



A STUDY ON CONSUMER PREFERENCE TOWARDS SAMSUNG MOBILE PHONE WITH REFERENCE TO CHENNAI CITY

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Abstract: World is changing according to the new technologies that developing day by day. And the people also changes along with its update. Technology and internet created new products and new markets. The understanding of consumer made introduction of smart phone sector. Now we can watch the growth of mobile industry day by day. The scope of the study is to analyse the preference towards Samsung mobile which help to know the level of preference and to increase the attraction of the consumers towards the Samsung brand in the future. Then it is used to identify the product features, buying motives, and to know whether the products which are used by the consumer to reach their expectation level.

1. INTRODUCTION:

We can see the growth of Samsung mobile along with the time. Factors such as price, functions, specification, and country of origin are the main characteristics that a buyer searches. Samsung mobiles have such features that make everyone buying it. We can see its growth from when it introduced and it was the 6th Interbrand's Best Global Brand in 2019. The consumer tries to buy which is most suitable to them and Samsung succeeded in making their consumer happy.

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. Since 1990, Samsung has increasingly globalized its activities and electronics; in particular, its mobile phones and semiconductors have become its most important source of income. The innovative features and build quality made Samsung favorite of millions.

2. LITERATURE REVIEW:

Consumer preference:

Consumer preference refers to the customer's opinion of your business or products. It summarizes how customers feel about your brand including every direct or indirect experience they've had with your company. By monitoring customer preference your business can spot common user pain points and improve the customer journey.

Measuring consumer preference requires you to gather a variety of qualitative and quantitative customer data. You'll need to look at resources like product usage reports, surveys, and customer interviews to get an accurate view of customer preference. If you don't have this data, consider adopting customer feedback tools to help you collect this information from your customer base.

The various literature related to the consumer attitude towards smartphone were studied for this study some of them are,

- **Osman et al.** concluded that the selling price is not the most important factor that affects smartphone



purchasing decision, whereas the consumers perceive other factors such as design, connectivity, and performance to be more important than the price.

- **Kaushal and Kumar** inferred that the consumers are using or want to purchase Smartphone because their social circle is using it and hence, they are also motivated and inspired to use Smart phone.
- **Nagarkoti** found that customers pay huge money in smart phones for latest technology and for brands.
- **Mohan** conducted a survey and his findings where Smartphone is just not only the want of customer but a need. Moreover, consumer perceives brand image while purchasing smartphone and few consumers in Indian market are brand loyal.
- **Liao concluded** that when buying a smartphone, a consumer sees the brand image more than other factor such as design, integration of hardware and software, file transfer and display, price of additional, purchase, price of the phone and camera.
- **Rani and Sharma** found that the maximum users purchased the Smartphone for work related purpose. The price, performance, design and quality factors play an important role for smartphone purchase.
- **Malviya et al.** found that people in Indore are buying Smartphones irrespective of its prices. He also added that features like brand, social

image, technology and durability are playing major role in buying decisions of consumers in Indore.

- **Mack and Sharpies (2009)** showed that ability in the most important determinant of mobile choice. Other attributes particularly features, aesthetics and cost are other factors that have implication on the choice of mobile brand.
- **James (2014):** from the magazine smart addictions he carried out research on mobile phone use and discovered a large use of 1.5 hours a day. Their findings showed a range of characteristics associated with a dick to use. The number of messages sound and received skill at using SMS were significant predictors of mobilephone among people.
- **Malasi (2012)** explained the influence of product attributes on mobile phone preference among undergraduate university students in Kenya. The study indicated that varying the product attributes has an influence on the undergraduates' student. Preference on mobile phones. Various aspects of product and brand attributes were considered such as color themes, visible name labels and mobile phone with variety of models, packing for safety, degree of awareness on safety issues, look and design of the phone.

3. ABOUT THE TOPIC:

Samsung users were the most satisfied smartphone owners in the US last year, per the American Customer Satisfaction Index (ACSI) Wireless Phone Service and Cell Phone Study. Out of 100, Samsung got an ACSI score of 81, unchanged from the year prior. Samsung loyalists have long placed multitasking capabilities at the top of the list of reasons they prefer Galaxy devices. Galaxy devices leverage crisp, expansive screens to give users a variety of options for working across multiple apps..

