International Journal of Multidisciplinary Horizon

ISSN: **3049-2017**
IJMH 2026; 3(6): 55-57
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www.themultijournal.com

Received: 17-10-2026
Accepted: 02-11-2026
Publish : 04-11-2026

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A study on customer satisfaction towards Samsung Mobile In Kumbakonam

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Abstract

Marketingistheprocessofcommunicatingthevalueofaproductorservicetocustomersforthepurposeofsellingtheproductorservice.Itisacriticalbusinessfunctionforattractingcustomers.FromaSocietalpointof view; marketing is the link between a society; material requirements and its economic pattern of response.

Keywords:customersatisfaction,consumerpreference,consumerperception,brandloyalty, smart phoneindustry.

INTRODUCTION

Marketingcanbelookedatasanorganizationalfunctionandsetofprocesses for creating,deliveringand managingcustomer relationshipsinways that alsobenefit the organization anditsshareholders.Marketingisthescienceofchoosingtargetmarketsthroughmarketanalyzed and marketsegmentation, as well as understanding consumerbuying behavior andprovidingsuperior customerValue.

NeedsofMarketing

Forexchange(barter)ofgoodsandservices.

- Foradjustmentofdemandandsupplybypricemechanism.
- Forimprovementofthequality oflifeofsociety.
- Fortheintroductionofnewmodesoflife.
- Forhigherproduction.

Importance ofMarketing

Ahighlevelofmarketingactivityisapre-requisiteforahighlevelofeconomic activity. It has been aptly remember, “Nothing happens until somebodysells something”.Atpresenttheurgencyforincreasedproduction.Thisaloneshowstheimportanceof marketingasapotentialforcethatcommandshighsignificanceforsocietyasawhole.Thefollowing pointswill testify these facts. Thenation’sincomeiscomposedofgoodsandservices-.Anyincreaseintheefficiencyofmarketing reallyresultsinalowercostofdistribution.LowerPricetoconsumer’smen’sarealincreaseinthenationalincome.Anyreductioninthecostofmarketingisreallyabenefit tosociety.

ObjectivesoftheStudy

- Tostudy thecustomersatisfactionleveltowardsSamsung mobilephone.
- Toknowthefactorsinflouncingtheconsumersbuying Samsungmobile.
- Toidentifythedifferencebetween Expectation&Perceptionofcustomersin
- Productqualityofferedby Samsungmobile.
- Toofferfindingsandvaluablesuggestionstoimprovethesatisfactionlevel of consumers of Samsung mobile.

LimitationsoftheStudy

The study is limited to Samsung mobile customers in Kumbakonam;therefore, the findings may not represent customers from other places.The study is based on a limited number of respondents, so the results may not reflect the opinions of all Samsung customers.

The information collected is mainly based on the respondents’ personal opinions and experiences which may change over time. Some respondents may not provide, accurate or complete information due to lack of interest or time constraints. The study is conducted

within a limited time period, which restricts the detailed collection and analysis of data. Customer satisfaction may be influenced by factors such as price, features, quality, service, battery life, design and after-sales service, which can vary from person to person. The study focuses only on Samsung mobile phones and does not provide a detailed comparison with other mobile brands. Changes in mobile technology, models and pricesmay affect customer satisfaction after the completionof the study.

ReviewofLiterature

Dr.KavithaT.N.R.andMr.MohanaSundaramR(2014)17"AStudyonConsumersatisfactiontowardsSamsungmobiles"Thisstudyiscarriedwiththeobjectivedeterminethecustomerpreferenceandsatisfaction.Andthisresearchis conduct-edononeparticularmobilephonebrandcalledSamsung with its quality, price,designandsatisfactionandthecustomersarebeingMoresatisfied bytheuseofthe Samsungmobilephone.

Gupta RidhiandPriyanka (2016)18 Socialmedia like Facebook,Twitter, Instagram havebecomean essential partofour lives.

Userson

ThenumberofSocialmediaareincreasingdaybyday.Withthehelpofsocialmedia,itispossibletocommunicatewithcustomerseffectively.Itprovidesaplatforminteractwith.

Malasi(2012)19Itexplainedtheinfluenceofproductattributeson Mobile phonePreferenceamongundergraduateuniversitystudentsinKenya.Thestudyindicatedthat varyingtheproductattributeshasaninfluenceonthe Undergraduates'studentPreferenceonmobilephones.

Liu(2002)20inarecentpaper,analyzedandfoundthatthechoiceofthemobilePhoneischaracterizedbytwodistinctattitudestowardsbrands:attitudestowardsthemobilephonebrandandattitudetowardsthenetwork.

