

An Empirical Study on Customer Satisfaction towards Samsung Products

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Abstract

Customer satisfaction is defined as **“An overall evaluation based on the total purchase and consumption experience with the good or service over time (Fornell, Johnson, Anderson, Cha & Bryant 1996)”**. With marketing, customer satisfaction also comes along with it which

means it ascertains the expectation of the customer on how the goods and services are being facilitated by the companies. Actionable information on how to make customers further satisfied is therefore, a crucial outcome. The purpose of this study is to know the satisfaction of customers towards Samsung Products and to examine the satisfaction level of customers towards the services of Samsung Products. Primary and secondary sources of data have been used in the study. Sample size is 100. Data has been collected from working employees, Students and non working people who uses Samsung products. Study is confined within Jaipur. Stratified Random Sampling has been used in this study. Data has been analyzed through Pie Chart and Statistical test have been used like Correlation to find out the Relationship between the factors that have impact on Customer Satisfaction.

Key Words: - Customer Satisfaction, Samsung Products, Customer

Customer Satisfaction

High customer satisfaction translates to customer loyalty and Loyalty is one of the biggest drivers to the growth of the product. Customer satisfaction has been one of the top tools for a successful business. Customer satisfaction is defined as **“An overall evaluation based on the total purchase and consumption experience with the good or service over time (Fornell, Johnson, Anderson, Cha & Bryant 1996)”**. With marketing, customer satisfaction also comes along with it which means it ascertains the expectation of the customer on how the goods and services are being facilitated by the companies. Actionable information on how to make customers further satisfied is therefore, a crucial outcome (Oliver 1999). However, the product and its features, functions, reliability, sales activity and customer support are the most important topics required to meet or exceed the satisfaction of the customers. Satisfied customers usually rebound and buy more. Besides buying more they also work as a network to reach other potential customers by sharing experiences (Hague & Hague 2016.) The value of keeping a customer is only one- tenth of winning a new one. Therefore, when the organization wins a customer it should continue to build up a good relationship with the client. Providing the quality of goods and services in the 21st century is not only to satisfy the customers but also to have a safe position. Indeed, this has benefited the customers significantly on consuming qualitative products (Rebekah & Sharyn 2004.)

Customers often look for a value in the total service which requires internal collaboration among the department that is responsible for different elements of the offering, such as the core product (goods or services) delivering the product, product documentation, etc. Moreover, from profitability and productivity perspectives only activities that produce value for customers should be carried out. Hence, firms have to get to know their customers much better than has normally been. However, the company should be able to build trust with the customer so it is easy to get the feedback from the customer. This is how customer oriented product or service could be developed (Hill, Brierley & MacDougall 2003.)

Customer satisfaction is influenced by specific product or service features and perceptions of quality. Satisfaction is also influenced by customer's emotional responses, their attributions neither perception of equity (Zeithal & Bitner. 2003, 87-89.) Increased customer satisfaction can provide company benefits like customer loyalty, extending the life cycle of a customer expanding the life of merchandise the customer purchase and increases customers positive word of mouth communication. When the customer is satisfied with the product or service of the company, it can make the customer to purchase frequently and to recommend products or services to potential customers. It is impossible for a business organization to grow up in case the company ignores or disregards the needs of customers (Tao 2014.)

The challenge for business today is to move from product orientation to customer focus. This is becoming more difficult because now customers are increasingly sophisticated, educated and well informed. They have high expectations of the service they want to receive. They want greater choice and will not be 'sold to' or manipulated. Therefore, now- a - days, customers are willing to be treated as individual. They want to be valued and to feel their custom important. Service organizations constantly strive for the higher level of customer services.' (Sarah Cook 2002). **Customer satisfaction is a part of customer's experience that exposes a supplier's behavior on customer's expectation.** It also depends on how efficiently it is managed and how promptly services are provided. This satisfaction could be related to various business aspects like marketing, product manufacturing, engineering, quality of products and services, responses customer's problems and queries, completion of project, post delivery services, complaint management etc.

REVIEW of LITERATURE

1. Assaari and Karia¹ (2000) in their paper titled, “Churn Management towards Customer Satisfaction; A Case of Cellular operations in Malaysia” have viewed that customer satisfaction and customer service have been critical factors of the cellular industry. Cellular service providers need to ensure about the technology that provides customer service best in the industry. It is stated that investment in people and in technology helps in providing best customer service for today and for the future. One common ground that most carriers and customers agree on is that good customer service can have a key impact on how a customer views firm’s services and company.

2. Carsten Fink, Aaditya Mattoo and Randeep Rathindran³ (2001) in their study titled, “Liberalizing Basic Telecommunications: The Asian Experience” have found that despite the move away from traditional public monopolies, most Asian governments are still unwilling to allow unrestricted entry, eliminate limits on private and foreign ownership, and establish strong independent regulators. A comprehensive reform including privatization, competition and regulation has been implemented and there are significantly higher levels of main line availability, service quality and labour productivity.

3. David M. Szymanski and David H. Henard⁴ (2001) in their study entitled, “The New Marketing Developing Long-term Interactive Relationships” have said that the growing number of academic studies on customer satisfaction and the mixed findings they report complicate the efforts among managers and academics to identify the antecedents to, and outcomes of businesses having more against less-satisfied customers. These mixed findings and the growing emphasis by managers on having satisfied customers point to the value of empirically synthesizing the evidence on customer satisfaction to assess current knowledge. To achieve this aim, the authors conducted a meta-analysis of the reported findings on customer satisfaction. They have documented that equity and disconfirmation are most strongly related to customer satisfaction on average.

4. Balasubramanian, Paterson and S.L. Jarvenpaa⁸ (2002) in their article entitled, “Exploring the Implications of M-convenience for Markets and Marketing” have identified that the unique intrinsic attributes mentioned by the end users are unhindered time and space attributes of the mobile phone. The extrinsic attributes are divided as direct and indirect network. Direct network

is the effect of the size, speed and capacity of the network, whereas, indirect network is the effect originating from the information, transaction, or machine interactive services.

5. Bhave and Ashish⁹(2002) in their article entitled, “Customer Satisfaction Measurement” have found that the opinion that customers perception towards service and quality of a product determines the success of that product or service in the market. With better understanding of customers perceptions, a firm can determine the suitable actions to meet the needs of customers. Firms can identify their own strengths and weaknesses in comparison with their competitors. Major attributes that influence customer satisfaction are product quality, packaging, delivery commitments, price, responsiveness and ability to resolve complaints and overall communication, accessibility and attitude failing short creates dissatisfaction. Customer loyalty is an important strategic objective for all organizations.

6. K.E. Lommeruda and L. Sorgard¹⁰ (2003) in their study on “Entry in Telecommunication: Customer Loyalty, Price Sensitivity and Access Prices” have stated that telecommunication services are like undifferentiated products. Therefore, customers are not price sensitive all the times and sometimes brand loyalty takes a dominant part in brand preferences. This is because some consumers are retained with old monopolists. They have pointed out that substantive role of price fairness and quality service with customer satisfaction existing in the communication sector.

7. K. Maran, C. Madhavi and K.Thilagavathi¹⁵ (2004) in their article titled, “Customer's Perception on Telephone: A Study with Special Reference to Chennai City” have indicated that the consumer perceptions about fixed telephone lines in Chennai. The objectives of the study is (1) to find the most influencing factor in selection of service provider, and (2) to measure customer perception and satisfaction as regards the service provided. The study on a sample of 550 telephone users indicate that some problems exist that deserve the attention of the company. The company needs to bridge the gap between the services promised and services offered. And to conclude, “Delivering service without measuring the impact on the customer is like driving a car without a windshield”.

8. Avnish Bansal¹⁶ (2005) in his study on “Cell Phones Taking Control of Our Lives” has reported that India is the fastest growing mobile communication market in the world. It is one of

the early adopters of Global System for Mobile Communication (GSM) technology and during 2005 there were over 30 million GSM subscribers in the country, an increase of 100 per cent over the year 2004. In addition, there were over 10 million Code-Division Multiple Access (CDMA) subscribers. In order to keep pace with the world, India should widely adopt third generation (3G) technology.

9. P.Chandiran¹⁷ (2005) in his article entitled, “Product Life Cycle and Promotion Strategies in Cellular Telecom Industry” brings to light the various promotion strategies followed by the cell phone services during the growth stage. Brand building, emotional bondage and mass media are the effective advertising strategies adopted as promotional tools. As sales promotion strategies, the schemes, tariff plans, event sponsoring, special package for the corporate world, and co-promotion should be given importance during the growth stage of the cell phone services. In the personal selling process, the suitable strategies to be followed are focused personal selling and corporate accounts strategy. In the distribution process, in-depth retailing and high-reach strategies can be entertained to make the services successful in the near future.

10. Jain and B.S. Hundal³⁰ (2006) in their article titled, “Factors Influencing the Adoption of Cell Phone Services in Rural Areas” have revealed in their study that the choice of service provider is affected by facilitating factor followed by coverage, quality of services and easy availability of connection and bill payment. It is stated that neighbour’s choice has affected the respondent’s choice to a great extent.

