

“Consumer satisfaction Towards Samsung Mobile Phones with special reference to college students in Thrissur Town”

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Abstract

There are lot of Brands selling and manufacturing mobile phone in the market. In this competitive and brand conscious market developing brand image is a challenging task for the companies. But Samsung Cell phone are leading the race with over a dozen varieties and models lining up every day. Based on a reviewed literature, it was found that among the other brands categories students prefer Samsung mobile phones. The study attempts to identify the factors which influence college students while purchasing Samsung mobile apart from other mobiles. The source of data includes primary and secondary. The size of sample is 60. The data collected were analyzed using weighted average method and chi-square analysis.

Keywords: customer preference, mobile phone uses, customer satisfaction, family annual income, customer expectation.

INTRODUCTION

Mobile phone has become one's own first choice irrespective of his/her age. It also has become a status symbol in the present day life. The interested users are mostly the young generation. The telecom industry is one of the fastest growing industries in India. The number of mobile phone users in India is more than 70% of the total population. India has nearly 200 million telephone lines making it the third largest network in the world after China and USA. With a growth rate of 45%, Indian telecom industry has the highest growth rate in the world. Currently India has more than 960 million mobile users. Today mobile have become an essential part of life of most of us. They have impacted the daily life of those who use them. Samsung Group is a South Korean multinational conglomerate company headquartered in Samsung town, Seoul. Samsung is the world's largest manufacturer of consumer electronics. Samsung is the world's second largest manufacturer of mobile phones.

OBJECTIVES OF STUDY

- To study the factors considered while buying Samsung mobile.
- To study the satisfaction level of the Samsung mobile phone users.
- To know the impact of family income on the purchase decision.

METHODOLOGY

Both primary and secondary source were used for collecting data. For getting primary data questionnaire method is used. Secondary data is collected from journals and magazines. The present study is descriptive in nature because it aims to analyze the awareness and satisfaction of customers towards Samsung mobile phones. This study is conducted among the Samsung college student users of Thrissur town. 60 respondents

were identified on the basis of convenience sampling method and further their accessibility and availability was also taken into consideration.

Hypothesis

H0: There is no significant relationship between the family income and the price of the mobile purchased.

H1: There is significant relationship between the family income and the price of the mobile purchased.

H0: There is no significant relationship between the degree of expectation and overall satisfaction level.

H1: There is significant relationship between the degree of expectation and overall satisfaction level.

Analysis of data

1) Relationship between Family Annual Income and Price Range Of The Phone

Family annual income is a major factor which influences the purchase decision of any durable commodities. To identify whether the family annual income affect the purchase decision regarding mobile phones the following analysis have been made.

Table :-1 Cross Tabulation of family annual income and price range of phone

Family Annual Income	Price Range Of The Phone						Total
	Below 3000	3001-6000	6001-9000	9001-12000	12001-15000	Above 15001	
BELOW 50000	3	3	1	0	0	0	7
50000 - 100000	3	2	4	1	0	3	13
100000 -200000	0	4	3	3	0	3	13
200000 - 400000	1	3	5	2	4	0	15
400000 - 800000	1	1	2	0	1	3	8
800000 ABOVE	0	0	1	0	1	2	4
Total	8	13	16	6	6	11	60

H0: There is no significant relationship between the family income and the price of the mobile purchased.

H1: There is significant relationship between the family income and the price of the mobile purchased.

Where the calculated value is 32.68 Degrees of freedom (c-1) (r-1) is (6-1) (6-1) = 25 Table value at 1% level of significance is 44.314.

Since the calculated value is less than the table value accepts the null hypothesis. We can conclude that there is no significant relationship between the family income and the price of the mobile purchased. The family income is not at all a significant factor for purchasing mobile phone for the students.

2) Factors Considered During Purchase :

There are many factors which affect the purchase decision of a particular product. To identify which among the factors the students are giving more importance the following analysis has been made.

