

**A STUDY ON CUSTOMER PREFERENCE AND  
NEED IN SAMSUNG MOBILES**

Submitted in partial fulfilment of the requirement for the reward of

**BACHELOR OF COMMERCE**

BY

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**BACHELOR OF COMMERCE**

**SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA INSTITUTION OF SCIENCE AND TECHNOLOGY**

**(DEEMED TO BE UNIVERSITY)**

Accredited with grade "A" by NAAC | 12B status by UGCC | approved by AICTE

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**SATHYABAMA**

INSTITUTE OF SCIENCE AND TECHNOLOGY

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**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. PRADEEP V**, Register Number **39740171** is a Bonafide student of our Institution pursuing **BACHELOR OF COMMERCE** in **GENERAL** during the academic year **2021-2022**. He will be completing the course in the year **2022**.

This certificate is issued for the purpose of applying **FINAL YEAR PROJECT**.

ANNAI AMALA VIDYA

INTERNAL GUIDE

EXTERNAL GUIDE

**DR. BHUVANESWARI G.**

**Dean, school of business administration**

Submitted for viva voice examination held on \_\_\_\_\_

INTERNAL EXAMINER

EXTERNAL EXAMINER

## DECLARATION

I Pradeep v 139740171. Here declare that the project report entitled "**A STUDY ON CONSUMER PREFERENCE AND NEEDS IN SAMSUNG MOBILES**" done by me under the guidance of Dr ANNAI AMALA VIDYA Ms is submitted in partial fulfilment of the requirement for the bachelor of commerce

Date

Place; Chennai

Pradeep v

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**PRADEEP V**

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## **ABSTRACT**

This study examines Consumer Preference and needs for Samsung Mobile Phone. Samsung is one of the well-known electronic brands which has manufactured and marketed various electronic products and gadgets. Everyone can use this mobile phone because the price sale is suitable for the consumers' demands, satisfaction and wants. The purpose of this paper is to indicate how Samsung mobile phone can implement its level in the reform process to international standards with other brands and models. The main objective of the study is to provide an introduction to indicate its value for analyzing consumer preference based on the value that the consumers attach to the attributes of the goods that they intend to purchase. The research method which can be used the quantitative and qualitative tools with collecting data information. The sources of data was explained the first primary source and elementary sources

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# CHAPTER 1

## 1.1 INTRODUCTION

Consumer perception implies one's behaviour towards any product or service marketed, it is that marketing concept which encompasses a consumer's acquaintance about offerings of any product or service of a particular company. Consumer perception plays a vital role in success of any marketed product or services as their attitude towards the particular product or service will decide the retainment of the product or service in the market. The number of mobile subscribers in India has overgrown in the last four 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, and price. 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 favourite of millions. In the year 2022, Samsung was the largest vendor of smartphones in India. It has not only captured the market but made a special place in the hearts of many users.

Samsung is a south Korean multinational enterprise company headquartered in Samsung town SEOUL. It has numerous subsidiaries and affiliated businesses; most of them united under the brand, and is the largest south Korean business conglomerate. 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 industries 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 has increasingly globalized its activities, and electronics, particularly mobile phones and semiconductors, have become its most important source of income. For over 70 years, Samsung has been dedicated to making a better world through diverse businesses that today span advanced technology, semiconductors, skyscraper and plant construction, petrochemicals, fashion, medicine, finance, hotels, and more. Samsung electronics leads the global market in high-tech electronics manufacturing and digital media.

## 1.2 INDUSTRY PROFILE

The Indian mobile industry is the fastest-growing globally, and India continues to add more mobile connections every month than any other country in the world. The telecom boom in the country provides excellent opportunities to handset manufacturers. India is currently facing the onslaught of cheap sub-standard Chinese phones, which occupy 25% of the market.

India is the world's second-largest telecom market, after China. In India, handsets are categorized as high, medium, low. The medium cost segment is likely to be the fastest-growing segment in terms of volume; affordability of feature-rich handsets is also expected to be a key enabler of handset adoption.

The Indian mobile handset market has gotten even more crowded and fragmented in the lower and mid-market segment due to new players' entry offering innovative models at attractive prices to lure buyers. There is a massive demand for low-cost handsets of the total handsets' sales. The majority of the volume is where one will find most Indian and Chinese manufacturing playing. Low-cost devices will grab 60% of the market over the next 3 – 4 years. One can get a handset cheaply with features like a good memory, touch screen, cameras, more extended battery life, etc. The majority of the Indian manufacturers are in the low price band, which is why the market is looking quite competitive. However, if they move up the price band, then they face competition from global players.

When the low-end segment customer goes for repeat purchases, they go for low-cost mobile phones with extra features. Many of them are willing to pay higher prices for the new features, and vendors are taking advantage of the customer's psychology by assessing these factors.

In this global era, technology has become an integral part in our lives. The saying 'world is at your fingertips' has become predominant nowadays. From desktop to laptops, technology has further minimized to smartphones. Smartphone usage has proliferated in recent years. Some areas of the world have enjoyed rapid deployment and high penetration of mobile telephony [1]. 70% of the world's population own at least one Smartphone. In today's society, people are becoming more and more rely on technology especially when communicating with others. Smartphone industry has been booming since 1983. Since then, there have been many large mobile phone companies stepping their foot

into the industry. Western Smartphone makers, like Apple and Google, are increasingly looking east for growth, giving countries like India significant influence over the sorts of features they build into their phones.

### **1.3 Company profile**

SAMSUNG Group Korean a South Korean multinational conglomerate headquartered in Samsung Town, Seoul. It comprises numerous affiliated businesses, most of them united under the Samsung brand, and is the largest South Korean chaebol (business conglomerate). Lee Byung-Chul founded Samsung in 1938 as a trading company. Over the next three decades, the group diversified into food processing, textiles, insurance, securities, and retail. Samsung entered the electronics industry in the late 1960s. Following Lee's death in 1987, Samsung was separated into five business groups. Samsung Mobile Division is one of five divisions within Samsung Electronics, belonging to the Samsung Group, and consists of the Mobile Communications Division, Telecommunication Systems Division, Computer Division, MP3Business Team, Mobile Solution Centre, and Telecommunication R&D Centre.

Telecommunication Business produces a full spectrum of products from mobile and other mobile devices such as MP3 players and laptop computer to telecommunication network infrastructure. Headquarters is located in Suwon, South Korea. Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media, and digital convergence technologies. Employing approximately 222,000 people in 205 offices across 71 countries, the company operates two separate organizations to coordinate its nine independent business units: Digital Media & Communications, comprising Visual Display, Mobile Communications, Tele-communication Systems, Digital Appliances, IT Solutions, Digital Imaging; and Device Solutions, consisting of Memory, System LSI, and LCD. Recognized for its industry-leading performance across various 14 economic, environmental, and social criteria, Samsung Electronics was named the world's most sustainable technology company in the 2011 Dow Jones Sustainability Index. In 2007 Samsung Mobile Division Business reported over 40% growth and became the second-largest mobile device manufacturer in the world.