RESEARCH METHODOLOGY

Research is defined as a careful consideration of study regarding a particular concern or a problem using scientific methods. According to the American sociologist Earl Robert Babbie, “Research is a systematic inquiry to describe, explain, predict and control the observed phenomenon. Research involves inductive and deductive methods.”

3.1. JUSTIFICATION & RELEVANCE OF THE STUDY

- The present purpose of this study is to focus on the customer satisfaction. It aims at satisfying customers along with relevant circumstances. Therefore, the study is analytical in nature based on published data.
- This study is expected to come up with conclusion capable of being verified by subsequent studies.
- The main thrust of our study is to examine to identify factors influencing the customer satisfaction and to know the satisfaction level of consumers toward its services so that measures can be initiated for improving the performance of the company.
- The study helps to understand the perception and satisfaction of customers with regards to the services offered by the company.

3.2 SCOPE OF THE STUDY

It helps to know that which publicity media gives maximum retention to the customer. The present study being both descriptive and evaluative in nature, examines various direct as well as indirect factors that lead to customer loyalty. The study confine only to the perception of ultimate customers. It will provide immense inputs to the management for taking decisions with regard to brand extensions, resulting into lower advertising costs, higher sales, greater revenues etc .Further, the study will provide new insights with respect to the impact of customer satisfaction which can be extended to other categories of services.

3.3 OBJECTIVES OF THE STUDY

- ❖ To examine the factors influencing the customer satisfaction.
- ❖ To examine the satisfaction level of consumers toward the services.
- ❖ To understand the customer satisfaction level through direct interaction with knowing their preference.

3.4 Hypothesis of the study

H₀: There is no significant impact of the different factors influencing Customer satisfaction towards Samsung Products

H_a: There is a significant impact of the different factors influencing

Customer satisfaction towards Samsung Products

3.5 METHOD OF DATA COLLECTION

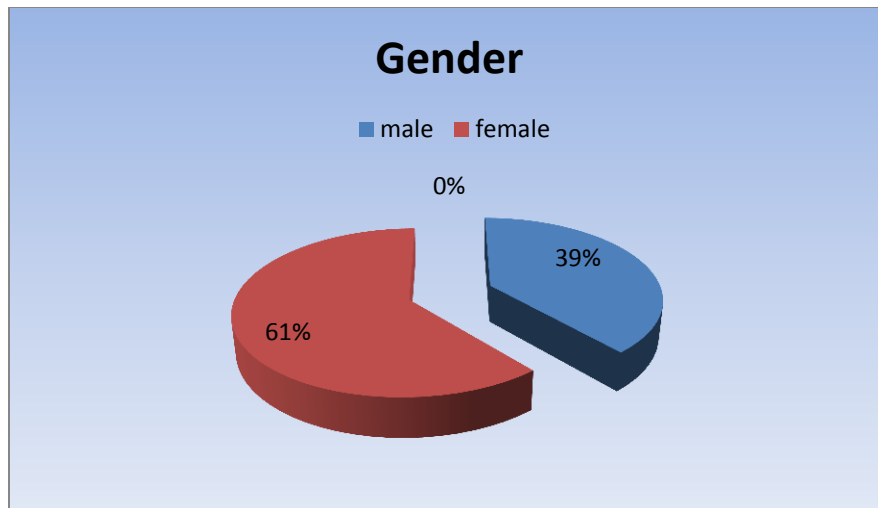
Primary sources and Secondary Sources are used to collect the data. An Unstructured questionnaire was prepared. In this questions regarding Customer satisfaction for Samsung Mobile Phones were framed to know some factors that have impact on customer Satisfaction towards Samsung Products. Respondent's response was collected from Questionnaire and Secondary Data was collected from research Papers, Books.

1	Universe of Study	Professionals, Common People and Students
2)	Sample Size	100
3)	Type of Sampling	Stratified Random Sampling

DATA ANALYSIS AND INTERPRETATION**Gender****Table no.1**

	Frequency	Percent
Male	29	18.8
Female	46	29.9
Total	75	48.7

Figure no.1



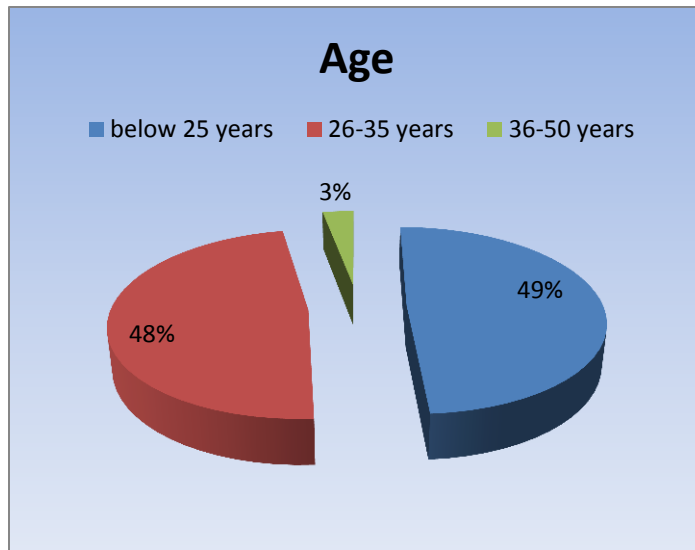
INTERPRETATION: From the above table, it is evident that 39% respondents were male and the rest 61% were female respondents

Age of the respondents

Table no.2

	Frequency	Percent
Below 25 years	49	31.8
26-35 years	48	31.2
36-50 years	3	1.9
Total	100	64.9

Figure no.2

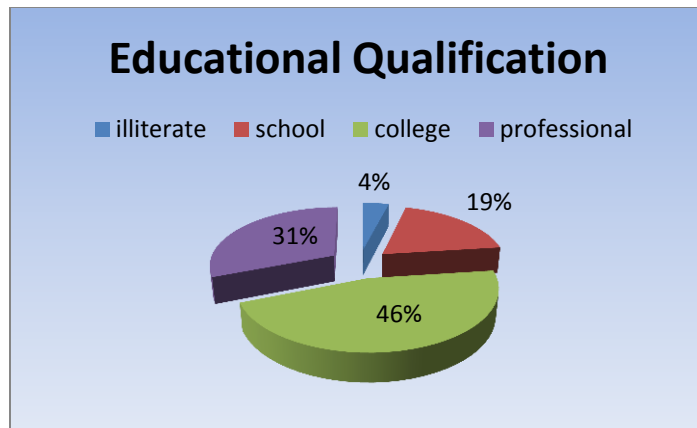
**INTERPRETATION:**

From the above table, it is evident that 49% respondents were below 25 years, 48% were between 26-35 years and the rest 3% were between 36-50 years

Profession of the respondents

Table no.3

	Frequency	Percent
Illiterate	4	2.6
School	19	12.3
College	46	29.9
Professional	31	20.1
Total	100	64.9

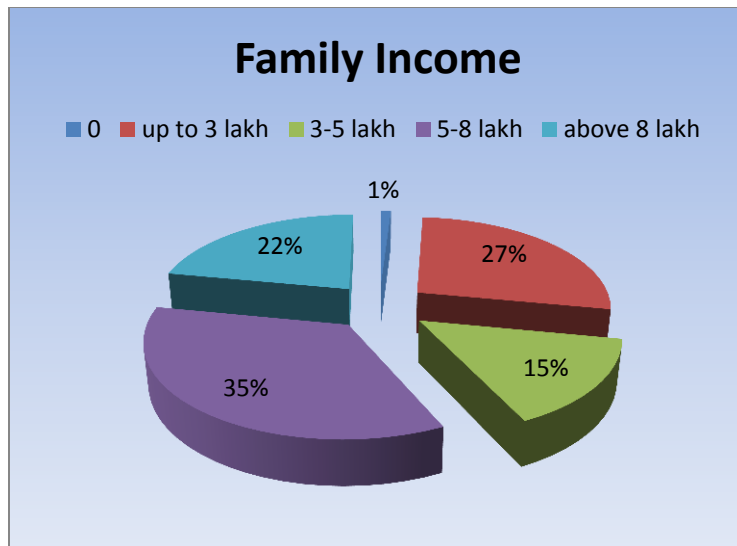
Figure no.3**INTERPRETATION:**

From the above table, it is evident that 31% respondents were professional, 19% were higher secondary, 46% were college students and rest 4% were illiterate.

