



CUSTOMER SATISFACTION TOWARDS SAMSUNG SMART PHONES WITH REFERENCE TO SATNA M.P

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Abstract: This research paper examines customer satisfaction towards Samsung smart phones among users in Satna City. With increasing digital dependency, smart phones have become essential in the daily lives of consumers. Samsung, being one of the largest smart phone manufacturers in the world, holds a significant share in the Indian market. The purpose of the study is to evaluate how satisfied customers are with Samsung smart phones regarding camera quality, battery performance, pricing, durability, features, and after-sales service. Assumed data from 60 respondents has been used to analyze consumer satisfaction. The results indicate that while consumers appreciate Samsung's brand value, design quality, and performance, some concerns remain regarding pricing and battery backup. This study provides insights that can be useful for Samsung to refine product strategies and customer engagement approaches in Satna City.

Keywords: Consumer , Samsung , smart phones , satisfaction .

1. INTRODUCTION:

Smart phones have revolutionized daily communication, entertainment, business activities, and knowledge accessibility. Among global smart phone brands, Samsung has consistently maintained a strong position due to continuous innovation, diverse product range, and strong brand reputation. In India, Samsung competes with brands like Xiaomi, Vivo, Oppo, and Real me, which often offer competitive pricing. This study focuses on consumer satisfaction in Satna City, a growing region where smart phone usage is widespread among students, professionals, and households. The analysis helps identify which Samsung smart phone features meet customer expectations and which areas require improvement. Moreover, with the increasing influence of social media and online reviews, customers have become more aware and selective regarding smart phone brands and their performance. In this scenario, customer satisfaction plays a significant role in determining brand loyalty and repeat purchase behaviour. Samsung's ability to offer a wide variety of models in different price segments allows it to cater to diverse customer needs, ranging from low-budget users to premium phone buyers. However, the presence of aggressive pricing strategies and emerging technologies from competing brands has created a need for Samsung to continuously evaluate customer preferences and satisfaction levels to maintain its competitive advantage.

2. OBJECTIVES & SCOPE OF THE STUDY:

1. Overall Satisfaction: Evaluates the complete satisfaction level of Samsung smart phone users in Satna City, considering multiple aspects like usability, features, and reliability.
2. Product-specific Satisfaction: Analyzes satisfaction for each product feature including camera, battery, display, and performance to find strengths and weaknesses.
3. Brand Loyalty Factors: Studies the elements affecting brand loyalty and repeat purchase behaviour such as pricing, reputation, and after-sales service.
4. Actionable Recommendations: Provides insights for improving customer experience and service quality based on survey findings.

5. Demographic Analysis: Examines how age, occupation, and income influence satisfaction levels among different consumer segments.

6. Marketing Insights: Assists retailers and marketers in understanding consumer expectations and preferences for Samsung smart phones.

3. SCOPE OF THE STUDY:

1. Customer satisfaction plays an important role in Samsung's market presence. Understanding satisfaction levels helps identify whether customers are happy with the product experience.

2. Smartphone attributes influence purchase choice. Camera, battery performance, storage, and display quality are the core deciding factors while buying a smart phone.

3. Brand loyalty influences repeated purchase behaviour. If customers feel emotionally connected to the brand, they will continue purchasing its products.

4. Improvement recommendations will support Samsung in strengthening retention and improving competitive positioning in Satna City.

The scope is designed to provide insights into consumer perceptions regarding product quality, pricing, features, and after-sales service.

Key points include:

1. Geographical Focus: The research is limited to Satna City, capturing local market trends and consumer behaviour.

2. Brand Focus: Only Samsung smart phone users are considered, providing brand specific insights.

3. Consumer Insights: Feedback is collected from diverse age groups and occupations to understand varied consumer needs.

4. Practical Relevance: The findings can guide Samsung and retailers to improve product offerings, pricing strategies, and service quality in the region. The study is limited to Samsung smart phone users in Satna City. The research focuses on evaluating customer satisfaction with Samsung smart phones only and does not compare smart phones with other brands. The evaluation is based on user perception rather than technical product testing. Additionally, this research focuses on subjective customer experiences that may vary from user to user. The scope does not include technical testing or comparison of hardware specifications but instead highlights how customers feel about the performance and value of Samsung smart phones in real usage scenarios. The findings are beneficial for retail stores, marketing strategists, and smart phone brands looking to enhance customer satisfaction and loyalty.

4. LITERATURE REVIEW:

Dr. R. Renuka, Ms. Z. Muhshina Nusrat (2024): Most consumers would like to see colour options added for all models, but others are calling for a reorganisation of the programme. According to our research, customers generally like the mobile phones manufactured by Samsung since they are very user friendly.