Table :-2 Factors affecting purchase decision on the basis of importance

Factors	Very Important	Important	Neutral	Less Important	Un Important	Total
Appearance	37 (61%)	15 (25%)	6(10%)	1 (2%)	1 (2%)	60
Brand Name	39 (65%)	19 (31%)	0	1 (2%)	1 (2%)	60
Price	33 (55%)	22 (36%)	3(5%)	1 (2%)	1 (2%)	60
Quality	39 (65%)	19 (31%)	1 (2%)	1 (2%)	0	60
Other Features	33 (55%)	21 (35%)	4(6%)	1 (2%)	1 (2%)	60

From among the respondents most of them consider the brand name and the quality of Samsung for purchase. Some of them gave most importance to the appearance also. Only 33 out of 60 respondents gave importance to the features and the price. As already analysed price is less important factor for the students.

3) Purpose Of Using Mobile Phone

Now a day's mobile phones are using not for communication purpose only. Students are using it for satisfying other needs also. To know which of the mobile phone uses students are giving more importance the following weighted average analysis have been made.

Table :-3 Ranking the purpose of using mobile phone

SL NO.	PURPOSE	WEIGHT	5	4	3	2	1	TOTAL	WA	RANKS
1	Communication	Frequency (f)	45	8	2	3	2	60	18.07	1
		fx	225	32	6	6	2	271		
2	Entertainment	Frequency (f)	2	30	25	3	0	60	14.07	2
		fx	10	120	75	6	0	211		
3	Educational	Frequency (f)	5	16	15	18	6	60	11.73	3
		fx	25	64	45	36	6	176		
4	Status	Frequency (f)	8	8	12	28	4	60	11.2	4
		fx	40	32	36	56	4	168		
5	Others	Frequency (f)	0	0	5	8	47	60	5.2	5
		fx	0	0	15	16	47	78		

As per the analysis done majority of the students gave 1st rank for the communication purpose secondly entertainment, thirdly educational purpose. Most of them were giving 4th rank to the Status and 5th to the

other purpose. So among the various uses of mobile phones students give more importance to communication use of mobile phone.

4) Features That Attract The Respondents

Mobile phones possess many features which attract all categories of customers. To identify which among the features students are giving more importance the following analysis have been made.

Table :-4 mobile phone features that attract the customers

	Freque ncy	Percen t
Camera	9	15
Mp3/Mp4	4	6.7
Bluetooth	5	8.3
Expandable Memory	5	8.3
Internet Facility	11	18.3
Wi-Fi	7	11.7
GPS	3	5
Dual Sim	7	11.7
Phone Memory	9	15
Total	60	100

It shows that most of them were attracted towards the internet facility provided and is followed by the quality of the camera and phone memory capabilities. Students are not much attracted on the GPS facilities and Mp3 facilities available on the phones.

5) Relationship between Degree Of Expectation Fulfilled And Overall Satisfaction Level

Students are of different levels of expectation at the time of purchasing the phones. To identify whether their expectations at the time of purchase have fulfilled or not the following analysis have been made.

Table :-5 Cross Tabulation of Degree Of Expectation Fulfilled And Overall Satisfaction Level

Satisfaction Level	Overall Satisfaction Level				Total
	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
Poor Than Expected	0	0	1	0	1
Up To The Level	1	6	17	2	26
Fulfilling The Expectation	0	0	22	4	26
Fulfilling More Than Expected	0	0	2	5	7
Total	1	6	42	11	60

H0: There is no significant relationship between the degree of expectation and overall satisfaction level.

H1: There is significant relationship between the degree of expectation and overall satisfaction level.

Where the calculated value is 24.61 Degrees of freedom (c-1) (r-1) is (4-1) (4-1) = 9

Table value at 1% level of significance is 21.67. Since the calculated value is more than the table value, reject the null hypothesis. So that we can conclude that there is significant relationship between the degree of expectation and overall satisfaction level. The expectations of the students at the time of purchase are fulfilled.

CONCLUSION

The above findings and results reflected the preferences, expectations and satisfaction level of mobile phones users of students. The study would help the companies in understanding the factors that influence the purchase decision of the consumers and their expectations from the mobile handsets. The results of the study indicate that mobile phones are no longer the status symbol for the consumers. Brand name, Quality and features in a handset are preferred over their prices. Students here are tech savvy and require new innovative features in mobile phones every new day. The cellular companies should take necessary steps to give special promotional schemes for disabled, students and women, and try to reduce the health side effects from mobile usage etc. in order to increase the market share. The Samsung mobiles bring more add on facilities in their mobiles, but all the customers are unable to access it due to lack of the awareness. Hence, the company can come forward for free demonstration to all the consumers and they may create a chance to use all these services.

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