Family income of the respondents**Table no.4**

	Frequency	Percent
up to 3 lakh	27	17.5
3-5 lakh	15	9.7
5-8 lakh	35	22.7
above 8 lakh	22	14.3
Total	100	64.9

Figure no.4

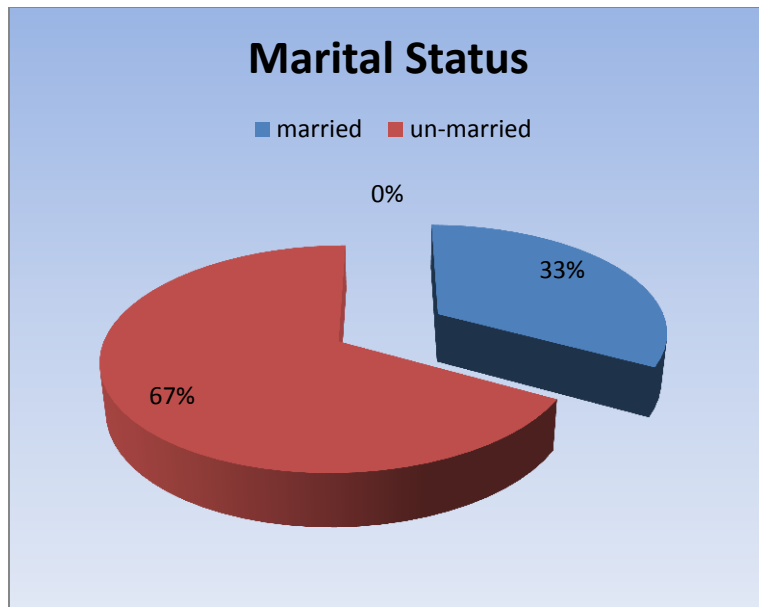
**INTERPRETATION:**

From the above table, it is evident that 1% respondents were not earning, 27% had annual income upto 3 lakh, 22% had 3-5 lakh, 35% had 5-8 lakh and the rest 22% were above 8 lakh

Marital status**Table no.5**

	Frequency	Percent
Married	33	21.4
Un-married	67	43.5
Total	100	64.9

Figure no.5

**INTERPRETATION:**

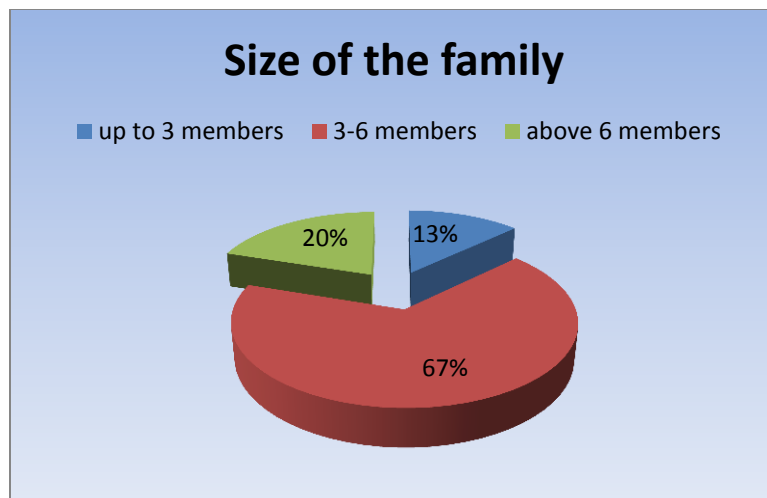
From the above table, it is evident that 33% respondents were married and the rest 67% were married.

Size of the family

Table no.6

	Frequency	Percent
3-6 members	13	8.4
above 6 members	67	43.5
Above 6 members	20	13.0
total	100	64.9

Figure no.6

**INTERPRETATION:**

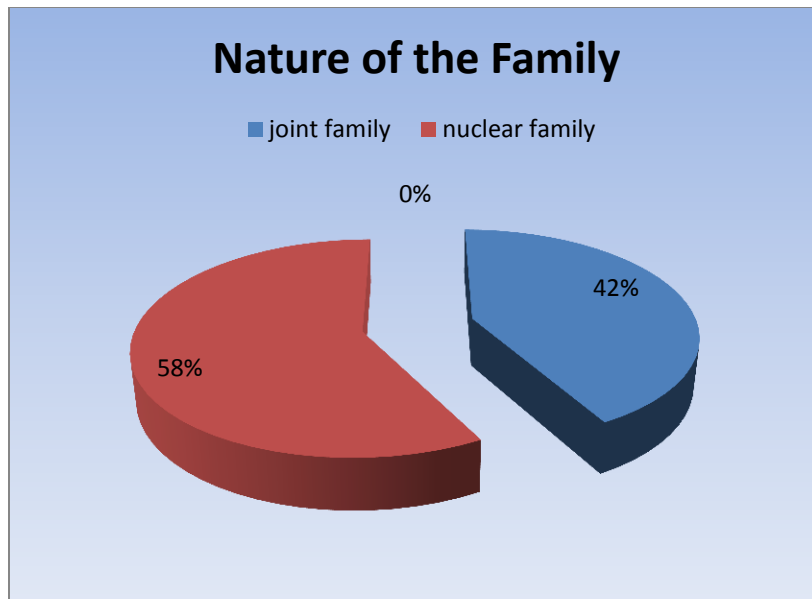
From the above table, it is evident that 13% respondents had up to 3 members family, 67% had 3-6 members family and the rest had above 6 members family.

Nature of the family

Table no.7

	Frequency	Percent
Joint family	42	27.3
Nuclear family	58	37.7
Total	100	64.9

Figure no.7

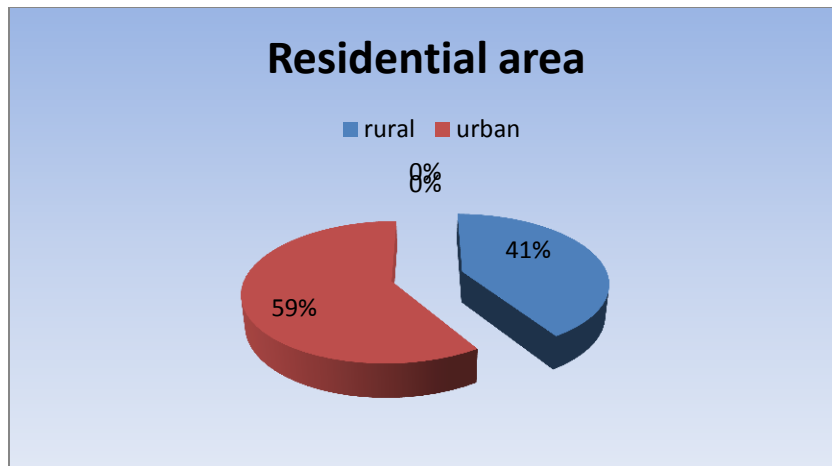
**INTERPRETATION:**

From the above table, it is evident that 58% respondents belonged to joint family and the rest 42% belonged to nuclear family.

Residential area**Table no.8**

	Frequency	Percent
rural	41	26.6
urban	59	38.3
Total	100	64.9

Figure no.8



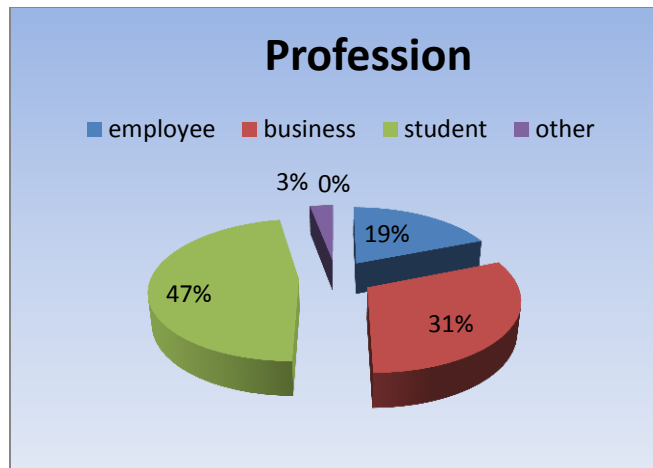
INTERPRETATION: From the above table, it is evident that 41% respondents belonged to rural area and the rest 59% belonged to urban area.

Profession

Table no.9

	Frequency	Percent
employee	19	12.3
business	31	20.1
student	47	30.5
other	3	1.9
Total	100	64.9

Figure no.9

**INTERPRETATION:**

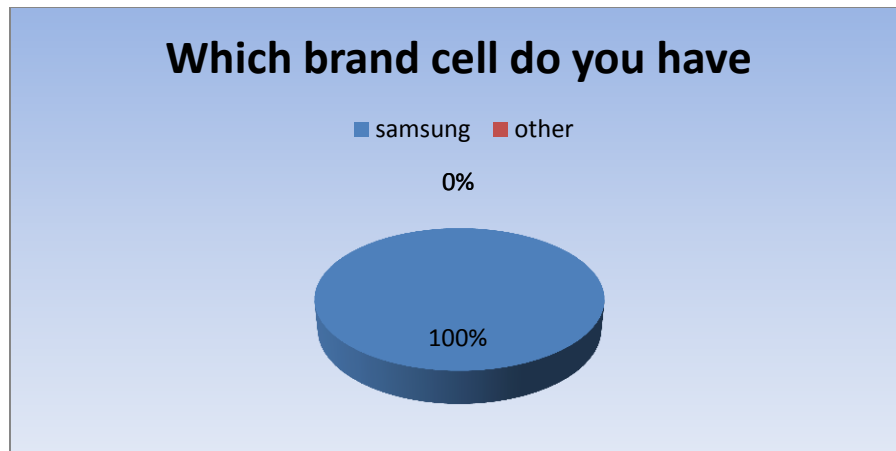
From the above table, it is evident that 19% were employees, 47% were students, 31% were business people, 3% were engaged in other profession.