Samsung introduced its first mobile phone to India in 2004. In 2008, Samsung Electronics' Telecommunication Business declared its new business strategy focusing on consumer and marketing. Samsung mobile phones are divided into six major categories – Style, Infotainment, Multimedia, Connected, Essential, and Business.

## **1.4 SCOPE OF STUDY**

- This study will provide the company which is to know about the consumer preference with the facilities and the various features.
- The scope of this main study is the knowledge of the company details, quality, product features, services & values which provided by the company manufactures and the relation with consumer satisfaction.
- The Samsung mobile phone has an advanced design with higher technology with regard to concept galaxy of smart phones.
- This study will solve the problems of the consumer preference which the company produces this brand.

## **1.5 OBJECTIVES OF STUDY**

- To study about customers preference of Samsung mobiles.
- To explore the level of satisfaction towards Samsung mobiles
- To know the customers problem and opinion about Samsung mobiles.
- To study the awareness of Samsung in the market

## **1.6 Statement of the problem**

In the present scenario, cellular phone companies have heavy competition in the mobile market. The study covers the buying behaviour of consumers and the features that make Samsung mobile different from others. Furthermore, this study also covers their strategies exercised by the company.

## CHAPTER 2

### REVIEW OF LITREATURE

#### 2.1 REVIEW OF LITRATURE

Review of related literature is one of the first steps in the research process. It consists of a summary of research findings carried on the same directly and indirectly related topics. This review provides insight to the researchers regarding what is already known and what remains to be tested regarding research.

- Therefore, this chapter aims to review the literature on mobile phone-related work. In other words, the studies have been undertaken by various researchers in India and a broad concerning mobile phone purchase preferences
- DR. DAWAR Sunny (2019) Samsung brand is considered the most preferred brand in the RAJASTHAN than Video con. The results have shown that Samsung consumer appear to be brand loyal, willing to pay a premium price and have a great community sense than Videocon consumers. The data was collected using the consumer survey method. The usable questionnaires were collected from 275 consumers.
- Mr. BANKAPUR BANGARAPPA and DR. SHIRALASHETTI A.S (2017) Customers preferred brand image, features, battery backup, and resale value with an expected price. Today, every company is facing tough competition in the world. Customer satisfaction is the most critical event in management, and companies are trying to identify the needs, wants, and demands of the customers.
- JOEL BILLIEUX (2017) despite its clear advantage, cellular phone use has been associated with harmful or potentially disturbing behaviour's the mobile phone's problematic use is considered an inability to regulate one's mobile use
- KANNUSAMY K and KARTHIKA S (2015) Customer's satisfaction is a growing concern among Indian businesses. The consumer with higher education,

information, and awareness demands better value for money. Retaining current customers and winning future customers is becoming an increasingly challenging task for Indian marketers. Today, the customers are considered a king, and their buying behaviour has become the focal point of the business world's attention. Globalized companies face stiff competition and have to develop products and strategies to develop products and strategies to attract customers

- Mrs. JAGADHAMBAL A and Mrs. KARPAGAMBIGAI K (2015) Business always starts and closes with customers and hence the customers must be treated like the King of the market. All the business enhancements, profit, status, image of the organization depends on customers. Hence all organizations need to meet all the customers' expectations and identify that they are satisfied customers
- SUBRAMANYAM and VENKATESWARLU (2012) income, advertising, and education level in a family determine factors of owning a phone set. The study was conducted on factors influencing mobile phone buyers' buyer behaviour in India's Kadapa district. The researchers study the various type of marketing strategies play in the consumer buying process.
- Mack and Sharpies (2009) showed that availability is the most crucial determinant of mobile choice. Other attributes, particularly features, aesthetics, and cost, have implications for mobile brand choice
- R. VENKATESH KUMAR AND K. TAMIL SELVI (2017), the Customer Behaviour Towards Samsung Mobiles' The study helps the researcher to know the consumer behaviour expectations and their satisfaction level towards
- SAMSUNG mobile. This study also helps the company to know the major problem faced by the customer in Samsung mobiles. To enhance more consumer behaviour the company has to consider the suggestion given by the respondence

- DR. T.N.R. KAVITHA AND MR.R. MOHANA SUNDARAM (2014), “A Study on consumer satisfaction towards Samsung mobiles” This study is carried with the objective determine the customer preference and satisfaction. And this research is conducted on one particular mobile phone brand called Samsung with its quality, price, design and satisfaction. And the customers are being more satisfied by the use of the Samsung mobile phon.
- GUPTA RIDHI and Priyanka (2016) Social media like Facebook, Twitter, and Instagram have become an essential part of our lives. The number of user son social media is increasing day by day. With the help of social media, it is possible to communicate with customers effectively. It provides a platform to interact with
- 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.
- Liu (2002) in a recent paper, analyzed and found that the choice of the mobile phone is characterized by two distinct attitudes towards brands: attitudes towards the mobile phone brand and attitude towards the network. Customer's choice of mobile phone brand is mainly affected by new features more than size. This trend of choosing is definitely towards phones with a better capacity larger screens.

## **2.2 LITERATURE**

### **2.2.1 Customer**

A customer is a person who buys goods and services regularly from the seller and pays for it to satisfy their needs. Many times when a customer who buys a product is also the consumer, but sometimes it's not. For example, when parents purchase a product for their children, the parent is the customer, and the children are the consumer.

They can also be known as clients or buyers. Customers are divided into two categories: Trade Customer- These are customers who buy the product, add value and resell it. Like a reseller, wholesaler, and distributor, etc. Final Customer– These are the customers who buy the product to full fill their own needs or desires. Further, according to an analysis of the product satisfaction and relationship with the customers, the customers are divided into three kinds- ·

Present Customer

Former Customer

Potential Customer

CONSUMER is someone who purchases the product for his/her own need and consumes it. A consumer cannot resell the good or service but can consume it to earn his/her livelihood and self-employment. Any person, other than the buyer who buys the product or services, consumes the product by taking his/her permission is categorized as a consumer.

In simple word, the end-user of the goods or services is termed as a consumer. All individual who engage themselves in the economy is a consumer of the product. For instance, when a person buys goods from a grocery store for their family, you become a customer, as you are only purchasing the commodities. But, when they feed the grocery to other members of the family, they become the consumer.

## **2.2.2 CONCEPTIONAL REVIEW**

This chapter deals with the review of literature. Review of literature is divided in to two parts, conceptual and empirical. Conceptual literature includes explanation various concepts used in the study

## **2.2.3 CONSUMER PERCEPTION**

Consumer perception can make or break a brand. Everything that a company does affects customer perception. Consumer perception refers to the customer's opinion of a business or product. It summarizes how customers feel about a brand which includes every direct or indirect experience they've had with your company.

A happy customer is satisfied with the experience that he has with a product or a service. The customer perception is built around the experience that a customer has with a product. Measuring consumer perception requires you to gather a variety of qualitative and quantitative data. Reviews, surveys, and customer interviews are used to get an accurate view of customer perception

For example, when we see or hear an advertisement, smell or touch a product, we receive information inputs. These processes are collectively referred to as the process of perception.

