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Consumer Perception And Satisfaction Towards Samsung Products In Tiruchirapalli District

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ABSTRACT

This research examines customer opinion and satisfaction about Samsung goods in the Tiruchirappalli district, a notable market region in Tamil Nadu, India. The study mainly examines customer perceptions of Samsung as a brand and the degree of satisfaction with its goods in areas like cellphones, home appliances, and consumer electronics. The primary aims include identifying the determinants of customer preferences, evaluating the effects of product quality, innovation, price, availability, and after-sales service on contentment, and comprehending the influence of brand image on purchasing choices.

Data collection was executed using a standardised questionnaire sent to a representative sample of Samsung customers in the neighbourhood. The comments were examined to discern trends and insights on customer behaviour. The results indicate that product quality and brand trust are essential determinants of customer happiness. Consumers acknowledged Samsung's creativity and technical progress but expressed issues around cost and the accessibility of service centres. The research elucidates generational disparities in

perception and satisfaction, revealing that younger customers prioritise features and cost, whilst older populations emphasise durability and after-sales assistance.

The report finishes with suggestions for Samsung to improve customer happiness in the Tiruchirappalli area. Recommendations include the implementation of localised marketing tactics, enhancement of service centre availability and accessibility, provision of competitive pricing, and ongoing innovation to address changing customer demands. This study offers significant insights for Samsung and comparable firms seeking to enhance their market presence in regional markets by matching their products with customer expectations.

Key words: Consumer, Samsung, Satisfaction, Brand image, Purchase Decision.

INTRODUCTION

Customer opinion and happiness are crucial factors in ascertaining the success and long-term viability of any brand in the contemporary competitive market. Samsung has positioned itself as a prominent worldwide maker of consumer electronics, becoming a recognised brand in several product categories, such as cell phones, kitchen appliances, and gadgets for entertainment. The company's esteemed reputation for innovation, quality, and an extensive product line has fostered its global appeal. The degree to which these traits result in favourable customer impressions and satisfaction differs across various areas and consumer groupings.

Tiruchirapalli, an expanding city in Tamil Nadu, is a burgeoning market for consumer electronics and technological items. The district's varied demographic and economic environment provides a distinct viewpoint on consumer preferences and buying behaviours. The demand for branded items, such as Samsung, is expanding due to increased disposable income and fast technology adoption. Simultaneously, competition from domestic and global companies requires a more profound comprehension of the factors that influence customer pleasure and loyalty.

This research aims to investigate customer perceptions of Samsung in the Tiruchirapalli area and assess how happy they are with the brand's goods. It examines elements such product quality, innovation, price, availability, and after-sales service that substantially affect customer behaviour. The research seeks to identify areas where Samsung may enhance its services to more closely fit with customer expectations.

This study focusses on Samsung's success in a particular regional market, offering insights for the brand's development initiatives in Tiruchirapalli and enhancing the overall comprehension of consumer-brand dynamics in growing markets. The study's results and suggestions may assist Samsung in enhancing its market position and securing long-term consumer happiness.

LITERATURE REVIEW

The Academic (2024) A survey done in Kumbakonam indicated that Samsung cellphones are valued for their quality, design, and user-friendliness. The research recommended expanding colour selections and enhancing software capabilities to meet changing client preferences.

Samsung Newsroom (2024) noted that Samsung Electronics of America attained the highest position in customer happiness and overall service quality for 5G mobile devices, as per the 2024 Americans Customer happiness Index Survey. This accomplishment demonstrates the brand's emphasis on quality and customer service as primary influences on customer opinion.

ResearchGate (2024) Investigated customer happiness with Samsung devices, finding product attributes, perceived quality, and user experience as key factors of satisfaction. The research underscored the need of ongoing innovation and adaptability to customer input to sustain market dominance.

IJRPR (2024) Examined consumer impressions of Samsung mobile phones, emphasising the company's image, technical innovations, and excellent customer service. The results indicated that while Samsung had a positive brand reputation, customers requested more competitive pricing and more after-sales service to increase their general satisfaction.

OBJECTIVES

- To evaluate the elements impacting consumer opinion of Samsung products in Tiruchirapalli.
- To evaluate the relevance of customer opinion and customer satisfaction with Samsung goods.

HYPOTHESES

There is no significant impact consumer perception towards customer satisfaction in samsung products.

METHODOLOGY

This research utilises a descriptive approach to examine customer perceptions and satisfaction with Samsung goods in the Tiruchirapalli area. The process encompasses both primary and secondary data collecting to guarantee thorough analysis and dependable outcomes.