Which brand cell do you prefer

Table no.10

	Frequency	Percent
samsung	99	64.3
other	1	.6
Total	100	64.9

Figure no.10

**INTERPRETATION:**

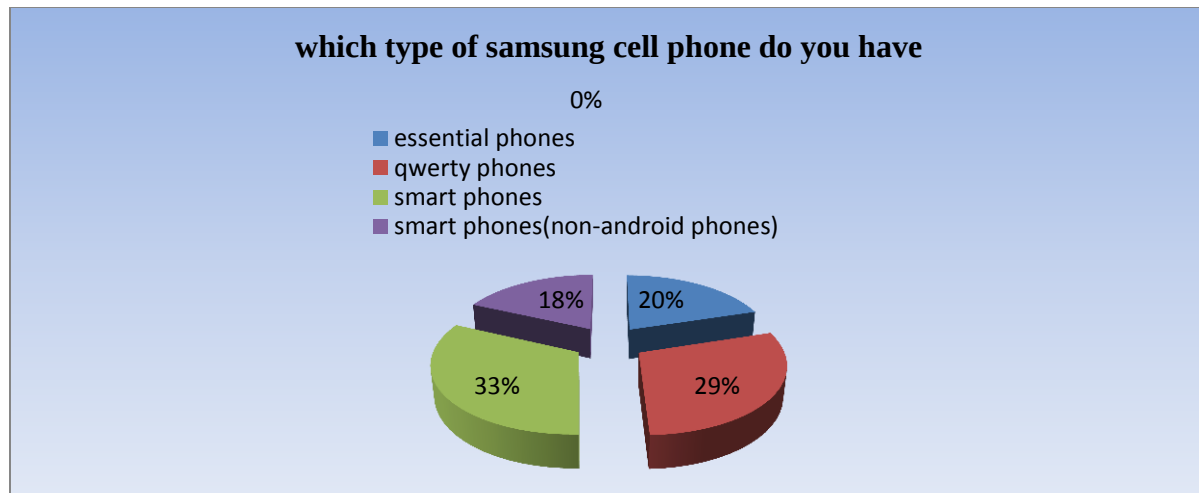
From the above table, it is evident that 100% respondents had samsung phone

Which type of Samsung cell phone do you have

Table no.11

	Frequency	Percent
essential phones	20	13.0
qwerty phones	29	18.8
smart phones	32	20.8
smart phones(non-android phones)	18	11.7
total	100	64.9

Figure no.11



INTERPRETATION:

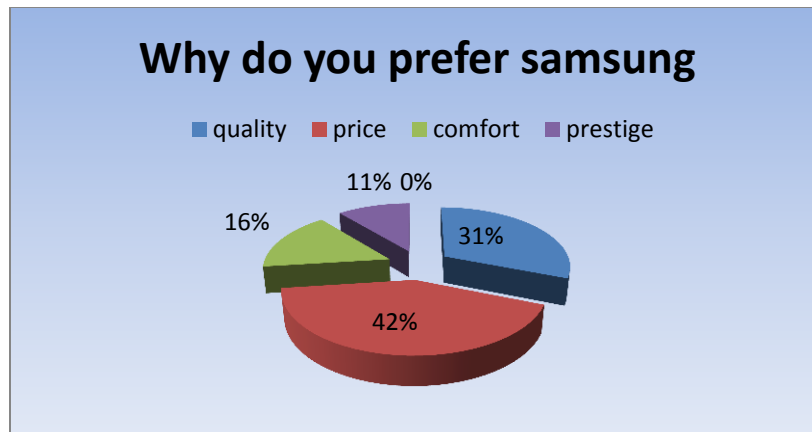
From the above table,it is evident that 20% respondents had non android smart phones, 18% had essential phones, 33% had smart phones and the rest 29% had qwerty phones.

Why do you prefer Samsung

Table no.12

	Frequency	Percent
quality	31	20.1
price	42	27.3
comfort	16	10.4
prestige	11	7.1
Total	100	64.9

Figure no.12

**INTERPRETATION:**

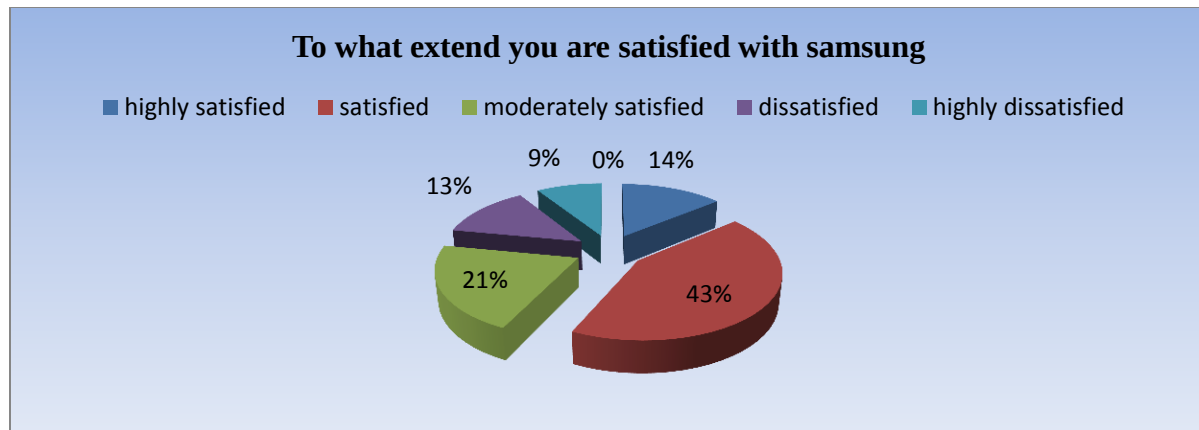
From the above table, it is evident that 31% respondents preferred quality, 42% preferred price, 16% preferred comfort and the rest 42% preferred prestige.

To what extend are you satisfied with Samsung

Table no.13

	Frequency	Percent
Highly satisfied	14	9.1
Satisfied	43	27.9
Moderately satisfied	21	13.6
Dissatisfied	13	8.4
Highly dissatisfied	9	5.8
Total	100	64.9

Figure no.13



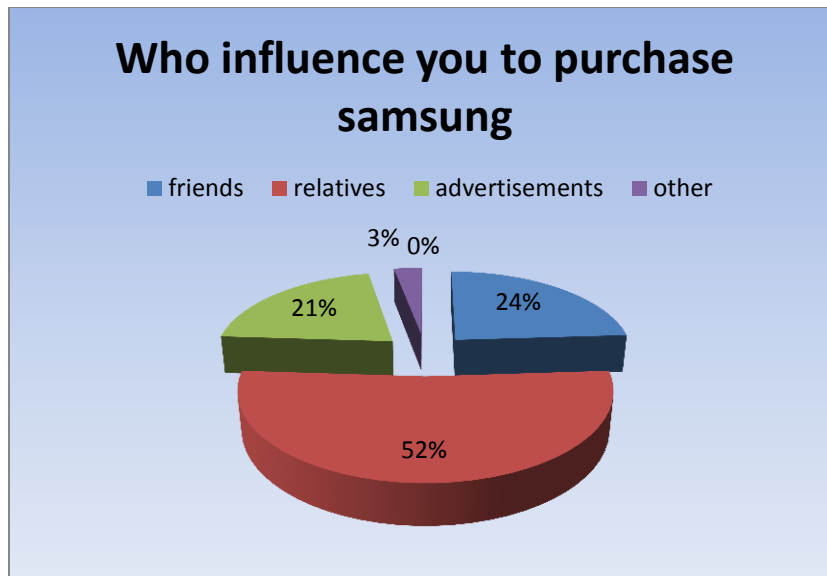
INTERPRETATION:From the above table, it is evident that 9% were highly satisfied, 43% were satisfied, 21% were moderately satisfied, 13% were dissatisfied and the rest 14% were highly dissatisfied.

Who influence you to purchase Samsung cell?