- To know the change of buying behavior between Samsung Mobile and Other smartphone.
- To understand how consumers make a purchase decision to satisfy their needs and wants.
- To analyze the level of satisfaction towards their Purchasing method.
- To find the right choice of market option for a new and existing businesses

4. RESEARCH OBJECTIVE:

The scope of the Research study is:

- ❖ To analyse the preference towards Samsung mobile which help to know the level of preference and to increase the attraction of the consumers towards the Samsung brand
- ❖ To identify the product features, buying motives, and to know whether the products which are used by the consumers to reach their expectation level.
- ❖ To identify the factors influencing the consumer preference of people.
- ❖ The study is done with the consumers who have preference towards Samsung smart phone who are the students and working professionals in Chennai.



5. RESEARCH METHODOLOGY:

A research methodology involves specific techniques that are adopted in research process to collect, assemble and evaluate data. It defines those tools that are used to gather relevant information in a specific research study. Surveys, questionnaires and interviews are the common tools of research . Frequency analysis, correlation and chi square test is used in the study for data analysis. A sample of 100 respondents has been collected based on the convenience sampling from the people of Chennai city.

6. DATA ANALYSIS AND INTERPRETATION:

FACTORS INFLUENCING TO BUY SAMSUNG MOBILE

1) What make a decision to buy a Samsung mobile

Frequency		Percent	Valid Percent	Cumulative Percent
Valid	Previous user experience	48	46.6	46.6
	Friends review	31	30.1	76.7
	Internet recommendations	12	11.7	88.3
	TV	3	2.9	91.3
	Ads	9	8.7	100.0
	Total	103	100.0	100.0

INTERPRETATION:

From the above table it can be interpreted that 48% of the respondents said they buy mobile based on previous user experience, 31% of the respondents said that they buy mobile based on friend’s review, 12% of respondents said that they buy mobile based on Internet

CORRELATIONS:

			Which series of Samsung mobile is preferred by you?	
Spearman's rho	Income	Correlation Coefficient	1.000	.095
		Sig. (2-tailed)	.	.341
		N	103	103
	Which series of Samsung mobile is preferred by you?	Correlation Coefficient	.095	1.000
		Sig. (2-tailed)	.341	.
		N	103	103



INTERPRETATION:

From the above table it can be inferred that person correlation value is 0.095 and significant value is 0.341 which is higher than 0.05 hence in SPSS if the significant value is higher than 0.05, null hypothesis is accepted and alternative hypothesis is rejected.

INFERENCE:

There is no significant relationship between income and series of Samsung mobile preferred.

7. FINDINGS

- Majority of the respondent are between the age of 18-25
- Majority of the respondents group belong to students
- Majority of the respondents belong to the income group of below Rs.30,000
- 46% of the respondents prefer to buy Samsung mobile based on previous user experience.
- Null Hypothesis is accepted and alternative hypothesis is rejected with no significant relationship between income and Samsung mobile series.
- Null Hypothesis is accepted with no significant relationship between gender & mobile outlet preference
- Majority of the respondents use Samsung prefer to buy the Samsung mobile phone.
- The respondents are willing to pay for Samsung mobile for Rs. 20,000 to 40,000
- Around 40% of respondents willing to buy in person
- Around 60% of the user find the Samsung mobile to be more user friendly.

8. RECOMMENDATIONS:

- This study reveals that, demographic factors of consumer have an influence on brand choice and brand switching of mobile phone.
- Demographic factors such as gender, age, monthly income, occupation, and education influence the attitudes governing brand choice and brand switching for the customers of mobile phone.
- It was found that although the choice of a mobile phone is a subjective choice situation, there are some general factors that seem to guide the choices.
- The studies show that price and technical problems are the basic reason to change mobile phone among the respondents.
- Some of the reasons for switching brand are operating system
- So the mobile phone organizations should consider the drawbacks of their brand and make necessary changes to develop and improve their sale.

9. CONCLUSION:

Based on the study, most of the respondents are satisfied with Samsung's gadgets. The aspects that customers are most satisfied with are the brand image and availability of different sizes. The aspect that customers are most dissatisfied with is price. Young people have been found to score higher than old people on most aspects of the Samsung gadgets. During the evaluation of smart phones, it acts as a luxury product in due course of time it became the basic necessity of every human. A mobile hand-held computer. New generation may be called as mobile phone generation. Mobile phones have become an inseparable part of human. Among the people SAMSUNG is the leading in the mobile industry. Among many of branded mobile phone were perfect SAMSUNG because of its quality and new innovation. And it is easy to browse the internet, best cost control, good battery life and better services. They are the market leaders.

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