## **2.2.4 COLLECT CUSTOMER FEEDBACK**

Customer perception cannot be improved without knowing what customers already think about the company. By collecting customer feedback, you'll know exactly how they feel about each aspect of the business. Customer feedback can be collected in a few different ways. The most popular way is using surveys or questionnaires, or polls. Regardless of what they find, customers will always appreciate efforts to consider their suggestions. Additionally, one of the biggest challenges businesses face is getting participants to submit feedback. Unless the customer has a strong opinion of the brand, they may not be interested in taking a survey. This leaves feedback only consisting either highly-positive or highly-negative

reviews. Offering an incentive for submitting customer feedback should get a more accurate feel for customer perception.

### **2.2.5 WHY CONSUMER PERCEPTION MATTERS**

Consumer experience will overtake price and product as the key brand differentiator in the future. In other words, we are not far from a world where customers' perception of both brand and quality of service could take precedence over conventional competitive advantages like pricing, features, or usability

### **2.2.6 Positive Perception**

The bar for customer expectations is expanding. They want to eliminate the complexity involved in solving their problem, and they want to know when it is appropriate to balance automation vs. human outreach. If a company or brand fails to acknowledge this variation, They can expect the brand perception to take a hit. However, if they get the wheels turning back in the right direction, emphasizing that perceived experience with the brand will enjoy a better outcome

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 METHODOLOGY**

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis. Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives. Research papers, dissertations, thesis, academic journal articles, or any other piece of formal research will contain a section (or chapter) on research methodology. This section stipulates the methodological choices made and also substantiates why these choices were made.

This section is therefore used by researchers to justify why the methods they employed are best suited to achieve the research objective and arrive at valid and reliable results. This section also allows readers to evaluate the reliability and validity of a study based on the relevance and effectiveness of the procedures employed

#### **3.2 RESEARCH DESIGN**

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is ‘Descriptive Research

#### **3.3 SOURCE OF DATA**

Sources of Data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. The two types of sources of data are:

## **PRIMARY DATA**

Information obtained from the original source by research is called primary data. They offer much greater accuracy and reliability. The data was collected from the respondents through the questionnaire.

## **SECONDARY DATA**

it means that data are already available. It refers to the data that are collected and analysed by someone else. The data was collected from the websites and journals.

### **3.4 SAMPLE TECHNIQUE;**

Sample design is the theoretical basis and the practice mean by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

Non-probability sampling: Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection. Convenience sampling:

A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

### **3.5 Size of sample;**

The sample size for the project had a target of 70-100 participants. The fixed target of the sampling size has been achieved as the total number of respondents for the 14 survey questionnaire was 101. Total of 80 responses helped the project to analyze more response and it helped to derive a conclusion regarding customer perception towards Samsung mobiles

### **3.6 Tools of analysis;**

The following tools are used in the study

- Percentage analysis
- Chart

### **3.7 STRUCTURE OF QUESTIONNAIRE**

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic.

### **3.8 TESTING OF HYPOTHESIS:**

The statistical test, in which the test statistics follow a chi-square distribution, is called the chi-square test. Therefore, chi-square test is a statistical test, which tests the significance of difference between observed frequencies and the corresponding theoretical frequencies of a distribution, without any assumption about the 15 distribution of the population.

Chi-square test is one of the simplest and most widely used nonparametric test in statistical work. This test was developed by Prof. Karl Pearson in 1900.

## CHAPTER- 4

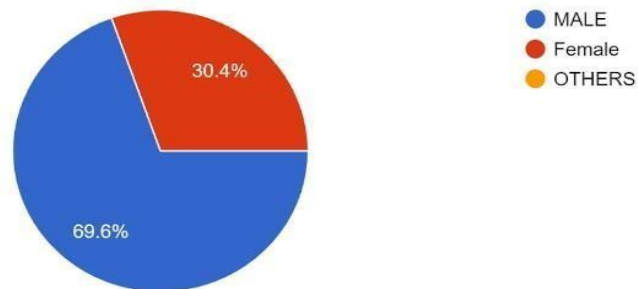
### 4.1 DATA ANALYSIS AND INTERPRETATION

#### 4.1.1. GENDER of respondents

**Table 4.1**

| Gender | No. of people |
|--------|---------------|
| Male   | 55            |
| Female | 25            |
|        |               |
| Total  | 80            |

GENDER  
79 responses



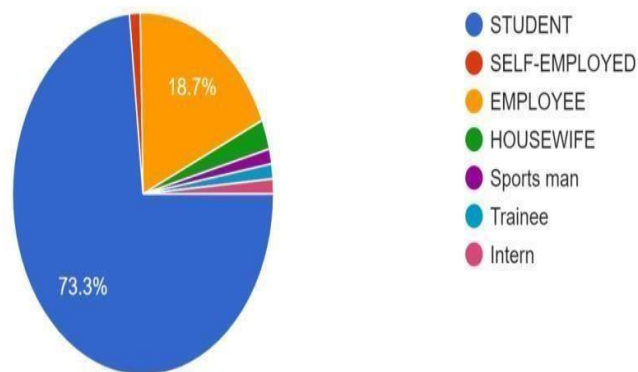
#### INTERPRETATION

Out of 100 respondents male respondents are 69.6% and female respondents are 30.4%. Majority of the respondents are male respondents with 69.6

#### 4.1.2 OCCUPATION OF RESPONDENTS 4.1.2 TABLE

| S.NO | OCCUPATION    | PERCENTAGE |
|------|---------------|------------|
| 1    | STUDENT       | 73.3%      |
| 2    | SELF EMPLOYED | 19%        |
| 3    | HOUSE WIFE    | -          |
| 4    | SPORTS MAN    | -          |
| 5    | TRAINEE       | -          |
| 6    | INTERN        | -          |

OCCUPATION  
75 responses



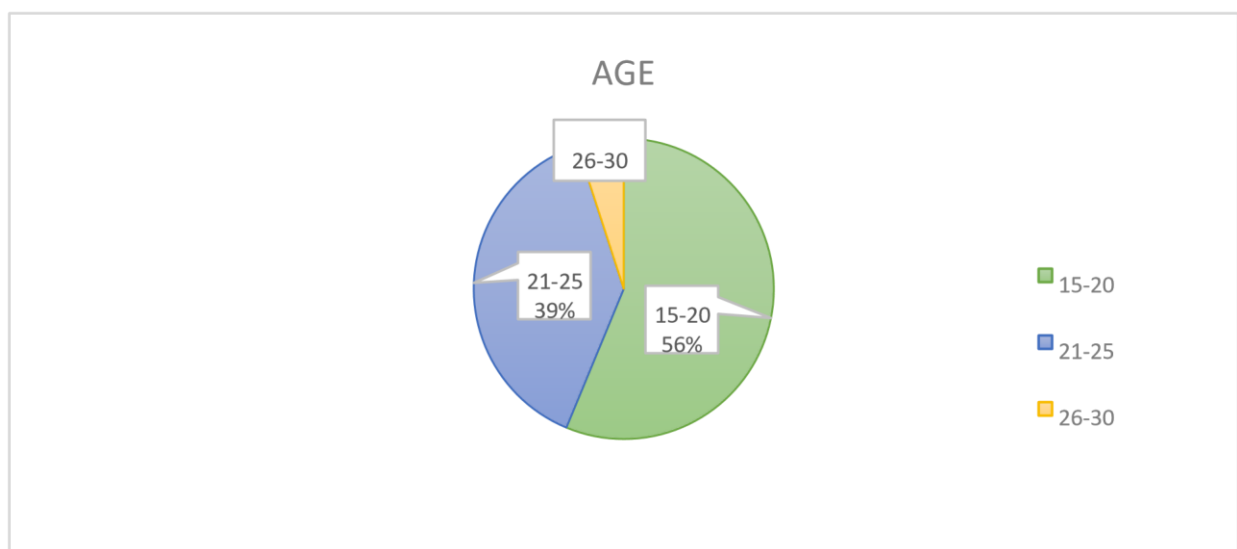
#### INTERPRETATION

Out of 100% respondents 73.3% of the respondents were students and 19% of the respondents were self-employed. Majority of the respondents are students with 73.