Table no.14

	Frequency	Percent
Friends	24	15.6
Relatives	52	33.8
Advertisements	21	13.6
Other	3	1.9
Total	100	64.9

Figure no.14



INTERPRETATION:

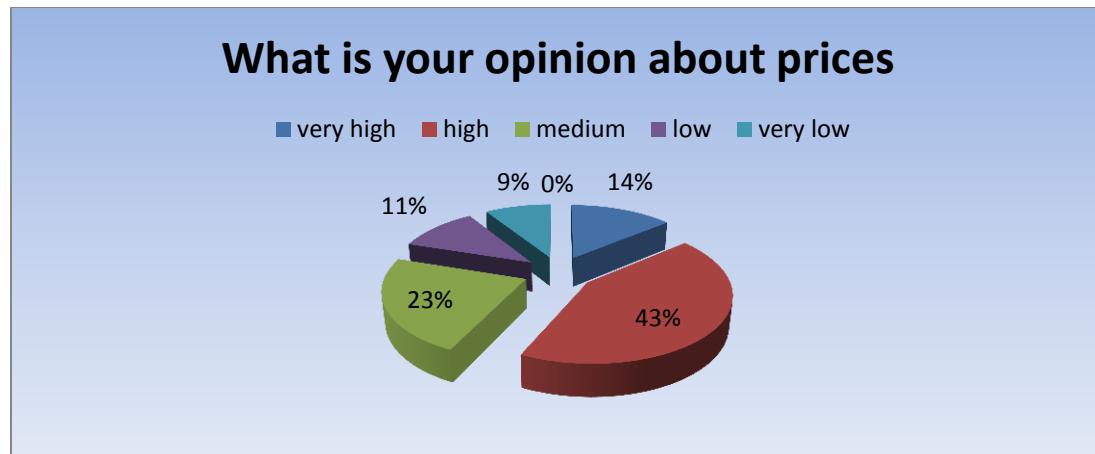
From the above table, it is evident that 24% respondents were influenced by friends, 21% were influenced by advertisements, 52% were influenced by relatives and the rest 24% were influenced by others

What is your opinion about price?

Table no.15

	Frequency	Percent
Very high	14	9.1
High	43	27.9
Medium	23	14.9
Low	11	7.1
Very low	9	5.8
Total	100	64.9

Figure no.15



INTERPRETATION:

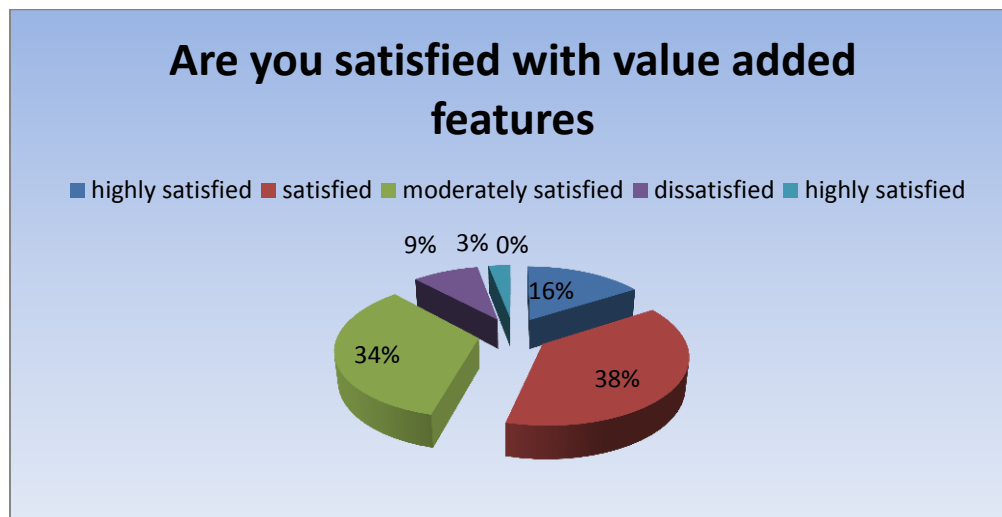
From the above table, it is evident that 14% respondents found that prices were very high, 43% found it high, 23% found it medium, 14% found it low and the rest 9% found it very low.

Are you satisfied with value added features of Samsung?

Table no.16

	Frequency	Percent
highly satisfied	16	10.4
satisfied	38	24.7
moderately satisfied	34	22.1
dissatisfied	9	5.8
highly satisfied	3	1.9
Total	100	64.9

Figure no.16



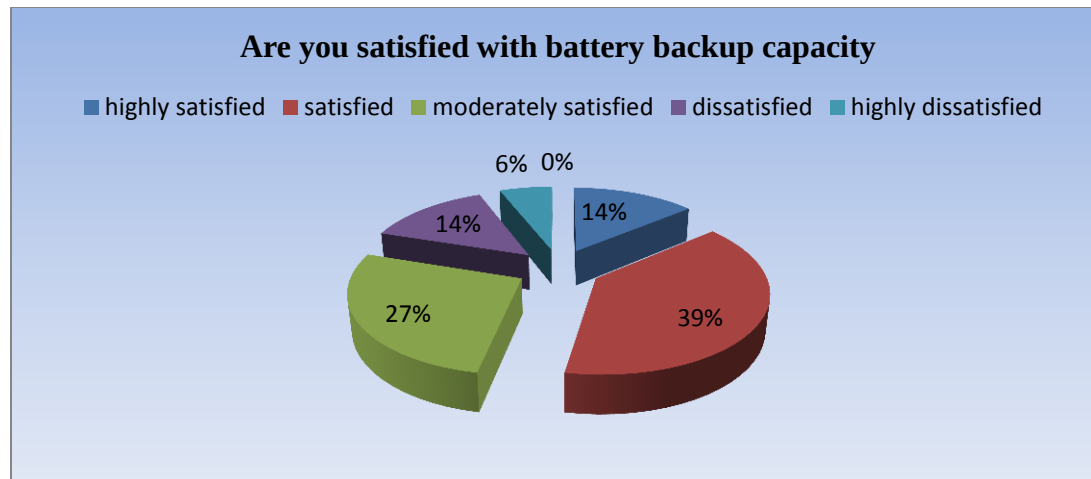
INTERPRETATION:-From the above table, it is evident that 16% respondents were highly satisfied, 38% were satisfied, 34% were moderately satisfied, 9% were dissatisfied and the rest 3% were highly dissatisfied.

Are you satisfied with battery backup capacity of Samsung?

Table no.17

	Frequency	Percent
highly satisfied	14	9.1
satisfied	39	25.3
moderately satisfied	27	17.5
dissatisfied	14	9.1
highly dissatisfied	6	3.9
Total	100	64.9

Figure no.17



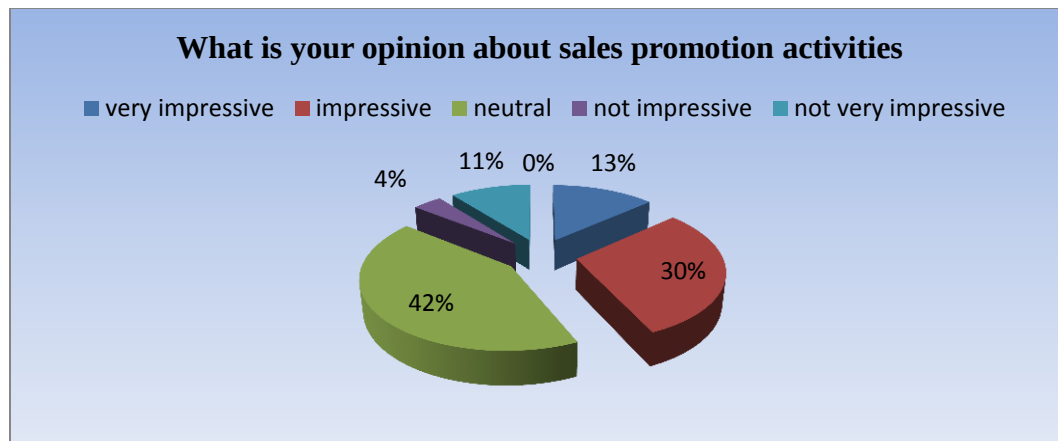
INTERPRETATION:-From the above table, it is evident that 14% respondents were highly satisfied, 39% were satisfied, 27% were moderately satisfied, 14% were dissatisfied and the rest 6% were highly dissatisfied.

What is your opinion about sales promotional Activities?

Table no.18

	Frequency	Percent
very impressive	14	9.1
impressive	31	20.1
neutral	44	28.6
not impressive	4	2.6
not very impressive	11	7.1
Total	104	67.5

Figure no. 18



INTERPRETATION:

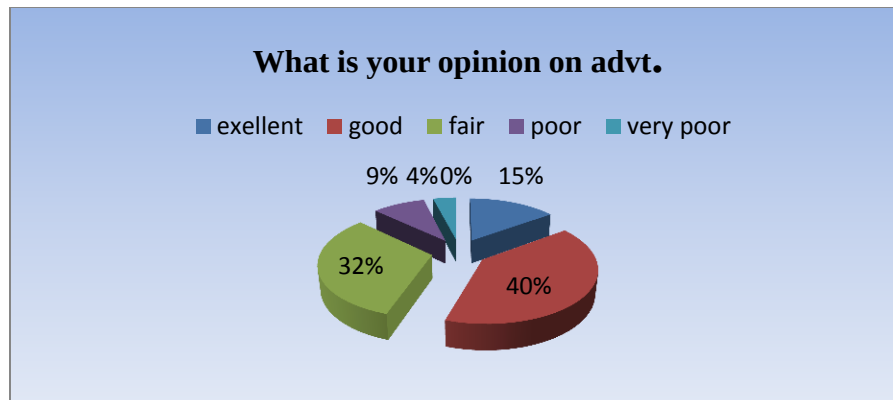
From the above table, it is evident that 13% respondents were very impressed, 30% were impressed, 42% were neutral, 4% were not impressed and the rest 11% were not very impressed.

What is your opinion on advertisements of Samsung?