1. Research Design

The research is descriptive, focussing on the elements that affect customer perception and pleasure with Samsung goods. This method facilitates a comprehensive examination of customer behaviour, preferences, and expectations.

2. Data Collection

a. Primary Data

Primary data was obtained using a structured survey. The questionnaire had open-ended as well as closed-addressing several areas, including:

- Product quality
- Pricing and affordability
- Product features and innovation
- Brand image and trust
- After-sales service satisfaction

The questionnaire was disseminated both online and offline to guarantee accessibility and inclusion across various demographic groups.

b. Secondary Data

Secondary data was acquired from newspapers, industry studies, corporate documents, and reputable web sources to substantiate the results and offer a wider context for the research.

3. Sampling Method

A purposive sample method was used to choose participants with expertise with Samsung goods.

- Sample Size: 200 respondents were targeted to ensure sufficient representation.
- Sampling Area: The study focused on the Tiruchirapalli district, covering urban and semi-urban areas.
- Demographic Profile: The respondents included individuals from diverse age groups, income levels, and professions.

4. Data Analysis

The collected data was analyzed using statistical tools and methods, including:

- Descriptive Statistics: To summarize and describe the key findings.
- Cross-tabulation: To analyze relationships between demographic factors and consumer perceptions.
- Mean and Standard Deviation: To evaluate satisfaction levels across various parameters.
- Chi-Square Test: To test the significance of relationships between categorical variables such as age, income, and product preference.

5. Limitations of the Study

- The study is limited to the Tiruchirapalli district, and the findings may not be generalized to other regions.
- Purposive sampling may introduce bias, as only Samsung users were surveyed.
- The subjective views of respondents may affect the credibility of the statistics.

This technique guarantees a systematic approach to comprehending customer perception and happiness, yielding actionable insights for Samsung's development goals in the Tiruchirapalli area.

ANALYSIS AND INTERPRETATIONS

Reliability and Exploratory Factor Analysis

Product Quality

Scale Items Sample	Factor Loading	Extraction	Scale Statistics		
			Mean	Std. Deviation	Item to Total Correlation
Customers have a higher level of satisfaction with Samsung products.	.911	.831	3.74	1.037	.767
Customers are generally considered to be of high quality and long-lasting.	.906	.821	3.84	1.010	.763
An important part is played by technological advancements that have a lengthy lifespan	.893	.797	3.71	1.024	.760
Cronbach's Alpha	0.902				
KMO of sampling adequacy	.746				
Total Variance Explained	81.640				

Factor 1 - Product Quality

The factor explains 81.640% of the variation of Consumer Perception and Satisfaction. The results of the Principal Component Analysis suggest five items to measure this construct. The items are listed below:

1. Customers have a higher level of satisfaction with Samsung products
2. Customers are generally considered to be of high quality and long-lasting.
3. An important part is played by technological advancements that have a lengthy lifespan

Price and Value for Money

Scale Items Sample	Factor Loading	Extraction	Scale Statistics		
			Mean	Std. Deviation	Item to Total Correlation
Customers who are sensitive to pricing are drawn to Samsung's mid-range and budget goods because of their reasonable prices.	.939	.875	3.76	1.034	.761
Premium products such as the Galaxy S and Z series are appraised for their value in comparison to other competitors such as Apple.	.935	.881	3.97	.992	.758
Products that fall into the mid-range and budget categories offered by Samsung are appealing	.915	.837	3.76	.949	.754
Cronbach's Alpha	0.902				
KMO of sampling adequacy	.756				
Total Variance Explained	86.450				

Factor 2 - Price and Value for Money

The factor explains 86.450% of the variation of Consumer Perception and Satisfaction. The results of the Principal Component Analysis suggest five items to measure this construct. The items are listed below:

1. Customers who are sensitive to pricing are drawn to Samsung's mid-range and budget goods because of their reasonable prices.

2. Premium products such as the Galaxy S and Z series are appraised for their value in comparison to other competitors such as Apple.
3. Products that fall into the mid-range and budget categories offered by Samsung are appealing

Satisfaction

Scale Items Sample	Factor Loading	Extraction	Scale Statistics		
			Mean	Std. Deviation	Item to Total Correlation
For the purpose of establishing and sustaining trust, it is vital to possess a number of essential components.	.919	.845	2.25	1.219	.804
These components include a customer service department that is not only effective but also efficient.	.917	.840	2.40	1.054	.797
There is a possibility that their viewpoints will be negatively impacted as a consequence of this factor.	.890	.792	2.32	1.084	.804
Cronbach's Alpha	0.902				
KMO of sampling adequacy	.744				
Total Variance Explained	82.583				

Factor 3 - Satisfaction

The first factor explains 82.583% of the variation of Consumer Perception and Satisfaction. The results of the Principal Component Analysis suggest five items to measure this construct. The items are listed below:

1. For the purpose of establishing and sustaining trust, it is vital to possess a number of essential components
2. These components include a customer service department that is not only effective but also efficient.
3. There is a possibility that their viewpoints will be negatively impacted as a consequence of this factor.