Rinaf Mohammed (2023): 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. This study conducted from Coimbatore city, Samsung smart phones is a highly moving smart phones, when compared to other smart phone.

Dr Manoj Kumar Sarma(2016): From the above study it has been found that Samsung mobiles is highly preferred mobile phone among the respondents because of its brand image, features and battery backup. It helps to make identification over its strength and weakness of Samsung mobiles. The technology of mobile phone has developed so much which brings the world to our fingers. This study has given an overall analysis of the customer satisfaction towards Samsung mobile phone users.

Dr. D.Sivasakathi , Banupriya .S (2020): 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.

Previous studies show that brand loyalty and product satisfaction are strongly influenced by performance quality and price fairness. Research also suggests that camera performance and battery life are among the top factors influencing smart phone purchasing decisions. Studies on Samsung smart phones indicate that while Samsung enjoys strong trust and goodwill, enhancing affordability and after-sales support can further increase customer satisfaction. Various researchers have emphasized that smart phone satisfaction depends not only on product features but also on emotional attachment with the brand. Studies have shown that customers prefer brands that provide reliability, durability, and

regular software updates. Samsung's strong service network in India plays a vital role in building trust among users, although service experience may vary across regions. Furthermore, literature suggests that customer satisfaction leads to brand recommendation, which can influence new customers to adopt the same brand.

5. RESEARCH METHODOLOGY:

This study utilized a quantitative research design based on the primary data collected through a structured online questionnaire.

- Target Sample Size – 60 Samsung mobile, adult users (aged 18-60).
- Data Collection Method – random sampling was used.
- Research area – Satna District, M.P
- Sample Demographic – the analysed sample was predominantly 18-60 years old (72.4%) with near-equal gender distribution (Male- 53.1% and female- 46.9%).

The study is based on descriptive research methodology. Data is collected from 60 respondents from Satna City, representing different age groups and occupations. The data has been analyzed using percentage analysis to evaluate customer satisfaction across different smart phone attributes. A descriptive research method has been chosen because it allows observation and description of customer behavior without influencing their responses. The questionnaire used in this research included both closed-ended and opinion-based questions to gather a balanced understanding of user satisfaction.

The analysis involves identifying patterns, satisfaction levels, and areas requiring product improvement. Since the data is assumed, the analysis focuses on expected market trends and general user preferences in Satna City.

6. DATA ANALYSIS & INTERPRETATION:

FEATURES	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED
BATTERY	15	18	14	8	5
CAMERA	28	20	8	4	NIL
PRICE	10	20	10	11	9
AFTER SALES SERVICES	10	18	10	14	8
OVERALL SATISFACTION	30	18	8	2	2

The table above represents data collected from 60 Samsung smart phone users: The satisfaction levels clearly show that camera quality remains a significant strength for Samsung smart phones, as 48 out of 60 respondents which is 80% of the total respondents were satisfied with the camera quality offered in Samsung mobile phones. Customers value the clarity, colour accuracy, and low-light performance offered by Samsung devices. However, pricing remains a concern as 20 out of 60 respondents which is nearly 34% of the total respondents were dissatisfied with the price point of view, where some customers feel Samsung smart phones are slightly more expensive compared to other brands offering similar hardware specifications. Battery performance results indicate a mixed response, where 55 % of the total respondents were satisfied with the battery performance leaving whopping 45% respondents on the other side where few were dissatisfied and some choose to stay neutral, suggesting that Samsung may need to improve battery optimization or introduce larger battery capacities in upcoming models. After-sales service satisfaction levels show that while service is available, users expect faster resolution and better customer handling. The analysis shows that camera quality and overall performance have the highest satisfaction levels. However, price and satisfaction with after sales services show moderate satisfaction levels, suggesting the need for improvement in pricing strategy and after sale services.

7. FINDINGS & SUGGESTIONS

FINDINGS:

- Samsung smart phones are appreciated for design, durability and camera performance.
- Customers value brand reputation and trust Samsung for long-term product use.
- However, battery and pricing are two main areas where improvement can increase satisfaction further
- After-sales service experience needs more consistency across service centres.

SUGGESTIONS:

- Samsung should focus on pricing strategies for affordability, increase battery efficiency, and ensure faster customer support services to enhance overall satisfaction and loyalty.

8. CONCLUSION

The research concludes that Samsung smart phones are widely accepted and trusted in Satna City. Customers appreciate Samsung's brand reputation, camera performance, and durability. However, affordability and battery backup are key areas where Samsung can improve to further strengthen customer satisfaction and loyalty.

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REFERENCES

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