### 4.1.3 AGE OF RESPONDENT

**TABLE 4.3**

| Age group | No. of people |
|-----------|---------------|
| 15-20     | 45            |
| 21-25     | 31            |
| 26-30     | 4             |
| Total     | 80            |



### INTERPRETATION:

From the above table interpreted are 56% respondents are 15-20, 39% are 21-25 age, and 5% are 26-30, majority of 56% is respondent between age 15-20

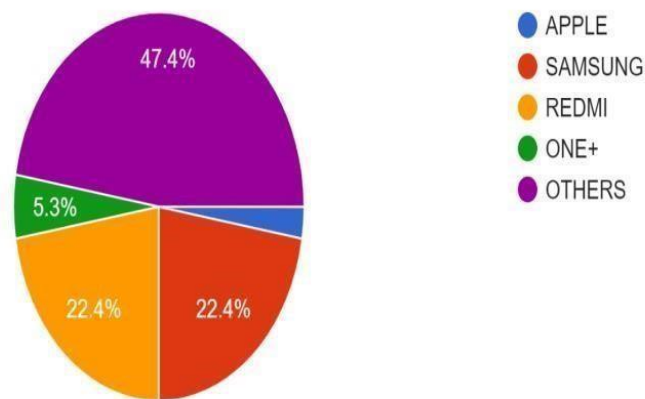
#### 4.1.4 WHICH BRANDS OF THE MOBILE PHONE YOU ARE USING?

4.4 TABLE

| S,NO | PARTICULAR | PERCENTAGE |
|------|------------|------------|
| 1    | SAMSUNG    | 22.4%      |
| 2    | REDMI      | 22.4%      |
| 3    | ONE PLUS   | 5.3%       |
| 4    | OTHERS     | 47.4%      |

1. Which brands of the mobile phones are you using?

76 responses



#### INTERPRETATION

From the above table interpreted that 22.4% respondents are SAMSUNG, 22.4% are REMI, and 5.3% are one plus and 47.4% are others, majority of respondents are others 47.4

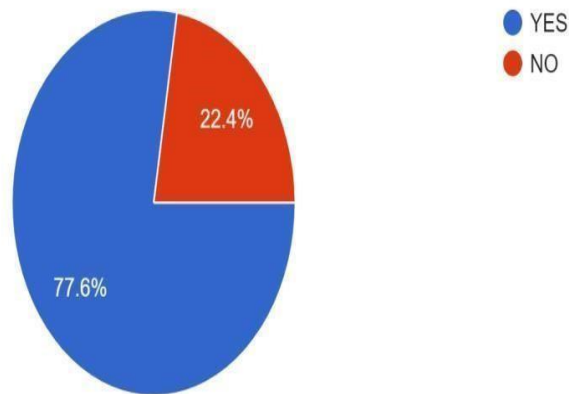
#### 4.1.5 DO YOU LIKE USING SAMSUNG MOBILE PHONE?

##### 4.5 TABLE

| S.NO | PARTICULAR | PERCENTAGE |
|------|------------|------------|
| 1    | YES        | 77.6%      |
| 2    | NO         | 22.4%      |

2. Do you like using SAMSUNG mobiles ?

76 responses



#### INTERPRETATION

From the above table interpreted that 77.6% respondents are yes, and 22.4% respondents are no 22.4%, majority respondents are yes 77.6%

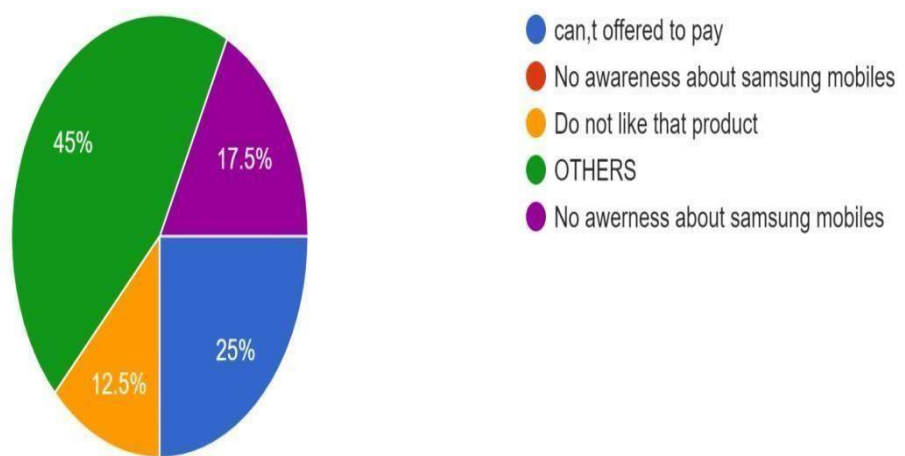
#### 4.1.6 WHY YOU PREFERED OTHER MOBILE THAN SAMSUNG MOBILES?

#### 4.6 TABLE

| S.NO | PARTICULAR                         | PERCENTAGE |
|------|------------------------------------|------------|
| 1    | CAN,T OFFERED TO PAY               | 25%        |
| 2    | NO AWARENESS ABOUT SAMSUNG MOBILES | 17.5%      |
| 3    | DO NOT LIKE THE PRODUCT            | 12.5%      |
| 4    | OTHERS                             | 45%        |

3. why you preferred other mobile than SAMSUNG mobiles ?

80 responses



#### INTERPRETATION

From above table interpreted that 25% respondents are can't offered to pay , and 17.5% are no awareness about SAMSUNG mobiles, and 12.5% are do not like the product, and 45% are others So majority of response is other 45%

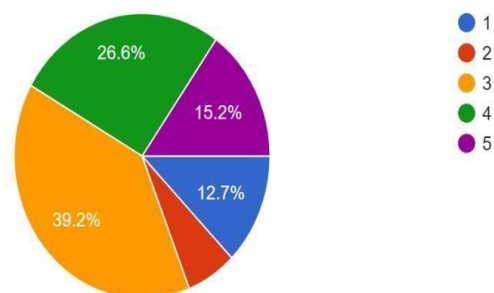
## 4.1.7 WHAT IS YOUR OPINION ABOUT SECURITY OF USING SAMSUNG MOBILES?

