

A Study on Customer Satisfaction towards Samsung Mobile Phone in Erode City

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Abstract: The Project Entitled “A Study On Customer Satisfaction Towards Samsung Mobile Phone In Erode City” Is Carried Out With An Objective To Determine The Consumer Preference And Satisfaction. The Primary Objective Of This Study Is To Find Out The Consumer Preference And Satisfaction Towards Laptops With Special Reference To Erode. After Collecting The Data From The Respondents It Was Analyzing Using Simple Percentage Method For Analyzing The Collected Data.

I. Introduction

The Lot Of Brands Selling And Manufacturing Cell Phone And Mobile Are In The Market But Samsung Cell Phone Are Leading The Race With Over A Dozen Varieties And Models Lining Up Every Day Customer Is Left In Confusion As To What To Buy. With Market Gearing Up With New Companies And New Products Launch In Samsung Manufactures Have Accepted The Challenge. They Are Coming Up With Latest Technologies Being Put To Test. The Company Believes In Customer Satisfaction And That Is The Success Of Their Being The Leading The Cell Phones Market.

II. Objectives:-

- To Understand The Customer Satisfaction Level Of Samsung Mobile.
- Rate Your Level Of Satisfaction Towards Your Samsung Mobile.

III. Review Of Literature

Measurement Of Customer Preferences:

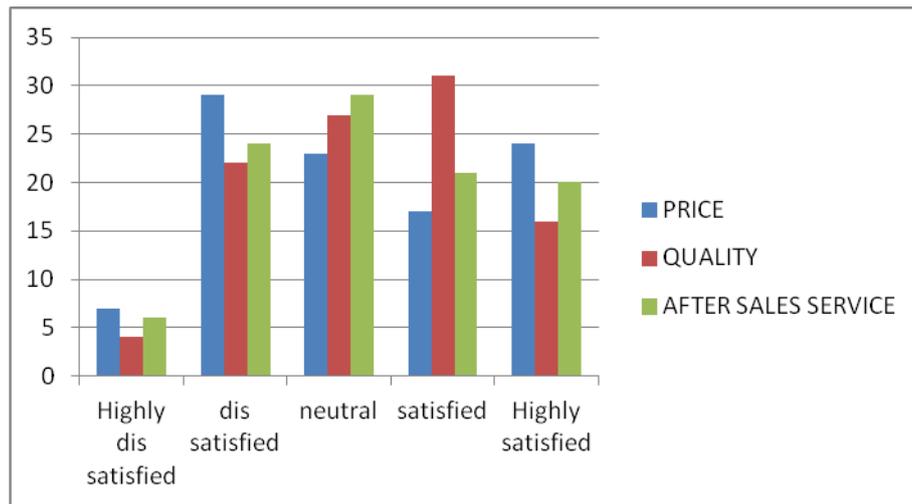
The Growing Interest Of Various Producer And Public Groups In The Determination Of Preferences Of Consumers For Various Products Has Opened Up New Areas Of Research For Economists In Many Specially Fields. This Is Particularly True In The Field Of Agricultural Marketing. Many Products, Both In And Out Of Agriculture, Can Probably Be Made More Satisfactory To Consumers By Application Of Knowledge Concerning Their Preferences. Although Each Product Is Different To Another, There Are Some Unifying Principles In The Methods Of Defining And Measuring Preferences. Out Of The Welter Of Differing Studies, A Few Methods Of Ascertaining Preferences Are Coming Into General Use. However, There Is Still A Lack Of Understanding Of The Relative Merits Of The Various Methods In Attaining Various Objectives, And There Is Disagreement As To What Is Meant By Preferences

IV. Research Tools:-

Percentage Analysis, Chi-Square Tests Bar Diagram And Pie Charts Are Used In The Analysis Part.

Satisfaction Level

Particular	Highly Dis Satisfied	Dis Satisfied	Neutral	Satisfied	Highly Satisfied
Price	7	29	23	17	24
Quality	4	22	27	31	16
After Sales Service	6	24	29	21	20



Age Of Respondents * Rate Your Level Of Satisfaction Cross Tabulation

		Rate your level of satisfaction					Total
		Highly dissatisfied	Dissatisfied	Neutral	Satisfied	Highly satisfied	
Age Respondents	Of Below 20	2	5	7	7	3	24
	21-30	1	8	8	5	5	27
	31-40	2	6	9	7	7	31
	41-50	1	4	4	2	5	16
	Above 51	0	1	1	0	0	2
Total		6	24	29	21	20	100

V. Hypothesis:

Ho= There Is No Relationship Between Age And Satisfaction Level

H1=There Is Relationship Between Age And Satisfaction Level

VI. Inference:

6.358 < 26.296, We Accept The Null Hypothesis. There Is No Relationship Between Age And Satisfaction Level
Accept The H1 Hence, There Is Relationship Between Age And Satisfaction Level

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-Sided)
Pearson Chi-Square	6.358 ^a	16	.984
Likelihood Ratio	7.091	16	.971
Linear-By-Linear Association	.134	1	.714
N Of Valid Cases	100		

A. 14 Cells (56.0%) Have Expected Count Less Than 5. The Minimum Expected Count Is .12.

Suggestions

- Introduce A New In Innovative Models With Reasonable Price.

- Quality Can Be Improved.
- To Improved The After Sales Service
- **Findings:**
- Most Of The Respondents Are Dis Satisfied With The Price
- Most Of The Respondents Are Satisfied With The Quality
- Most Of The Respondents Are Neutral With The After Sales Service

VII. Conclusion:

1.This Project Is Very Useful & Helpful To My Future Studies Also. I Gather More Information About Public Preference With Their Selection Of Mobile Handset.

2.It Helpful To Meet Some Type Occupational Peoples. I Gather That How Their Choosing Their Mobile Handset With Various Opinion Like Accessibility Of The Product, Assurance Of The Product, Service Of The Product, User Friendliness Of The Product, Technical Support Of The Product, Quality Of The Product, Etc.

Bibliography

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