

A Study of Customer Satisfaction Level of Samsung User in Nagpur City

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Abstract: Samsung is described as a world leader in consumer electronics and it specialises the manufacturing and sales of a variety of consumer electronic products. The Samsung brand has become very popular throughout the world and has very high brand recognition. The company boasts a very sophisticated research and development function and it has made this company to become very innovative businesses in the world. Samsung continuously strives to achieve product diversification and over the years, it has come up with many winning products such as its Samsung. It is a very innovative company that comes up with new products to satisfy new consumer requirements. It is also a very technology-oriented company and it continuously improves its technology infrastructure and acquisition. It uses very advanced technologies to help it come up with new and innovative offerings for its customers and to attract them away rivals such as Apple and Lenovo. Despite its success, Samsung continues to face a number of challenges such as increasing threats of competition, a drop in sales of its smartphone within its main market which is the United States, and also the threat of the coronavirus pandemic. Recommendations are made in this paper about out how Samsung can improve its position in the market and to become more competitive and achieve higher profits

Keywords: Samsung, Customer Satisfaction, Samsung Brand

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