Table no. 19

	Frequency	Percent
excellent	15	9.7
good	40	26.0
fair	32	20.8
poor	9	5.8
very poor	4	2.6
Total	100	64.9

Figure no. 19

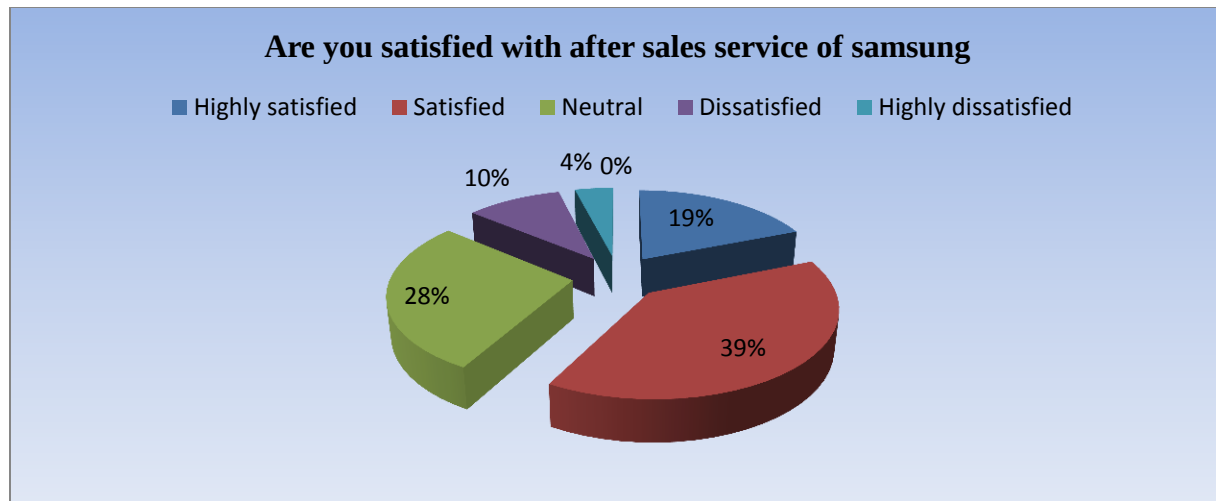
**INTERPRETATION:**

From the above table, it is evident that 15% respondents found samsung advertisements excellent, 40% found it good, 32% found it fair, 9% found it poor and the rest 4% found it very poor.

Are you satisfied with after sales Service?**Table no.20**

	Frequency	Percent
Highly satisfied	19	12.3
Satisfied	39	25.3
Neutral	28	18.2
Dissatisfied	10	6.5
Highly dissatisfied	4	2.6
Total	100	64.9

Figure no.20



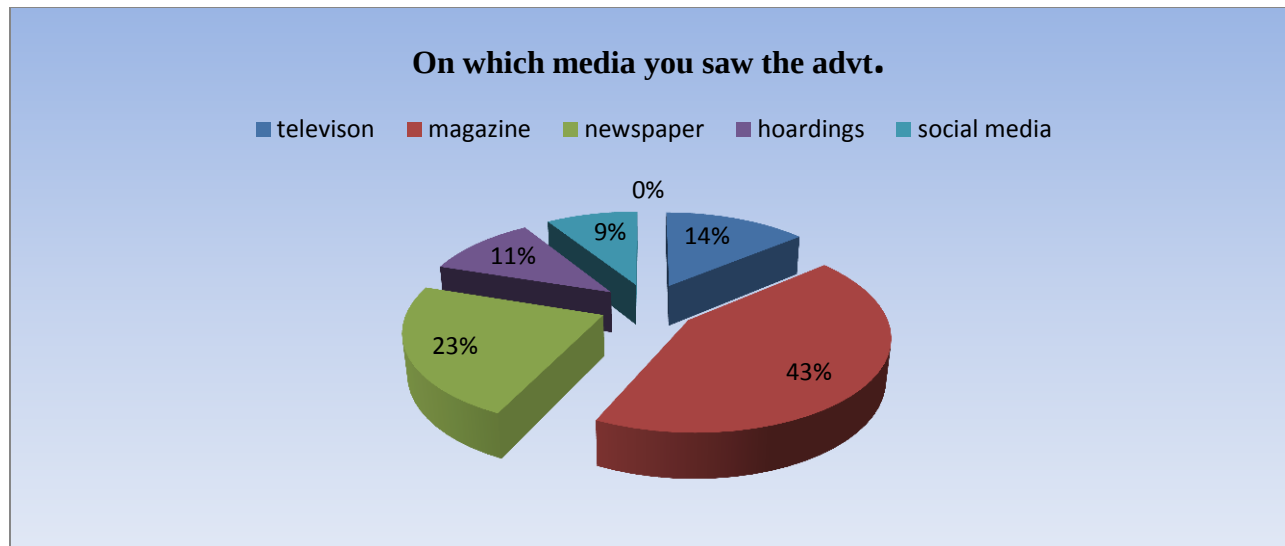
INTERPRETATION:From the above table, it is evident that 19% respondents were highly satisfied with the after sales service, 39% were satisfied, 28% were neutral, 10% were dissatisfied and the rest 4% were highly dissatisfied.

On which media you saw the advertisement of Samsung?

Table no.21

	Frequency	Percent
television	14	9.1
magazine	43	27.9
newspaper	23	14.9
hoardings	11	7.1
social media	9	5.8
Total	100	64.9

Figure no.21



INTERPRETATION:

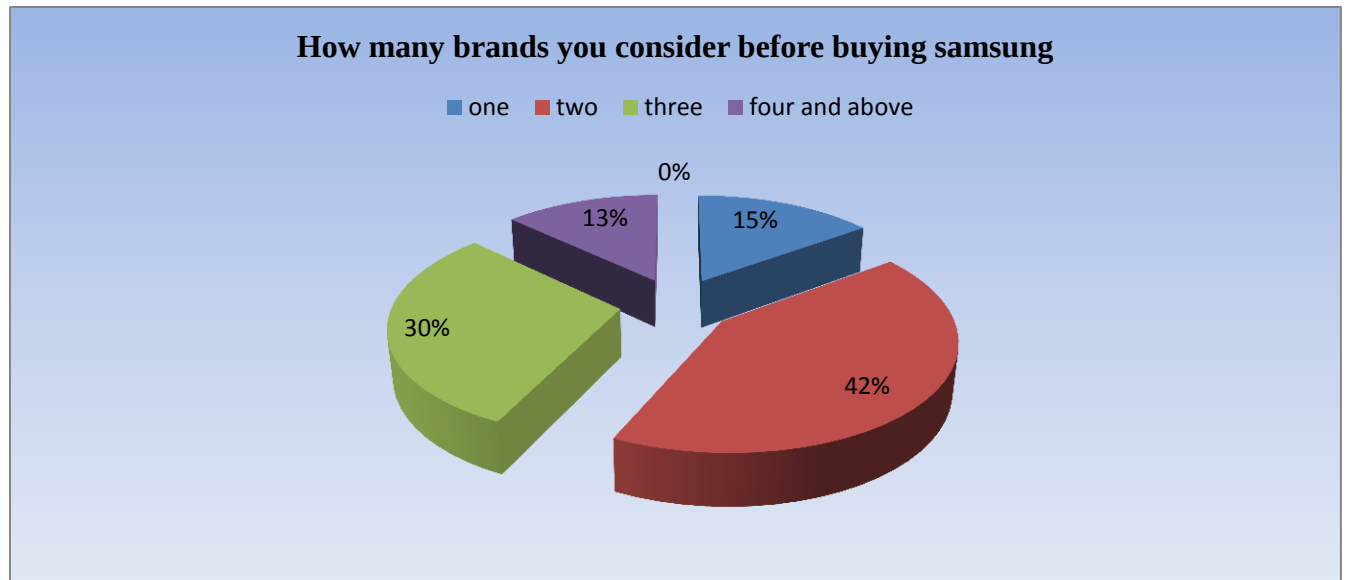
From the above table, it is evident that 43% respondents saw advertisement in magazine, 23% saw in newspaper, 11% saw on television, 9% saw on hoardings and the rest saw on social media.