4.1.7 TABLE

| PARTICULAR | PERCENTAGE |
|------------|------------|
| 1          | 12.7%      |
| 2          | 6.3%       |
| 3          | 39.2%      |
| 4          | 26.6%      |
| 5          | 15.2%      |

4. what is your opinion about security of using SAMSUNG mobiles ?

79 responses



### INTERPRETATION

From the above table interpreted that 12.7% respondents are 1, and 6.3% are respondents in 2, and 39.2% respondents in 3 and 26.6% respondents in 4 and 15.2% respondents in 5 so majority of 39.2% respondent in 3

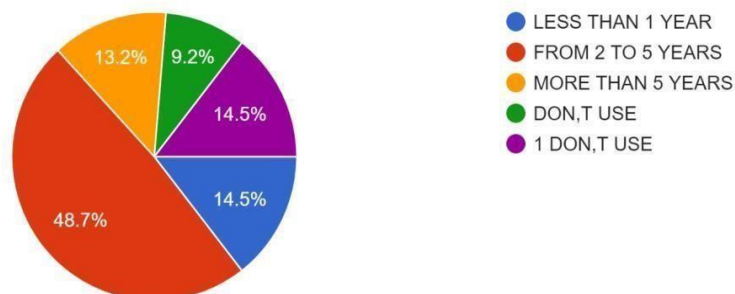
#### 4.1.8 HOW LONG DO USE SAMSUNG MOBILES PHONE?

4.8 TABLE

| S.NO | PARTICULAR        | PERCENTAGE |
|------|-------------------|------------|
| 1    | LESS THAN 1 YEAR  | 14.5%      |
| 2    | FROM 2 TO 5 YEARS | 48.7%      |
| 3    | MORE THAN 5 YEARS | 13.2%      |
| 4    | DON,T USE         | 14.5%      |

5. how long do use SAMSUNG mobiles phone ?

76 responses



#### INTERPRETATION

From the above table that 14.5% respondents are less than 1 year and 48.7% respondent are from 2 to 5 year and 13.2% are more than 5 year and 14.5% are don't use so majority of 48.7% respondent in from 2 to 5 years

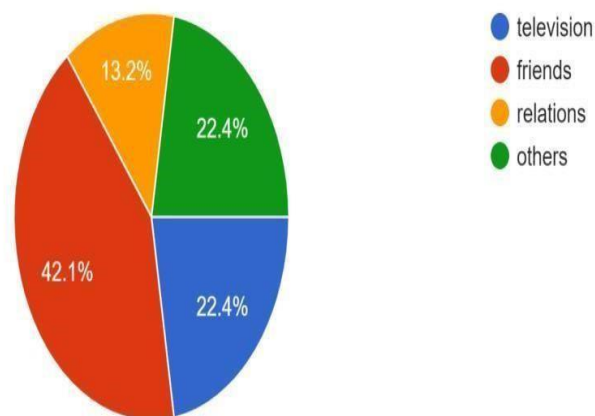
#### 4.1.9 HOW DID YOU HEAR ABOUT SAMSUNG MOBILES?

4.9 TABLE

| S.NO | PARTICULAR | PERCENTAGE |
|------|------------|------------|
| 1    | TELEVISION | 22.4%      |
| 2    | FRIENDS    | 42.1%      |
| 3    | RELATION   | 13.2%      |
| 4    | OTHER      | 22.4%      |

6. How did you hear about SAMSUNG mobiles?

76 responses



#### INTERPRETATION

From above table interpreted that 22.4% respondents are television, 42.1% are friends, and 13.2% are relation, and 22.4% respondents are other, majority of 42.1% respondent in friends

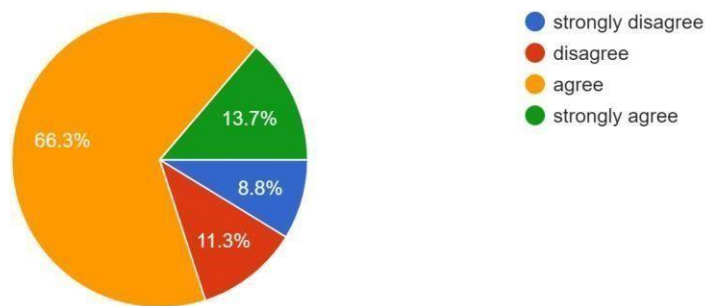
#### 4.1.10 SAMSUNG MOBILES PHONES ARE USER FRIENDLY?

4.10 TABLE

| S.NO | PARTICULAR        | PERCENTAGE |
|------|-------------------|------------|
| 1    | STRONGLY DISAGREE | 8.8%       |
| 2    | DISAGREE          | 11.3%      |
| 3    | AGREE             | 66.3%      |
| 4    | STRONGLY AGREE    | 13.7%      |

7. SAMSUNG mobiles phones are user friendly ?

80 responses



#### INTERPRETATION

From the above table interpreted that 8.8% respondents are strongly disagree, and 11.3% are disagree and 66.3% respondents are agree and strongly agree are 13.7% majority of 66.3% respondent in agree

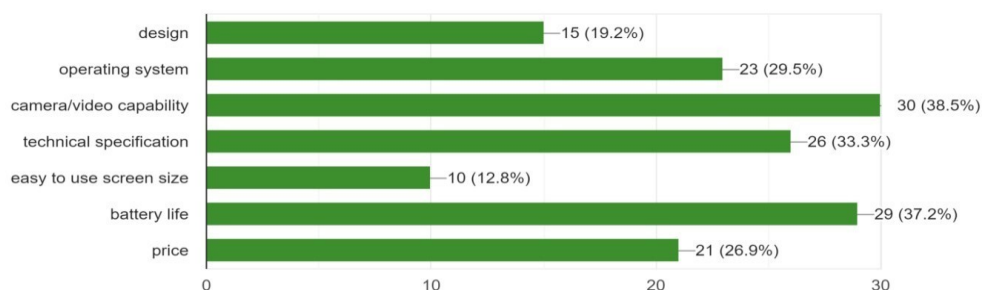
#### 4.1.11 WHAT THREE FEATURES ARE MOST IMPORTANT TO YOU WHEN PURCHASING A SAMSUNG MOBILE

4.11 TABLE

| S.NO | PARTICULAR               | PERCENTAGE |
|------|--------------------------|------------|
| 1    | DESIGN                   | 19.2%      |
| 2    | OPERATING SYSTEM         | 29.5%      |
| 3    | CAMERA/ VIDEO CAPABILITY | 38.5%      |
| 4    | TECHNICAL SPECIFICATION  | 33.3%      |
| 5    | EASY TO USE SCREEN SIZE  | 12.8%      |
| 6    | BATTERY LIFE             | 37.2%      |
| 7    | PRICE                    | 26.9%      |

8. what three features are most important to you when purchasing a samsung mobile ?

