

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

I. INTRODUCTION

Samsung was founded by Lee Byung-chul in 1938 as a trading company. Over the next three decades, the group diversified into areas including food processing, textiles, insurance, securities, and retail. Samsung entered the electronics industry in the late 1960s and the construction and shipbuilding industries in the mid-1970s; these areas would drive its subsequent growth. Following Lee's death in 1987, Samsung was separated into five business groups – Samsung Group, Shinsegae Group, CJ Group and Hansol Group, and Joong Ang Group.

1.1 CONCEPT

Customer satisfaction refers to the level of contentment or fulfillment experienced by customers after interacting with a product, service, or overall brand experience. It is a measure of how well a business meets or exceeds customer expectations and addresses their needs and desires. Customer satisfaction is typically influenced by factors such as product quality, customer service, pricing, convenience, and overall customer experience. Satisfied customers are more likely to repeat purchases, recommend the business to others, and contribute to the company's long-term success.

Marketing is about satisfying needs and wants through an exchange process“

Philip Kotler

Marketing is the process by which a firm profitably translates customer needs in to revenue

Mark burges

1.2 OBJECTIVES

- To study about the popularity of Samsung mobile phones among different customers
- To examine the profile of the Samsung mobile communication facilities in the study area.
- To know about innovative technologies in Samsung mobiles phone.

1.3 HYPOTHESIS :

The Current Study says that:

- Brand image of Samsung is positive in market place of Nagpur city.
- Brand image of Samsung is negative in market place of Nagpur city.

II. RESEARCH METHODOLOGY

Data Collection

Primary Data

Secondary Data

Primary Data:-

This data is gathering from first-hand information sources by their searcher this data Collection from employees ,manager clerk etc. The primary data was collected from the respondents by administering structured. Questionnaires and also through observation & discussion with management.

Interview.

Google form

Observation.

Survey through Questionnaire and schedule.

Secondary Data:-

A research over the internet helped us to collect data relevant information about the State Bank of India. We had various website to have better knowledge of their search.

Books

Internet

Newspaper

SAMPLE

Sample Size:-Thesamplesizechosenforthisstudyis100 respondents.

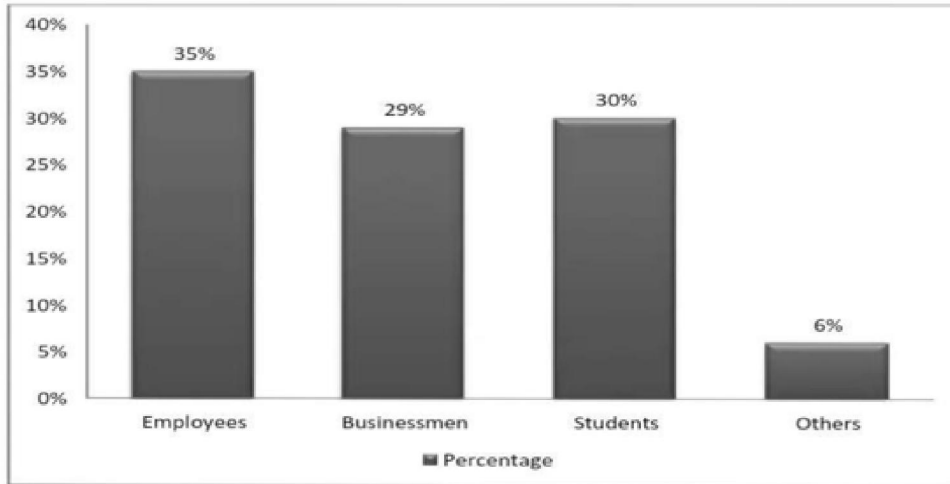
SELECTION OF SAMPLING METHODS

Simple Random Sampling

III. RESEARCH ANALYSIS AND INTERPRETATION

| Professionals | No. Of respondents | Parentage |
|---------------|--------------------|-----------|
| Employees | 35 | 35% |
| Business man | 29 | 29% |
| Student | 30 | 30% |
| Others | 6 | 6% |
| Total | 100 | 100% |

1 . What types of professionals using smart phone?