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.039 ^a	.001	-.002	1.01804

a. Predictors: (Constant), Price and value for money, Product Quality

The above table shows the Model Summary for the relationship between “Satisfaction” and Product Quality, Price and Value for Money. The R-square value is 0.001, indicating that 1% of the variance in the Satisfaction is explained by these factors.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.997	2	.499	.481	.618 ^b
	Residual	671.587	648	1.036		
	Total	672.584	650			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Price and value for money, Product Quality

The above table shows the analysis of variance with an F-statistic of 0.481 and P-value of 0.618, which is greater than the significance level ($P > 0.050$). This indicates that the Price and value for money, Product Quality factors do have a statistically not significant overall impact on Satisfaction.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.387	.187		12.756	.000
	Product Quality	-.053	.055	-.049	-.979	.028
	Price and value for money	.036	.055	.032	.650	.516

a. Dependent Variable: Satisfaction

The above table shows the regression analysis for “Satisfaction” with “Price and value for money, Product Quality. The P-value for both factors (Product Quality - 0.028, Price and value for money - 0.516) suggest that Work Environment, Job security, Work hours factors are significant impact on the Satisfaction.

SUGGESTIONS

1. Improve Pricing Strategies

- Implement more cost-effective alternatives to accommodate price-sensitive customers while maintaining quality standards.
- Implement seasonal discounts, exchange programs, and promotional initiatives to entice new consumers and keep current ones.

2. Enhance After-Sales Service

- Expand the network of service centres in Tiruchirapalli to enhance accessibility for clients in urban and rural regions.
- Accelerate the settlement of complaints and minimise waiting periods for repairs or replacements.
- Establish customer-centric warranty policies and engage in proactive communication on service changes.

3. Focus on Product Innovation

- Perpetuate investment in research and development to launch goods using advanced technology and distinctive attributes.
- Consistently update software for devices to ensure alignment with changing customer demands and market trends.
- Create sustainable and energy-efficient goods to attract environmentally aware customers.

4. Strengthen Brand Engagement

- Enhance brand exposure with localised marketing initiatives, ads, and sponsorship of community activities in Tiruchirapalli.
- Interact with customers on digital media to collect feedback and swiftly resolve problems.
- Organize engaging events, including product debuts and seminars, to enhance engagement with the local audience.

5. Personalize Offerings

- Provide customisation alternatives for specific items to accommodate particular customer preferences.
- Offer product bundles or packages customised for certain customer categories, such as families or working professionals.

6. Enhance Product Availability

- Guarantee a uniform availability of Samsung goods across all retail establishments in the district.
- Collaborate with local distributors and e-commerce platforms to enhance product accessibility.

7. Educate Consumers

- Facilitate seminars or virtual sessions to instruct clients on the proficient use of Samsung devices.
- Offer comprehensive user manuals and readily accessible online lessons to improve user experience.

8. Monitor and Adapt to Consumer Needs

- Consistently do market research to comprehend evolving customer tastes and expectations.
- Remain informed about competition tactics and market trends to sustain a competitive advantage.

CONCLUSION

This research has yielded significant insights into customer perception and satisfaction about Samsung goods in the Tiruchirapalli area. The results indicate that while Samsung is esteemed for its product quality, innovation, and brand trust, aspects such as price, after-sales service, and product customisation need improvement to augment total customer contentment.

The predominant customer base in the area expresses satisfaction with Samsung's offerings, especially smartphones and home appliances, valuing the brand's technical innovations and user-centric functionalities. Nonetheless, issues of pricing, accessibility of service centres, and response time to consumer enquiries were seen as areas for potential improvement by the organisation.

Informed by these observations, numerous recommendations have been made, including the implementation of more competitive pricing strategies, the development of service networks, ongoing product innovation, and enhanced brand involvement at the local level. By addressing these factors, Samsung may more effectively match with the changing requirements and preferences of customers in Tiruchirapalli, therefore enhancing its market position and cultivating enduring client loyalty.

This research emphasises the need of fostering a strong consumer-brand connection by proactive customer service, innovative goods, and a localised marketing strategy to address the varied demands of regional markets.

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