

An Analysis of Consumer Preference For Samsung Mobile Phones

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Abstract- *The smartphone industry has been booming since 1983. Since then, many major mobile phone companies have entered the field. Today, people seem to depend on the smartphone for its convenience, great camera features, easy app installation, and most importantly, the ability to perform computing functions on the go. Several internal factors such as consumer demographics, psychographics, personality, motivation, knowledge level, attitudes, beliefs and emotions influence their purchase decisions. Culture and subculture are examples of external factors that can influence the behaviour of an individual. A central theme in the study of consumer behaviour is how people spend time, money and energy on things related to consumption. It is important to consider all aspects of a consumer's purchasing decisions, including what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how they value it, and how it affects their decisions. We regularly consume a variety of goods and services, including food, clothing, housing, transportation, education, gadgets, needs, pleasures, services, and even ideas. As buyers, we have a significant impact on any economies of scale. In today's evolving industry, it's more important than ever for marketers to have a deep understanding of their target demographic. Therefore, today's marketing requires a deep understanding of customer habits and buying habits.*

Samsung separate itself from competitors and pull in clients who are trying to find particular highlights or benefits.

Samsung can contribute in creating portable phone cameras that offer way better picture quality, progressed zoom, or other highlights that buyers discover critical. So also, in the event that customers prioritize battery life, Samsung can contribute in creating versatile phone batteries that final longer or offer quicker charging times. Besides, understanding shopper inclinations can offer assistance Samsung create items that superior meet the requirements of its clients. For illustration, in case Samsung distinguishes that clients are searching for longer battery life in their versatile phones, the company can centre on creating phones with bigger batteries or more effective control administration frameworks. So also, in case clients esteem smooth plan and aesthetics, Samsung can invest in planning phones with appealing and advanced plans. By analysing buyer inclinations, Samsung can recognize regions where it can separate itself from competitors and give highlights or benefits that clients are seeking out for in their smartphone. When clients feel that their needs are being met which a company is listening to their inclinations, they are more likely to precede acquiring items from that company within the future and suggest the company to others.

I. INTRODUCTION

Samsung is one of the world's driving smartphone producers, with a wide extend of portable phone models that cater to diverse buyer portions. Understanding buyer inclinations for Samsung versatile phones is pivotal for the company to create effective showcasing procedures and remain ahead within the profoundly competitive smartphone showcase.

Samsung is in fact one of the driving smartphone producers universally, and shopper inclinations play a basic part in deciding the victory of the company's items. By analysing customer inclinations, Samsung can recognize the highlights and viewpoints of its portable phones that are most critical to clients and create promoting procedures that highlight those highlights. This, in turn, can offer assistance

STATEMENT OF PROBLEM

Customer inclinations for Samsung portable phones can change based on components such as cost, plan, execution, brand notoriety, and accessibility of extras and apps.

One issue confronting Samsung is the got to adjust the wants of distinctive customer sections. For case, a few buyers may prioritize camera quality over battery life, while others may prioritize plan over execution. Samsung must get it the relative significance of these distinctive highlights and prioritize item advancement accordingly.

Samsung must explore the effect of statistic factors on buyer inclinations. Components such as age, sexual orientation, and wage can impact which highlights shoppers

prioritize in their mobile phones. Samsung must analyse these statistic contrasts to guarantee that it is assembly desires of all its clients, not fair a particular subset.

Samsung's premium phones often include the most recent innovation and imaginative highlights that buyers are searching for. Be that as it may, these highlights come at a better taken a toll, making it challenging for a few shoppers to legitimize the cost.

OBJECTIVES

1. To determine the importance of brand value of Samsung mobile phones
2. To study the unique features of Samsung mobile phones.
3. To find the drawbacks of Samsung mobile phones.
4. To compare into how Samsung can improve its items and promoting techniques to remain ahead of the competition.

II. REVIEW OF LITERATURE

(Sunny, 2019) In Rajasthan, Samsung is seen as being more popular than Videocon. According to the findings, Samsung customers are more likely to be brand loyal, be prepared to pay a higher price, and have a strong feeling of community than Videocon customers. Consumer surveys were used to gather the data. 275 customers provided the usable surveys, which were gathered.

(Shiralashetti, 2019) Customers valued features, battery backup, resale value, and brand image over predicted pricing. Today, every business must contend with intense global competition. The most important management event is customer happiness, and businesses work hard to understand the needs, wants, and demands of their clients.

