



“COLLEGE STUDENTS PERCEPTION TOWARDS SAMSUNG MOBILES”

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ABSTRACT

: Smartphone industry has been booming since 1983. Since then, there have been many large mobile phone companies stepping their foot into the industry. Nowadays people seem to become dependent towards smart phone due to its convenience, great camera features, easy applications installations, and more importantly, it can do most of the computer functions on the go. Various internal factors, including consumers' demographics, psychographics, personalities, motivations, levels of knowledge, attitudes, beliefs, and emotions, impact the buying decisions they make. Culture and subculture are examples of extraneous factors that might affect an individual's behaviour. How individuals choose to spend their time, money, and energy on items connected to consuming is a central topic in the study of consumer behaviour. It's important to think about consumers' buying decisions from every angle, including what they buy, why they buy it, when they buy it, where they buy it, how frequently they buy it, how they assess it, and how that affects their decisions to buy again or to get rid of the item altogether.

Keywords

College students Perception Samsung mobiles

INTRODUCTION :

The ultimate objective of all production is consumption for the satisfaction of varied needs of man. A free market economy provides freedom to the consumers to buy and consume goods of their choice. Buying preferences of the consumers send signals to the producers to produce various commodities in required quantities. Producers, therefore, produces only those commodities which are desired by the consumers. Consumer behaviour is related to likes and dislikes and expectations of the consumers. Consumer behaviour has changed in recent years owing to enhanced awareness, information technology and more importantly governmental intervention through legislations. Thus, the manufacturers are more cautious in dealing with consumers of their respective products. In recent years, the lifestyle

of a large number of consumers in India has changed dramatically and the process of change is on. The buying behaviour of the consumers is influenced by several factors such as socio-economic conditions, cultural environment, literacy level, occupation, geographical location, efforts on the part of sellers, exposure to media etc

STATEMENT OF THE PROBLEM :

The purpose of my study is to understand the consumer(students) buying behavior towards Samsung Mobile Phones and other brands in the market and among College Students. In addition to that this project also helps to understand the retailer perspective of Samsung Mobiles in accordance with the other brands in the market. The study will help in understanding in what makes the Samsung Mobiles to be more preferred branded Mobiles than of others.

SCOPE OF THE STUDY :

This study helps the candidates to know about the consumer buying behavior and its influencing factors. This study will help the company to know about the consumer buying behavior pattern of their products. This study will help the company to identify the right marketing mix for the products (i.e.) product, price, place, promotion. This study helps the company to improve their strategic formulation and decision making process to increase their sales as well as profit of the firm.

OBJECTIVES OF THE STUDY :

- To study purchase pattern of Samsung Phones by the college students
- To know which factors mostly influences the college students to buy Samsung Mobiles.
- To know which price range of Mobiles are mostly preferred by the college students

RESEARCH METHODOLOGY:

Descriptive Research design is used in this study and adopts convenience sampling technique. The study is carried out with both primary and secondary data. The primary data is collected through structured questionnaire from a sample of collected data are analyses with the help of simple percentage ranking method.

.STUDY AREA:

The data for has been collection from the respondents in Coimbatore.

COLLECTION OF DATA :

Data collection is one of the most important aspects of research. The data are collected both from primary and secondary sources.

PRIMARY DATA

The primary data are those which are collected from the respondents for the first time through questionnaire and this happen to be original in character.

SECONDARY DATA

The information regarding the data has been collected from the second data books, leading journals and magazines were referred for this purpose from the library to facilitate proper understanding of the study.

SAMPLING PROCEDURE AND SIZE:

The study is mainly based on convenience sampling method for the purpose of the study, out of 120 respondents. For this purpose of collection data, a questionnaire is prepared. The information is editing for checking the reliabilities and consistency before presenting it the master table.

PERIOD OF STUDY:

The study is conducted during a period of 4 months from January 2023-March 2023

TOOLS FOR ANALYSIS:

Statistical method is a mechanical process specially designed to facilitate the condensation of quantitative data. Statistical tools are important to simplify the complex task involved in collection and processing of the data without any damages to findings.

PERCENTAGE ANALYSIS:

Percentage analysis, reference to a special kind of ratio. Percentages are used in market comparison between two or more of data and percentage are used to describe relation.

Formula: Number of Respondents

Percentage analysis = _____ *100

Total number of respondent

LIMITATION OF THE STUDY :

A research study is never perfect. There is always some scope of improvement in the study in the future. Thus, it becomes important to critically evaluate the results and the whole study. The present study has certain limitations that need to be taken into account when considering the study and its contributions:

1. There a number of a factor, which affects consumer's perception about Mobile Phones and it is not possible to take all of them into account. Thus, this study is limited to variable under consideration.
2. The research is based on the responses given by the respondents, which may or may not be biased.
3. The research study was conducted within the limited duration of time. So a detailed and comprehensive study could not be made.

REVIEW OF THE LITERATURE

Barbara Culiberg and Ica Rojsek (2001), investigated an administration quality in retail managing an account in Slovenia and its impact on consumer loyalty. Through component examination and relapse investigation, result recommends that every one of the four measurements of administration quality and additionally benefit extend impact consumer loyalty. The data given by this examination can be utilized while outlining advertising procedures to enhance consumer loyalty in retail managing an account

- Oyeniya, Omotayo Joseph - Abiodun, Abolaji Joachim (2010) accentuation on client dependability and client exchanging cost. Exchanging expense is a standout amongst the most talked about contemporary issues in promoting in endeavor to clarify shopper conduct. The present research examined exchanging expense and its associations with client maintenance, faithfulness and fulfillment in the Nigerian media transmission showcase. The review finds that consumer loyalty decidedly influences client maintenance and that exchanging cost influences essentially the level of client maintenance.
- Rodolfo Martínez Gras ; Eva Espinar Ruiz (2012) highlight another measurement in data and innovation concerning young people in Spain. The primary goal of this article is to break down the connection amongst Information and Communication Technologies and Spanish young people. In particular, analysts have concentrated, through subjective strategy, the qualities of adolescents' get to and employments of mechanical gadgets. furthermore, investigated the reasons that spur the usage of Information and Communication Technologies, highlighting a cozy connection amongst advances and companion 16 correspondence and

stimulation. Despite what might be expected, there is an under-usage of every one of these gadgets for instructing and learning purposes.