78 responses



#### INTERPRETATION

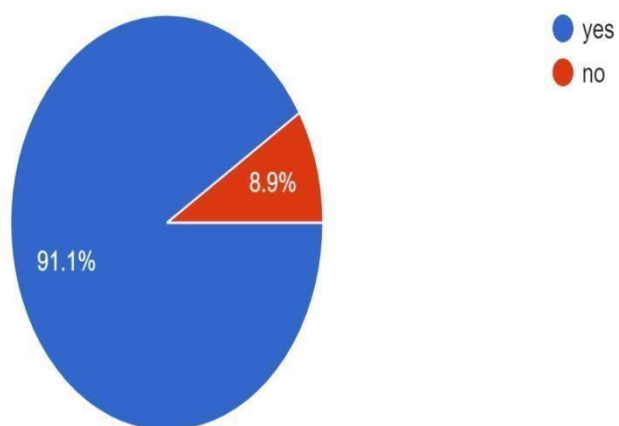
From above interpreted table 19.2% respondent are design, and 29.5% are operating system, and 38.5% are camera video capability, and 33.3% are technical specification and 12.8% are easy to use screen size and 37.2% are battery life and price is 26.9%. So majority of respondent 38.5% camera/video capability

#### 4.1.12 Samsung mobile phone are available in very convenient location? 4.12 TABLE

| S.NO | PARTICULAR | PERCENTAGE |
|------|------------|------------|
| 1    | YES        | 91.1%      |
| 2    | NO         | 8.9%       |

9. SAMSUNG mobile phone are available in very convenient location ?

79 responses



#### INTERPRETATION

From above table interpreted that 91.1% respondent are yes and 8.9% respondent in no so majority respondent in yes 91.1%

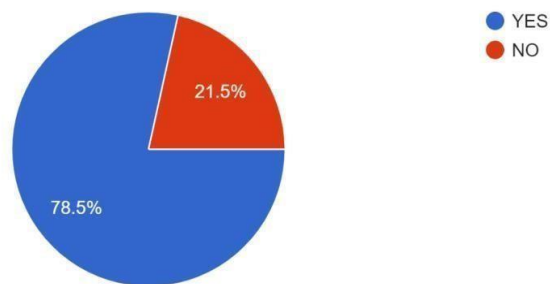
#### 4.1.13 DO YOU RECOMMEND SAMSUNG MOBILE PHONE TO YOUR FRIENDS AND RELATIVES?

4.13 TABLE

| S.NO | PARTICULAR | PERCENTAGE |
|------|------------|------------|
| 1    | YES        | 78.5%      |
| 2    | NO         | 21.5%      |

10. Do you recommend SAMSUNG mobile phone to your friends and relatives ?

79 responses



#### INTERPRETATION

From above table interpreted that 78% respondent are yes and 21.5% respondent in no, majority of respondent 78.5% is yes

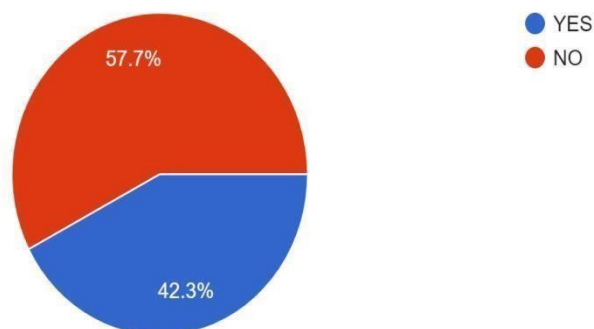
#### 4.1.14 DO YOU READ THE MANUAL DESCRIBING USAGE OF SAMSUNG MOBILES?

4.14 TABLE

| S.NO | PARTICULAR | PERCENTAGE |
|------|------------|------------|
| 1    | YES        | 42.3%      |
| 2    | NO         | 57.7%      |

11. Do you read the manual describing usage of SAMSUNG mobiles

78 responses



#### INTERPRETATION

From above table interpreted that 42.3% is respondent in yes and 57.7% respondent in no so majority of respondent in no 57.7%

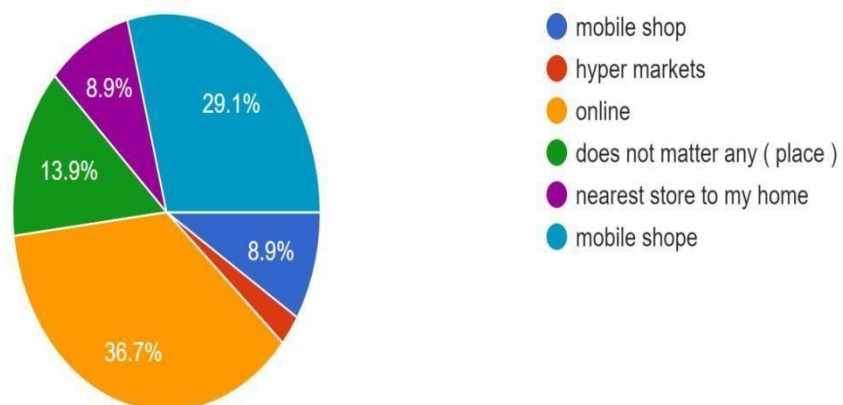
#### 4.1.15 WHICH OUTLET DO YOU PREFERE BUYING YOU MOBILE FROM?

4.15 TABLE

| S.NO | PARTICULAR                | PERCENTAGE |
|------|---------------------------|------------|
|      |                           |            |
| 1    | MOBILE SHOP               | 8.9%       |
| 2    | HYPER MARKET              | 2.5%       |
| 3    | ONLINE                    | 36.7%      |
| 4    | DOES NOT MATTER ANY PLACE | 13.9%      |
| 5    | NEAREST STORE TO MY HOME  | 8.9%       |
| 6    | MOBILE SHOP               | 29.15      |

12. Which outlet do you prefere buying you mobile from?

79 responses



#### INTERPRETATION

From above interpreted that 8.9% respondent in mobile shop and 2.5% are hypermarket and 36.7% are online and 13.9% are does not matter any place and 8.9% are nearest store to my home and mobile shop is 29.1 Majority of responding in online 36.7%

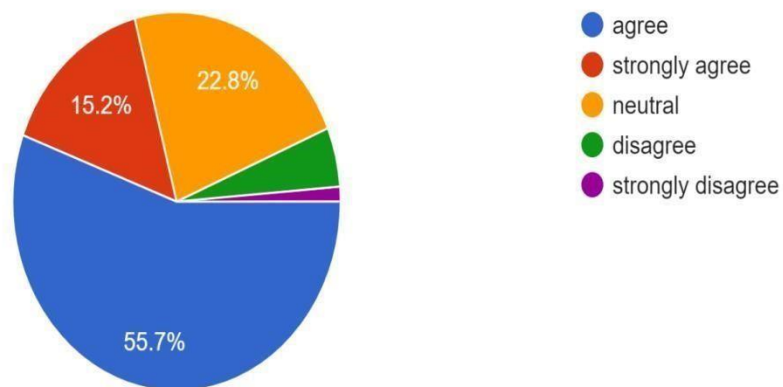
#### 4.1.16 SAMSUNG MOBILE TECHNOLOGY HAS IMPROVED AND THEY NOW HOW MUCH BETTER RANGE?