(Billieux, 2017) Cellular phone use has been linked to negative or possibly upsetting behaviour despite its obvious benefits; problematic mobile phone use is viewed as an inability to control one's mobile use.

(Karthika, 2014) satisfaction of the customer is a growing for Indian enterprises. Higher-educated, more informed, and more alert consumers demand more value for their money. Indian marketers are finding it harder and harder to keep their current clients and attract new ones. Nowadays, customers are revered as kings, and the business world is increasingly focused on their purchasing habits. Due to the intense competition they face, globalised businesses must create products and establish marketing plans to draw in customers.

(Karthika, 2014) Customers are the lifeblood of any business, thus they should always be treated as the market's king. Customers are essential to corporate growth, profitability, reputation, and position. Therefore, all businesses must fulfil all of their clients' expectations and demonstrate that they have done so.

(venkateswarlu, 2012) A family's ability to afford a phone depends on factors like income, advertising, and educational attainment. In the Kadapa area of India, a study was done on the variables influencing consumer behaviour when buying mobile phones. The role that various marketing tactics can play in consumers' purchasing decisions is a topic of investigation.

(feich, 2001) It was discovered that switching costs are key in explaining the connection. Costs of switching are also related to quality. Customer satisfaction will rise as a result of the mobile company's emphasis on quality.

III. RESEARCH METHODOLOGY

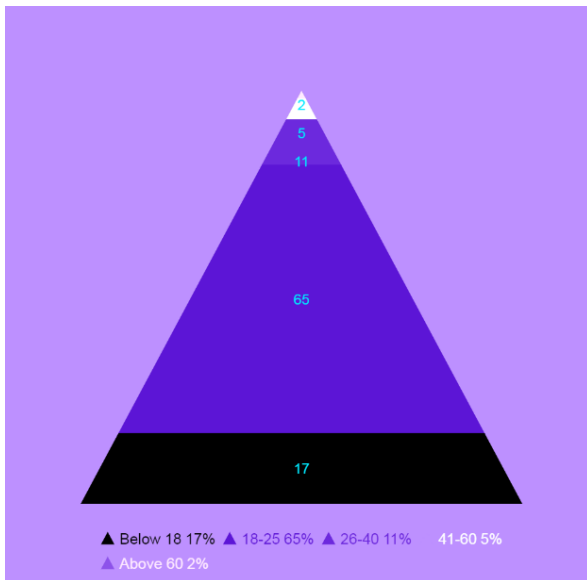
The investigate strategy for an investigation of customer inclinations for Samsung versatile phones ought to be planned to address the particular inquire about questions and goals of the think about whereas guaranteeing that the information collected is substantial, dependable, and agent of the target populace. Online overviews can be conducted to gather information from an expansive test of shoppers rapidly and cost-effectively. Questions can be outlined to assemble data approximately shopper socioeconomics, acquiring behaviours, inclinations, and states of mind towards Samsung portable phones. Centre bunches can be organized to pick up more profound experiences into buyer inclinations for Samsung portable phones. A mediator can lead a gather dialog with a little gather of shoppers to accumulate subjective information around their encounters with Samsung portable phones, their needs and inclinations, and their discernments of Samsung as a brand. Existing information, such as deals information and online surveys, can be analyzed to pick up bits of knowledge into shopper inclinations for Samsung portable phones.

SAMPLE SIZE

The sample size is the number of items that will be selected from the entire universe to make up the sample. The sample size shouldn't be excessively large or small. 150 people make up the study's sample size. The sample is the right size for the population it was drawn from.