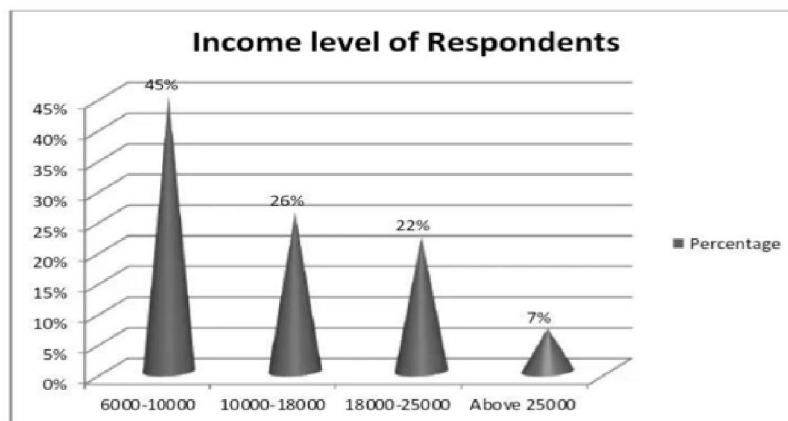


Interpretation: From the above table it in dictate that the different type of professionals using smart phone are employees 35(35%), business man 29(29%) students 30 (30%) and others 6(6%) .It's shows the common important of phones now day's.

2. of respondents who are using smart phone?

| Income levels | No. Of respondents | Percentage |
|---------------|--------------------|------------|
| 6000-1000 | 45 | 45% |
| 10000-18000 | 26 | 26% |
| 18000-25000 | 22 | 22% |
| Above 25000 | 7 | 7% |
| Total | 100 | 100% |

Fig.1.2

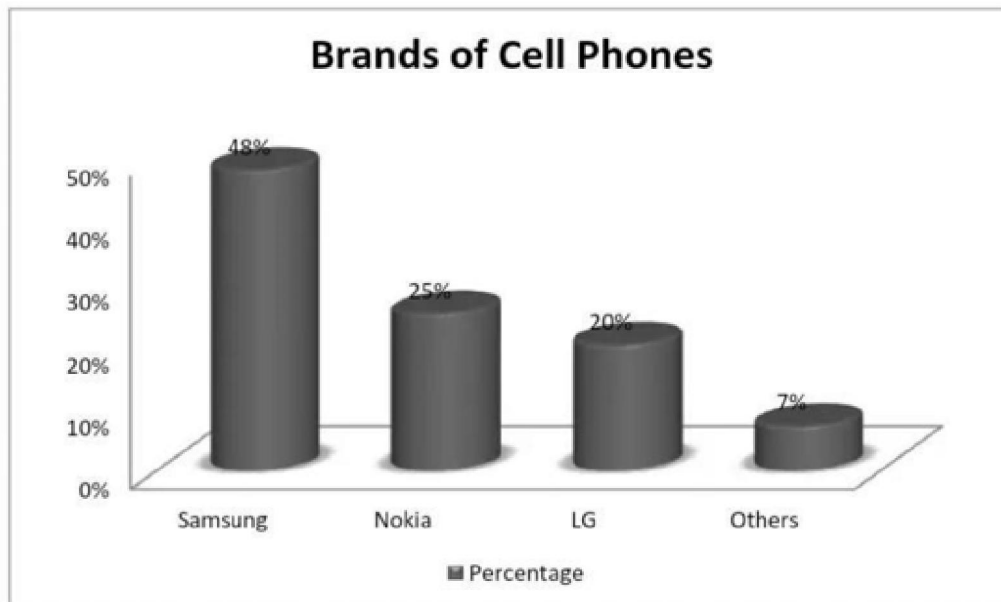


Interpretation:

The above table indicates that the majority of respondents with the income level 6000-10000 using mobile are 45(45%) and then move down to 10000-18000 the 26(26%) of respondents using mobile then 18000-25000 22% of respondents using mobile and above 25000 7% of respondents are using mobile

3. Which brand cell phone you have?

| Brand | No. Of respondents | Percentage |
|---------|--------------------|------------|
| Samsung | 48 | 48% |
| Nokia | 25 | 25% |
| Lg | 20 | 20% |
| Others | 7 | 7% |
| Total | 100 | 100% |



Interpretation: according to about table it is indicate that 48% of respondents are using Samsung cell 25% of respondents are using Nokia and 20% of his family using them turn and 7% off it is calling using other like Chinese. It means the market of Samsung is good that compare d to other competitors such as Samsung & LG etc.

IV. CONCLUSION

From the study it was found that most of the respondents used other brand then Samsung before, 23% of Respondents switched to Samsung because their previous mobile brand was not functioning well, 37% were satisfied with its functioning.

And many agreed that because of price and durability they are using Samsung, 6% of the respondents will Again go for Samsung because of high durability, 20% would like to purchase it again for price competitiveness, 14% of Respondents would like to have this brand again because of its aesthetics, 13% respondents find it stylish and modern, 37% Find it more functional, 9% would like to go for it again because of friends' recommendation and 1% would like to go for it Because of celebrity effe

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