4.1.16 TABLE

| S.NO | PARTICULAR        | PERCENTAGE |
|------|-------------------|------------|
| 1    | AGREE             | 55.7%      |
| 2    | STRONGLY AGREE    | 15.2%      |
| 3    | NEUTRAL           | 22.8%      |
| 4    | DISAGREE          | 5.1%       |
| 5    | STRONGLY DISAGREE | 1.3%       |

13. SAMSUNG mobile technology has improved and they now how much better range?

79 responses



#### INTERPRETATION

From the above interpreted table 55.7% is respondent agree and 15.2% are strongly agree, 22.8% are neutral, and 5.1% are disagree, and 1.3% are strongly disagree son majority of responding in agree 55.7%

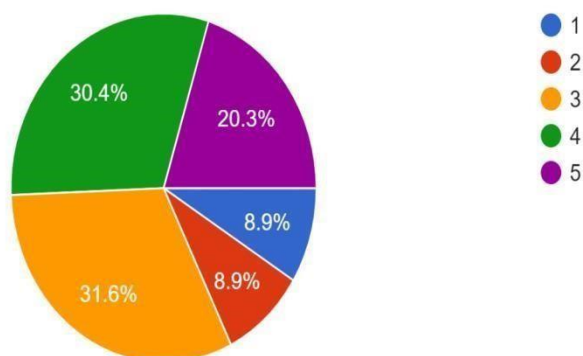
#### 4.1.17 WHAT IS YOUR SATISFACTION RANGE ON SAMSUNG MOBILES? TABLE

##### 4.17

| PARTICULAR | PERCENTAGE |
|------------|------------|
| 1          | 8.9%       |
| 2          | 8.9%       |
| 3          | 31.6%      |
| 4          | 30.4%      |
| 5          | 20.3%      |

14. what is your satisfaction range on SAMSUNG mobiles?

79 responses



#### INTERPRETATION

From above table interpreted that 8.9% is 1 and 8.9% are 2 and 31.6% are 3 are 30.45% are 4 and 20.3% responding in 5, majority 30.4% responding in 4

## 4.2 TESTING OF HYPOTHESIS

### TEST (CHI SQUARE)

A chi-square ( $\chi^2$ ) statistic is a test that measures how a model compares to actual observed data. The data used in calculating a chi-square statistic must be random, raw, mutually exclusive, drawn from independent variables, and drawn from a large enough sample. For example, the results of tossing a fair coin meet these criteria.

#### 4.2.1 HYPOTHESIS

**H0:** There is significance difference between Samsung users and other users based on age group.

**H1:** There is no significance difference between Samsung users and other users based on age group.

| Case Processing Summary |       |         |         |         |       |         |
|-------------------------|-------|---------|---------|---------|-------|---------|
|                         | Cases |         |         |         |       |         |
|                         | Valid |         | Missing |         | Total |         |
|                         | N     | Percent | N       | Percent | N     | Percent |
| age * brand             | 80    | 100.0 % | 0       | 0.0%    | 80    | 100.0 % |

## AGE \* BRAND CROSSTABULATION

|      |              | brand |      |           |      |      | Total   |
|------|--------------|-------|------|-----------|------|------|---------|
|      |              | APPL  |      | OTHE REDM |      | SAMS |         |
|      |              | E     | ONE+ | RS        | I    | UNG  |         |
| age  | Count        |       |      |           |      |      |         |
| 16.0 | Count        | 0     | 0    | 1         | 0    | 0    | 1       |
| 0    | % within age |       |      |           |      |      |         |
|      |              | 0.0%  | 0.0% | 100.0 %   | 0.0% | 0.0% | 100.0 % |
| 17.0 | Count        | 0     | 0    | 2         | 0    |      |         |
| 0    | % within age |       |      |           |      |      |         |
|      |              | 0.0%  | 0.0% | 66.7%     | 0.0% |      |         |
| 18.0 | Count        | 0     | 0    | 2         | 0    |      |         |

|      |              |      |      |       |       |       |         |
|------|--------------|------|------|-------|-------|-------|---------|
|      |              |      |      |       |       | 1     | 3       |
| 0    | % within age | 0.0% | 0.0% | 66.7% | 0.0%  |       |         |
|      |              |      |      |       |       | 33.3% | 100.0 % |
| 19.0 | Count        | 0    | 0    | 5     | 1     | 3     | 9       |
| 0    | % within age | 0.0% | 0.0% | 55.6% | 11.1% | 33.3% | 100.0 % |
|      |              |      |      |       |       |       |         |
| 20.0 | Count        | 0    | 2    | 12    | 6     |       |         |
|      |              |      |      |       |       | 9     | 29      |

|      |              |       |       |       |         |       |         |
|------|--------------|-------|-------|-------|---------|-------|---------|
| 0    | % within age | 0.0%  | 6.9%  | 41.4% | 20.7%   |       |         |
|      |              |       |       |       |         | 31.0% | 100.0 % |
| 21.0 | Count        | 1     | 0     | 11    | 7       |       |         |
|      |              |       |       |       |         | 2     | 21      |
| 0    | % within age | 4.8%  | 0.0%  | 52.4% | 33.3%   |       |         |
|      |              |       |       |       |         | 9.5%  | 100.0 % |
| 22.0 | Count        | 1     | 1     | 1     | 0       |       |         |
|      |              |       |       |       |         | 1     | 4       |
| 0    | % within age | 25.0% | 25.0% | 25.0% | 0.0%    |       |         |
|      |              |       |       |       |         | 25.0% | 100.0 % |
| 23.0 | Count        | 0     | 0     | 0     | 2       | 0     | 2       |
|      |              |       |       |       |         |       |         |
| 0    | % within age | 0.0%  | 0.0%  | 0.0%  | 100.0 % |       |         |
|      |              |       |       |       |         | 0.0%  | 100.0 % |
|      | Count        | 0     | 0     | 2     | 0       |       |         |
|      |              |       |       |       |         | 1     | 3       |

|      |              |      |      |         |      |       |         |
|------|--------------|------|------|---------|------|-------|---------|
| 24.0 | % within age | 0.0% | 0.0% | 66.7%   | 0.0% | 33.3% | 100.0 % |
| 25.0 | Count        | 0    | 0    | 1       | 0    | 0     | 1       |
| 0    | % within age | 0.0% | 0.0% | 100.0 % | 0.0% | 0.0%  | 100.0 % |

|       |              |      |         |       |         |        |         |
|-------|--------------|------|---------|-------|---------|--------|---------|
| 26.0  | Count        | 0    | 0       | 0     | 1       | 0      | 1       |
|       | % within age | 0.0% | 0.0%    | 0.0%  | 100.0 % | 0.0%   | 100.0 % |
| 31.0  | Count        | 0    | 0       | 0     | 0       | 1      | 1       |
|       | % within age | 0.0% | 0.0%    | 0.0%  | 0.0%    | 100.0% | 100.0 % |
| 35.0  | Count        | 0    | 1       | 0     | 0       | 0      | 1       |
|       | % within age | 0.0% | 100.0 % | 0.0%  | 0.0%    | 0.0%   | 100.0 % |
| 36.0  | Count        | 0    | 0       | 0     | 0       | 1      | 1       |
|       | % within age | 0.0% | 0.0%    | 0.0%  | 0.0%    | 100.0% | 100.0 % |
| Total | Count        | 2    | 4       | 37    | 17      | 20     | 80      |
|       | % within age | 2.5% | 5.0%    | 46.3% | 21.3%   | 25.0%  | 100.0 % |