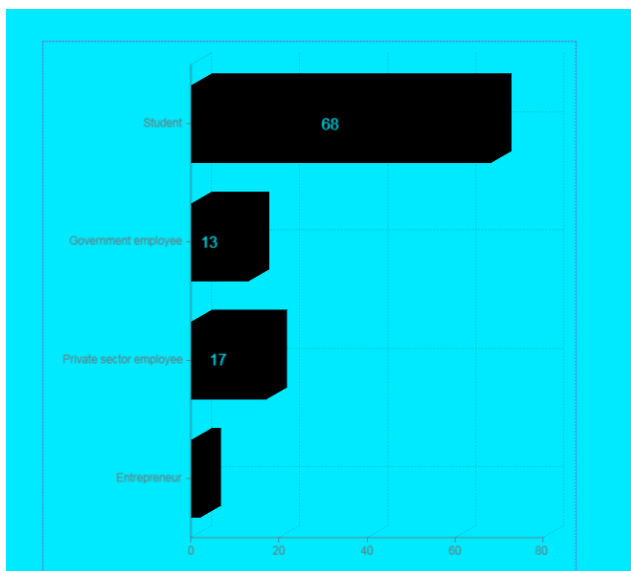
IV. DATA ANALYSIS AND INTERPRETATION

Figure 4.1



Interpretation: From the above figure, we find that 65% of the respondents fall under the age group of 18-25, followed by 17% of the respondents fall under the age group of below 18 and 11% of the respondents fall under the age group of 26-40. 5% of the respondents fall under the age group of 41-60 and the least being 2% of the respondents fall under the age group of above 60/

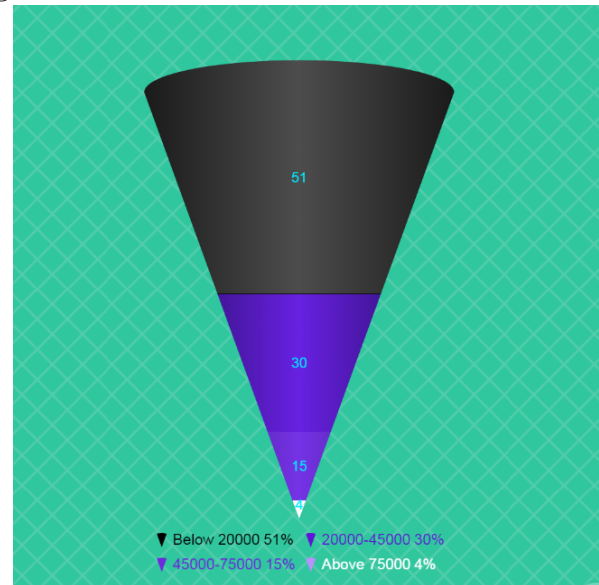
Figure 4.2



Interpretation: The above figure depicts that 68% of the respondents fall under the category of students, 13% of the respondents fall under the category of government employee,

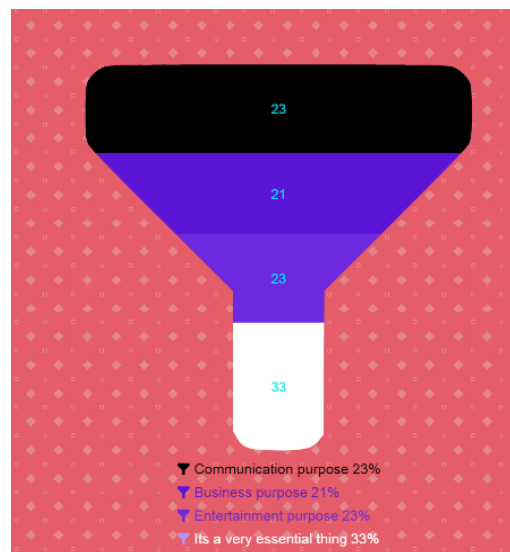
17% of the respondents fall under the category of private sector employee and the least being is 2 %of the respondents fall under the category of entrepreneurs.

Figure 4.3



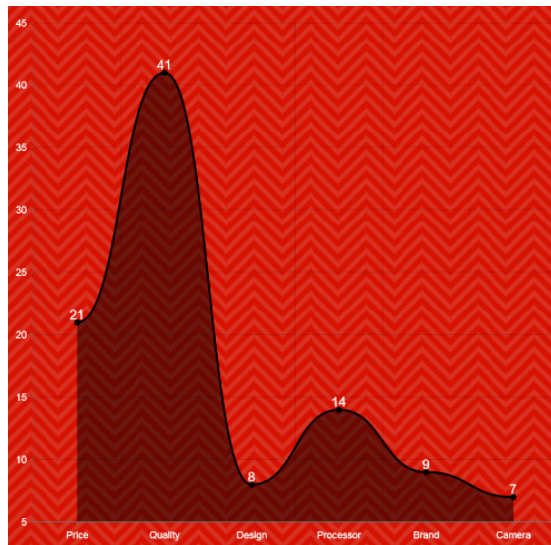
Interpretation: 51% of the responses are Below 20000, 30% of the responses are from 20000-40000, 15% of the responses are from 45000-70000, and 4% of the responses are from above 70000.

Figure 4.4



Interpretation: From the above figure, we find that 33 % of the respondents state that it is a very essential thing, 23% of the respondents buy mobile phones for communication purposes and 23% of the respondents buy mobile phones for entertainment purposes. 21% of the respondents buy mobile phones for business purposes.