Total no. of brands considered before buying Samsung products

Table no.22

	Frequency	Percent
One	15	9.7
Two	42	27.3
Three	30	19.5
four and above	13	8.4
Total	100	64.9

Figure no.22



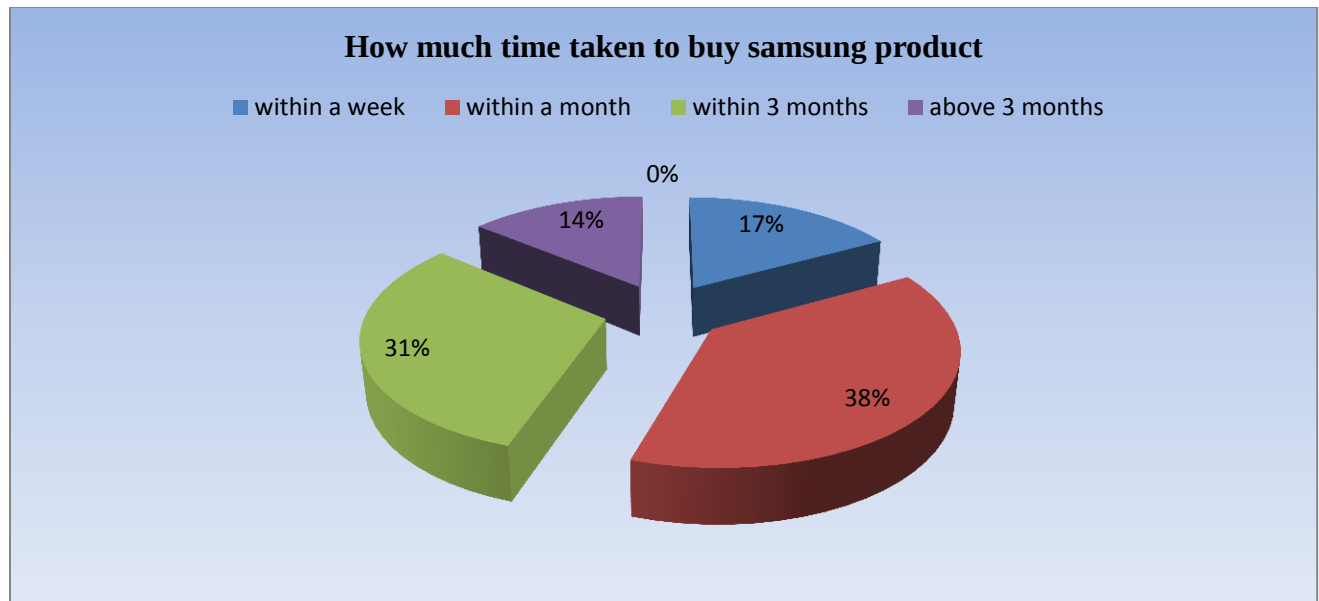
INTERPRETATION:-From the above table, it is evident that 15% respondents considered one brand before buying Samsung , 42%considered two, 30%considered three and the rest 13% considered four and above.

How much time taken to buy Samsung product?

Table no. 23

	Frequency	Percent
within a week	17	11.0
within a month	38	24.7
within 3 months	31	20.1
above 3 months	14	9.1
Total	100	64.9

Figure no. 23



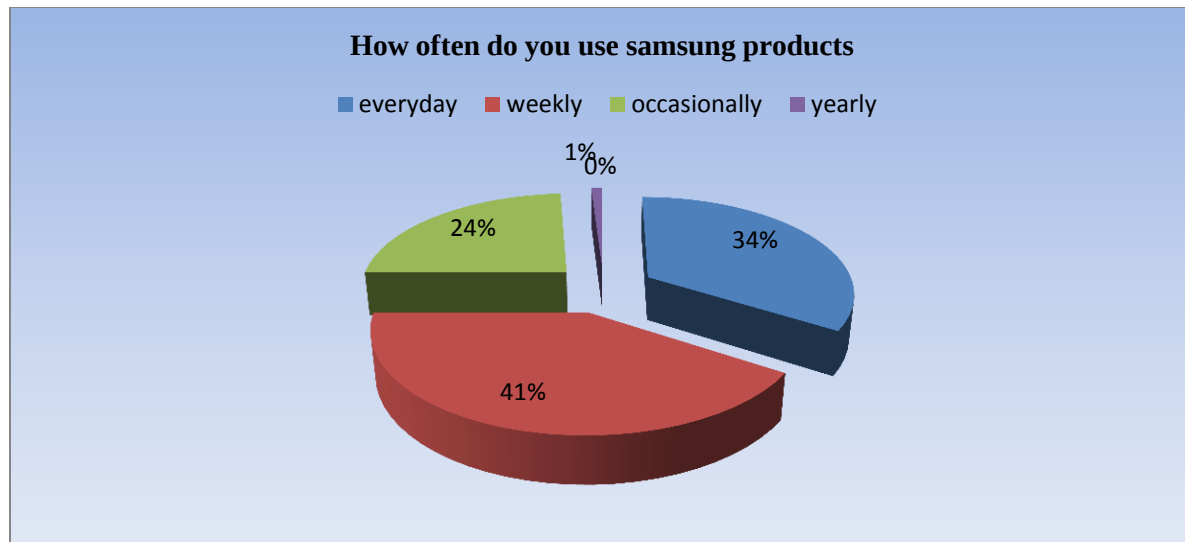
INTERPRETATION: From the above table, it is evident that 17% respondents took a week to buy samsung product, 38% took a month, 31% took 3 months and the rest 14% took above 3 month

How often do you use Samsung products?

Table no. 24

	Frequency	Percent
everyday	34	22.1
weekly	41	26.6
occasionally	24	15.6
4.00	1	.6
Total	100	64.9

Figure no. 24



INTERPRETATION:

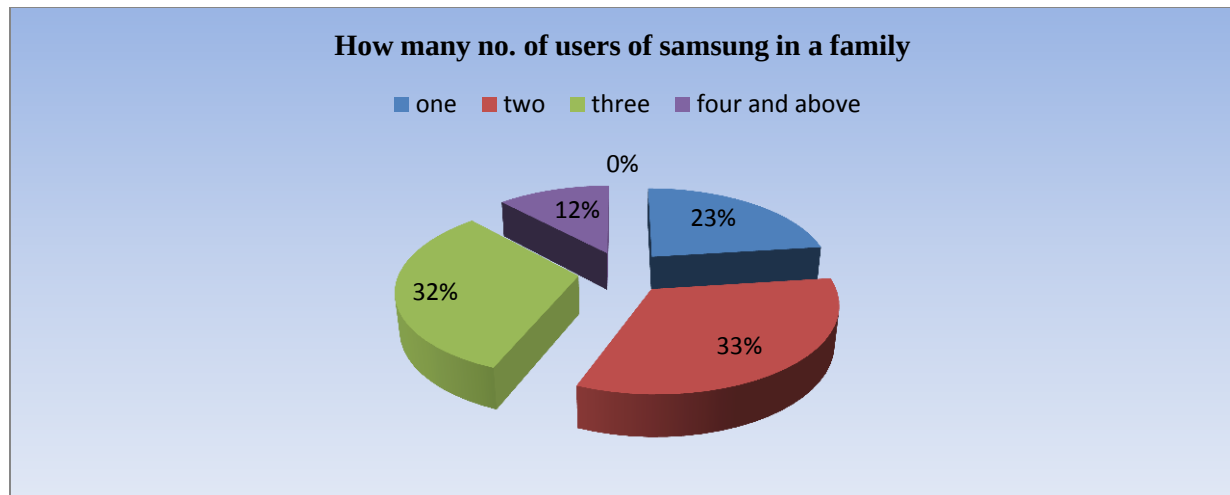
From the above table, it is evident that 34% respondents used samsung products everyday, 41% used weekly, 24% used occasionally and the rest 1% used yearly.

How many no. of users of Samsung in a family?

Table no. 25

	Frequency	Percent
one	23	14.9
two	33	21.4
three	32	20.8
four and above	12	7.8
Total	100	64.9

Figure no. 25



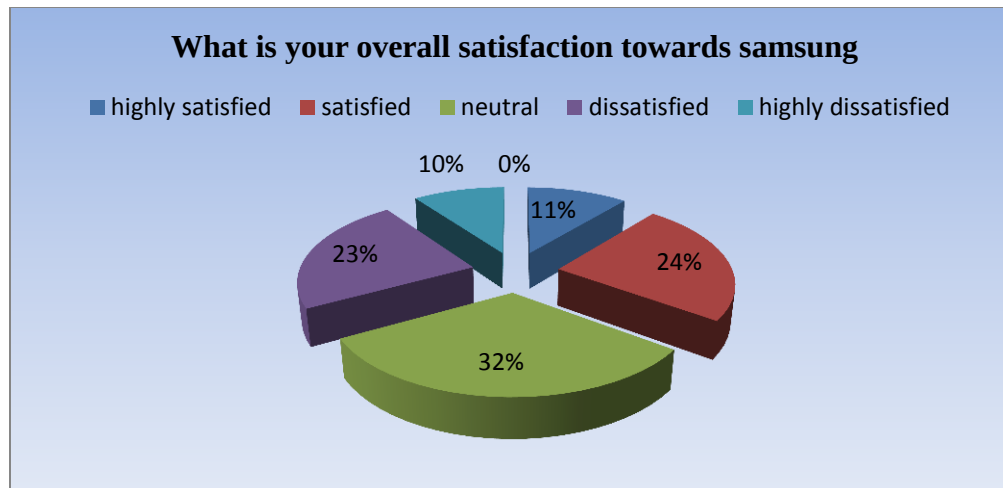
INTERPRETATION: From the above table, it is evident that 23% respondents families had 1 user, 33% had two users, 32% had three users, 12% had four and above

What is your overall satisfaction towards Samsung?