ProfileofSamsungCompany

Samsung also refers a range of tablets, wearable's, and accessories. The company's products are knownfortheirsleekdesigns, advancedfeatures,andinnovativetechnologies,suchas5Gconnectivity, ArtificialIntelligenceandtheInternetofThings(IoT).

ANALYSISANDINTERPRETATION

TABLENO.1
AGEOFRESPONDENTS

S.NO	Age	Respondents	Percentage
1.	18 – 24	50	82
2.	25 – 45	7	11
3.	45 – 55	4	7
4.	55above	0	0
	Total	**61**	**100**

Interpretation

Theabovetableshowsthat82%ofrespondentswhere18-24 years11%of respondents where 25-45 years. 7% of respondents 45-55 years of age.

TABLE NO. 2
GENDEROFRESPONDENTS

S.NO	Gender	Respondents	Percentage
1	Male	6	10
2	Female	55	90
	Total	**61**	**100**

Interpretation

Theabovethetableshowsthat90%ofrespondentswerefemale remaining10%ofrespondentsweremale.

TABLENO.3
OCCUPATIONOFRESPONDENTS

S.NO	Occupation	Respondents	Percentage
1.	Student	46	75
2.	BusinessPerson	4	7
3.	Employees	6	10
4.	Others	5	8
	Total	**61**	**100**

Interpretation

Theabovetableshowsthat75%ofrespondentswerestudents,10 %of respondentswereemployee,8%ofrespondentswereother,7%of respondents were businessperson.

TABLE NO.4
EDUCATIONALQUALIFICATION

S.NO	Educationalqualification	Respondents	Percentage
1.	Highersecondary	7	11
2.	Bachelordegree	46	75
3.	Master degree	3	5
4.	Doctorate	5	9
	Total	**61**	**100**

Interpretation

Theabovetableshowsthat75%ofrespondentswerestudiedBachelordegree,11%of respondentswerestudiedHighersecondary,9%ofrespondentswerestudiedotherand5%of respondentswerestudiedMasterdegree.

TABLENO.5

SATISFIEDWITHSAMSUNGPRODUCT

S.NO	Satisfied with Samsung product	Respondents	Percentage
1.	Yes	59	97
2.	No	2	3
	Total	**61**	**100**

Interpretation

Theabovetableshowsthat 97%ofrespondentsweresatisfiedSamsung product,remaining3%ofrespondentswerenotsatisfied Samsungproduct.

FINDINGS,SUGGESTIONSANDCONCLUSION

FINDINGS

1. Majority82%ofrespondentswere18-24agegroups Majority90% ofrespondentswerefemale.

2. Majority75%oftherespondentsarestudents.Thiscouldbebecausemostofthestudentsfallunderthecategoryof Youth,and almostofthemprefers the brand Samsung Mobile.
3. Thisprojectrevealedthat75%ofrespondentsstudiedBachelordegree.
4. 97%ofrespondentssatisfiedwithSamsungproduct.

SUGGESTIONS

- Qualityastheyaretheuser'sfavoritesandattractivefeatureofSamsung Mobile.
- Thecompanycanimprovetheiraftersaleservicefortheir mid-rangedevice Users.

CONCLUSION

Fortheconclusionofthisresearch,Samsungisalreadyseenas the current leaderintheSmart-phonemarket.Thiswasduetoitsinnovativeproductswhich werelaunched.Asitfocusesonbeinganaspirationalbrandtoitstarget marketofyoungconsumers.Samsungisliterallyevolvingitsbrand,tonotjust innovatebutbymakingitlivesuptoitsmissiononenhancinglives ofitsconsumers.

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QUESTIONNAIREONCUSTOMER SATISFACTION TOWARDSSAMSUNG MOBILE IN KUMBAKONAM

1. Whatisyourage?
- 18-25
- 25-45
- 45-55
- 55above

2. Whatisyourgender?
- Female
- Male

3. Whatisyouroccupation
- Students
- Business person
- Employee
- Other

4. Whatisthelevelofeducation?
- Highereducation
- Bachelordegree
- Master degree
- Doctorate

5. Whatbrandofmobilephoneyouareusing?
- Apple
- Samsung
- Vivo
- Redmi

6. Whatisthelevelofeducation?
- Highereducation
- Bachelordegree
- Master degree
- Doctorate

7. Whatbrandofmobilephoneyouareusing?
- Apple
- Samsung
- Vivo
- Redmi

8. Whatistheprimary useofyourmobilephone?
- Socialmedia
- Gaming
- Productivity
- Entertainment

9. AreyousatisfiedwithSamsungproduct?
- Yes
- No