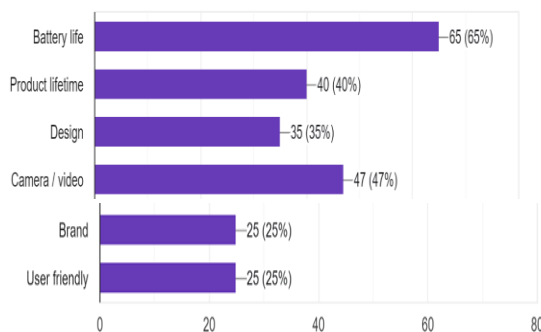
Figure 4.5



Interpretation: The above pictures depict that 41% of the respondents choose Samsung mobile phones for quality, 21% of the respondents choose Samsung mobile phones for price, 14% of the respondents choose Samsung mobile phones for processor, 9% of the respondents choose Samsung mobile phones for Brand, 8% of the respondents choose Samsung mobile phones for design, 7% of the respondents choose Samsung mobile phones for camera.

Figure 4.6

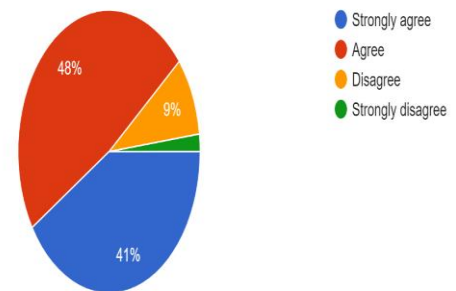
What are the three features that are more important to you when purchasing a mobile phone
100 responses



Interpretation: 65% of the respondents give importance to the battery life feature when purchasing a mobile phone, 47% of the respondents give importance to the camera/video feature when purchasing a mobile phone, 40% of the respondents give importance to the product lifetime when purchasing a mobile phone.

Figure 4.7

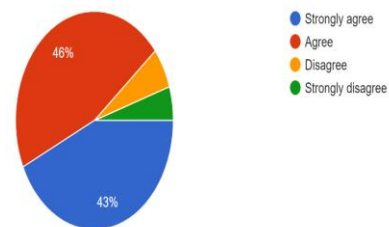
Samsung phones are very stylish in appearance
100 responses



Interpretation: From the above figure 48% of the respondents agree that Samsung mobile phones are stylish in appearance, 41% of the respondents strongly agree that Samsung mobile phones are stylish in appearance, 9% of the respondents disagree that Samsung mobile phones are stylish in appearance, 2% of the respondents strongly disagree that Samsung mobile phones are stylish in appearance.

Figure 4.8

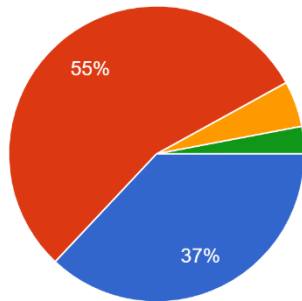
Samsung mobile phones offer large variety of models to choose
100 responses



Interpretation: The above picture depicts that 46% of the respondents agree that the Samsung mobile phones offer a large variety of models, 43% of respondents strongly agree that Samsung mobile phones offer a large variety of models, 5.5% of the respondents disagree that Samsung mobile phones offer a large variety of models and 5.5% of respondents strongly disagree that Samsung mobile phones offer a large variety of models.

Figure 4.9

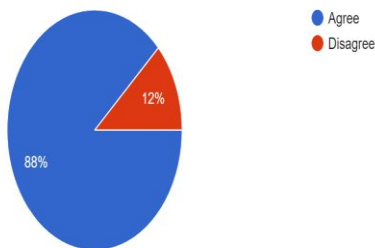
samsung phones are multifunctional and very affordable
100 responses



Interpretation: From the above figure 55% of the respondents agree that Samsung phones are multifunctional and very affordable, 37% of the respondents strongly agree that Samsung phones are multifunctional and very affordable, 4% of the respondents disagree that Samsung phones are multifunctional and very affordable and 4% of the respondents strongly disagree that Samsung phones are multifunctional and very affordable.