Table no. 26

	Frequency	Percent
highly satisfied	11	7.1
satisfied	24	15.6
neutral	32	20.8
dissatisfied	23	14.9
highly dissatisfied	10	6.5
Total	100	64.9

Figure no. 26



INTERPRETATION:

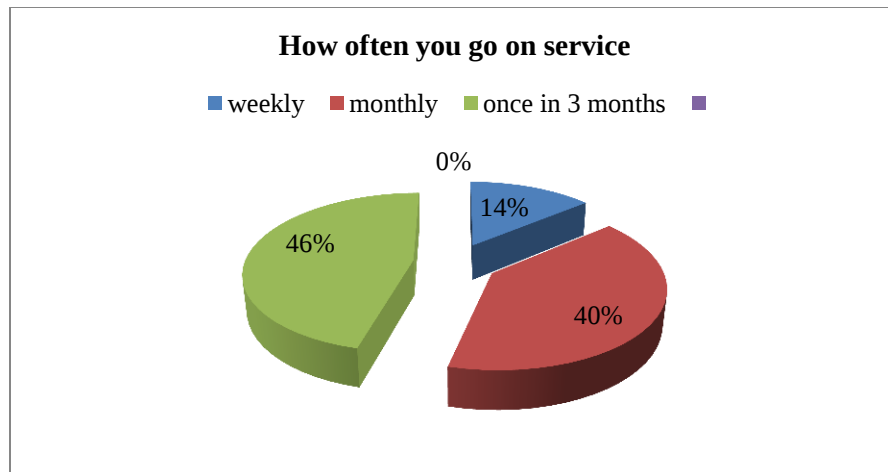
From the above table, it is evident that 11% respondents were highly satisfied, 24% were satisfied, 32% were neutral, 23% were dissatisfied, 10% were highly dissatisfied.

How often you go for service

Table no.27

	Frequency	Percent
weekly	14	9.1
monthly	40	26.0
once in 3 months	46	29.9
Total	100	64.9

Figure no. 27



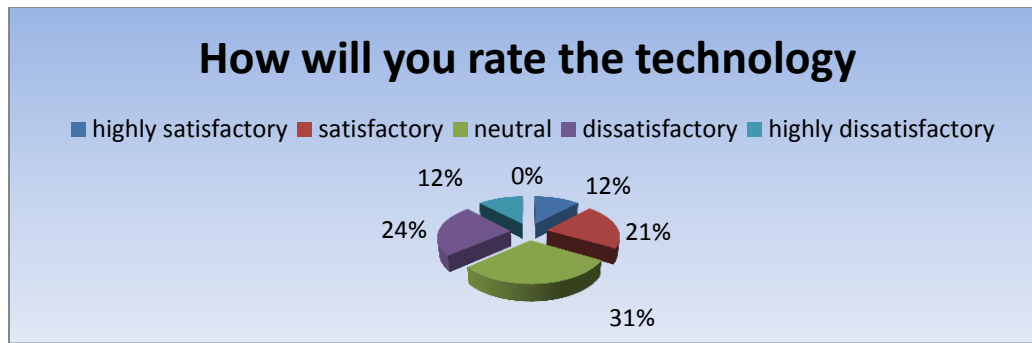
INTERPRETATION:From the above table, it is evident that 14% respondents went on service every week, 40% went every month and the rest 46% went once in 3 months.

How will you rate the technology?

Table no. 28

	Frequency	Percent
highly satisfactory	4	2.6
satisfactory	7	4.5
neutral	10	6.5
dissatisfactory	8	5.2
highly dissatisfactory	4	2.6
Total	33	21.4

Figure no.28



INTERPRETATION:

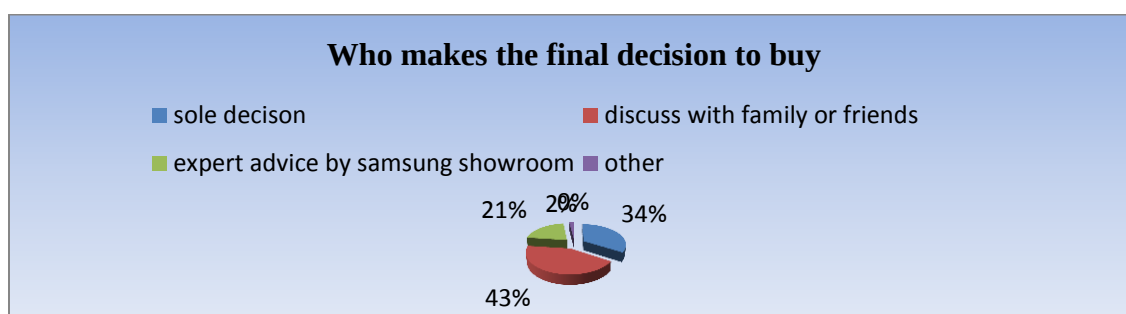
From the above table , it is evident that 12% respondents were highly satisfied,21% were satisfied, 31% were neutral, 24% were dissatisfactory and the rest 12% were highly dissatisfied.

Who makes the final decision to buy Samsung products?

Table no. 29

	Frequency	Percent
sole decision	34	22.1
discuss with family or friends	43	27.9
expert advice by Samsung showroom	21	13.6
other	2	1.3
Total	100	64.9

Figure no.29



INTERPRETATION: From the above table, it is evident that 34% respondents made sole decision, 43% discussed with family or friends, 21% took expert advice by Samsung showroom and the rest 2% others.

ANALYSIS

Model	R	R Square	Adjusted R Square	Std.Error Estimated
1	.684 ^a	.608	.514	.403

R Square = .608

These independent factors selected have explained 60.8% of overall satisfaction.

Coefficients of Correlation

Model	Unstandardized Coefficients B	Standardized Coefficients Std. Error	t Beta	Sig.		
1	(Constant)	1.696	.906		1.872	.071
	What is your opinion about prices	.387	.187	.346	2.065	.048
	Are you satisfied with value added features of Samsung	-.180	.260	-.117	-.692	.494
	How will you rate the technology	.220	.161	.231	1.368	.182

Overall satisfaction = 1.696(constant) +0.387(opinion about prices)-180(value added features)+0.220(rate the technology) Significant values = 0.906(constant), 0.187(opinion about prices), 0.260(value added features), 0.161(rate the technology)

From the above table it can be inferred that beta signifies correlation(r)

From the above table it can be inferred that constant value of 1.696 having significance value of 0.071 is greater than 0.05 so it can be concluded that they have no significant impact on overall satisfaction.

It can be concluded that prices (0.048), satisfaction with value added features (0.494) have significant impact on overall satisfaction as it is less than 0.05.

It can be concluded that technology (0.182) have no significant impact on overall satisfaction as it is greater than 0.05.

5.1 Findings

Based on the data gathered through questionnaire filled by the customers following observations are made:

- Female respondents are slightly more than male respondents.
- Among all the respondents, maximum number of respondents is below 25 years i.e. 49%. Most of the respondents are college students and professionals i.e. 46% & 31% respectively.
- Average no. of respondents has the income between 5-8 lakh. Among all the respondents, majority were married i.e. 67% and Most of the respondents have 3-6 members family i.e. 68%.
- Maximum no. of respondents belongs to joint family i.e. 58%. Average no. of respondents belonged to urban area i.e. 59%. Among all the respondents, majority were students i.e. 47% and Average no. of respondents have smart phones of Samsung i.e. 33%
- Maximum no. of respondents have chosen Samsung because of its price and prestige i.e. 42% and 40% respectively. Among all the respondents, maximum no. of respondents

were satisfied i.e. 43% and moderately satisfied i.e. 21%

- Majority of the respondents were influenced by relatives to buy Samsung product. Average no. of respondents i.e. 43% found prices high. Among all the respondents, average no. of respondents was satisfied with the value added features of Samsung and it was found that many respondents were dissatisfied with the battery backup capacity.
- Majority of the respondents were neutral about sales promotion activities .Average no. of respondents i.e.40% found advt. effective. After sales service of Samsung is not satisfactory among respondents. Maximum no. respondents saw advt. in magazine i.e. 43% and many of the respondents considered more than 2 brands before buying Samsung.

5.2 Suggestions:

Company should focus on the rural areas as most of the respondents are from urban area and should make more people aware about it

Company should decrease the prices of its products as people are price sensitive and should focus on its battery backup as people were quite dissatisfied.

Company should focus more on other sales promotion techniques like advt. on TV etc as well as focus on after sales service as people are less likely to visit customer care service.

Company should focus more on advanced technology should try to resolve the issues of customers more quickly and keep doing the survey in a regular time period to be aware about the customer's need and wants and upgrade the services accordingly.

5.3 Conclusion

The above study was carried with the prime objective to find out the customer's satisfaction level with Samsung to build the long term relationship with customers. Customers are satisfied with Samsung because they focus on a good relationship with the customers and make them feel satisfied. On the basis of the above points it can be said the customer's attitude typically reflect the moral of the company. Happy customers are extremely important. So every organization should develop the strategies to provide a great costumer service which ultimately satisfy both costumers and company's targets. Ultimately, it can be concluded that null hypothesis is accepted which shows that there is no significant impact of different factors of customer satisfaction on overall satisfaction towards Samsung.

5.4 References

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