



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

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A STUDY ON CONSUMER PREFERENCE TOWARDS SAMSUNG MOBILE PHONES IN MADURAI CITY

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Abstract

This study aims to explore the consumer preferences towards Samsung mobile phones among users in Madurai City, Tamil Nadu and India. With the rapid growth of the smart phone market and increasing competition, understanding consumer choice factors has become crucial for manufacturers and marketers. The research identifies key determinants that influence consumers when selecting Samsung mobiles, including price, features, brand image, after-sales service, design and user experience. Primary data was collected through a structured questionnaire administered to a sample of respondents in various parts of Madurai City. The study analyses demographic influences such as age, gender, income and occupation on preferences for different Samsung models. Statistical tools like percentage analysis mean score and chi-square tests were used to interpret the data.

Keywords: Samsung Electronics, Consumer Preference, Brand Image, Price sensitivity, Product Features, Marketing Strategic, Madurai City

Introduction

Consumer perception implies ones behavior towards any product or service marketed it is that marketing concept which encompasses a consumer's acquaintance about offerings of any product or service of a particular company. Consumer perception plays a vital role in success of any marketed product or services as their attitude towards the particular product or service will decide the detainment of the product or service in the market the number of mobile subscribers in India has overgrown in the last four years, expected to show rapid growth over the following years. Recent years have seen an



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explosion in Mobile Brands and their innovations in features,

Performance and price. Samsung has been one of the largest manufacturers in the world. They have captured the entire market in a short time. Samsung mobiles are now marketing in several Asian and European countries. The innovative features and build quality made Samsung a favorite of millions. In the year 2022, Samsung was the largest vendor of smart phones in India. It has not only captured the market but made a special place in the hearts of many users.

Statement of the Problem

The smart phone market has become highly competitive with the presence of numerous national and international brands offering a wide range of mobile phones with varying features, prices, and technologies. Consumers today have many alternatives to choose from, which has made their purchasing decisions more complex and dynamic. Although Samsung is one of the leading mobile phone brands in India, its market performance varies across different regions and consumer segments.

Objectives of the Study

- To study about customers preference of Samsung mobiles.
- To explore the level of satisfaction towards Samsung mobiles.
- To know the customers problem and opinion about Samsung mobiles.

- To study the awareness of Samsung in the market.

Scope of the Study

This study focuses on understanding the company details, product quality, features, services and values offered by Samsung Electronics and how these factors relate to consumer satisfaction. It aims to identify consumer preferences regarding the various facilities and features provided in Samsung mobile phones in Madurai City. The study also highlights Samsung's advanced design and high technology particularly in its Galaxy smart phone concept and seeks to address issues related to consumer preference for the brand.

Research Design

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is 'Descriptive Research'.

Sources of Data

Primary Data: Information obtained from the original source by research is called primary data. They offer much greater accuracy and reliability. The data was collected from the respondents through the questionnaire. Secondary Data: It means that data are already available. It refers to the data that are collected and analyzed by someone

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else. The data was collected from the websites and journals.

Size of Sample

The sample size for the project was 100. Samples collected directly from the respondents with the help of a questionnaire. The collected sample is in the method of convenience.

Sampling Techniques

Convenience sampling method was used due to accessibility of respondents.

Statistical Tool Used

Percentage analysis: Percentage analysis was used to classify and interpret the responses of the respondents, enabling the researcher to understand the distribution of opinions and the relative importance of different factors influencing customer satisfaction.

Tables and charts for presentation: Tables and charts were used to present the collected data in a clear and systematic manner, facilitating easy understanding, comparison, and interpretation of the results.

Data Analysis and Interpretation

The responses of the customers are valued in this analysis to find the satisfaction of the product. The percentage analysis gives the percentage of the Respondent’s preference with regards to the various components which drives them to buy the product.

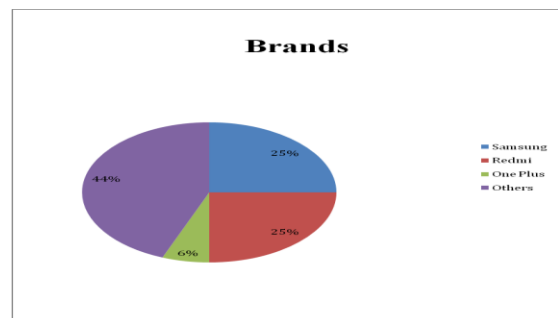
Table 1
Brands-Wise Classification

S.No.	Particulars	No. of Respondents	Percentage
1	Samsung	25	25
2	Redmi	25	25
3	One Plus	6	6
4	Others	44	44
	Total	100	100

Source: Primary data

From the above table 1 reveals that 25% of the respondents are prefer Samsung, 25% of the respondents are prefer Redmi, 6% of the respondents are prefer one plus and 44% of the respondents are prefer other brand. It is interpreted that majority 44% of respondents are prefer the other brand.

Chart 1



Findings of the Study

- Majority 44% of respondents are prefer the other brand.



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- Majority 50.7% of the respondents are using Samsung mobile phone from 2 to 5 years.
- Majority of 42% of the respondents are hearing about Samsung from friends.
- Majority 91.1% of the respondents are say to yes as Samsung mobile phone are available in very convenient location.

Suggestions

- The company can focus on providing powerful processor and improving camera quality as they are the user's favorite and attractive feature of Samsung mobile
- The company can improve their after sale service for their mid-range device users.
- Steps must be taken to resolve the heating and lagging issue which many users Face.
- Samsung has to focus more on satisfying customer with the latest technology

Conclusion

This study concludes that most people prefer using Samsung mobile because it provides features like a good camera, better battery backup, powerful processor At a budget-friendly rate. Overall, the customers have a very 46 positive experience regarding the usage of Samsung mobiles and are willing to buy Samsung mobile in next purchase. Through there is number of new brands of mobiles in the market SAMSUNG had

reputation on its brand People can use Samsung mobiles for 4-5 years which is more than enough for the life of mobiles phones. The price is fair for its brand and life time of Samsung mobile phones.

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