Figure 4.10

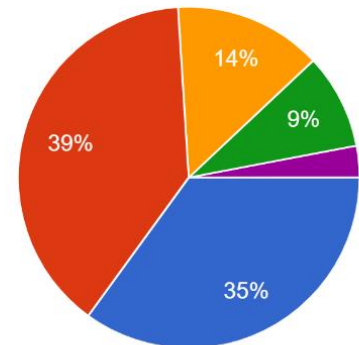
Compared to other smartphone brands,Samsung's security features are superior
100 responses



Interpretation: The above figure depicts that 88 % of the respondents agree that Samsung’s security features are superior to other smartphone brands and 12% of the respondents disagree that Samsung’s security features are superior to other smartphone brands.

Figure 4.11

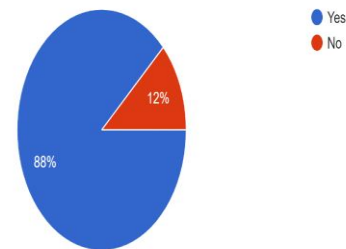
Ranking of Samsung mobile phones on the basis of its r
100 responses



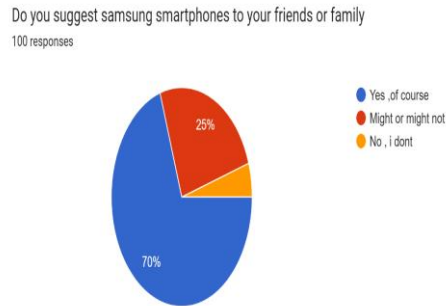
Interpretation: From the above figure 39% of respondents give 2nd rank for Samsung mobile phones, 35% of respondents give 1st rank for Samsung phones, 14% of respondents give 3rd rank for Samsung mobile phones, 9% of respondents give 4th rank for Samsung mobile phones and 3% of respondents give 5th rank for Samsung mobile phones.

Figure 4.12

Excellent customer service is available for samsung mobile phones
100 responses



Interpretation: The above picture depicts that 88% of the respondents agree that there is excellent customer service available for Samsung mobile phones and 12% of the respondents disagree that there is no proper customer service available for Samsung mobile phones.

Figure 4.13

Interpretation: 70% of the respondents agree that they will suggest Samsung smartphones to their friends and families, 25% of the respondents might or might now suggest Samsung smartphones to their friends and families and 5% of the respondents will not suggest Samsung smartphones to their friends and families.

V. FINDINGS

Scholastic databases: Get to legitimate scholarly databases such as IEEE Xplore, Google Researcher, or JSTOR, and look for peer-reviewed articles, inquire about papers, and considers related to Samsung versatile phones. These sources frequently give in-depth investigation, audits, and comparisons of Samsung phones from a research-oriented perspective. Technology survey websites: Prevalent innovation survey websites like CNET, TechRadar, and GSMArena frequently distribute natty gritty surveys and examinations of Samsung versatile phones. These audits can give bits of knowledge into the execution, highlights, and overall user encounter of distinctive Samsung phone models. Industry reports: Seek for industry reports from trustworthy advertise investigate firms such as IDC, Counterpoint Investigate, or Gartner that give bits of knowledge on the showcase share, patterns, and execution of Samsung versatile phones within the worldwide smartphone showcase. These reports can give important information and measurements for your research. Academic diaries and distributions: Look for scholastic diaries and distributions related to portable innovation, broadcast communications, and buyer gadgets that will include investigate articles, case considers, or industry examinations on Samsung versatile phones. These sources can give insightful points of view on different viewpoints of Samsung phones. Books and academic distributions: Counsel books, insightful distributions, and inquire about papers related to portable phone innovation, showcasing, buyer behaviour, or trade administration which will incorporate discourses or investigation of Samsung versatile phones.

VI. CONCLUSIONS:

The use of mobile technologies is growing quickly. Simple call functions gave way to texting, downloaded apps, and the internet in its latter stages of development. The rivalry in the cellular phone sector is continually increasing as more mobile technology is developed. Mobile manufactures are always updating their technology to be more user-friendly in response to the growing demand from customers for handy devices. Samsung mobile phones are one of the top cell phone brands available today. The following are the main justifications why many individuals like utilising Samsung cell phones. It has variety of options, fantastic AMOLED display with a big screen, quick shutter click and many unique features. The use of mobile technologies is growing quickly.

Simple call functions gave way to texting, downloaded apps, and the internet in its latter stages of development. According to this study's findings, the majority of individuals prefer utilising Samsung mobile devices since they provide characteristics such a strong CPU, decent camera, and superior battery backup. Customers generally have a very pleasant experience using Samsung mobile devices. You want to purchase a Samsung mobile device in the future.

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