| Chi-Square Tests                                                                           |                     |    |                                         |
|--------------------------------------------------------------------------------------------|---------------------|----|-----------------------------------------|
|                                                                                            | Value               | df | Asymptotic<br>Significance<br>(2-sided) |
| Pearson Chi-Square                                                                         | 62.774 <sup>a</sup> | 52 | .146                                    |
| Likelihood Ratio                                                                           | 47.541              | 52 | .650                                    |
| N of Valid Cases                                                                           | 80                  |    |                                         |
| A. 65 CELLS (92.9%) HAVE EXPECTED COUNT LESS THAN 5.<br>THE MINIMUM EXPECTED COUNT IS .03. |                     |    |                                         |

The alpha value is 0.05 and p value is 0.146. The p value is more than the alpha value hence the result states that the null hypothesis cannot be rejected and There is a significance difference between Samsung users and other users based on age group

## CHAPTER 5

### FINDINGS, SUGGESTION AND CONCLUSION

#### 5.1 FINDINGS

1. Majority of respondents are male (70%)
2. Majority of 73.3% respondents occupation is student
3. Majority of 61.3% respondents are between age (20- 25)
4. Majority of 47.4% respondents are using others mobiles than SAMSUNG mobiles.
5. Majority of 77.6% respondents are like to use SAMSUNG mobiles
6. 25% of respondents cannot afford to pay, 17.5 don't aware, 12.5 do not like the product.
7. Majority of 39.2% respondents are answered 3 level security range
8. Majority of 48.7% respondents are using SAMSUNG mobile 2 to 5 years
9. Majority of 41.3% respondents comes to know about the product by the means of their "FRIENDS"
10. Majority of 66.3% are respondents agree SAMSUNG mobiles are user friendly.
11. Majority of respondents needs three features to be efficient while purchasing mobile phone,
  - i) camera/video capability 37.8%
  - ii) battery life 35.1%
  - iii) technical specification 32.4%
12. Majority of 91.1% respondent agreed SAMSUNG mobile are available in very convenient location.

13. Majority of 91.1% respondent agreed SAMSUNG mobile are available in very convenient location.
14. Majority of 91.1% respondent agreed SAMSUNG mobile are available in very convenient location.
15. Majority of 91.1% respondent agreed SAMSUNG mobile are available in very convenient location.
16. Majority of 91.1% respondent agreed SAMSUNG mobile are available in very convenient location.
17. Majority of respondents 30.4% are answered to 4<sup>th</sup> level of satisfaction range

## **5.2 SUGGESTIONS**

- The company can focus on providing powerful processor and improving camera quality as they are the user's favourite and attractive feature of Samsung mobile
- The company can improve their after sale service for their mid-range device users.
- Steps must be taken to resolve the heating and lagging issue which many users face
- Samsung has to focus more on satisfying customer with the latest technology

## **5.3 LIMITATIONS OF THE STUDY**

- The present study has the following limitations
- The opinion elicited from the research conducted can't be taken as the opinion of the whole population.
- Data totally depends on the respondent's view, which could be biased in nature.

## **5.4 Conclusion**

- This study concludes that most people prefer using Samsung mobile because it provides features like a good camera, better battery backup, powerful processor At a budget-friendly rate. Overall, the customers have a very

positive experience regarding the usage of Samsung mobiles. And are willing to buy Samsung mobile in next purchase.

- Through there is number of new brands of mobiles in the market SAMSUNG had reputation on its brand
- People can use samsung mobiles for 4-5 years which is more than enough for the life of mobiles phones
- The price is fair for its brand and life time of samsung mobile phones.

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## **WEBSITES**

<https://www.wikipedia.org/>      <https://www.academia.edu>

## **APPENDIX**

**I am doing a project on a customer perception and needs on Samsung mobiles. The main purpose of the research is to generate findings suggestion about the customer perception on Samsung mobiles.**

## **QUESTIONNAIRE**

1. EMAIL
2. GENDER
  - MALE
  - FEMALE
  - OTHERS
3. NAME
4. AGE
5. OCCUPATION

6. LOCATION

7. WHICH BRANDS OF THE MOBILE PHONE ARE YOU USING?

APPLE

SAMSUNG

REDMI

ONE PLUS

8. DO YOU LIKE USING SAMSUNG MOBILES?

YES

NO

9. WHY YOU PREFERED OTHER MOBILE THAN SAMSUNG MOBILE?

CAN,T OFFERED TO PAY

NO AWARENESS ABOUT SAMSUNG MPOBILES

DOT NOT LIKE THAT PRODUCT

OTHERS

10. WHAT IS YOUR OPINION ABOUT SECURITY OF USING SAMSUNG MOBILES?

1

2

3

4

5

11. HOW LONG DO YOU SMASUNG MOBILES PHONE?

LESS THAN 1 YEAR

FROM 2 TO 5 YEARS

MORE THAN 5 YEARS

DON,T USE

12. HOW DID YOU HEAR ABOUT SMSUNG MOBILES?

TELEVISION

FRIENDS

RELATIONS

OTHERS

13. SAMSUNG MOBILES PHONES ARE USER FRIENDLY

STRONGLY DISAGREE

DISAGREE

AGREE

STRONGLY AGREE

14. WHAT THREE FEATURES ARE MOST IMPORTANT TO YOU WHEN PURCHASING A

SAMSUNG MOBILE? DESIGN

OPERATING SYSTEM

CAMERA/VIDEO CAPABILITY

TECHNICAL SPECIFICATION EASY

TO USE SCREEN SIZE

BATTERY LIFE

PRICE

15. SAMSUNG MOBILE PHONE ARE AVAILABLE IN EVERY CONVENIENT LOCATION?

YES

NO

16. DO YOU RECOMMEND SAMSUNG MOBILE PHONE TO YOUR FRIENDS AND FAMILY

YES

NO

17. DO YOU READ THE MANUAL DESCRIBING USAGE OF SAMSUNG MOBILES?

YES

NO

18. WHICH OUTLET DO YOU PREFERE BUYING YOU MOBILE FROM?

MOBILE SHOP

HMOBILE SHOP

HYPER MARKET

ONLINE

DOES NOT MATTER ANY PLACE

NEAREST STORE TO MY HOME

19. SAMSUNG MOBILE TECHNOLOGY HAS IMPROVED AND THEY NOW HOW MUCH

BETTER RANGE

AGREE

STRONGLY AGREE

NEUTRAL

DISAGREE

STRONGLY DISAGREE

20. WHAT IS YOUR SATISFACTION RANGE ON SAMSUNG MOBILES?

1

2

3

4

5