in nature and area in shape of finished product. Secondary data was collected so as to have accurate results. Required data was collected from various books, magazines, journals and internet.

SAMPLING METHOD

The sampling used for the study is convenient sampling. This sampling is selected by the researcher for the purpose of convenience to access.

5.6. SAMPLE SIZE

For the study, sample sizes of 150 respondents were selected.

5.7. STATISTICAL TOOLS USED

For this study Simple percentage method and Raking are used.

LIMITATIONS OF THE STUDY

- The survey was limited to Coimbatore region only, so it cannot be generalized to all the cities.
- The samples size is limited to 150 customers only.
- Time is one of the major constraints.
- At most care taken by the researches to choose the correct information from the respondents.
- The study is based upon primary data, so any wrong information given by the respondents may mislead the findings.

ANALYSIS AND INTERPRETATION

Simple percentage method: Number of respondent's distribution shows the number of frequencies in various classes, which helps to get some preliminary ideas with respect to the objectives under study. Therefore, as a first step number of distribution with respondents for various variables. To interpret the result comprehensively percentage value are computed. The percentage method was extensively used for analysis and interpretation.

TABLE .1. PERSONAL FACTORS OF THE SAMPLE RESPONDENTS

S. NO	FACTORS	DESCRIPTION	NO.OF RESPONDENTS	PERCENTAGE (%)
1	Gender	a)Male	96	64
		b)Female	54	36
2	Age Group	a)Below 25 Years	96	64
		b)25-35 Years	38	25
		c)36-45 Years	11	7
		d)Above 45 Years	5	3
3	Marital Status	a)Married	56	37
		b)Unmarried	94	63
4	Education	School Level	25	17
		Under Graduate	52	35
		Post Graduate	57	38
		Professionals	16	11
5	Occupation	Others (Specify)	0	0
		Student	39	26
		Business	65	43
		Agriculture	20	13
		Professionals	23	15
6	Level of Income	Others (Specify)	3	2
		Up to Rs. 20000	53	35
		Rs. 20001- Rs. 40000	40	27
		Rs. 40001- Rs. 50000	12	8
7	Nature of Family	Above 50000	15	10
		Nuclear	96	64
		Joint	54	36

TABLE 2. STUDY FACTORS OF THE SAMPLE RESPONDENTS

1	Awareness of the Smart Phones	Advertisement	90	60
		Salesman	20	13
		Friends	40	27
		Others	0	0
2	Media of awareness	TV	90	60
		Newspaper	20	13
		Magazine	10	7
		Internet	30	20
3	Period of Usage time in the smart phones	Less than 1 Year		
		One Year		
		Two Years		
		Three Years		
4	Mode of Purchase	Cash	132	88
		EMI	18	12
		htc	6	7
5	Influencing Factors	Price	27	18
		Durability	28	19
		Handling Convenience	63	42
		Quality of service	32	21
6	Reason Behind Using	Mobile Features	13	9
		Browsing facilities	30	20
		Applications	22	15
		All the above	85	57
7	Lacking in Samsung smart phones	Same Applications and Features	32	26
		Screen size and OLED displays	12	10
		Software	23	19
		Less Battery facilities	57	46

TABLE 3. RANK THE COMPETITORS OF SAMSUNG SMART PHONES

COMPETITORS	TOTAL SCORE	RANK
1. Appleiphone	559	IV
2. Sony	613	I
3. Blackberry	584	II
4. htc	566	III
5. Nokia	488	V
6. Micomax	373	VI

SUMMARY OF FINDINGS, SUGGESTION AND CONCLUSION

8.1. FINDINGS

8.1.1. Percentage Analysis

- The majority 80% of the respondents are enquiring about

the product.

- The majority 60% of the respondents are aware about the Samsung smart phones by advertisement.
- The majority 60% of the respondents are through TV advertisement.
- 32% of the respondents are using the Samsung smart phones for more than 3 years.
- The majority 88% of the respondent's mode of purchase is cash basis.
- The majority 77% of respondents are aware about the availability of service.
- 42% of the respondents consider Handling Convenience to buy Samsung smart phones.
- 42% of the respondents have positioned that the current market is in boom.
- 36% of the respondents change their smart phones due to Quality.
- Majority of the respondents are satisfied with regards to the Quality, Features and Price.

8.1.2. Ranking Analysis

Competitors of the Samsung Smart Phones

- Among six competitors brands, the brand "Sony" has been ranked as I
- The brand "Blackberry" has been ranked as II
- The brand "htc" has been ranked as III

8.2 SUGGESTIONS

There is a wide scope for further development of Samsung smart phones. The world of mobile field is not static; it is always subject to change according to technology. To keep abstracted of the technological improvement the Samsung smart phones need refinement.

- They should get the feedback report from the customer in order to fulfil the customer needs and wants.

- As far as the battery backup is concerned, 38.67% of the respondents are in neutral level. Therefore it can be suggested that they should increase the battery backup.
- They should reduce the price in order to gain more customers and to beat their competitors.
- They should provide lot of new models to beat their competitors.
- 32% of the sample respondents have mentioned that same applications and features in all the smart phones, hence it is suggested that they can change the applications and features of Samsung smart phones.
- 36% of the sample respondents have mentioned "quality" as the reason for changing the smart phones. Hence, it is recommended that the company should try to improve the quality in order to satisfy their customers.
- Among the various models, the model "Samsung galaxy Y duos" has been ranked as last". Hence, it is suggested that some extra features can be added. So that, it can have the highest rank.
- With regard to advertisement of the Samsung smart phone is concerned, 64.67% of the respondents are highly satisfied. Hence, it can be suggested that the company should maintain its advertisement in the same level or even more in order to maintain its customer.

8.3 CONCLUSION

This study conducted from Coimbatore city, Samsung smart phones is a highly moving smart phones, when compared to other smart phone. The study about the various aspects of customer satisfaction on Samsung smart phones in Coimbatore city satisfied the following objectives i.e. handling convenience in Samsung smart phones and the quality of service provider in Samsung smart phones. The survey conducted from Coimbatore city helps to make identification over its strength and weakness of Samsung smart phones.

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