- Joel Billieux (2019) despite its clear advantage, cellular phone use has been associated with harmful or potentially disturbing behaviors ; the mobile phone's problematic use is considered an inability to regulate one's mobile use.
- Mack and Sharpies (2022) showed that availability is the most crucial determinant of mobile choice. Other attributes, particularly features, aesthetics, and cost, have implications for mobile brand choice.

MOBILEPHONE INTRODUCTION

A **mobile phone** (also known as a **hand phone**, **cell phone**, or **cellular telephone**^[1]) is a small portable [radio telephone](#).

The mobile phone can be used to communicate over long distances without wires. It works by communicating with a nearby base station (also called a "mobile tower") which connects it to the main phone network. When moving, if the mobile phone gets too far away from the cell it is connected to, that cell sends a message to another cell to tell the new cell to take over the call. This is called a "hand off," and the call continues with the new cell the phone is connected to. The hand-off is done so well and carefully that the user will usually never even know that the call was transferred to another cell.

Samsung company History ;

- In 1980, Samsung entered the telecommunications hardware industry with the purchase of Hanguk Jeonja Tongsin. Initially building telephone switchboards, Samsung expanded into telephone and fax systems, which eventually shifted to mobile phone manufacturing.
- In the early 1980s, Samsung expanded to Germany, Portugal, and New York. In 1982, Samsung Printing Solutions was founded. This subsidiary of the company delivered digital solutions to the printing industry. The following year, the company started producing personal computers, and in 1984 Samsung's sales reached one trillion won.
- Samsung Ventures was founded in 1999 to invest in startup companies focusing on many of Samsung's core services.
- 2000 to Present

- Samsung entered the phone market with the SPH-1300, an early touch-screen prototype released in 2001. The company also developed the first speech-recognition phone in 2005.
- In the late 2000s and early 2010s, Samsung acquired companies that developed technologies for electronic devices. In 2011, Samsung released the Galaxy S II, followed in 2012 by the Galaxy S III, one of the world's most popular smartphones. The year 2012 also marked Samsung becoming the world's largest mobile phone maker and the acquisition of mSpot to provide entertainment to Samsung device users.
- In September 2014, Samsung announced the Gear VR, a virtual reality device developed for use with the Galaxy Note 4. By 2015, Samsung had more U.S. patents approved than any other company, with more than 7,500 utility patents granted before the end of the year.
- In 2017, Samsung was given governmental permission to test a self-driving car. The following year, Samsung announced that it would expand its renewable energy plans and hire 40,000 employees over it

The Start of Smart

In June of 2010, Samsung released its first ever smartphone: the Samsung Galaxy S. The public received the new phone well, with people comparing it to other successful Android-powered smartphones, such as the Nexus One and HTC Desire.

The Galaxy S was praised by critics and news media alike for its Super AMOLED display, however it did receive some backlash for its poor GPS features and decreased performance over time.

The Galaxy Note Edge, released in 2014, was unique due to its curved screen edges. Many of the phones released since the first Edge have adopted this curved screen technology, including the Galaxy S8 and S9. At the time, the phone was considered to be more of a concept product, but was still widely released and used as inspiration for future phones.

Not long after the release of the Note Edge Samsung released the Samsung Galaxy S23 Ultra, a high-end digital tablet released by Samsung in September of 2015. It was hailed at the time as one of Samsung's best tablets released yet.

TABLE-1**COURSE OF THE RESPONDENTS**

Source: Primary Data

Tool: Percentage Analysis

INTERPRETATION:

The above table 1 show that out of total respondents 31.1% of respondent are be arts students .20.8% of respondents are science students .33.3% of respondents are in engineering .14.2% are other course

The Most (33.3%) of the respondents are engineering students

TABLE-2**WHICH IS FAVOURITE MODEL IN SAMSUNG**

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE %
Samsung galaxy A04s	56	44.7
Samsung galaxy S23 ultra	44	36.7
Samsung galaxy A14	20	16.7
Total	120	100

INTERPRETATION:

The above table 2 show that out of the respondents 44.7% of the respondents are ,using Samsung galaxy A04S, 36.7% of the respondents are using Samsung galaxy S23 ultra ,, 16.7% of the respondents are using Samsung galaxy A14

The Majority (44.7%) on the respondents are using Samsung galaxy A04S

SUGGESTIONS:

- . Branding and promotions should be done effectively as it creates a long lasting image in the mind of customers.
- Company should try to improve service, no doubt the company products have internet technically edge over competitors but in long run it may hamper the company's profit
- The company should give more priorities to the advertisement for creating awareness to the public in order to reach many place.
- The company should give more offers to its dealers and consumers to increase the level satisfaction.

CONCLUSION:

The study is aimed at measuring customer satisfaction towards selective Samsung products with special reference to Coimbatore City. Marketing starts before production and continues after sales. Marketing is the process of creating customers. Samsung product is loved by each and everyone irrespective of age group is clear down by this study. The important attribute of the product is quality and prices have received favorable appreciation from the respondents. Product attributes like durability and customer service have also been appreciated. It is certified that the customer satisfaction concept is an unpredictable one in any kind of marketing but this study has attempt its best to reveal the phone history

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